

**Wednesday, September 12,  
2018**

**Ad-Hoc Committee  
5:00 PM**

**McFarland Municipal Center  
Conference Room A**

**AGENDA**

1. CALL TO ORDER.
2. APPOINTMENT OF VOLUNTEER COMMITTEE RECORDER
3. APPROVAL OF MINUTES
  - a. Review and possible approval of draft minutes from the June 11, 2018 Ad-Hoc Branding Committee meeting.
  - b. Review and possible approval of draft minutes from the June 26, 2018 Ad-Hoc Branding Committee meeting.
4. PUBLIC APPEARANCES.
5. BUSINESS.
  - a. Discuss and Review Brand Standards
    - a. Brand identity
    - b. Brand voice
    - c. Primary and alternate logos
    - d. Color palette
    - e. Typography
    - f. Design principles
    - g. Imagery and layout
    - f. Brand application
  - b. Discuss Implementation Plan
  - c. Discuss next steps
    - a. Refine standards based on committee feedback
    - b. Meeting with Village Board - Final approval
    - c. Family Festival
6. ADJOURNMENT.

This meeting notice constitutes an official meeting of the above referenced group and was posted in accordance with all applicable laws related to Open Meetings Law. It is possible that members of and possibly a quorum of members of other governmental bodies of the municipality may be in attendance at the above stated meeting to gather information. No action will be taken by any governmental body at the above stated meeting other than the governmental body specifically referred to above in this notice. Upon reasonable notice, efforts will be made to accommodate the needs of disabled individuals. For additional information or to request this service, contact the McFarland Municipal Center at (608) 838-3153 or [cassandra.suettinger@mcfarland.wi.us](mailto:cassandra.suettinger@mcfarland.wi.us)

**Draft - MINUTES**  
**Ad Hoc Branding Committee Meeting**  
**June 11, 2018**

Attendees: Caroline -Zebradog Consulting, Stephanie Brassington, Allyson Casey, Becky Rogers, Shaun O'Hearn, Mike Flaherty, Dan Carey, Don Peterson

Staff attendee: Pauline Boness

Other in attendance: Amber Gerber, McFarland Thistle

Caroline and her team presented findings from the survey. Main themes were nature, schools, connection to water.

Four logos were presented.

1. Option 1 Badge form - did not get the connection to education. Some members thought it was police like, especially with the star. Like the blue color, connection to water. Asked if horizontal would be an option. The use of "Village of" may be too complicated. Other comments included: Nice, classic, looks similar to Middleton, reminds them too much of the Spartans

2. Option 2 M with sun rays and open book - looked kind of like Summerfest logo. Too youth like, camper like... Asked if the McFarland could get larger and if the consultants could play with the shape of the rays.

3. Option 3 text looks better. Reminded group of hockey logo. Looked like a University Logo more than a community logo.

4. Option 4 was well liked but looked a lot like Monona. The bridge through the M was obvious but comments were made that it was clunky, needed refinement. Loved the mossy green color.

Consultants also presented tag lines. Discover Naturally and Connected Naturally.

Committee voted to further develop and refine option 2 and 4. Liked both tag lines.

Next meeting is scheduled for June 26th at 5pm.

Volunteer recorder

Becky Rogers

**Draft - MINUTES**  
**Ad Hoc Branding Committee Meeting**  
**June 26, 2018**

Brassington called meeting to order at 5:07pm

Members Present: Becky Rogers, Dan Carey, Mike Flaherty, Shaun O' Hearn, Stephanie Brassington, Allyson Casey, Don Peterson

Staff Present: Pauline Boness

**New business:**

Final two logo options were presented.

Second option was preferred.

Refer second option to Board with multiple versions of that option for Board to look at.

Refer both tag lines to the Board "Naturally Connected" and "Discover Naturally"

Logo to appear before the Board on July 9

Motion to adjourn 5:56pm by O'Hearn, second by Flaherty. Approved.

Dan Carey

Volunteer Recorder



## **VILLAGE BOARD SUMMARY SHEET**

**MEETING DATE:** Wednesday, September 12, 2018

**SECTION:** Business

**DEPARTMENT:** Community Development

**CONTACT:**

**AGENDA ITEM:** Discuss and Review Brand Standards

- a. Brand identity
- b. Brand voice
- c. Primary and alternate logos
- d. Color palette
- e. Typography
- f. Design principles
- g. Imagery and layout
- f. Brand application

**PREVIOUS ACTION:**

**ISSUE SUMMARY:**

**FINANCIAL/BUDGET IMPACT:**

**VILLAGE PLAN REFERENCE:**

**ORDINANCE REFERENCE:**

**BOARD, COMMISSION OR COMMITTEE RECOMMENDATION:**

**ATTACHMENTS:**

1. McFarland\_BrandGuide\_08.20.2018\_2 (1)



STYLE GUIDE | 2018

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CONTACT INFORMATION | EMAIL & PHONE NUMBER

## CONTENTS

|                              |       |
|------------------------------|-------|
| Brand Identity & Voice ..... | 5     |
| Primary Logo .....           | 6-8   |
| Alternate Logos .....        | 9-14  |
| Logo Usage .....             | 15-16 |
| Brand Colors .....           | 17    |
| Typography.....              | 18    |
| Imagery & Layout .....       | 19-20 |
| Brand Application .....      | 21-23 |



# *Naturally Connected*

Neighbors with Madison, the Town of Dunn, and Blooming Grove, the Village of McFarland offers easy access to the interstate and many travel opportunities while supporting a great community to connect with nature. We have numerous parks and recreational areas along with charming local restaurants and unique shopping venues. McFarland is where everyone is “*Naturally Connected.*”





## BRAND IDENTITY

The Village of McFarland's history and identity has been, and continues to be shaped, by John Larson's outdoor resort which put McFarland on the map in 1920. Bike paths and lakefront recreation continue to keep McFarland families and nearby residents connected naturally. For this reason, the McFarland brand is designed to invoke an attitude of youthful outdoor adventure and active community.

## BRAND VOICE

McFarland's brand voice should be welcoming, rural, and casual. The language used in all forms of communication should be representative of a Midwestern Wisconsin point of view.

Brand Voice Examples:

*See you at the park*

*Welcome to Babcock*

*Sunrise to Sunset*

## PRIMARY LOGO



File name:McFarland\_Primary\_Logo\_4C\_Gradient.ai

## PRIMARY LOGO

The McFarland logo is a key element to the McFarland brand and when used, must be used in its entirety. The primary logo mark in the horizontal orientation is the McFarland brand signature and should be the preferred option unless the condition does not allow for the wider version of the mark. When the logo is by itself, such as entrance signage or stationary, the primary logo with tag line may be used. When the primary logo is used in busy layouts with many supporting visual elements, it is best to have the logo without the tagline.

## PREFERRED OPTION



File name:McFarland\_Primary\_Logo\_4C\_Gradient.ai



File name:McFarland\_Primary\_Logo\_1C\_Gray.ai



File name:McFarland\_Primary\_Logo\_2C.ai



File name:McFarland\_Primary\_Logo\_1C\_Beige.ai



File name:McFarland\_Primary\_Logo\_1C\_Green.ai



File name:McFarland\_Primary\_Logo\_1C\_Black.ai



File name:McFarland\_Primary\_Logo\_1C\_Blue.ai



File name:McFarland\_Primary\_Logo\_1C\_Reverse.ai

The McFarland primary logo should be used in only these color combinations. The two color gradient logo should be the preferred option. The two color logo, which doesn't include the gradient, can be used when the instances requires two colors, such as embroidery or painting. One color logos may be used when only one color is allowed and the black and reverse logos may be used when no colors are allowed.

PRIMARY LOGO

LOGO SIZING

Spacing

Understanding the clear space rule is essential, as it is also the standard for logo position and scale. No other logos or visuals should be in the clear space.

For the primary logo, the clear space is defined by the “c” from McFarland.

Minimum Width

In order to ensure legibility at all times, the McFarland logos hold a minimum width requirement.

The primary logo should never be reduced to any size smaller than 2” in width.



File name:McFarland\_Primary\_Logo\_4C\_Gradient.ai





File name:McFarland\_Logo\_4C\_Gradient\_Department\_Ex.ai

## DEPARTMENT LOGOS

When using the McFarland primary logo to represent different departments, the department logo variation should be used. The department font is a variation of Market Pro and is aligned right with the logo. See the file “Mcfarland\_Logo\_2C\_Gradient\_Department\_Ex.ai” for an editable version of the logo. This file should be used when preparing new department logos. The department logo color versions can be found on page 10.

## ALTERNATE LOGOS



File name:McFarland\_Logo\_4C\_Gradient\_Department\_Ex.ai



File name:McFarland\_Logo\_2C\_Department\_Ex.ai



File name:McFarland\_Logo\_1C\_Green\_Department\_Ex.ai



File name:McFarland\_Logo\_1C\_Blue\_Department\_Ex.ai



File name:McFarland\_Logo\_1C\_Gray\_Department\_Ex.ai



File name:McFarland\_Logo\_1C\_Beige\_Department\_Ex.ai



File name:McFarland\_Logo\_1C\_Black\_Department\_Ex.ai



File name:McFarland\_Logo\_1C\_Reverse\_Department\_Ex.ai

## STACKED & BADGE LOGOS

Alternate logos will give options and also fit where the primary logo may not fit. It may be used on different shaped spaces where the primary logo would not work, such as stickers, stamps, and digital platforms. Alternate logos are designed to provide a resource for exploring the brand on a variety of different shaped canvases. Pages 12 through 13 show the color versions of the stacked and badge logos.



File name:McFarland\_Logo\_Stacked\_4C\_Gradient.ai



File name: McFarland\_Logo\_Badge\_4C\_Gradient.ai

## ALTERNATE LOGOS



File name:McFarland\_Logo\_Stacked\_4C\_Gradient.ai



File name:McFarland\_Logo\_Stacked\_2C.ai



File name:McFarland\_Logo\_Stacked\_1C\_Green.ai



File name:McFarland\_Logo\_Stacked\_1C\_Blue.ai



File name:McFarland\_Logo\_Stacked\_1C\_Gray.ai



File name:McFarland\_Logo\_Stacked\_1C\_Beige.ai



File name:McFarland\_Logo\_Stacked\_1C\_Black.ai



File name:McFarland\_Logo\_Stacked\_1C\_Reverse.ai

## ALTERNATE LOGOS



File name:McFarland\_Logo\_Badge\_4C\_Gradient.ai



File name:McFarland\_Logo\_Badge\_2C.ai



File name:McFarland\_Logo\_Badge\_1C\_Green.ai



File name:McFarland\_Logo\_Badge\_1C\_Blue.ai



File name:McFarland\_Logo\_Badge\_1C\_Gray.ai



File name:McFarland\_Logo\_Badge\_1C\_Beige.ai



File name:McFarland\_Logo\_Badge\_1C\_Black.ai



File name:McFarland\_Logo\_Badge\_1C\_Reverse.ai

## ALTERNATE LOGOS

### Spacing

The minimum clear space for the alternate logos is defined as the “M” for the badge logo and the “c” from the stacked logo, respectively.



File name:McFarland\_Stacked\_Logo\_4C.ai



### Minimum Width

The badge logo should not be reduced smaller than .75" in width and the stacked logo should never be reduced to any size smaller than 1.5" in width.



File name: McFarland\_Badge\_Logo\_4C.ai





**DO** Use McFarland one color logo on any of the brand approved color pairings (See Brand Colors on Page 17).



**DO** use the 3 color McFarland logo on a light background.



**DO NOT** use the full color McFarland Logo on any solid color backgrounds other than white or the brand designated beige.



**DO NOT** use the McFarland logo on any busy backgrounds. If placed on an image, ensure there is enough contrast.



**DO NOT** add or remove any additional graphics to any of the logo marks or to remove any pieces of the logo.

## LOGO USAGE



## COLOR USAGE

When using the one color versions of the different logo marks, it is best to stick to the designated brand color pairings shown in the top row, and avoid using the logos on other colored backgrounds.

## BRAND COLORS

The McFarland colors are blue, green, gray, and beige. Lake Blue should be the primary color used throughout all McFarland branded materials. The Green Gradient accompanies the Lake Blue color in the three color versions of the logo marks. Sprouting Green should be used consistently, but not equally to blue. It should be the compliment to the blue in all layouts and design. Sandstone Beige is a neutral color included to give subtle variation and an earthy warmth to branded material. Granite Gray can serve as a softer dark color for type and graphic components.



### Lake Blue

PMS 315C  
Process: 100C 45M 38Y 13K  
RGB: 0R 125G 128B



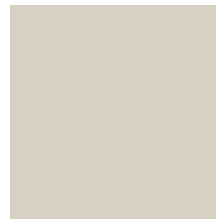
### Green Gradient

Process: 51C 9M 87Y 0K  
to Process: 65C 16M 90Y 17K



### Sprouting Green

PMS 7737C  
Process: 55C 3M 100Y 0K  
RGB: 129R 189G 65B



### Sandstone Beige

PMS 7527C  
Process: 15C 13M 21Y 0K  
RGB: 214R 210G 96B



### Granite Gray

PMS Cool Gray 9  
Process: 56C 47M 44Y 11K  
RGB: 117R 118G 121B

## Fonts

McFarland has three recommended fonts for print and digital collateral. When used under the designated guidelines, these three fonts give McFarland the down to earth feel that the McFarland brand and voice represents.

### Helvetica Neue - General Purpose

The Primary font is Helvetica Neue. It is used for all primary copy and large sections of text, as well as the secondary and tertiary headlines. It should also be used for number when referencing dates, times, and phone numbers.

### Museo Slab 700 - Standard Headlines

The secondary font is Museo Slab. Museo Slab should only be used for large section headlines or category breaks in copy.

### *Modified Market Pro - Decorative Headlines*

Market pro is McFarland's decorative font. This should be used sparingly. Think of this font as the call to action font, used maybe once in a given layout in order to grab the reader's attention and be read as the voice of the McFarland brand. An example of this use is the tag line.

### Primary Font

**HELVETICA NEUE BOLD**  
**HELVETICA NEUE MEDIUM**  
**HELVETICA NEUE REGULAR**

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm  
 Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz  
 1234567890

### Secondary Font

**Museo Slab 700**

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm  
 Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz  
 1234567890

### Specialty Font

*Market Pro*

*Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm*  
*Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz*  
*1234567890*



### IMAGERY

McFarland's imagery should be active, family-centric, and depict outdoor activities with a strong emphasis on community. In this way, the village tag line, "*Naturally Connected,*" can be reflected in both style and content of all public facing imagery.





### SUPPORTING PATTERN

#### Pattern Uses

The pattern can be used to bring texture or character to the design or layout, such as a footer to a letter, stand alone on merchandise, or be a way to add some depth to a color block in a printed brochure. Avoid using too frequently and only use it on the background colors shown on the left.

## BRAND APPLICATION

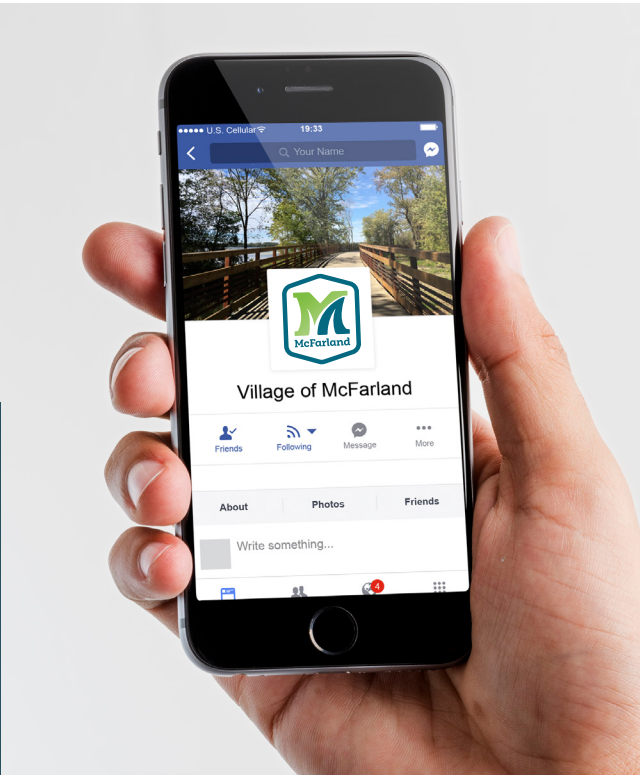


## BRAND APPLICATION

With all these guidelines in place, it is evident how the brand begins to take shape. On this page are examples of internal brand applications. This style is cleaner and simpler to show the more professional style of the brand.

Refer to page 22-23 to see how the graphic icons, patterns, logos, and colors come together to give McFarland the family-centric and active identity that can be applied to all public facing design.

BRAND APPLICATION





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CONTACT INFORMATION | EMAIL & PHONE NUMBER



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**CONTACT:**

**AGENDA ITEM:** Discuss Implementation Plan

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None



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None