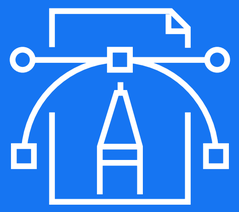
Let's Build Your Brand, Franklin.

aj rebecchi
HYBRID CREATIVE // BRAND BUILDER



Phase 2.0
Visual Direction

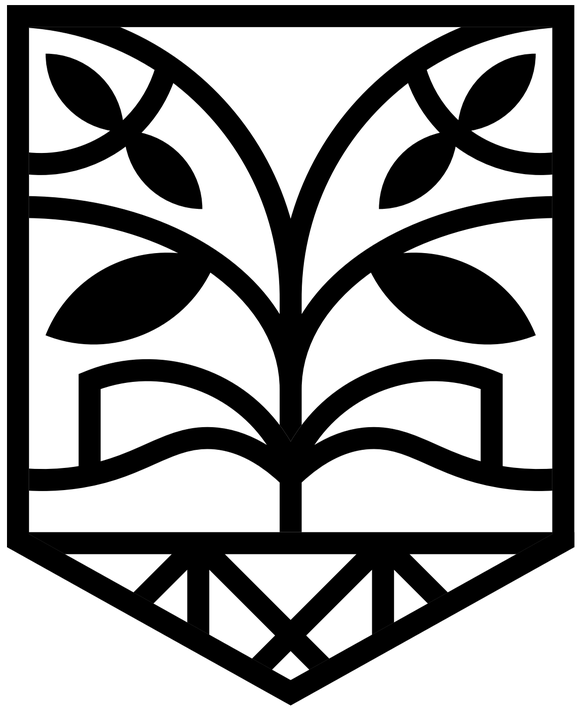
Let's Recap

TOWN *of* FRANKLIN

MASSACHUSETTS

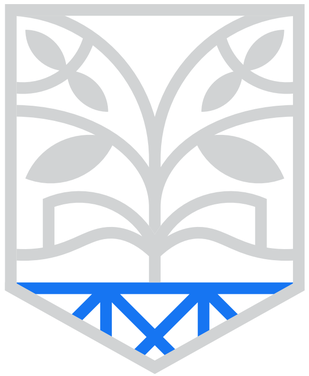
Education | Open Spaces | History | Safety

HOW WE GOT HERE

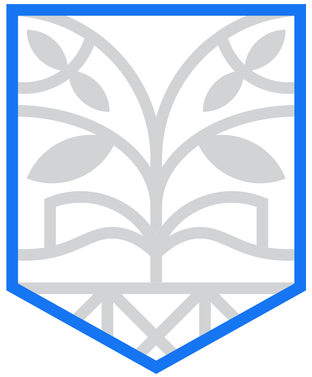


Education

Open Spaces

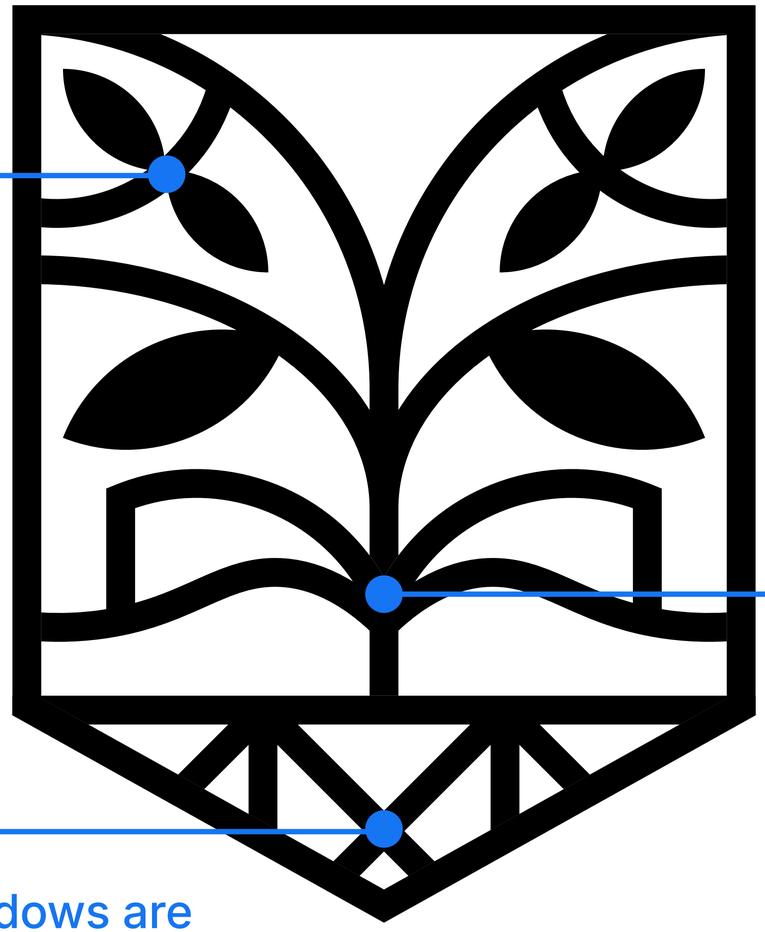


History



Safety

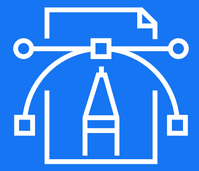
FEEDBACK



Top leafs
almost bug-like

Book shape
might get lost

Library windows are
a porous base and
aren't literal enough



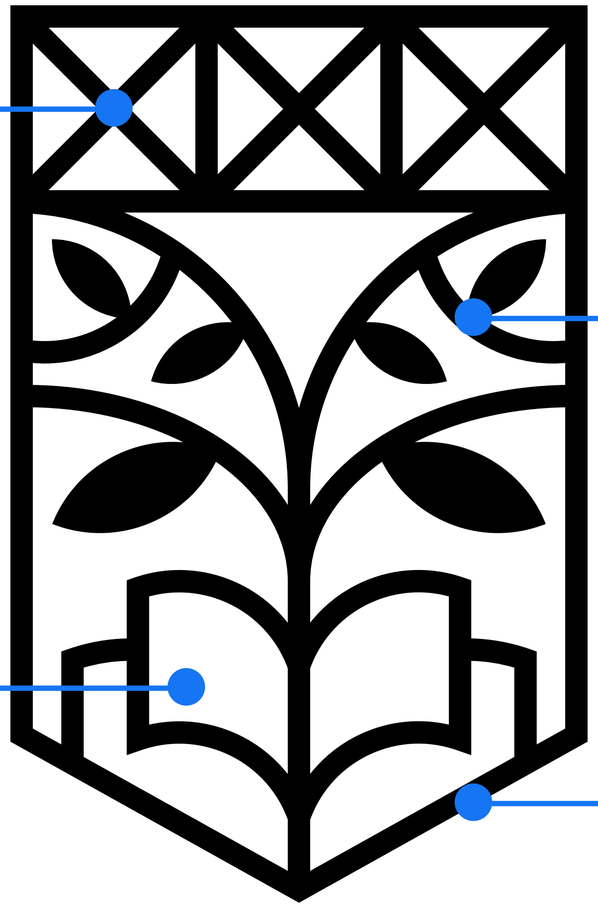
Let’s Go.

Final Logo

TOWN *of* FRANKLIN

MASSACHUSETTS

ADJUSTMENTS



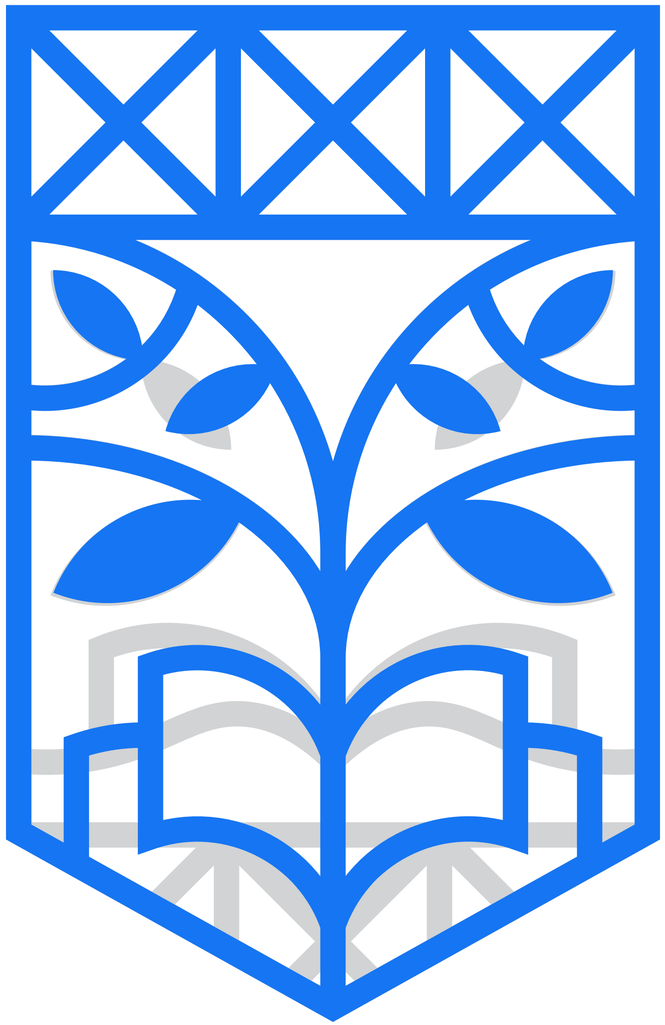
Moved window shapes up top to mimic library

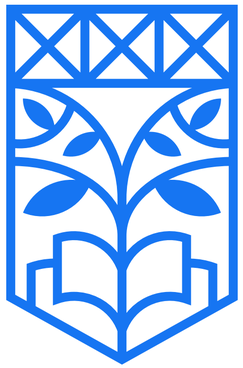
Offset and adjusted top leafs

Reworked book shape to make it clearer

Elongated shield shape to give more space

BEFORE / AFTER





Logo Suite

LOGOMARK

The
Graphic Symbol

LOGO

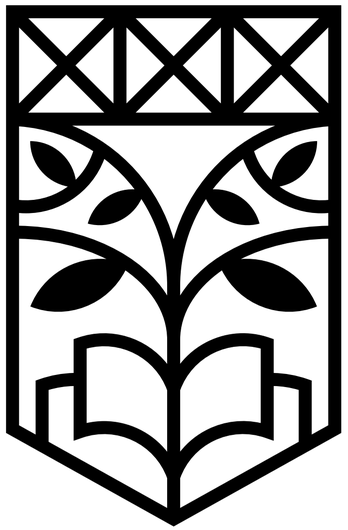
TOWN *of* FRANKLIN
MASSACHUSETTS

The Graphic
Symbol + Text

LOCKUP

The Arrangement(s) of
Graphic Symbol + Text

LOGOMARKS



f

STACKED LOCKUP

TOWN *of* FRANKLIN
MASSACHUSETTS

HORIZONTAL LOCKUP

TOWN *of*
FRANKLIN
MASSACHUSETTS

DEPARTMENT LOCKUPS

TOWN *of* FRANKLIN
DEPARTMENT OF
PUBLIC WORKS

TOWN *of*
FRANKLIN
BUILDING & INSPECTIONS

DEPARTMENT *of*
VETERANS' SERVICES
FRANKLIN, MASSACHUSETTS

HERITAGE LOCKUPS

SQUARE LOCKUP

TOWN *of*
FRANKLIN
MASSACHUSETTS

TYPEMARKS

TOWN *of*
FRANKLIN
MASSACHUSETTS

TOWN *of* FRANKLIN
MASSACHUSETTS

TOWN *of* FRANKLIN
THE FIRST OF MANY

TOWN of FRANKLIN
DEPARTMENT OF
PUBLIC WORKS

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, consectetuer adipiscing elit. Elementum iaculis consequat dolor et lacus elit. Dictum proin hendrerit; justo sociosqu 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 porttitor et sodales hendrerit elit himenaeos. Cras proin facilisi dui viverra platea rhoncus sem. Potenti class duis 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 sociosqu 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.. Varius pharetra malesuada tincidunt aliquet malesuada magna semper. Vel morbi taciti tempus fringilla dignissim metus. Felis ex eleifend litora posuere quam.

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 Seal

OPTION A (ORIGINAL)

OPTION B (REFINED)

OPTION C (REFINED WITH GLASSES)

OPTION A1

OPTION B1

OPTION C1

OPTION A2

OPTION B2

OPTION C2