



Brand Guidelines

July 2021

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Overview

Objective: Create a brand that solidifies an identity for the West Concord Junction Cultural District.

Single Minded Idea: West Concord Junction Cultural District is the diamond of Concord.

Creative Intent: By clearly highlighting the Union Station and “The Diamond” crossing of the West Concord Junction, we are celebrating a rich history of this charming village center.

West Concord Junction Cultural District

West Concord Junction is a charming village center, an asset for West Concord's residents, the town at large, and an inviting gateway for visitors. It's an economically vibrant neighborhood with a unique identity and narrative. It is recognized as a thriving Cultural District – and as you walk the streets, you can see, feel, and hear both the history of this neighborhood and the rich mix of activities that keep it vibrant today. It features a diversity of businesses, a place to enjoy a cup of coffee, choose among restaurants, purchase a fresh loaf of bread and enjoy unique art or take art classes. Locally-owned retail and dining establishments flourish.

People eat together outside at public picnic tables and gather at the benches outside the shops. Restaurants with table service increasingly offer both indoor and outdoor seating, creating a lively buzz at mealtime. People arrive, often on foot, to pick up a few groceries, drop-off dry cleaning, get their shoes repaired, pick up a prescription, grab flowers from the florist – to do their day-to-day errands with businesses new and old. This is a town center that's historic and modern, functional and beautiful, interesting, active, and fun.

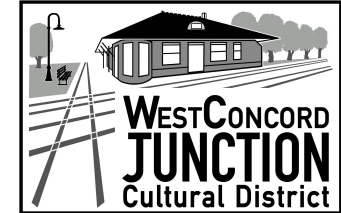
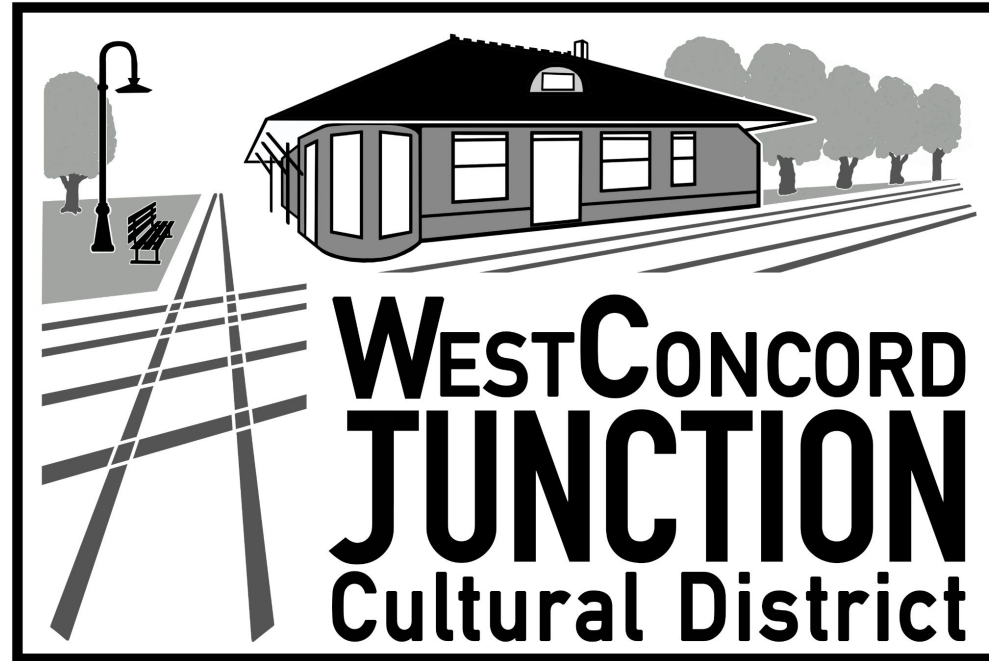
Logo Color

The West Concord Junction Cultural District logo is designed to represent 150 years of history as a cultural center of creativity, innovation, design, arts, culinary arts. The logo shows the three diamonds created by the crossing of the Fitchburg Railroad and Framingham/ Lowell Railroads. The Concord Junction Station was established in 1871. Union Station, represented in the logo, was built in 1894.



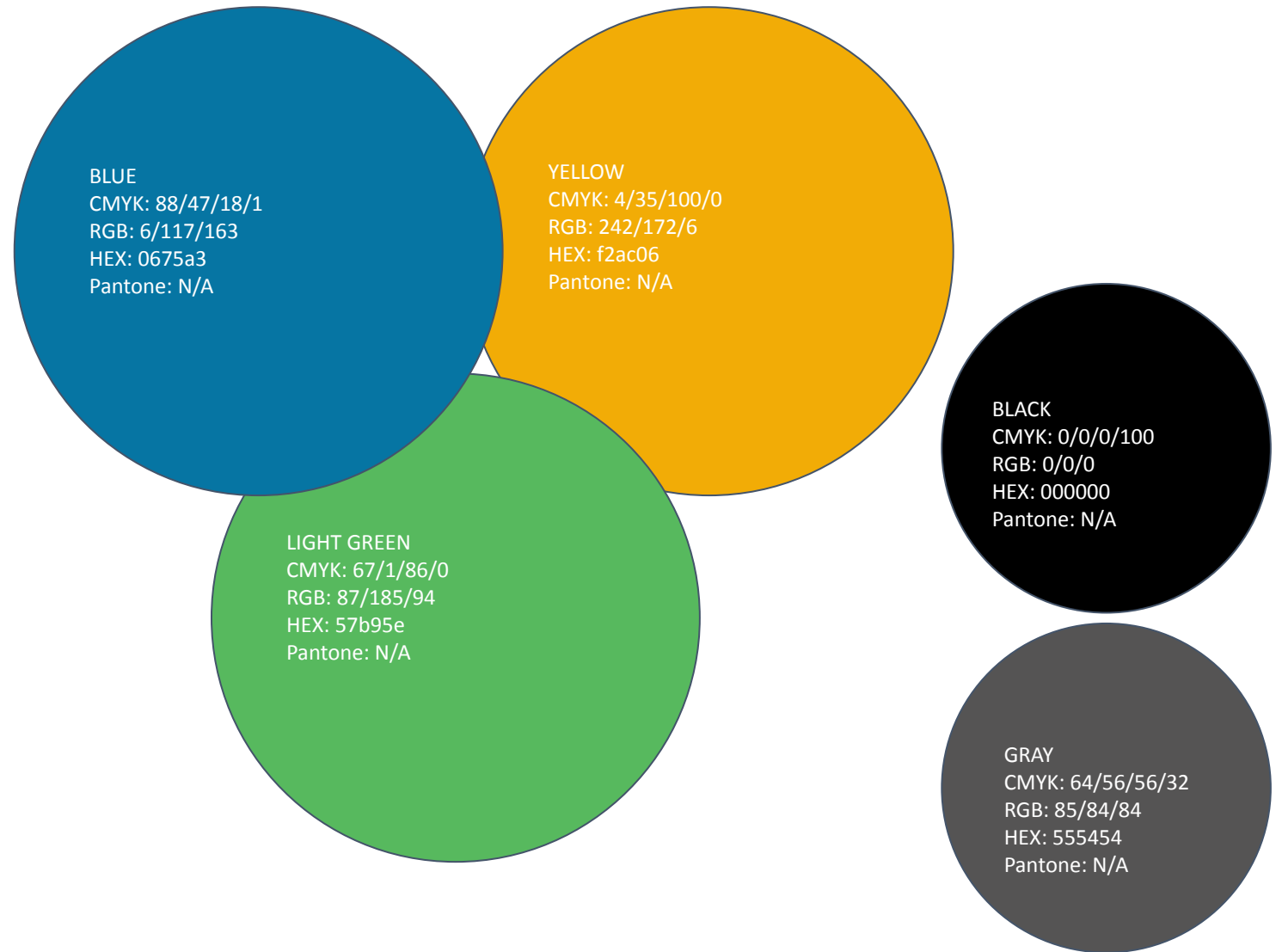
Logo Black & White

Use the black and white logo when color printing is not available.




Primary Color Palette

Blue, yellow and light green are the primary colors of the logo. These are meant to bring a sense of liveliness to the logo. Black and gray provide stronger lines for the scene and the railroad tracks.




Secondary Color Palette

Our secondary colors represent the colors you might see around town. These can be used for accents, creation of icons that represent the arts and cultural activities, historic maker activities, etc. These colors should be used sparingly so they do not overpower the primary brand colors.



DARK GREEN
CMYK: 87/39/100/39
RGB: 5/86/22
HEX: 055616
Pantone: N/A



TEAL GREEN
CMYK: 84/21/67/4
RGB: 15/144/155
HEX: 0f9073
Pantone: N/A



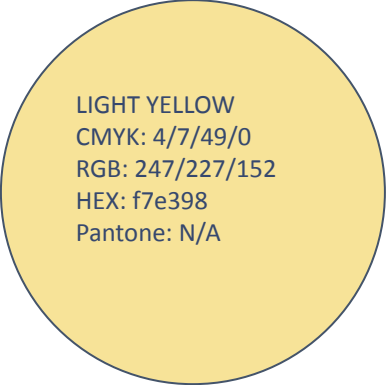
DARK BLUE
CMYK: 87/74/33/18
RGB: 54/72/110
HEX: 36486e
Pantone: N/A



DARK RED
CMYK: 31/100/96/45
RGB: 114/2/18
HEX: 720212
Pantone: N/A



LIGHT RED
CMYK: 16/83/63/3
RGB: 201/80/85
HEX: c95055
Pantone: N/A



LIGHT YELLOW
CMYK: 4/7/49/0
RGB: 247/227/152
HEX: f7e398
Pantone: N/A

Fonts

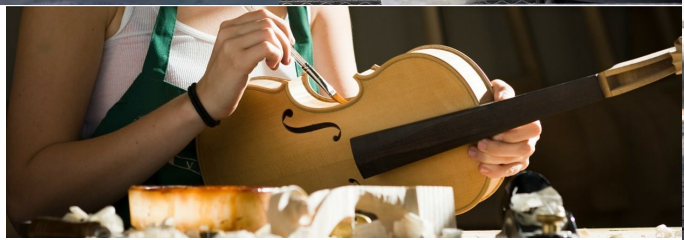
- The logo uses a combination of **DIN and DIN Condensed**. DIN is an industrial font that fits to the industrial - maker history of the West Concord Junction. The J in JUNCTION has been edited to include the same cross at the top as the T.
- For typography in produced materials we recommend the use of the DIN font family if it is available. There are other similar font options that can also be used when DIN is not available.
 - Barlow is a Google Font that is free for use in both commercial and non-commercial use and is very similar.
 - Barlow is a slightly rounded, low-contrast, grotesk type family. Drawing from the visual style of the California public, Barlow shares qualities with the state's car plates, highway signs, busses, and trains.
 - This is the Normal family, which is part of the superfamily along with [Semi Condensed](#) and [Condensed](#), each with 9 weights in Roman and Italic.

Note: We are recommending fonts without serifs to remain simple and clear in our design. While this can be a subjective thing, for this brand we do not use fonts with serifs.

Photography Style

- Active photos showing people enjoying the culture of the Junction
- Shot on the street, in shops, restaurants, galleries, workshops
- Show people, places, building, activities, etc.
- Images should be well lit, well edited, cropped to get best activity
- Show people actively engaging and participating in cultural activities
- Pay attention to mood, expressions, etc - make sure to show interest, excitement, engagement. Smiles are great.
- Diversity of activity as well as people is important and encouraged

The following page is a Photo Moodboard. Photos are not for use, but to show examples of what we are trying to bring out in the community. Photo library to come - TBD.





Graphic Elements

To come

Other resources

- https://en.wikipedia.org/wiki/West_Concord_station