

# Town Brand: Overview

This document is intended inform the public of the Town Brand project (+ education ahead of July '23 “input” survey)

## Presentation to cover:

- [1] Project Scope
- [2] Definitions
- [3] Examples (inspiration from other towns/cities)
- [4] Roadmap

**Video Intro:** See below for a video voiceover of this presentation



Click [here](#) to watch a video (5min) for a voiceover of these slides

# Town Brand: Project Scope & Survey Goal

## Project Scope

design-centric effort to produce a suite of logos, as well as brand guidelines, color palette, fonts & more

## Survey Goal

#1 [primary] collect public input on criteria to assess the town brand

#2 [secondary] provide educational materials to Natick residents, businesses, & Town staff

# Town Brand: Definition

## I. OVERALL BRANDING CONCEPT

“BRANDING has traditionally been understood as a strategy used upon promoting goods and services to evoke emotional response from consumers.

## II. TOWN BRAND (akin to “place branding”)

PLACE BRANDING is a term based on the idea that ‘cities and regions can be branded,’ whereby branding techniques and other marketing strategies are applied to the economic, political and cultural development of cities, regions and countries. As opposed to the branding of products and services, place branding is more multidimensional in nature, as a ‘place’ is inherently “anchored into a history, a culture, an ecosystem, which is then incorporated into a network of associations, linking products, spaces, organizations and people.”

Source: [Wikipedia](#)

## III. ICEBERG ILLUSTRATION



# 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 not a “logo v. seal” construct. We (Natick) have historically used the town seal as the defacto logo. This project is aimed to suite of logos for all use cases.*

Abstract mark



Mascot logo



Combination mark



Emblem logo



NASA

Lettermark



Pictorial mark

Google

Wordmark

1. **Abstract mark** - abstract (non-recognizable) geometric form that represents your organization
2. **Mascot logo** - an illustrated character that represents your organization
3. **Combination mark** - comprised of wordmark or lettermark and a pictorial mark, abstract mark, or mascot
4. **Emblem logo** - an intricate design with font inside a symbol or icon
5. **Lettermark** - a typography-based logo, most often comprised of an organization’s initials
6. **Pictorial mark** - an icon or graphic-based logo
7. **Wordmark** - a typography-based logo equal to an organization’s name alone

Source: [99designs.com](https://99designs.com)



Current, recently-approved town seal

# Why do it? (“it” = create a town brand)



## Use Cases: (sample list where logos will/might appear)

### Digital

- website
- doc templates
- press releases
- letterhead
- social media

### Physical

- biz cards
- vehicles
- equipment
- apparel
- buildings & signs

***Note:** Natick’s neighboring towns/cities (as well as the majority of MA towns) have **\*not\*** yet pursued a robust town brand. This is an opportunity to follow “leaders” (not “peers”), while also completing an effort to remove the previous town seal.*

# Town Brand Examples (mix of towns & cities)

- Baldwin City, KS** - combination wordmark that effectively integrates multiple landmarks & buildings; [city website](#)



- Gilbert, AZ** - an abstract mark that leans into interpretive design, see website for compelling summary of brand; [city website](#)



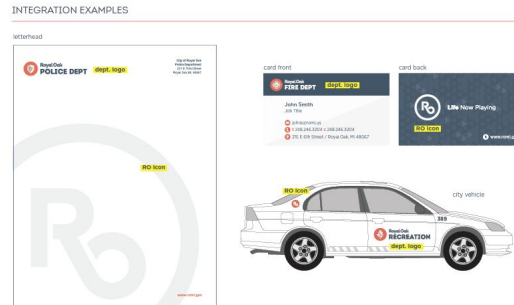
- Chicago, IL** - [1] logo suite w/ rich meaning & [2] “lock-ups” to show versatile department & divisions logos; [city website](#), [brand story](#)



- Portland, ME** - strong example of utilizing geographic boundaries to create distinctive logo suite; [city website](#)



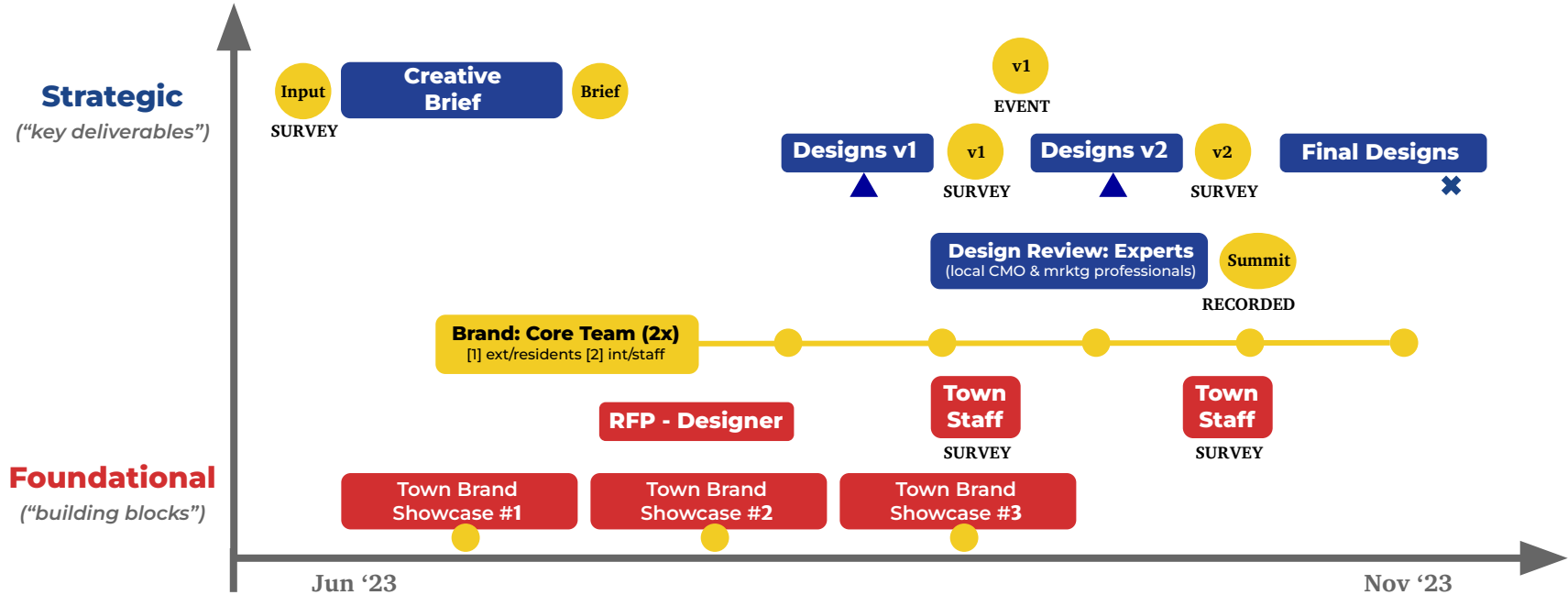
- Royal Oak, MI** - strong example of a logo suite deployed across multiple assets; [city website](#)



- Chandler, AZ** - [1] extensive color palette & color usage guidance [2] clear logo usage guidance; [city website](#)



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



**Key** (to explain subset of above terminology):

- **“Creative Brief”** - rigorous set of inputs to inform graphic designer ([example](#))
- **“Design Review: Experts”** - local marketing experts to review “v1” work w/ Town staff
- **“Brand: Core Team (internal)”** - Town staff (5-6 ppl) to offer insights as part of working group
- **“Brand: Core Team (external)”** - Residents (5-6 ppl) to offer insights as part of working group
- **“Town Brand Showcase”** - local town/cities to showcase their work & learnings (recorded video mtg)

**●** = yellow dot represents public participation  
 Examples: surveys, in-person events, working groups, video testimonials



# **Stand by for Natick's Town Brand (est. Oct '23)**

**Thanks!**

Please contact Jay Poropatich (Communications Director) with questions, concerns, thoughts, & additional examples of inspiring town brands - [jporopatich@natickma.org](mailto:jporopatich@natickma.org)