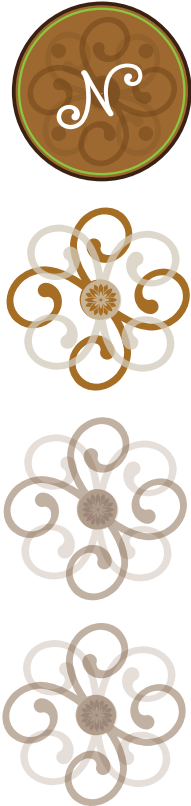*City of*

Northville

Michigan

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

City of
Northville
Michigan

Downtown
Northville
Timeless with a twist

Downtown
Northville
Timeless with a twist

Downtown
Northville
Timeless with a twist

Note: This logo option is only available as a digital file.

| Pantone 476C | Pantone 470C | Pantone 7527 C | Pantone 7529 C | Pantone 384C | Pantone 383C | Pantone 380C |

For print application.

Typography

Headlines, Titles

Georgia
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Tag line and Est. Date

Georgia Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Body Copy / Document

Tahoma
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

For most print and advertising applications it is intended that the background be white. Using the rust as a background color for signage and specialty items is the only other approved color option. When the rust background is used, the Northville logotype must be white.
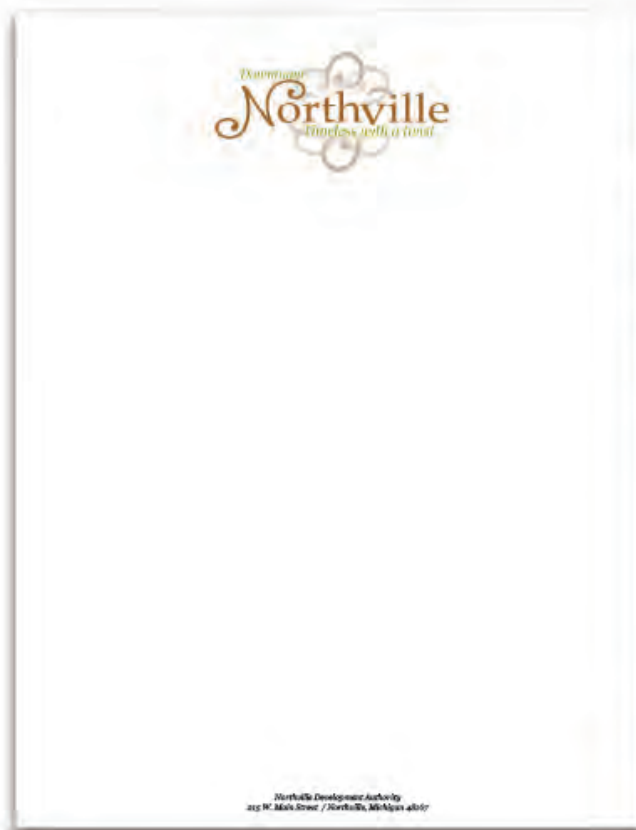
Adobe Illustrator 2020
Camera Ready vector
Artwork is available. New
names and titles can be
added as needed.

Pantone 476C	Pantone 470C	Pantone 7527 C	Pantone 7529 C	Pantone 384C	Pantone 383C	Pantone 380C

For print application.

Adobe Illustrator 2020
Camera Ready vector
Artwork is available. New
names and titles can be
added as needed.

Pantone 476C	Pantone 470C	Pantone 7527 C	Pantone 7529 C	Pantone 384C	Pantone 383C	Pantone 380C

For print application.
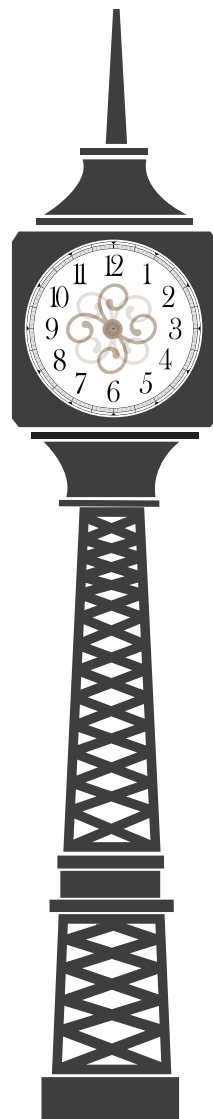
Northville

Holiday

Adobe Illustrator 2020
Camera Ready vector
artwork is available.

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.

Promotional Materials

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

Vector files should be converted to CMYK files for full color applications. Consult with your specialty supplier for specifications and size requirements.

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.

A custom vector application fr vehicles and equipment is in the logo application kit.
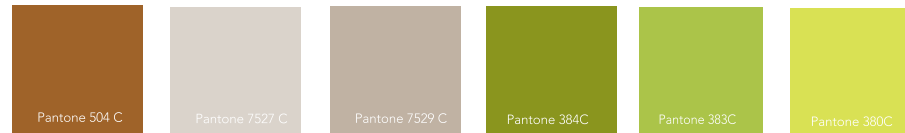
Banner Concepts

The artwork below are concepts to show how the Northville Brand adapts to events and festivals.
The overall theme is the swirls and the consistent logotype. Final application may change to adapt to festival graphics.

Note: Banners mount on double bracket light pole.

Northville
MUSIC
ON
MAIN
FRIDAYS
@
TOWN
SQUARE

Northville
WEDNESDAY
ACOUSTIC
SUMMER
CONCERT
SERIES
7:00 - 9:00 PM
TOWN SQUARE
7PM TO 9PM

Northville
Skeletons are Alive!

Northville
HAPPY
Holidays

Northville
hello Spring
So glad you're here!

Northville
Welcome
SO GLAD
YOU'RE
HERE!

Northville
Enjoy
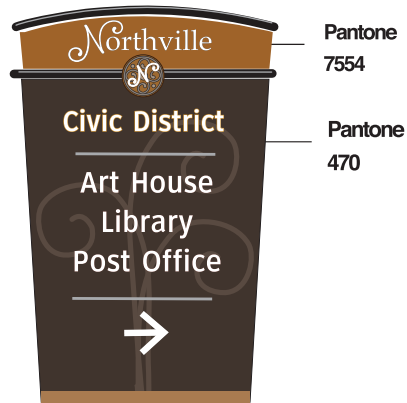DOWNTOWN
SHOPS &
DINING

Note: Arrow mounts on pole

When considering the application of a city brand, combined with downtown marketing, banners are by far the most efficient way to make an impression! These banners can also become window posters.

Pantone 504 C	Pantone 7527 C	Pantone 7529 C	Pantone 384C	Pantone 383C	Pantone 380C

For print application, the color range can expand.

Signage Design Standards

Pantone
7554

Pantone
470

Northville

Civic District

Art House
Library
Post Office

→

Colors for Signage are from original wayfinding sign color specifications.

Pantone 470C

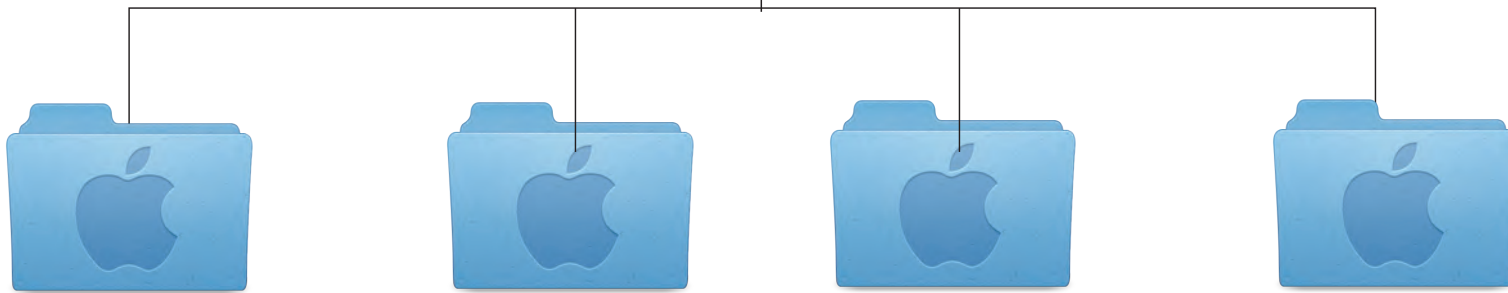Pantone 7554 C

Pantone 383C

Pantone 7527 C

Pantone 7529 C

Note: Process Application Color Proofs Will Be Created
for Final Approval.

Large monument for major boulevard entrances
Option II Lettering can be illuminated.

8'- 0"

5'- 0"

24"

City of
Northville
Welcome

Type A

City of
Northville
Welcome

Type B

All copy will be reflective.

Note: Full size Adobe Illustrator files for print production and CNC cutting
will be provided by Bizzell Design, Inc. Full working drawings are available.

Northville Brand Digital File

Brand Guide

Vector (ai) Files

Digital Files

Stationary Templates

Note:
Vector graphics are the most precise method of reproduction and the best way to keep color standards in place. Files can be enlarged to any size and still remain sharp. Vector files can be used for cutting applications like vinyl lettering and CNC cut materials.

Digital graphics are like photographs best applications are small print uses, powerpoint presentations and advertising. When using these images flexibility in backgrounds and overlay type uses do not work. A transparent white logo is provided
When working with a qualified vendor, send them the entire Northville Digital Brand File. Regardless of the scope of work,
a qualified printer, sign designer or specialty products maker can identify the correct format of the graphic application.

Contact Bizzell Design for any specialized graphic application and working drawings for 3-D fabrication of signs and displays.

BizzellDesign.com

Buzz.Bizzell@gmail.com

(704) 651-3528