

intown
fitchburg

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the narrative platform

Downtown Fitchburg is a work in progress. Everywhere you look, you see lots of development. What's not evident is the progress going on beneath the surface, beyond the built environment.

Consider the investments being made by the neighborhood's two anchor institutions. The Fitchburg Art Museum is collaborating with a developer of affordable housing to build artists' work/live space. And Fitchburg State University is continuing to make investments in and around the neighborhood. A local church provides the supplies and the people power to clean up the neighborhood. The longtime downtown business owners choose to stay the course, despite the empty storefronts. Accomplished musicians and artists donate their talents at a sell out event at the local Senior Center. A passionate individual hosts free salsa lessons at the riverfront. These are examples of the way the neighborhood rolls.

Fitchburg sits on the banks of the north branch of the Nashua River. The river attracted Native Americans, then waves of European immigrants. More recently, new arrivals include people fleeing repressive governments, natural disasters, and those who have no country to call

their own. Churches, organizations and individuals are seeking ways to help build a strong, inclusive community, while respecting each and every culture.

What is culture? It's a way of life. Downtown Fitchburg is becoming an environment where people from many cultures can make their own unique contributions to the neighborhood. Whether making art, performing, sharing stories, or introducing new foods and traditions, this is where people are encouraged to express themselves.

A work in progress means things aren't perfect. There are basic needs that must be addressed. There's work to be done to make information and services accessible to everyone. There will always be more needs than resources. Neighborhood activists and service organizations will remain undaunted in their efforts to bring people out of the shadows and to balance the scales.

There are times when you get a real feel for the essence of this neighborhood. At events like Trick or Treat on Main or National Night Out, you see hundreds of families from a diverse array of cultures, standing side by side. They come together to have a good time. But events like these have the power to do more than entertain. They change perceptions about the neighbors and the neighborhood.

Downtown Fitchburg is on its way to becoming a destination that celebrates the gamut of artistic expression and cultures. There are people who are committed to making it so. These are the people who believe where we live is what we love. Naturally, there will always be room for more.

Brand attributes

Committed	Distinctive
Energetic	Diverse
Hard-working	Creative
Caring	Resourceful
Collaborative	Genuine

Brand values

We love our stories.

Cultural competence is important to us.

We honor our past and are energized by our future

Self-expression is for all, not just for a few.

We revel in community events.

We celebrate the doers.

Brand promise

We promise to make room at the table for everyone.

the logo



CLEAR SPACE:

To maintain the integrity of the logo, observe a clear space equal to one letter around the entire logo. No object/text should interfere with this space.

Primary logo

The **InTown** logo, intentionally all lowercase, is inviting and friendly. The name, rooted in Fitchburg planning documents, is emphasized through a two-color treatment. While the logo type is bold and determined, it has, upon closer inspection, imperfect edges. This gives the logo an authentic personality aligned with that of the neighborhood. The logo is noticeably at an incline. This alludes to the neighborhood's aspiration to become the best of all that it is. The primary colors of the logo are a warm, optimistic yellow and a deep 'Fitchburg' red, colors that speak to the neighborhood's future.

The logo should always be treated as artwork and never altered in any way. Please refer to logo usage pg 12 for specific examples.

Text Treatment

When the word mark is used in text, it should always be treated with initial caps, as one word like this:

InTown (in bold, when possible.)



intown
fitchburg



intown
fitchburg

the logo variations

Primary logo: grayscale

There are several variations of the logo for use in a variety of marketing applications. This is the primary logo. This logo would be used when first introducing the brand to the community, for any location-based, long-term signage, as well as any materials marketing Fitchburg state-wide.

The logo should always be used in full color for branded materials. When the logo is applied to materials created by other organizations, it is suggested to use the grayscale version.

GRAYSCALE



MINIMUM SIZE



SAMPLE USAGE: MULTIPLE LOGOS



SAMPLE USAGE: CO-BRANDED



GATEWAY TO
Arts & Culture

SAMPLE USE OF CO-BRANDED MATERIAL

SATURDAY • DECEMBER 7 2019 • 3:00PM TO 7:00PM

MEMORIES ON • MAIN ST •

WITH
HOLIDAY TREE LIGHTING

HAY RIDES AT THE
FITCHBURG UPPER COMMON

SANTA CLAUS PARADE AT 6:00PM
FROM FITCHBURG PUBLIC LIBRARY

ACTIVITIES FOR KIDS

FOOD & CRAFTS

PHOTOS WITH SANTA

THE CITY OF FITCHBURG, MA WISHES YOUR FAMILY HAPPY HOLIDAYS

the tagline

The tagline: a place to be

The tagline may be used as a stand-alone graphic. To retain the integrity of the tagline, treat the graphic as artwork and do not alter it in any way, just as you would treat the logo.

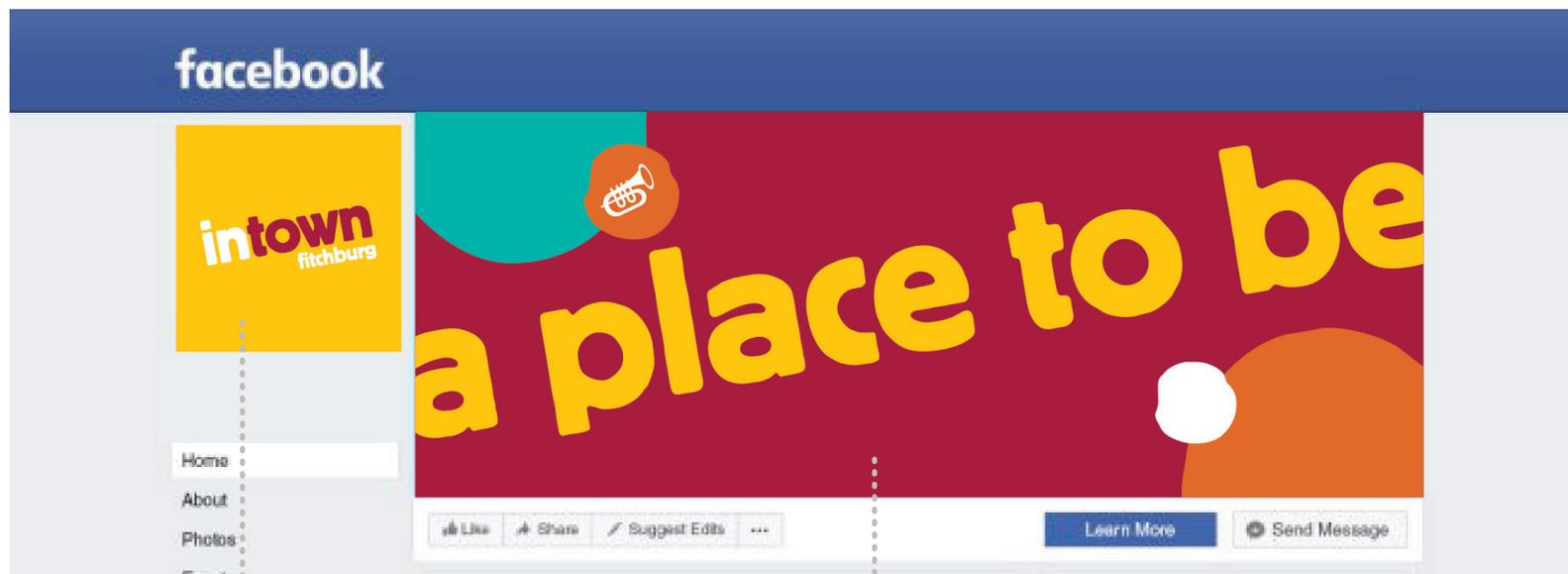
YELLOW

a place to be

RED

a place to be

SAMPLE USE: SOCIAL MEDIA



Primary logo

Stand-alone tagline graphic

logo usage



 Do not stretch, skew or distort in any way.

 Do not recolor with colors outside of the brand palette.

 Do not rotate



 Do not allow other objects or type to interfere with the logo's clear space.

 Do not use over backgrounds that will effect legibility.

 Do not use logo smaller than the recommended minimum size.



✓ Do always treat logo as artwork to retain original proportions.



✓ Do use the color variations outlined in the standards guide.



✓ Do use the grayscale version when appropriate.



✓ Do observe the clear space around the logo at all times.



✓ Do use over backgrounds that compliment the logo.



1.125" Width

✓ Do observe the minimum width to maintain legibility.

brand fonts

Fonts convey a tone

To ensure brand consistency, make sure to use the brand fonts outlined here.

Platz Regular is the thick, bold sanserif with imperfect edges that is used in the logo. This font should only be used for headlines and/or bold statements. It is recommended that all headlines are lowercase, to reinforce an approachable, welcoming tone, set by the logo.

Museo Slab, is a friendly semi-serif font that is versatile and comes in two weights. This font should be used everywhere else in brand materials, including; subheadlines, body copy, pull quotes, call outs, and calls to action.



This brand font is Platz Regular and should be used for headlines only.



This brand font is Museo Slab and can be used for headlines, subheadlines, bodycopy, etc.

SAMPLE USAGE

example headline treatment

Example sub-headline treatment.

Example body copy treatment. Equodi utae doluptatibus quo que laborem im nulpari taerum es atisiti ipiet lique reros aliqui odio tectum et, cupti issundebris nonet duci dolupta non remquam, unt apelita dempelitem eici qui aut ulpa delesecus magnis mi, nectus a core nos nam ad earciun torenatquam doluptaque parum remporio. Optatectur, coresequodi aut litioss invelluptae cupta none pro coreceribus, con pre, volupta tibus.

Itibusci delestem doluptatamus aliquam, sunde nobi scia et vel imiliquid minisque nume voluptae et unt et officiatum qui verciandis et voluptaque conse. Dellenis exerum remolup tatatur? Accus nihit pro tota eum, te pernamendam lant qui con comnis de autatur, quas et volor apel ma quatempor.

“Example pull quote/call out treatment: Pudignam atur. Ximi, corem earia ipsam ulpa dolorum quid que eatiatem sus experit vellest magnis mi, nectus acore.”

- LOREM IPSUM SIT AMET

brand colors

Color Values

The brand color palette is bright, energetic and welcoming. The combination of warm colors and cooler, deeper tones provides a balanced, versatile palette.

The two primary (or "main") colors of the brand, are the yellow and red used in the logo. The secondary colors should serve as supporting and/or accent colors. Yellow and red should always be the more dominant colors in any application, with secondary colors used to accent or highlight other areas.

PMS (Pantone Matching System) values should be observed for spot color/off-set printing. CMYK (Cyan, Magenta, Yellow, Black) values should be used for all digital printing. RGB (Red, Green, Blue) and hexcode values should be used for online or digital applications (i.e. website or social media graphics).

When printing, always provide PMS numbers to the printer for reference. Maintaining the consistency of the colors is important to maintaining the integrity of the brand.

PRIMARY



Yellow PMS 7548 C

CMYK: 0, 22, 100, 0 RGB: 255, 199, 9 #FFC708



Red PMS 7426 C

CMYK: 24, 100, 71, 15 RGB: 168, 29, 63 #A81D3E

SECONDARY



Orange PMS 7578 C

CMYK: 8, 71, 97, 0 RGB: 226, 107, 42 #E26B2A



Blue PMS 7701 C

CMYK: 96, 63, 35, 15 RGB: 0, 86, 119 #005676



Teal PMS 3265 C

CMYK: 71, 0, 39, 0 RGB: 42, 187, 175 #29BBAE



Gray PMS Cool Gray 8 C

CMYK: 48, 40, 38, 4 RGB: 138, 138, 141 #8A8A8C



SAMPLE USAGE

As a rule of thumb, this graphic outlines the rough ratio of brand colors and how much they should be used in proportion to each other (unless a case warrants color-coding.)



supporting graphic elements

Shapes and Iconography

The brand provides a variety of supporting graphic elements that can be used throughout.

Iconography

Icons can be used to indicate the subjects of programs or events or highlight a call-to-action. It is recommended to use icons in combination with the imperfect circle shapes.

Imperfect Circles

These circles add energy and a welcoming feel when used in any application. It is strongly recommended that these circles be used sparingly, as accents rather than focal points. For examples, refer to applications page.

SAMPLE POSTER DESIGN



Note the use of overlapping shapes using two of the brand colors. Shapes on this spread help frame the content.

ICONOGRAPHY

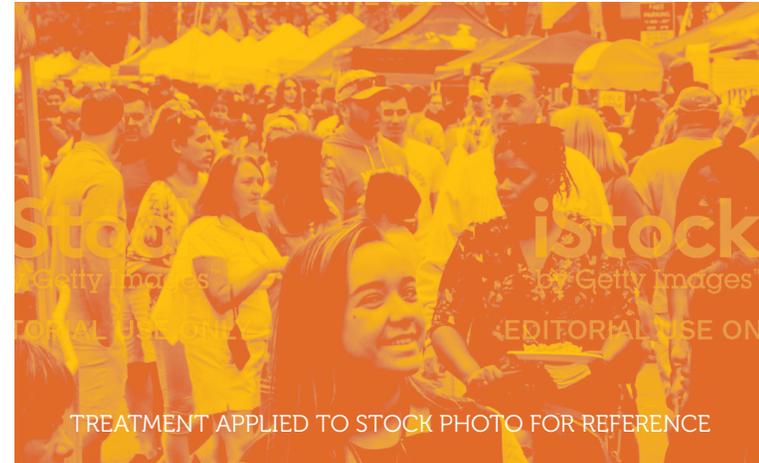


SAMPLE POSTCARD DESIGN

photography guidelines

Duotone Treatment

The **InTown** brand incorporates a duotone treatment of background images using two of the brand colors: yellow and orange. This treatment allows someone to view the neighborhood through a new perspective: the lens of the **InTown** brand. It infuses photographs with a vibrant energy. This treatment should be applied to images that will ultimately be used as background imagery. It should also only be applied to images owned/purchased by the brand or on photographs that **InTown** has been granted permission to alter.



NOTE: The examples shown here are stock images only for use as a reference and should not be used in any materials unless purchased.

Full Color Portraits

Full color portraits are also integral to the brand. These portraits should be taken by professionals with quality equipment. These images are designed to capture local business owners, entrepreneurs, organizers, neighbors, and champions in their environments.

These photographs should have one focal point: the portrait subject. All portraits should capture the subject in their relevant neighborhood environment. The environment should remain out-of-focus and not compete with the subject.

NOTE: The examples shown here are stock images only for use as a reference and should not be used in any materials unless purchased.



applications

Sample Applications

This section contains sample applications using place holder imagery to demonstrate appropriate use of the brand elements.



intown
fitchburg

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore. Lorem ipsum do lor sit amet, consectetur adipiscing elit, sed diam nonummy.

Nibh euismod tincidunt ut reet dolore lorem ipsum sit non.

SAMPLE POSTCARD



upcoming event title

Saturday, April 1 2020 • 5:00-7:00 pm

SAMPLE POSTER



PRESENTED BY INTOWN

upcoming event title



Saturday, April 1 5:00-7:00 pm

Business Name
1234 Street Name
Fitchburg MA

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laor.

intown
fitchburg



SAMPLE SOCIAL MEDIA GRAPHICS



SAMPLE SIGNAGE



SAMPLE SWAG



