



Town of Natick Community Branding and Wayfinding Presentation
Natick Select Board Meeting

May 19, 2021

Presented by Favermann Design

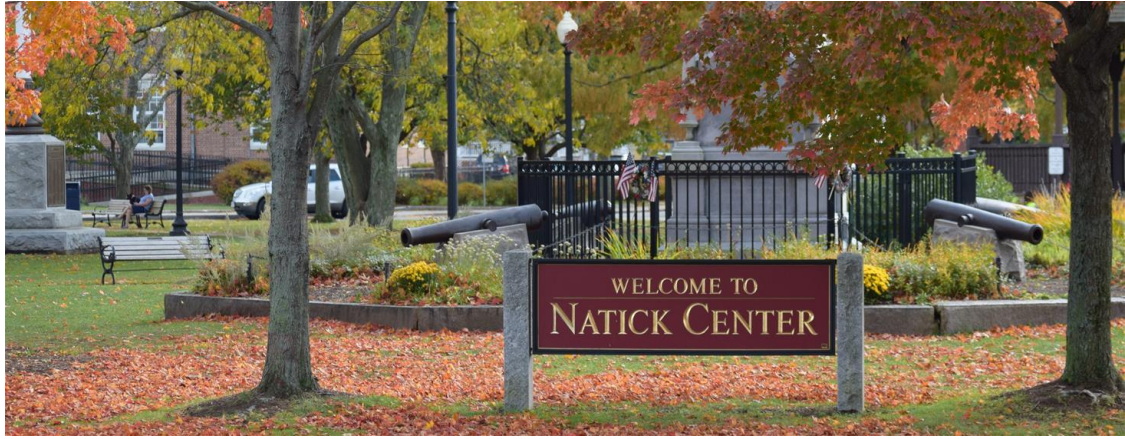
A Program of the Massachusetts Downtown Initiative(MDI)



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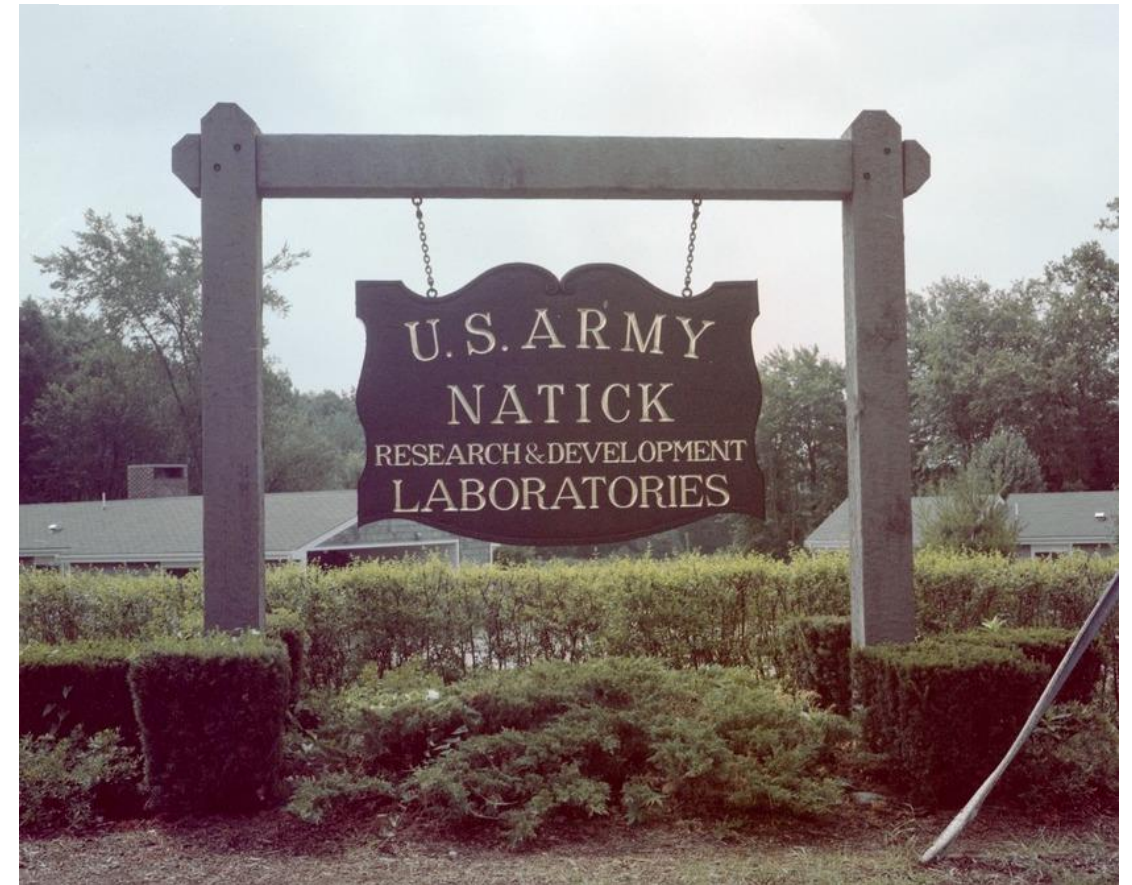
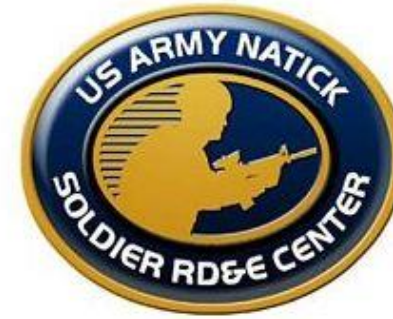
Our Process Working with the Advisory Committee

- Review what are Branding and Wayfinding
- Investigate “Where” and “What” is Natick.
- Visually Document and share Significant Structures and Places
- Develop an Ideation Exercise that verbally describes the Town of Natick
- Creatively Interpret the descriptions into alternative images
- Review Designs with Advisory Committee
- After Feedback, Refine Images
- Develop Final Image
- Create Locational Map
- Provide Cost Estimates of Signs and Wayfinding Elements
- Identify Competent Fabrication and Installation Vendors
- Get approval from the Natick Select Board
- Develop final report for Massachusetts Downtown Initiative for the DHCD Website











What is Branding?

- *Identity or Visual Appearance*
- *Intangible Assets That Add Value*
- *Positive Image to Visitors and Residents*

What does branding reinforce?

Sense of Arrival

Sense of Place

Sense of Shared Experience



Ideation Exercise

One Word

eclectic
traditional
welcoming
vibrant
community
lively
love
connection
nature
natural
historical
creative
transformational
diverse
aspirational
crossroads
comfortable
changing
accessible
intersecting

hub
central
cultural
rebirth
Renaissance
renew
inclusive
patchwork
mosaic

Three or More Words

creative cultural community
colorful creative community
quintessential New England
intersecting creative commerce and
economy
a creative economy
creatively stepping forward
making something that matters
making things happen
making community connections
step inside to reach beyond
crafting community and artistry together
The art of work makes Natick a work of art.
Stitching a community together.
Crafting together Community and Artistry
Crafting community and innovation
together.

Colors

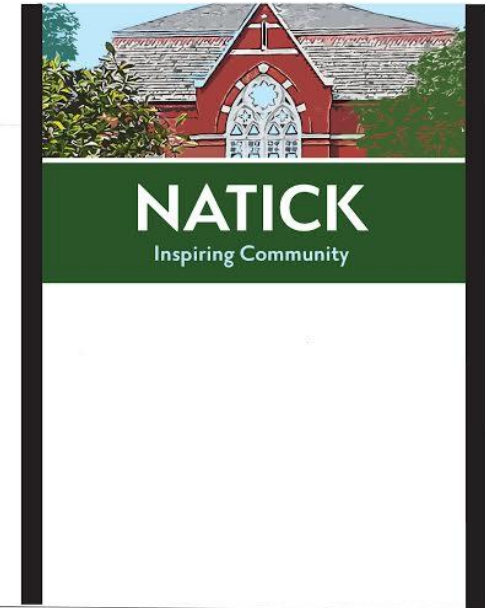
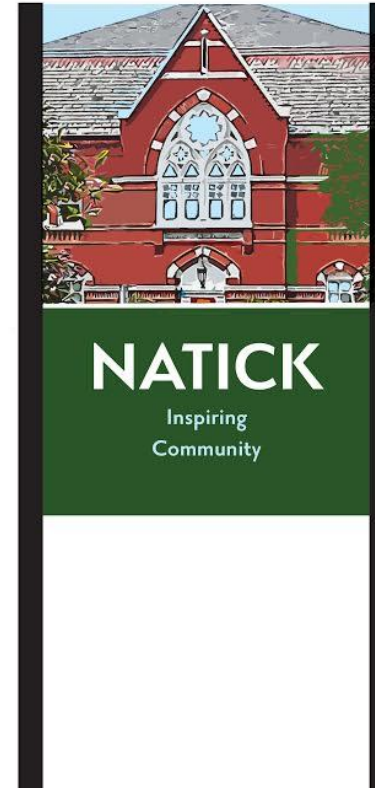
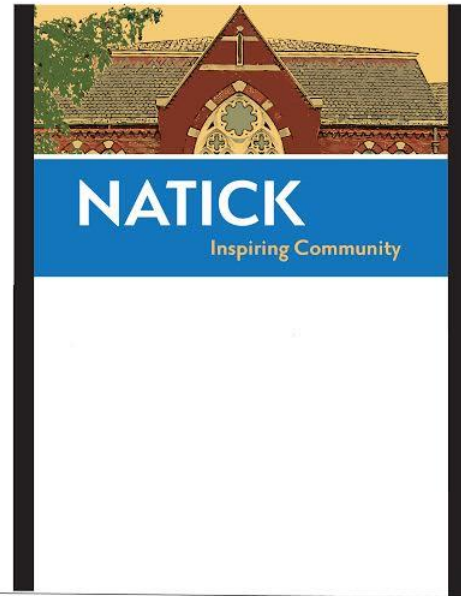
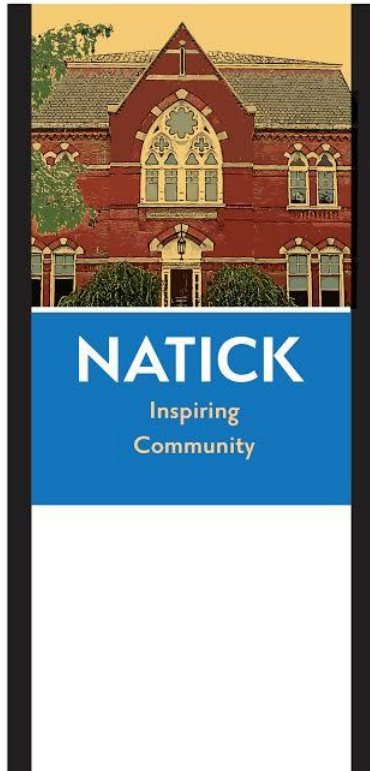
Greens
Blues
Brick Red
Veterans purple
Fall Leaves
rainbow peace flag

Natick's Symbols

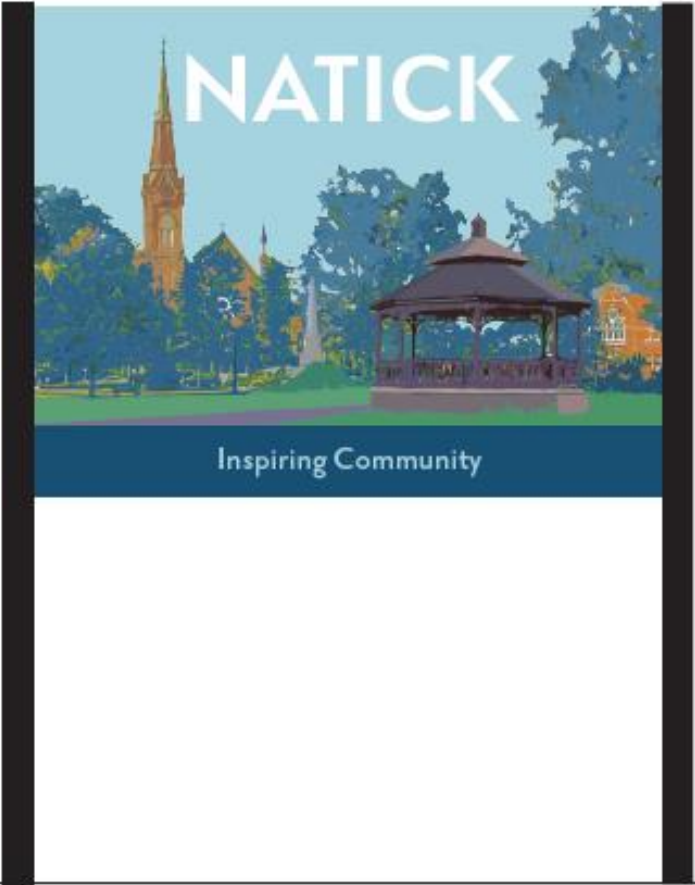
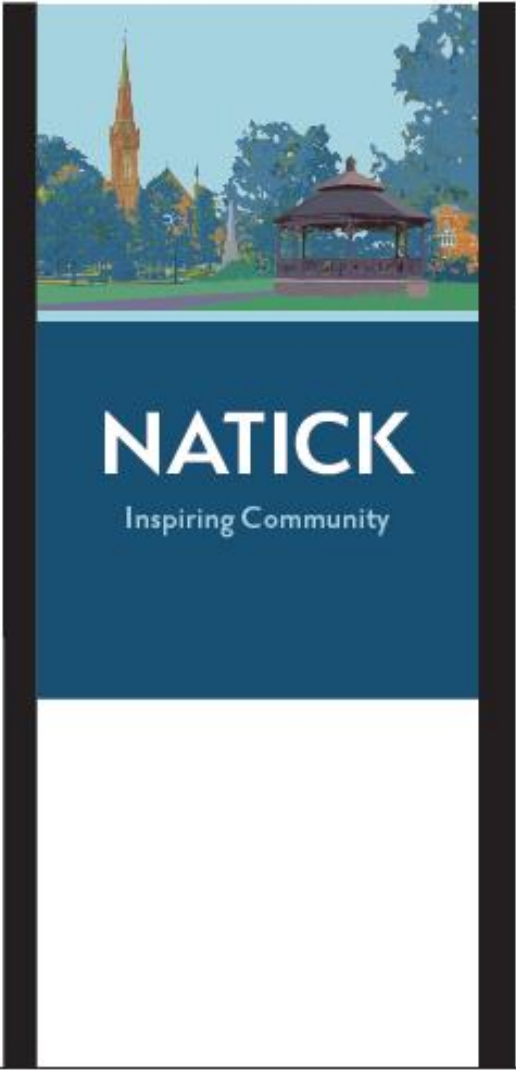
The Gazebo on the Common
Clarks Block
Baseball factory
First Congregational Church
Town Hall
Morse Institute Library
Walnut Hill School for Arts
The Center for Arts
South Natick Dam
Community Organic Farm
Leatherwork needles & shoes
Casey's Diner

Options

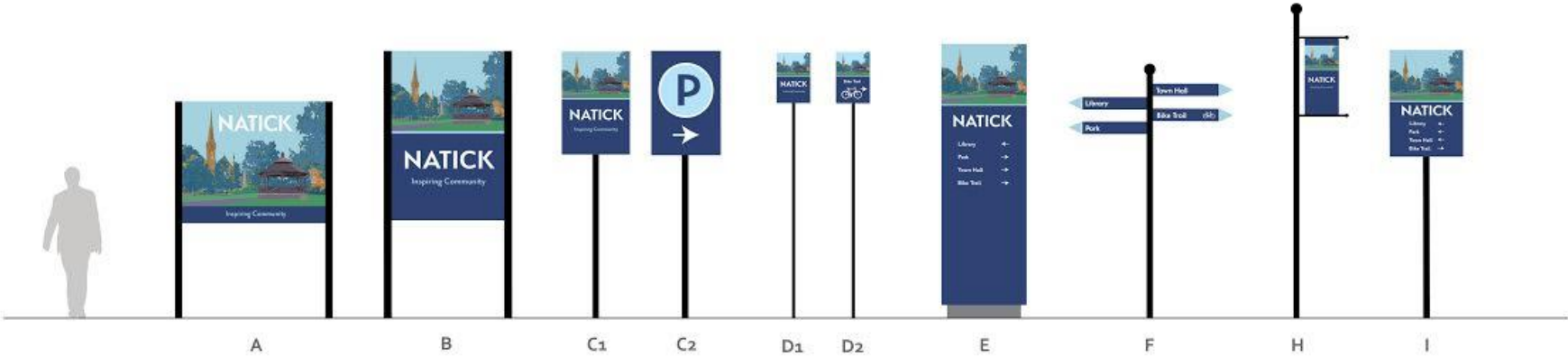


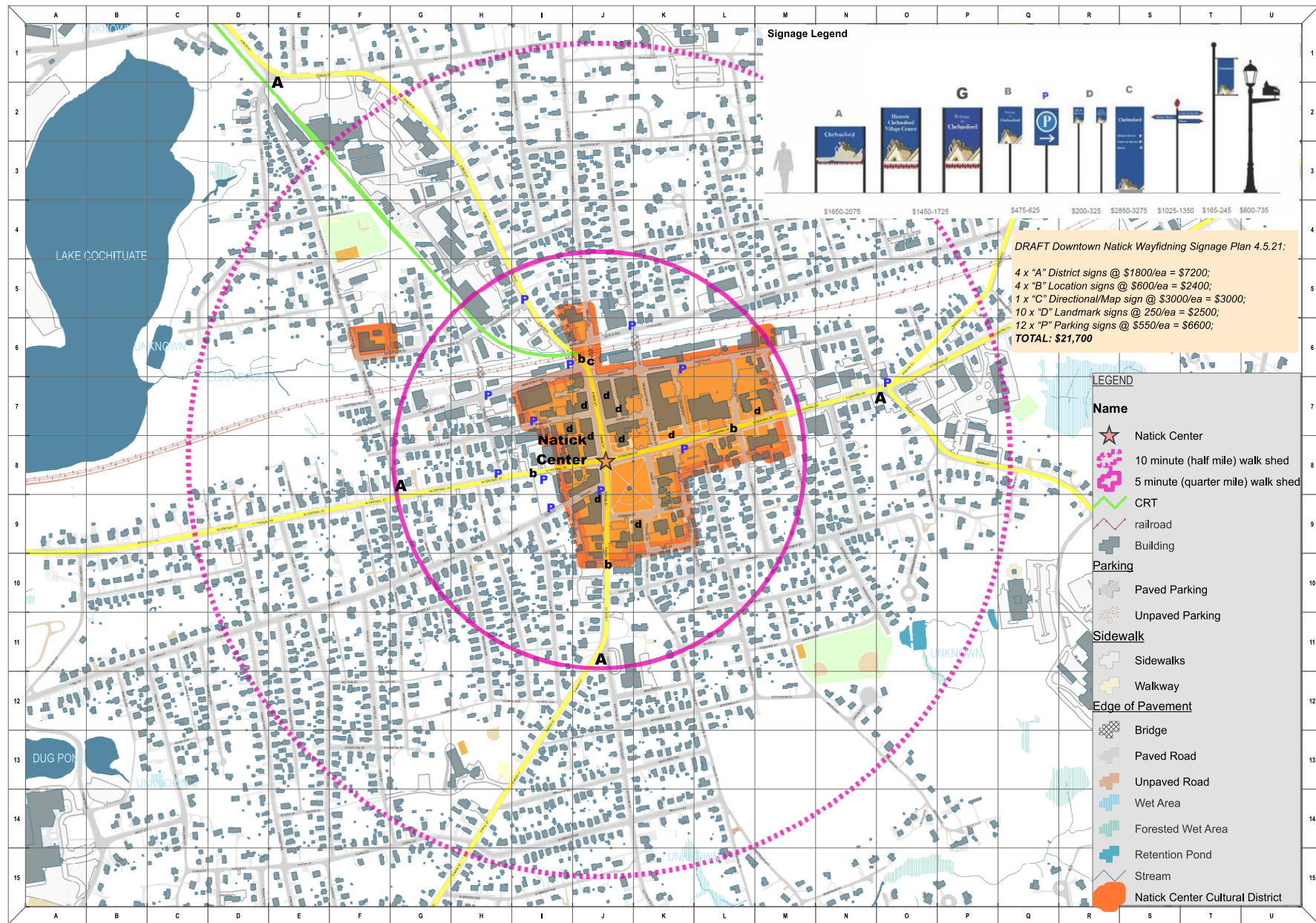


Final Design



FAMILY OF ELEMENTS





Natick Center Wayfinding Signage Plan - 4.5.2021

Natick Community & Economic Development Department; March 24, 2021. Map data derived from MassGIS, Natick GIS and Assessors records.

The Town of Natick is not responsible for any errors or omissions in the data on this map, which is subject to change without notice.

Grid lines = 380 feet apart;
grid cells = approx. 3.3 acres

1 inch = 400 feet

