

# Northville DDA Design Committee Meeting

Monday, November 11, 2019 Meeting Room A – 3:00 pm

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## Meeting Agenda

1. Review Logo concepts and discuss options (Attachment 1)
2. Discuss project scope (applications of the new brand)
3. Brand application through City Departments
4. Entrance Gateway Signage
  - A. Purpose
  - B. Locations
  - C. Design
5. Other Applications
  - A. Mural
  - B. Cross Street Banner
  - C. Banner at Walkway
  - D. New Directory
6. Next Steps
7. Adjourned



# Northville

*Timeless with a Twist*

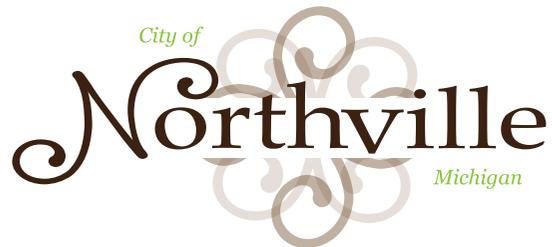


This graphic symbol can be a seal, flower, snowflake or even the twisting elements borrowed from the iconic band shelter.

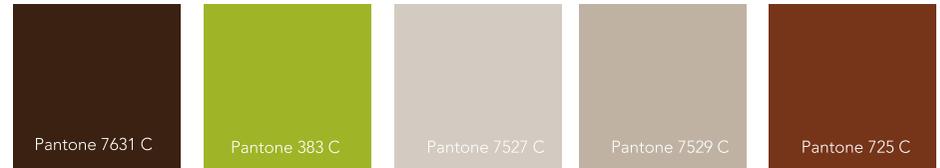
Organized variations of your brand give you the freedom to expand your town image in many ways.

“Our goal within the scope of this project is to create a very effective civic brand platform. Combining art & graphic elements that can be utilized throughout the year as stand alone graphics or as individual style accents.

Layout Options



Colors



Typography

**Georgia** Headlines, Titles

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890

**Georgia Italic** Tagline and Est. Date

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890

**Tahoma** Body Copy / Document

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890

Business Card

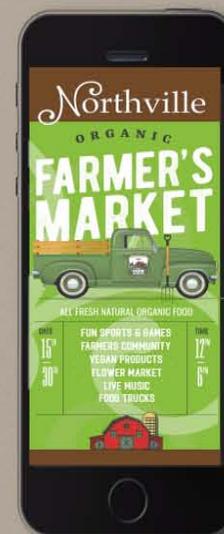
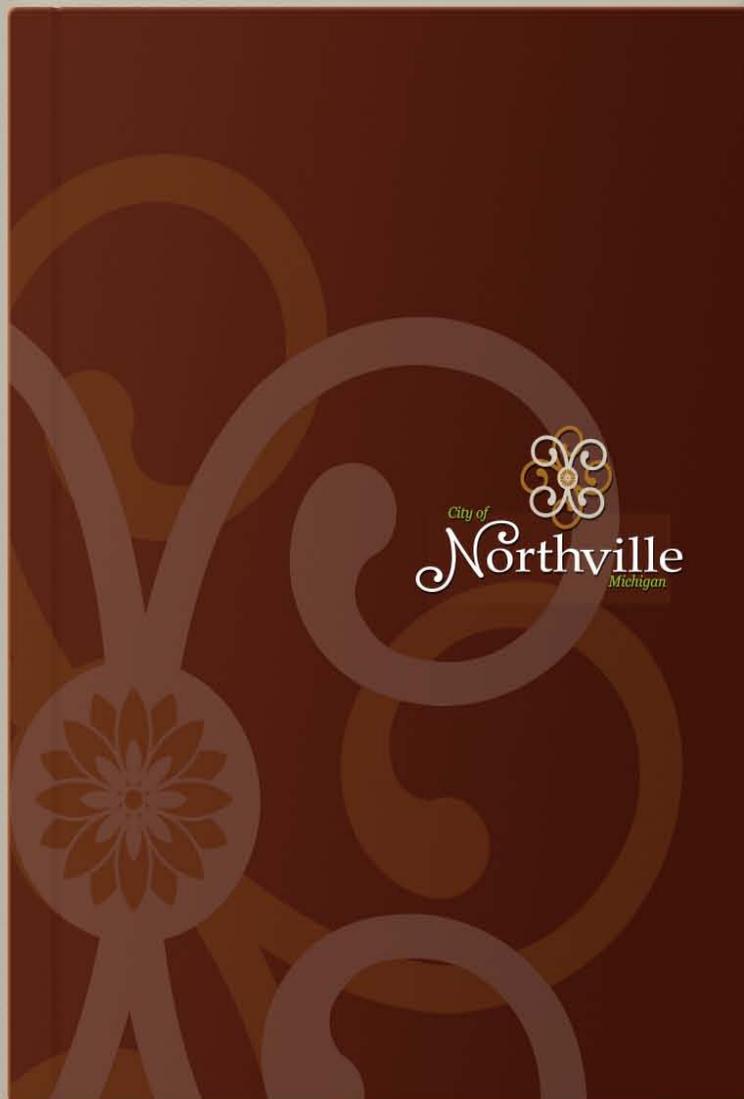


City of  
**Northville**  
Michigan

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Stationary



Promotional Materials

Note: Apparel graphic should be heat transfer for graphic symbol and embroidery for the typography.



r files should  
nverted to  
< files for full  
applications.  
.It with your  
alty supplier for  
ications and  
quirements.



Horizontal formatted logo can be applied  
to smaller applications. Digitally printed only.

Signage & Vehicle Graphics

Brand and Identity that is mobile ( cars & trucks ) combined with wayfinding signage and seasonal banners are often overlooked as a part of the branding program. In most cases it is the most effective use of brand graphics and should be implemented as soon as possible.



Northville

WEDNESDAY  
ACOUSTIC  
SUMMER  
CONCERT  
SERIES

7:00 -  
9:00 PM

TOWN HALL  
7PM TO 9PM

This banner features a dark brown background with a large, stylized acoustic guitar on the right side. The text is arranged in a clean, modern font. The word "Northville" is at the top in a white script font. Below it, the event title "WEDNESDAY ACOUSTIC SUMMER CONCERT SERIES" is written in large, bold, light green letters. The time "7:00 - 9:00 PM" is in a white speech bubble. At the bottom, the location "TOWN HALL 7PM TO 9PM" is in white.

Northville

ORGANIC

FARMER'S  
MARKET

ALL FRESH NATURAL ORGANIC FOOD

DATE	FUN SPORTS & GAMES FARMERS COMMUNITY VEGAN PRODUCTS FLOWER MARKET LIVE MUSIC FOOD TRUCKS	TIME
15 <sup>TH</sup> - 30 <sup>TH</sup>		12 <sup>PM</sup> - 6 <sup>PM</sup>

This banner has a green background with a white pickup truck in the center. Above the truck, the word "ORGANIC" is in small white letters, and "FARMER'S MARKET" is in large, bold, white letters. Below the truck, it says "ALL FRESH NATURAL ORGANIC FOOD". At the bottom, there is a red barn. The event details are presented in a table with a white border.

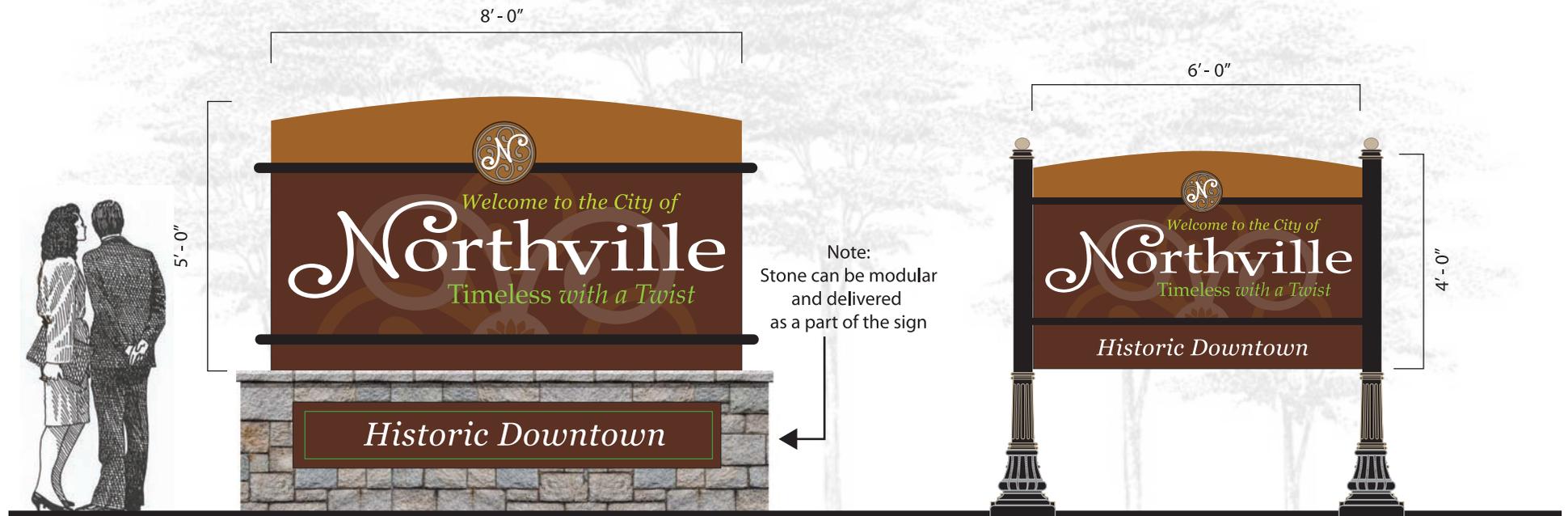
Northville

HAPPY  
Holidays

This banner has a vibrant red background with white snowflakes and a yellow reindeer. The word "Northville" is at the top in a white script font. Below it, "HAPPY" is in small white letters and "Holidays" is in a large, white, cursive font. The background is decorated with white dotted lines and snowflake patterns.

City Gateway Sign Options

Note: Both signs are fabricated from aluminum with reflective graphics. The larger sign is 8" thick hollow frame construction. The smaller sign is 1/4" thick aluminum. These designs can also be adapted for parks & recreation & civic building identity.



Large monument for major boulevard entrances.

Smaller entryway sign for secondary roads.

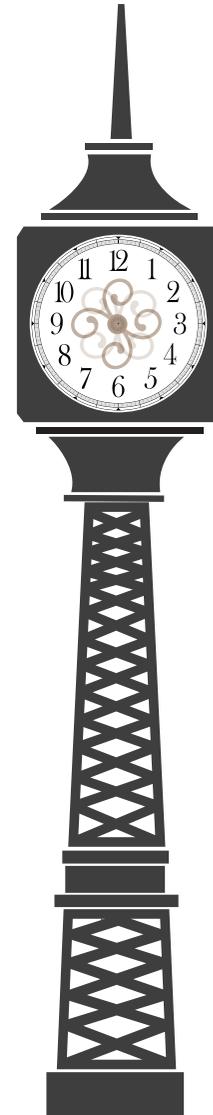
Branding / Adaptation

# Northville

Holiday



Elements of Style



Elements of Style



Unique components of the symbol can become interesting graphic elements of style to emphasize documents. They should be used to accent copy in publications and never used alone as a "logo" option.

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