



# BRAND GUIDELINES

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Updated Sept.

2023

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# 01

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Our logo is one of the primary expressions of the Town of Berwick's brand. Following the guidelines outlined in this document carefully and consistently will ensure we maintain brand recognition and integrity.



# OUR LOGO

## OUR LOGO

Our logo pairs a clean, highly-legible sans serif font with a modern script. It feels fresh yet timeless. The color palette is warm and earthy yet contemporary.

This version of the logo should be used when placed on a white or very light-colored background. Acceptable alternatives can be found on the following pages.

This guide serves as the reference for how our logo should be used in a variety of ways. Deviating from these guidelines will diminish brand integrity, so they should be followed without exception.



## REVERSED LOGOS

When the logo isn't displayed on a white background, these variations may be used as acceptable alternatives. When using the Heather Forest background, the word Berwick should be set in Heather Orange with the hawks and word Maine set in white. When using the Heather Orange background, the word Berwick should be set in white, and the hawks and word Maine set in Heather Forest.

These variations can add interest to our materials by incorporating the brand colors in a bold, visually impactful way.



## BLACK & WHITE

At times the logo may need to appear in solid white or black. Since the word Maine overlaps part of the K in Berwick, there is an intentional, slight gap between the letterform to help distinguish each word.



## MINIMUM CLEAR SPACE & SIZING

There shouldn't be any text or graphical elements too closely crowding the logo at any given time. The height of the lowercase "a" in Maine is the minimum amount of white space to keep around the outer edge of the logo.

In order to maintain legibility of all text in the logo, it shouldn't be scaled down any smaller than 1.25" for print or 90 pixels wide for screens.



BERWICK  
*Maine*

1.25"

MINIMUM  
PRINTED SIZE

BERWICK  
*Maine*

90 PIXELS

MINIMUM SIZE  
ON SCREEN

# LOGO VARIATIONS

These are variations of the logo that have been developed for special use cases such as the website masthead, stickers, and social media profile images.

The composition of the text in the bottom set of logo should **ONLY** be used when shown in a circle or square shape when the primary version doesn't fit.

WEBSITE MASTHEAD LOGO WITH TAGLINE



COMPACT LOGO - FOR CIRCLES & SQUARE CONTAINERS ONLY





# IMPROPER USAGE

## Things to avoid when using our logo:

- Using any other color combination than those specified in this document.
- Changing the composition and/or scale of the type and graphic elements.
- Distorting the logo by stretching vertically or horizontally. To maintain the correct proportions when scaling, hold down the shift key.
- Applying harsh drop shadows or dated graphic effects such as Bevel & Emboss.



# TIPS FOR SELECTING BACKGROUNDS

Whenever the logo is placed on top of a photo/pattern, there should be enough uncluttered/negative space behind and around the logo so that it is completely legible. If the full-color logo does not have enough contrast with the colors in the background image to make it completely clear, the all-white version may be used instead.

## Avoid placing the logo over:

- busy photographs or patterns
- harsh or clashing colors
- a color that does not give any part of the logo enough contrast to make it completely legible



Not enough contrast



Correct contrast



Harsh, clashing background color



Light, neutral background color compliments brand colors



Background color is too close in value to the orange



Background color has enough contrast and compliments orange

## 02

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Our brand system also includes our official emblem. The emblem is comprised of a variation of the logotype, tree and hawk imagery, and our official town motto, *Where Tradition Meets Tomorrow*.



# OUR EMBLEM

## OUR EMBLEM

Our emblem bridges the gap between our primary logomark and our official town seal. It includes both our town name, pine tree and hawk imagery and motto, but in a compact mark. This version is used in our town signage, apparel, vehicle graphics, and more.

In most cases, the emblem should be shown with the white background included (bottom left) to help set it apart from the background color. This isn't necessary if the background color is a light color that doesn't compete with the logo, as shown in the top example.

Similar to when the primary logo is displayed in a single color, there is a subtle gap between the words "BERWICK" and "Maine", ensuring the words don't blend into each other.



# 03

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Our town seal preserves the imagery that has been a part of our identity since it was originally drafted. This seal is used as a symbol of authority and in official capacities.



# OFFICIAL TOWN SEAL

# OFFICIAL TOWN SEAL

While the town seal imagery has not changed, the text has been updated to match our official brand typeface to be more clear and legible. The artwork has also been converted to a more flexible digital format that is appropriate for use both on screen and in print.



# 04

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Typography is a very important element of our brand. Intentional use of our typefaces is critical to maintain brand consistency.

# TYPOGRAPHY

# TYPOGRAPHY

The main font family we use in our brand materials is [Arquitectura](#). This font family offers a wide variety of weights which work well both in print and in digital platforms.

We also use a few accent fonts to add variety to our materials:

[CornerStoreJF](#) is a highly stylized font, so it should be used sparingly for single words or short phrases, and only when the text it is set in can be easily read.

[DIN Condensed](#) is used mostly for headings.

[Courier Prime](#) is used mostly for subheadings and accent labels.

## PRIMARY BRAND FONT FAMILY

**Arquitectura Black**  
***Arquitectura Black Italic***  
**Arquitectura Heavy**  
***Arquitectura Heavy Italic***  
**Arquitectura Bold**  
***Arquitectura Bold Italic***  
**Arquitectura Medium**  
***Arquitectura Medium Italic***  
**Arquitectura Regular**  
***Arquitectura Italic***

## ACCENT TYPEFACES

*CornerStoreJF*

## DIN CONDENSED

Courier Prime



# 05

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Taking inspiration from our motto, *Where Tradition Meets Tomorrow*, our color palette pairs a classic, warm, forest green with a bold, yet earthy orange. Uplifting accent colors round out our palette and feel appropriate to represent our charming, Southern-Maine town.

# COLOR SYSTEM



# COLOR SYSTEM

The primary brand colors are Heather Forest and Heather Orange and should be used with the most prominence in our materials

**NOTE:** The same Pantone value can be used for Heather Orange for both Coated and Uncoated substrates. Two Pantone colors for Coated and Uncoated have been specified for Heather Forest to achieve the closest match.

We also have a set of accent colors that can be used to add interest to layouts. Some colors are used more prominently for specific sub-brands, campaigns, and/or events, (such as the teal for the Envision Berwick subcommittee, Berwick for a Lifetime).

<p><b>Heather Forest</b></p> <p>Pantone 5535 U Pantone 553 C</p> <p>CMYK 74, 56, 68, 36</p> <p>RGB 64, 78, 69</p> <p>HEX #404E45</p>	<p><b>Heather Orange</b></p> <p>Pantone 1595</p> <p>CMYK 3, 65, 77, 9</p> <p>RGB 216, 111, 68</p> <p>HEX #D86F44</p>	
<p><b>Sand</b></p> <p>CMYK 0, 1, 2, 2</p> <p>RGB 64, 78, 69</p> <p>HEX #404E45</p>		
<p><b>Teal</b></p> <p>CMYK 37, 3, 18, 0</p> <p>RGB 160, 210, 210</p> <p>HEX #A0D2D2</p>	<p><b>Green</b></p> <p>CMYK 41, 9, 57, 0</p> <p>RGB 156, 192, 138</p> <p>HEX #9CC08A</p>	<p><b>Gold</b></p> <p>CMYK 4, 26, 68, 0</p> <p>RGB 244, 191, 106</p> <p>HEX #F4BF6A</p>

# 06

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Our Public Works and Recreation departments use emblems that are based on our primary emblem. This reinforces the consistent visual thread carried through our brand and all rules that apply to the primary emblem apply to these as well.



# SECONDARY EMBLEMS

# DEPARTMENT OF PUBLIC WORKS

These versions of the emblem are appropriate for digital or printed applications, including screen printing.

**NOTE:** If the emblem needs to be embroidered, such as on clothing/apparel, please refer to the Embroidered Emblems page (page 22).



# DEPARTMENT OF PARKS & RECREATION

These versions of the emblem are appropriate for digital or printed applications, including screen printing.

**NOTE:** If the emblem needs to be embroidered, such as on clothing/apparel, please refer to the Embroidered Emblems page (page 22).



## EMBROIDERED EMBLEMS

Due to the nature of commercial embroidery, the typefaces need to display at a very specific minimum size. Because of this, these alternative versions are to be used instead of the main version to ensure proper legibility.

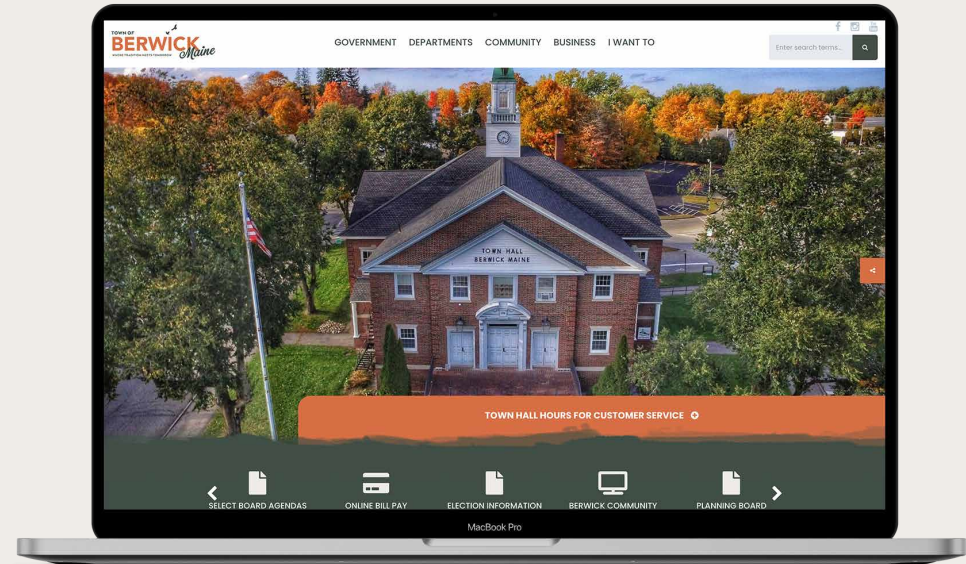
These have been formatted very specifically, including the length of the curved lines flanking the outermost text and should not be modified in any way.



# 07

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It is important that no matter how someone interacts with the Berwick brand, whether it be driving by our town signs, visiting our website, receiving a letter in the mail, or wearing a Berwick t-shirt, everything should feel cohesive and consistent. The following pages show various examples of our brand in use.



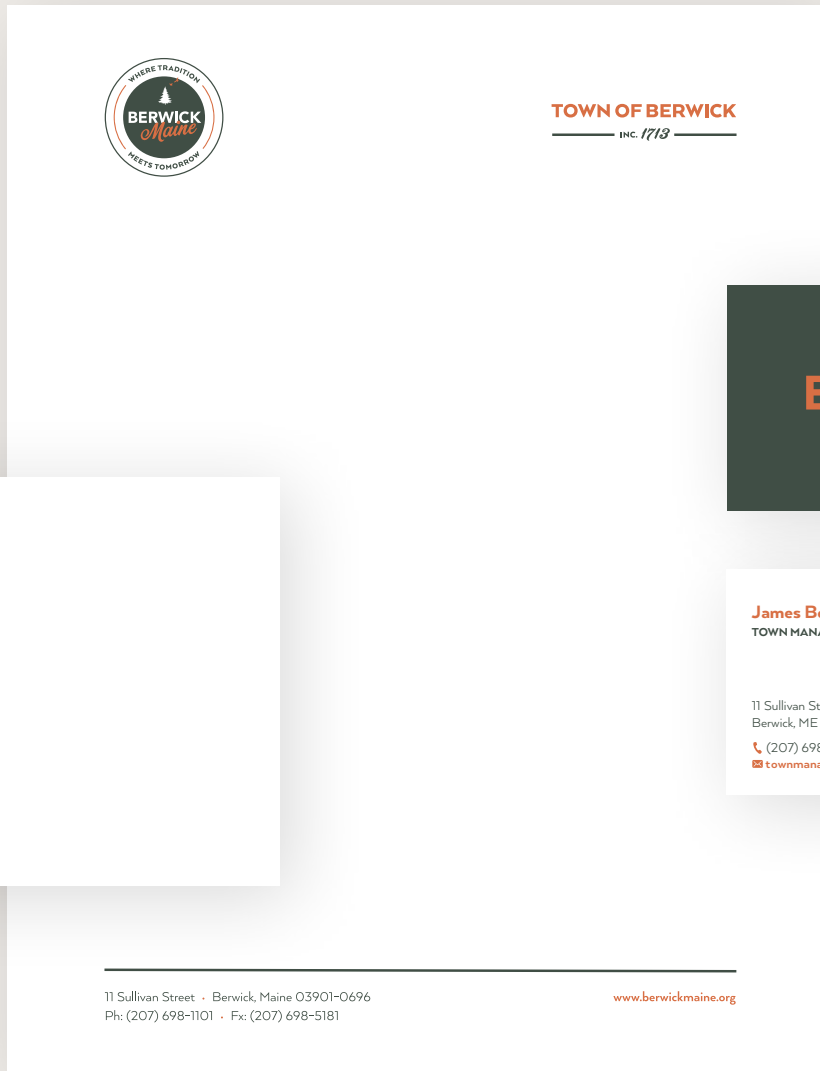
# BRAND EXPRESSION

GENERAL CORRESPONDENCE

# STATIONERY

This letterhead, used for general or less formal correspondence, is printed in color and uses our town emblem and date of incorporation.

Our business cards feature our emblem on the front along with each staff member's name, title, and contact information with our primary logo and website URL on the back.



*The matching envelope is conceptual and not currently in circulation until the need arises to update what is currently in use.*



OFFICIAL CORRESPONDENCE FROM TOWN DEPARTMENTS

# STATIONERY

This letterhead, used by Town Departments, is printed in black and white and uses our town seal and motto.



*The matching envelope is conceptual and not currently in circulation until the need arises to update what is currently in use.*

# STATIONERY

This version of the letterhead is strictly for official correspondence from Berwick's Town Manager.

OFFICIAL CORRESPONDENCE FROM TOWN MANAGER



**Select Board**  
Tom Wright, *Chair*  
Noah Cobb, *Vice-Chair*  
Linda Corliss  
Mark Pendergast  
Michael Laterreur



**TOWN OF BERWICK**  
11 Sullivan Street  
Berwick, Maine 03901

*The matching envelope is conceptual and not currently in circulation until the need arises to update what is currently in use.*

11 Sullivan Street • Berwick, Maine 03901-0696  
Ph: (207) 698-1101 • Fx: (207) 698-5181

[www.berwickmaine.org](http://www.berwickmaine.org)

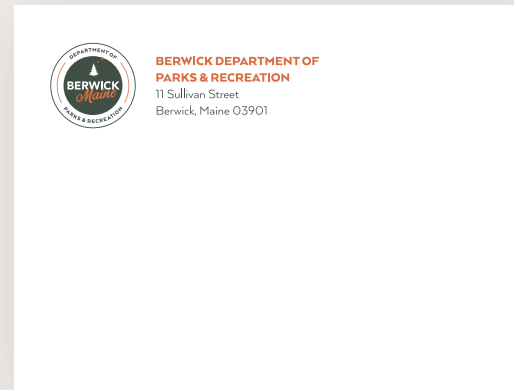
# STATIONERY

At times, additional stationery needs arise. For example, this blank note card was developed for the Department of Parks & Recreation and utilized their emblem on a flood of Heather Forest, and has a coordinating envelope.

## NOTE CARD



## MATCHING ENVELOPE



# SIGNAGE

Our system of signage is an important and highly visible expression of our brand. All signs should follow the established patterns used in these examples.

Our Downtown sign features both our primary logo and our emblem. The emblem and the word Maine are raised to give it some interest and dimension. On the back are channels for messaging to be regularly changed throughout the year. The letters are set in our official brand font, Architecta.

DOWNTOWN SIGN - FRONT



DOWNTOWN SIGN - BACK



# SIGNAGE

All signs in our system have a curve at the top and a secondary hanging sign painted orange with additional messaging that may reflect our town motto, or relevant department.

This sign for Memorial Field features the same artwork on both sides as it is viewable from traffic going either direction.

The width is the same as the Downtown sign. Sign heights may vary depending on messaging.

MEMORIAL FIELD SIGN - DOUBLE SIDED

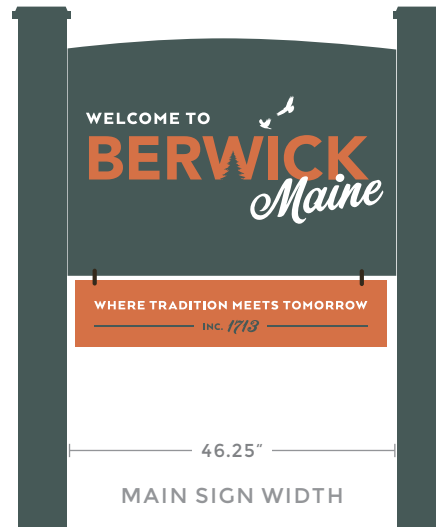


# SIGNAGE

These signs are located on Routes 9 and 236. The Route 9 sign is viewable by traffic entering and leaving Berwick, which is reflected in the messaging on either side, unlike the Route 236 sign, which only has one viewable side as you enter town.

These signs are a bit smaller to make use of existing posts, which were painted to match the sign backgrounds.

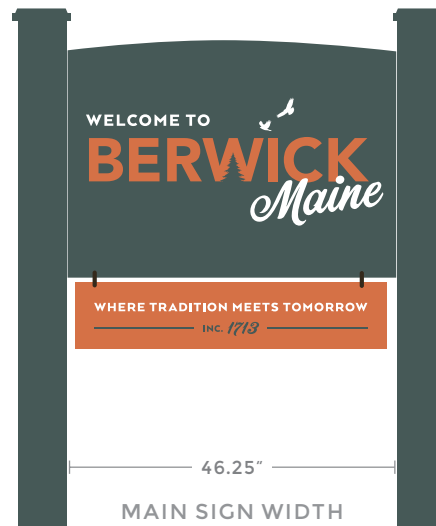
RT. 9 SIGN - FRONT



RT. 9 SIGN - BACK



RT. 236 SIGN - FRONT (ONE SIDED)



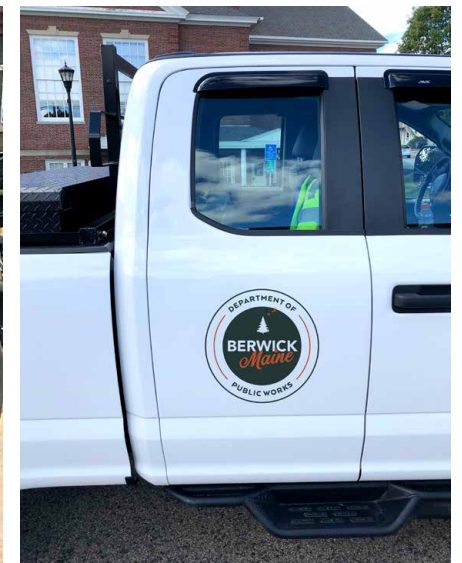
# VEHICLE GRAPHICS

Another highly visible brand expression is our town vehicles.

For Public Works trucks, the Public Works emblem is displayed on the doors of every truck in the fleet.

If space allows on the side of the bed depending on the model of the truck, additional brand imagery may be applied, as shown.

**NOTE:** Emblems for standard-sized trucks are 14" in diameter.



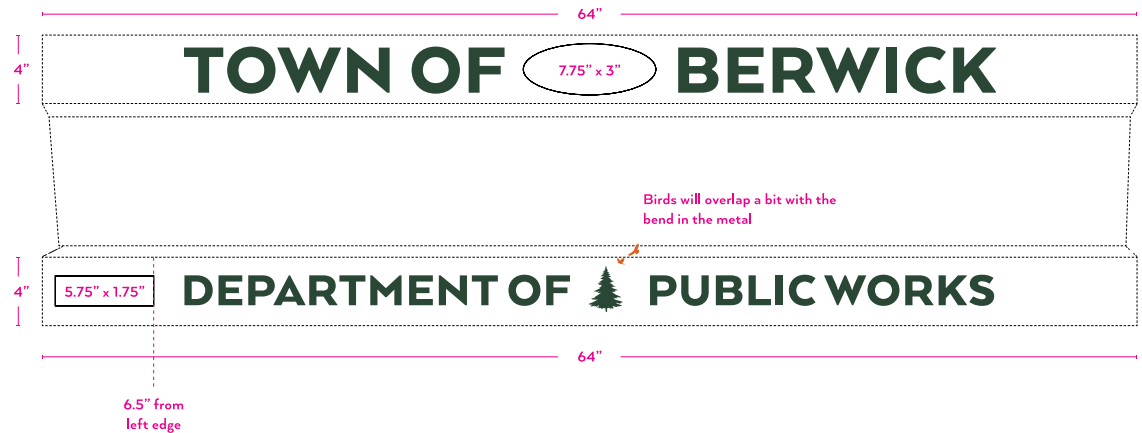
# VEHICLE GRAPHICS

Truck tailgates have additional text/branding to identify them as part of the Dept. of Public Works.

**NOTE:** It's important to measure the specific areas of each individual truck where lettering/graphics will be applied to make sure the lettering can be sized as largely as possible for maximum visibility, and elegantly placed around any hardware, lettering, or non-removable decals or other elements on the vehicle.



EXAMPLE SPECS SENT TO SIGN VENDOR





# VEHICLE GRAPHICS

Trucks that frequently park along the side of roadways have reflective chevron safety tape applied to the back of the vehicle.

If the tree/hawk imagery isn't already present on the back of the truck, this is a place where that can be introduced to add some additional branding.



# APPAREL

We have a growing offering of town-branded apparel available for purchase at in-person events and on our online store, including hoodies, t-shirts, onesies, hats, and more.

We take great care in selecting high-quality fabrics and colors that compliment our brand colors, such as earth tones and neutrals.

It's best to avoid bright/neon colors that don't feel in-keeping with our look and feel.

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## PULLOVER HOODIES



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## ZIP HOODIES



# APPAREL

T-shirts are available in our primary brand colors: Heather Forest, Heather Orange. They are also available in dark heather gray for adult unisex t-shirts, and heather black for youth and women's fitted tees.

Onesies are available in both gray and white.

## T-SHIRTS & ONESIES



# APPAREL

We have a series of knit beanies and baseball caps that are embroidered in the colorways shown. These colorways should not be deviated from as they were specifically selected for maximum contrast/readability on each fabric color.

## KNIT BEANIES



## BASEBALL CAPS



# APPAREL

As we continue to roll out our brand, our goal is to ensure all official Berwick uniforms and apparel utilize our approved system of brand elements.

Shown here are heavy-duty winter jackets and knit hats for our Transfer Station employees, and sweatshirts and knit hats for the Public Works department.



# APPAREL

Each summer the Department of Parks & Recreation hosts a Summer Camp. Staff t-shirts have their emblem on the front left chest. The color for staff shirts may change from year to year; white shirts have the same design but with a reversed color scheme. It's important that whatever fabric color is selected that the logo has enough contrast for maximum visibility.

Camper shirts also change each year. This example from 2022 used the Rec emblem on a bright orange shirt.



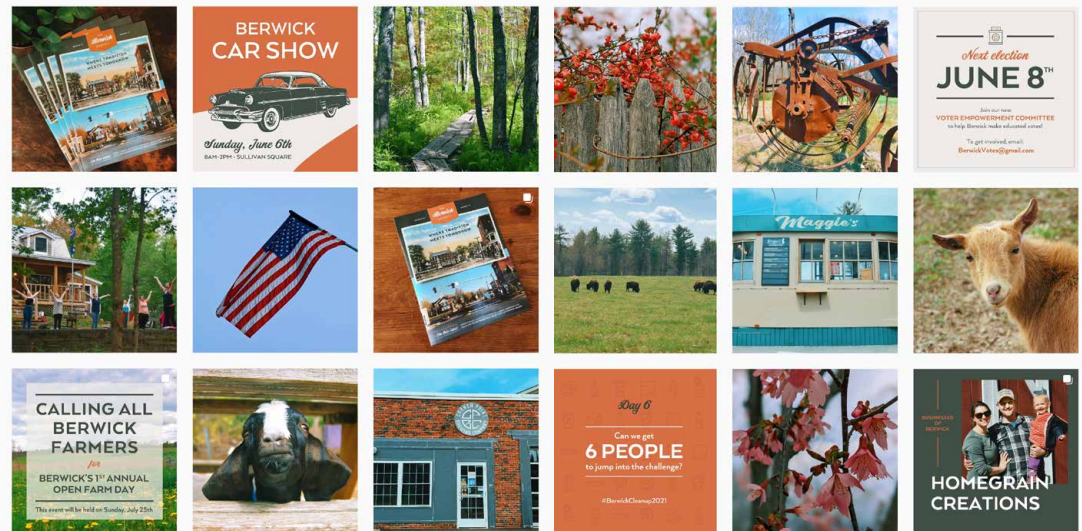
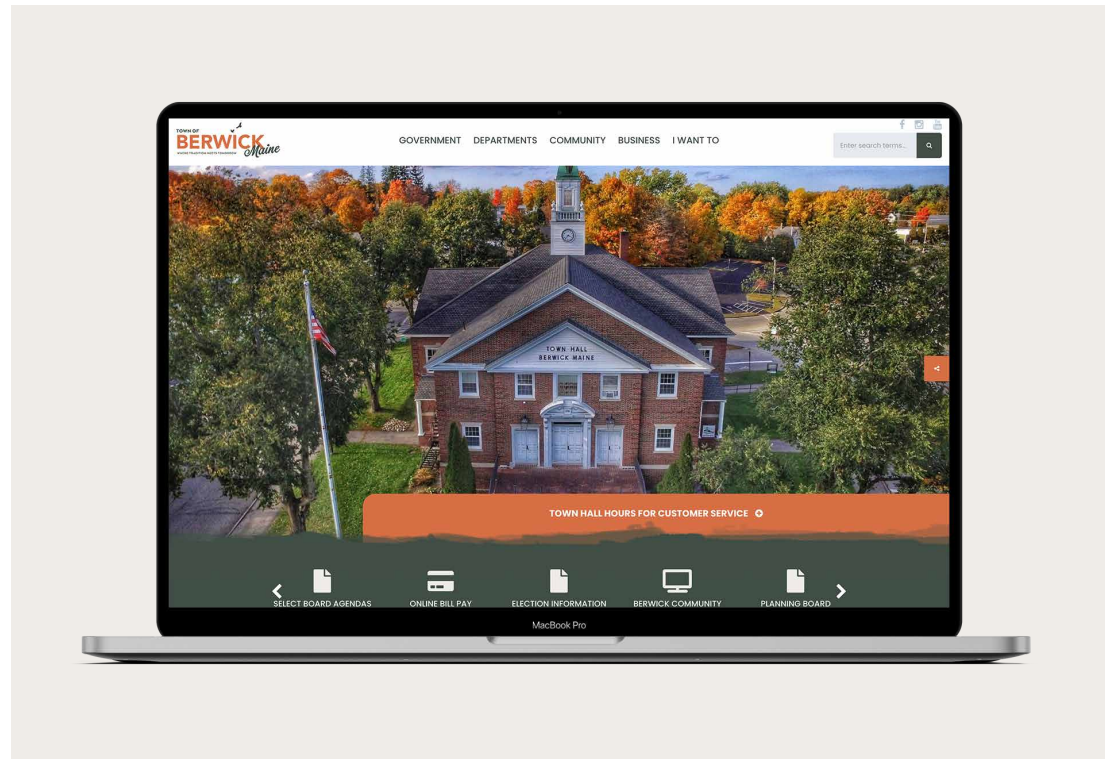
## OTHER MERCH

Other merchandise featuring town branding include enamel camp mugs and a variety of stickers, all of which can be purchased on our online store: [berwickmaine.square.site](http://berwickmaine.square.site)



# DIGITAL MEDIA

COMING SOON!





# 08

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We are in the process of rolling out additional logos within the system of Berwick's brand. The first to be designed is for the Envision Berwick subcommittee, Berwick for a Lifetime. More will be added to this guide as they are developed.



# SUB- BRANDS

# BERWICK FOR A LIFETIME

The Berwick for a Lifetime logo incorporates the typefaces, colors, and tree and hawk imagery from the main Berwick logo so that it is clearly an extension of our main brand. However, the warm inviting sky and path element that curves off into the distance—representing the journey of life—help to distinguish it as a unique logo mark in its own right.

To provide flexibility within a layout, there is a horizontal and vertical version of the logo. The icon may also be used on its own, such as on a social media profile, sticker, etc.



**BERWICK**  
FOR A LIFETIME



## GRAYSCALE AND BLACK & WHITE

If the logo is needed in black & white or grayscale, please note the subtle variations for each version below.

### Grayscale:

- On a white background, all elements in the logo are set to 100% black, with the sky at 30% black.
- On a black background, all elements are white, except for the sky which is set to 50% black.

### Black & White:

- When the entire logo needs to be displayed in either solid black or white, and there is no color differentiation between the pine tree, hawks, and sky background, an intentional gap has been introduced to help visually separate the shapes.

GRAYSCALE



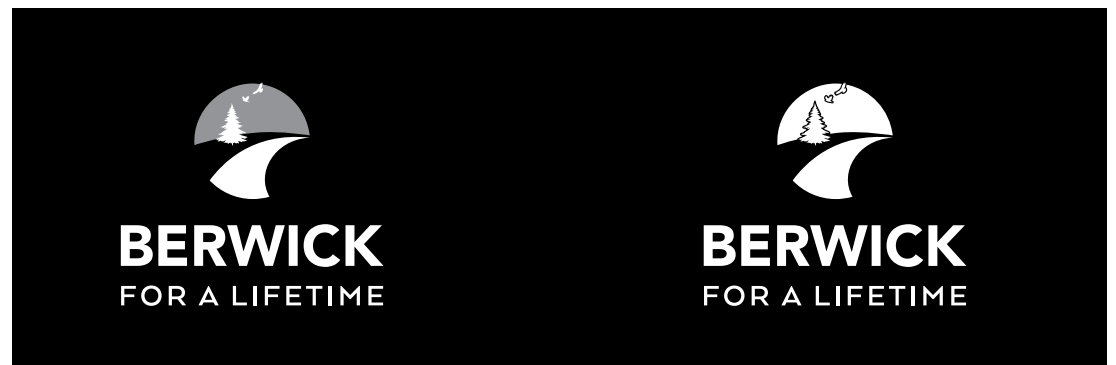
BLACK &amp; WHITE



**BERWICK**  
FOR A LIFETIME



**BERWICK**  
FOR A LIFETIME



## OTHER BFAL BRAND ELEMENTS

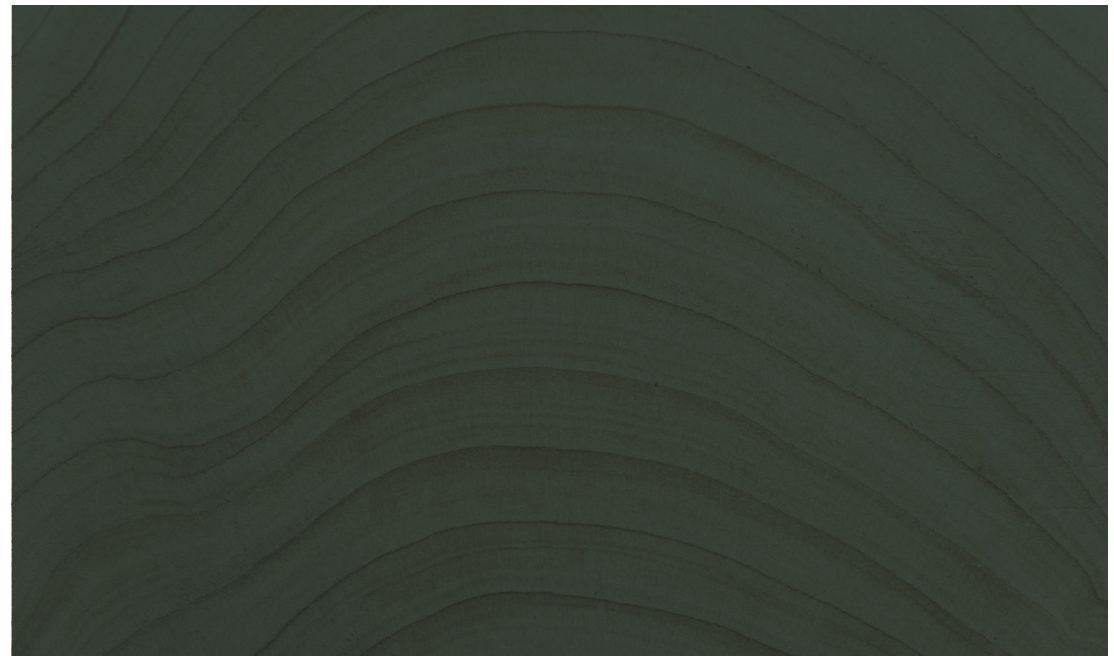
The original phases of life illustration will still be used in Berwick for a Lifetime materials as an accent element.

The tree ring texture is another component that we'll use to provide visual interest and a subtle visual metaphor for the impact your environment (or in our case, community) can have on how your life is shaped. This element adds a natural warmth and hearkens back to the pine tree that is used prominently in our brand system.

PHASES OF LIFE ILLUSTRATION



TREE RING BACKGROUND IMAGE





If there are any questions about how to use our logo or branding system appropriately, please contact our design agency:

**Elise Weeks**

*Co-founder & Design Director*

Pixels & Pulp

[elise@pixelsandpulp.com](mailto:elise@pixelsandpulp.com)

(401) 374-1358

[berwickmaine.org](http://berwickmaine.org)