Town Brand

This document is intended create [1] shared vocabulary & [2] align on (preliminary) roadmap

SCOPE INCLUDE:

[1] **Logo Suite**   (set of cohesive logos, with clear use cases)
[2] **Brand Guidelines**   (incl: brand narrative, font, colors, & usage)

Related: Town staff will maintain "seal removal" roadmap (with quarterly updates)

Town Brand: Definition

Naming
Logo
Colors
Font
Messaging
Imagery

This work
("logo suite")
is here

Town Brand

#1 Design

#2 Identity

Mission
Vision
Values
Positioning
Style Guide
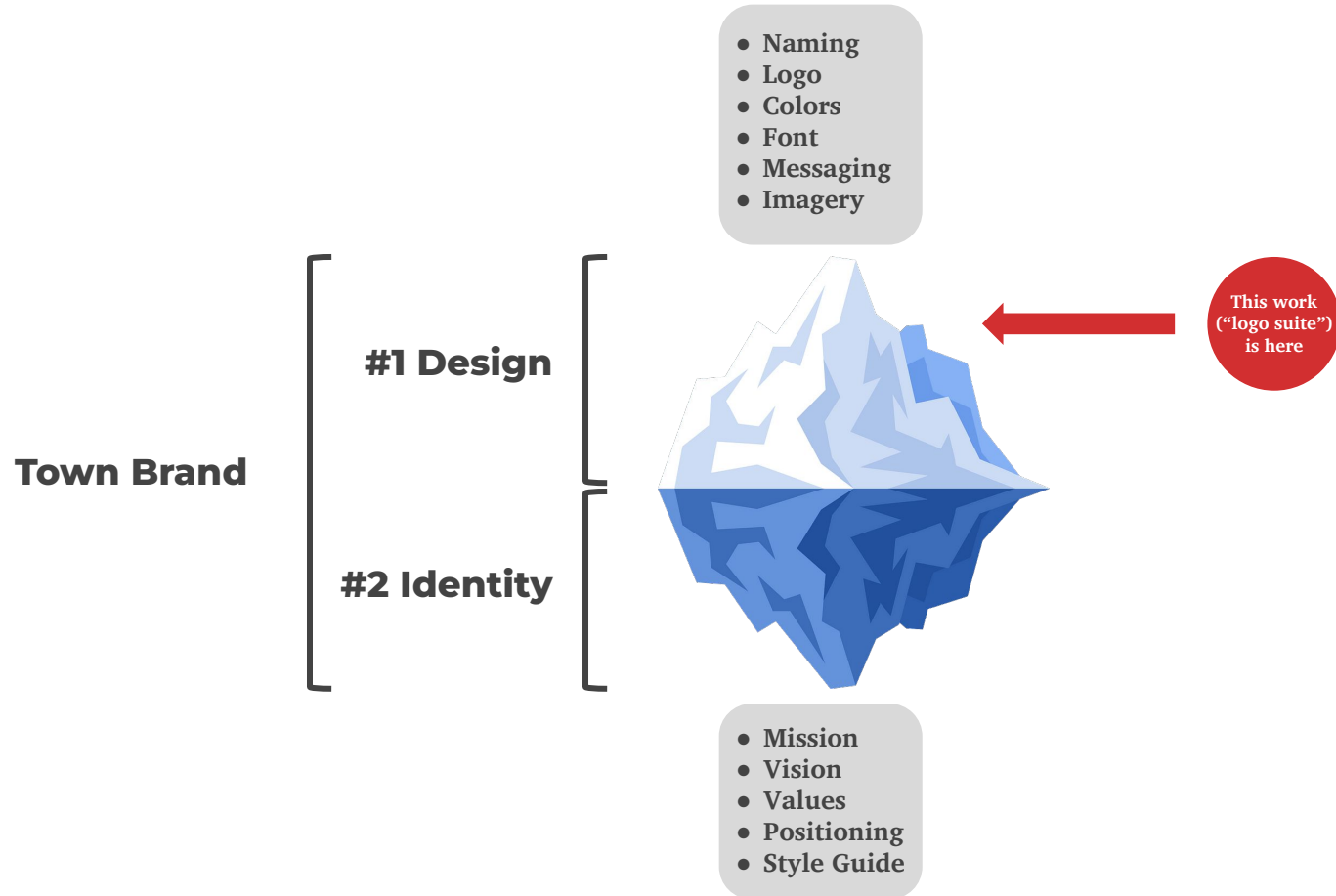
Logo: Definition ("an image that symbolizes an entity")

HEADLINE: These 7 examples of "logo types" are meant to serve as illustrative definitions, aimed at creating shared vocabulary.

To confirm, there is <u>not</u> a "logo v. seal" construct. We (Natick) have historically used the town seal as the defacto logo. But, a seal (a "emblem" logo) is 1 (of 7) logo types.
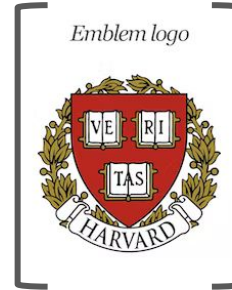
Abstract mark   Mascot logo   Combination mark   Emblem logo

CURRENT:
Our current use of the "seal" as the defacto "logo" is most akin to a emblem logo type

Lettermark   Pictorial mark   Wordmark

Why do it? ("it" = create a town brand)

Civic Pride

(notable: distinctiveness)

Trust & Confidence

(eg. consistent set of branded documents)

Utility

(ie. mark Town assets)

Employer Brand

Economic Dev.

Tourism

[Pause] Let's touch on the newly-approved town seal

Town Seal: Transition (Preliminary)
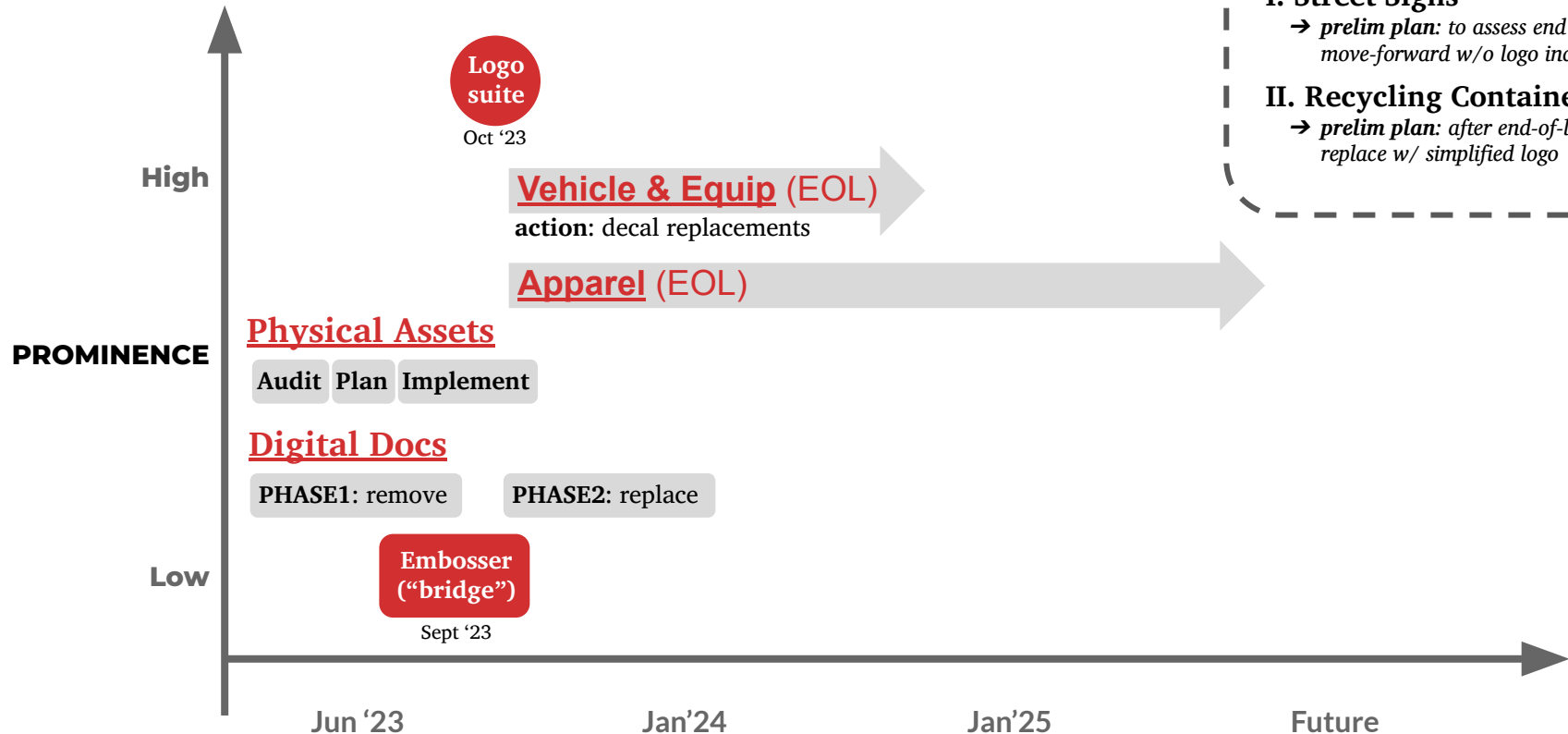
Plan TBD:

I. Street Signs
➔ *prelim plan: to assess end of life & move-forward w/o logo inclusion*

II. Recycling Containers
➔ *prelim plan: after end-of-life, replace w/ simplified logo*

PROMINENCE

High

Low

Logo suite
Oct '23

Vehicle & Equip (EOL)
action: decal replacements

Apparel (EOL)

Physical Assets
Audit Plan Implement

Digital Docs
PHASE1: remove   PHASE2: replace

Embosser ("bridge")
Sept '23

Jun '23   Jan'24   Jan'25   Future

[Back to Town Brand]

Town Brand Process: To Ensure Desired Outcome

#1 - Upfront Definitions

#2 - Lead w/ Firm Creative Brief

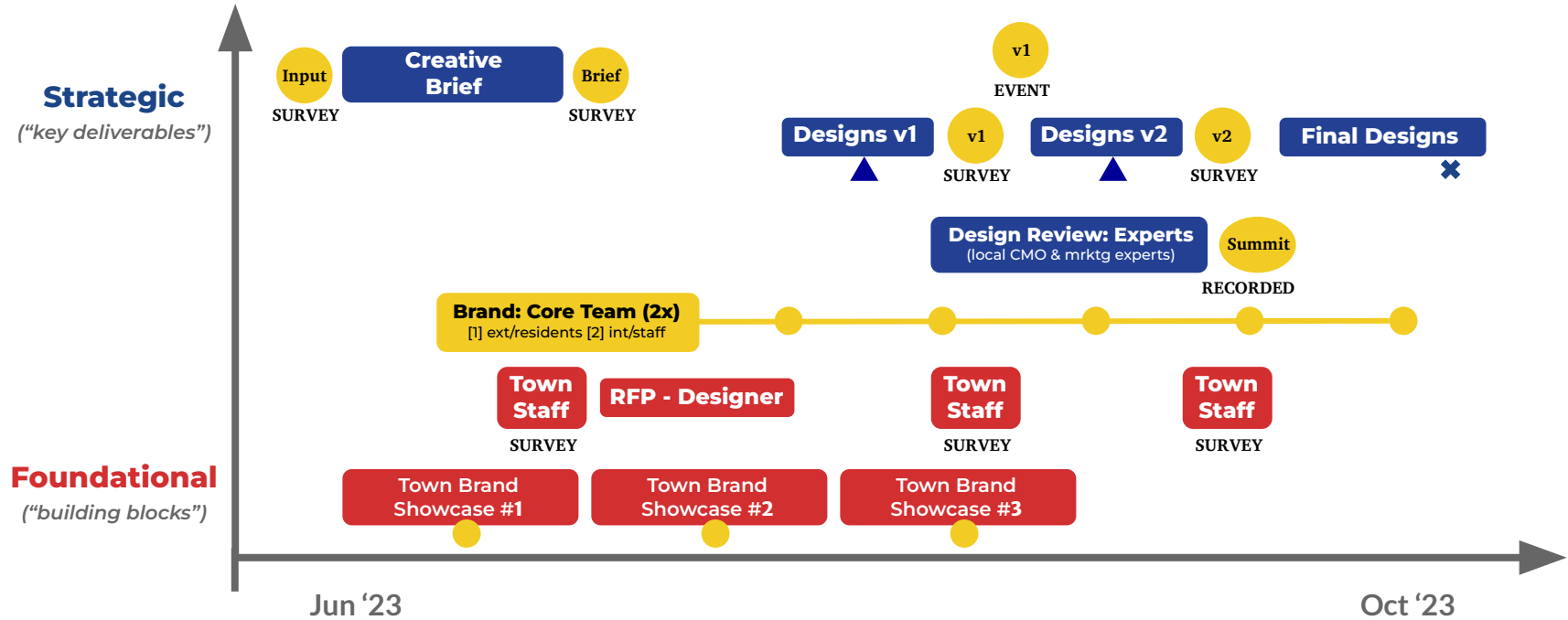**#3 - Rigorous Surveys**

#4 - Engage Public (Upfront)

Design work is **subjective**.

Our goal is to reach all **engaged parties**.

And gain support from **critical mass**.

And deliver a logo suite that **evokes pride**.

Roadmap: Focus on [1] Education [2] Upfront Engagement

Strategic
("key deliverables")

Input SURVEY

Creative Brief

Brief SURVEY

v1 EVENT

Designs v1 | v1 SURVEY | **Designs v2** | v2 SURVEY | **Final Designs**

Design Review: Experts
(local CMO & mrktg experts)

Summit RECORDED

Brand: Core Team (2x)
[1] ext/residents [2] int/staff

Town Staff SURVEY

RFP - Designer

Town Staff SURVEY

Town Staff SURVEY

Foundational
("building blocks")

Town Brand Showcase #1

Town Brand Showcase #2

Town Brand Showcase #3

Jun '23

Oct '23

🟡 = **yellow dot represents public participation**

Examples: surveys, in-person events, working groups, video testimonials

What the Output (might) Resemble
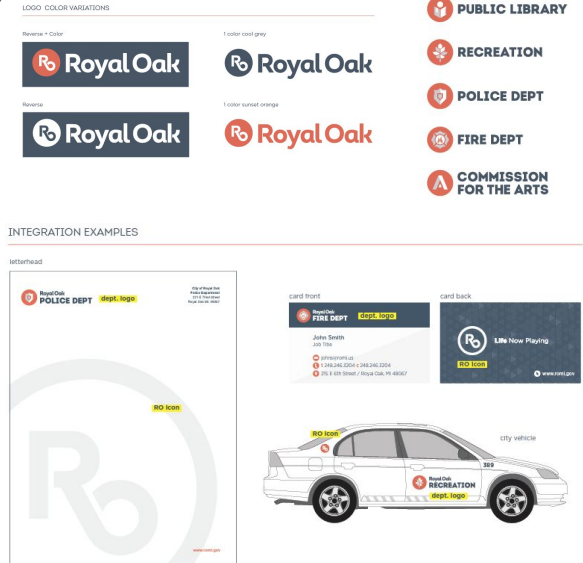
Distinctive Logo Suite

ex1

ex2

ex3

ex4

Where we need the Select Board

#1 - Prominent Seal Decisions
eg. Town Hall framed seal (mounted in stairwell)

#2 - Creative Brief Feedback

#3 - Design Feedback