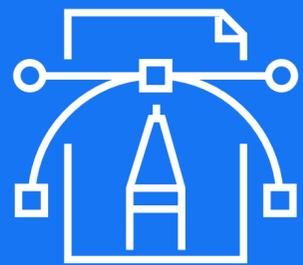


Let's Build  
Your Brand,  
Franklin.



**Phase 2.0**  
**Visual Direction**

# Let's Recap



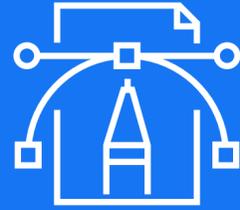
# TOWN *of* FRANKLIN MASSACHUSETTS

---

Explore Seal  
Variation & Logo  
Responsiveness

Review the  
Entire Logo  
Package

Approval,  
Sign-off &  
Next Steps



**Let's Go.**

**Logo Suite**

LOGOMARKS



STACKED



**TOWN *of* FRANKLIN**  
MASSACHUSETTS

HORIZONTAL



**TOWN *of***  
**FRANKLIN**  
MASSACHUSETTS

SQUARE



**TOWN *of***  
**FRANKLIN**  
MASSACHUSETTS

DEPARTMENT



**TOWN *of* FRANKLIN**  
DEPARTMENT OF  
PUBLIC WORKS



**TOWN *of***  
**FRANKLIN**  
BUILDING & INSPECTIONS

TYPEMARKS

**TOWN *of***  
**FRANKLIN**  
MASSACHUSETTS

**TOWN *of* FRANKLIN**  
MASSACHUSETTS

**TOWN *of* FRANKLIN**  
THE FIRST OF MANY





**TOWN of  
FRANKLIN**  
MASSACHUSETTS



Town Planner

**AMY LOVE**

DEPARTMENT OF  
PLANNING &  
COMMUNITY  
DEVELOPMENT

355 East Central St. P. 508.520.4907  
Franklin, MA 02038 F. 508.520.4906  
E. [alove@franklinma.gov](mailto:alove@franklinma.gov)



**TOWN of  
FRANKLIN**  
MASSACHUSETTS

**HEALTH  
DEPARTMENT**

Chair  
BRIDGET SWEET

Vice Chair  
JEFFREY HARRIS

Member  
KIMBERLY MU-CHOW

Director  
CATHLEEN LIBERTY

Agent  
GINNY MCNEIL

Dear Resident,

Lorem ipsum odor amet, consectetur adipiscing elit. Elementum iaculis consequat dolor et lacus elit. Dictum proin hendrerit; justo sociosque magnis lacinia quisque. Nostra hendrerit tellus faucibus molestie id. Natoque turpis nullam imperdiet maecenas mus; non ad aenean velit. Ipsum feugiat quisque morbi odio potenti maecenas himenaeos. Quis fusce iaculis odio aliquet bibendum aptent pulvinar.

Fringilla potenti pharetra blandit viverra neque dictum turpis primis. Vel portitor et sodales hendrerit elit himenaeos. Cras proin facilisi dui viverra platea rhoncus sem. Potenti class dui sodales mauris est parturient vehicula nec euismod. Arcu velit in velit curae sem vestibulum egestas fames. Senectus viverra placerat at magnis tellus aenean suspendisse felis eget. Varius pharetra malesuada tincidunt aliquet malesuada magna semper. Vel morbi taciti tempus fringilla dignissim metus. Felis ex eleifend litora posuere quam.

Montes imperdiet magnis cubilia ornare aenean porta magna dui dignissim. Consequat suspendisse ut sodales cras habitasse sociosque dolor. Maecenas imperdiet torquent praesent; suscipit lacus commodo.

Metus ridiculus phasellus libero ante; nullam nec nisl dui. Quam class interdum mattis conubia himenaeos egestas lacus.

BRIDGET SWEET

355 E. Central St.  
Franklin, MA 02038

P. 508.520.4926  
F. 508.520.4906



**Color**

NAVY  
#173660  
PMS 534

MIST  
#B3CCE3  
PMS 658

SAGE  
#4D8B8D  
PMS 5483

FOREST  
#00544F  
PMS 330

HARVEST  
#EAC452  
PMS 141



**TOWN of**  
**FRANKLIN**  
MASSACHUSETTS



**TOWN of**  
**FRANKLIN**  
MASSACHUSETTS



**TOWN of**  
**FRANKLIN**  
MASSACHUSETTS



**TOWN of**  
**FRANKLIN**  
MASSACHUSETTS



**TOWN of**  
**FRANKLIN**  
MASSACHUSETTS



**TOWN of**  
**FRANKLIN**  
MASSACHUSETTS



**TOWN of**  
**FRANKLIN**  
MASSACHUSETTS



**TOWN of**  
**FRANKLIN**  
MASSACHUSETTS



**TOWN of FRANKLIN**  
MASSACHUSETTS



**TOWN of FRANKLIN**  
MASSACHUSETTS



**TOWN of FRANKLIN**  
MASSACHUSETTS



**TOWN of FRANKLIN**  
MASSACHUSETTS



**TOWN of FRANKLIN**  
MASSACHUSETTS



**TOWN of FRANKLIN**  
MASSACHUSETTS

**Responsiveness**

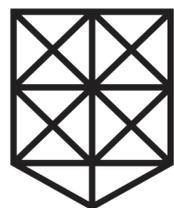
RESPONSIVENESS OPTION A



**TOWN of FRANKLIN**  
MASSACHUSETTS



**TOWN of FRANKLIN**  
MASSACHUSETTS



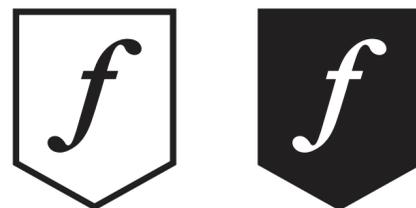
RESPONSIVENESS OPTION B



**TOWN of FRANKLIN**  
MASSACHUSETTS



**TOWN of FRANKLIN**  
MASSACHUSETTS



RESPONSIVENESS OPTION C



**TOWN of FRANKLIN**  
MASSACHUSETTS



**TOWN of FRANKLIN**  
MASSACHUSETTS

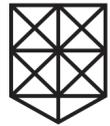


RESPONSIVENESS OPTION A



# TOWN *of* FRANKLIN

MASSACHUSETTS



## PROCEDURES OF THE FRANKLIN TOWN COUNCIL

In order for the Franklin Town Council to function in an orderly fashion, it must be able to meet, discuss, deliberate, debate and vote on the issues that are brought before it. These group discussions and group actions, like group games, require rules, guidelines and procedures that allow for the free and orderly flow of discussion and deliberation. "The Procedures Manual of the Franklin Town Council" was developed to provide such direction to the Council in its deliberations.



RESPONSIVENESS OPTION B



# TOWN *of* FRANKLIN

MASSACHUSETTS



## PROCEDURES OF THE FRANKLIN TOWN COUNCIL

In order for the Franklin Town Council to function in an orderly fashion, it must be able to meet, discuss, deliberate, debate and vote on the issues that are brought before it. These group discussions and group actions, like group games, require rules, guidelines and procedures that allow for the free and orderly flow of discussion and deliberation. "The Procedures Manual of the Franklin Town Council" was developed to provide such direction to the Council in its deliberations.



RESPONSIVENESS OPTION C



# TOWN *of* FRANKLIN

MASSACHUSETTS



## PROCEDURES OF THE FRANKLIN TOWN COUNCIL

In order for the Franklin Town Council to function in an orderly fashion, it must be able to meet, discuss, deliberate, debate and vote on the issues that are brought before it. These group discussions and group actions, like group games, require rules, guidelines and procedures that allow for the free and orderly flow of discussion and deliberation. "The Procedures Manual of the Franklin Town Council" was developed to provide such direction to the Council in its deliberations.



**Town Seal**

OPTION A (ORIGINAL)



OPTION B (REFINED)



OPTION C (REFINED WITH GLASSES)





OPTION A1



OPTION B1



OPTION C1



OPTION A2



OPTION B2



OPTION C2

# Town Identity

TOWN LOGO



OFFICIAL COMMONWEALTH SEAL



TOWN ATHLETICS

