

TOWN OF DRACUT SPECIAL PROJECTS DESIGN GUIDELINES

NOV 5, 2022

Colors, typography, logos, and symbols.



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OVERVIEW

What is a Special Project?

These can cover anything outside of the normal administrative duties of the department or committee. At this time, this system will not be used on things like forms, etc **without the express permission of the Town Manager.**

If you have a special project you'd like to have enhanced support for, please contact the Town Manager or Economic Development Committee Chairperson.

EXAMPLES:

- All Economic Development Committee operations
- Flu Clinics
- Hazardous Waste Days
- Holiday Tree Recycling
- Townwide Town-Hosted Events, and other important public facing events where we want to ensure attention and participation (Town Meeting)
- State, Local, and Federal Elections
- Partner events
- Highlighting Teams or Events
- Areas of concern like trash delays, water main breaks, etc
- Public Health Emergencies
- Ads in newspapers or other publications
- Town Auctions
- **And more! If you want something, ask us!**

Dracut has been a place people called home and worked since the record began, from native peoples before the town's incorporation in 1701 until present day. Over that time, the town has adopted many visuals, the most prominent being the adoption of the Draycote coat of arms as the town seal in 1983.

In early 2020, a working system based on that seal and colors it uses was developed to aid in the communication of public health updates and town elections. It has also been used voluntarily by other town departments. The overall goal is to make something fresh that still feels "like Dracut" while also allowing it to meet today's communication challenges and expectations.

TONE

Tone is how we as a town would like to present ourselves as we share information on our signs, brochures, and website. Tone is an important factor in clear communication to our residents.

TONE

Style

Here are three guiding principles we can use to ensure clearer communication with residents:

Friendly

We are a small town, not a Fortune 500 company. We should approach things in a friendly and approachable way, the way your neighbor would. It's also OK to have a sense of humor on dry matters – it can help engage people who may not otherwise.

Helpful

We should be up front and clear about where and how to do something and who to contact. Things like listing phone numbers and email and making sure they are monitored instill confidence in our ability to address residents' needs.

Honest

We communicate in the most honest way possible. Honesty helps open up discussions that can benefit everyone.

TONE

Tagline

Our tagline, developed as part of the Committee on Economic Development is, "Make It Dracut." It presents Dracut as a vibrant community with lots to offer. It can be used by any activity or business in Town and is public domain.

LEARN MORE:

makeitdracut.org/makeityours



IDENTITY

Towns and cities have different visuals. The most apparent is the seal, which is the default most of the time. There are also marketing logos which are meant to be more approachable to the community.

Dracut's primary identity is a seal, planned and approved by Town Meeting in 1983. It shows the crest of Draycote, a small town in England. This is where tradition states that Dracut's first settlers came from. In the process of being created, some elements were added below the crest, further tying it to modern Dracut. All colors are derived from the original Draycote crest & 1983 Update.

All committees or departments with a special project will have a logo created.

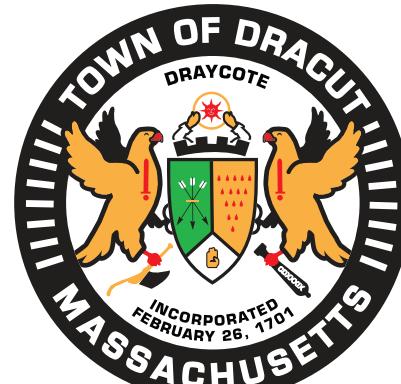
IDENTITY

Town Seal

The town seal was approved in its initial form in 1983. This version keeps it largely the same, with a few subtle shifts to aid in legibility.

The core of the seal is the coat of arms of a village in England called Draycotte Foliat. John Webb, a native of that village, was the first settler here in the area that we now call Dracut.

The bird on the left holds a plow, which speaks to Dracut's agricultural heritage. On the right is a cannon, honoring Dracut cannon maker Louis Ansart, with the Roman numerals CDXXXIX to represent the 439 men from Dracut who served in the American Revolution.



Full Color



Positive: Single Color



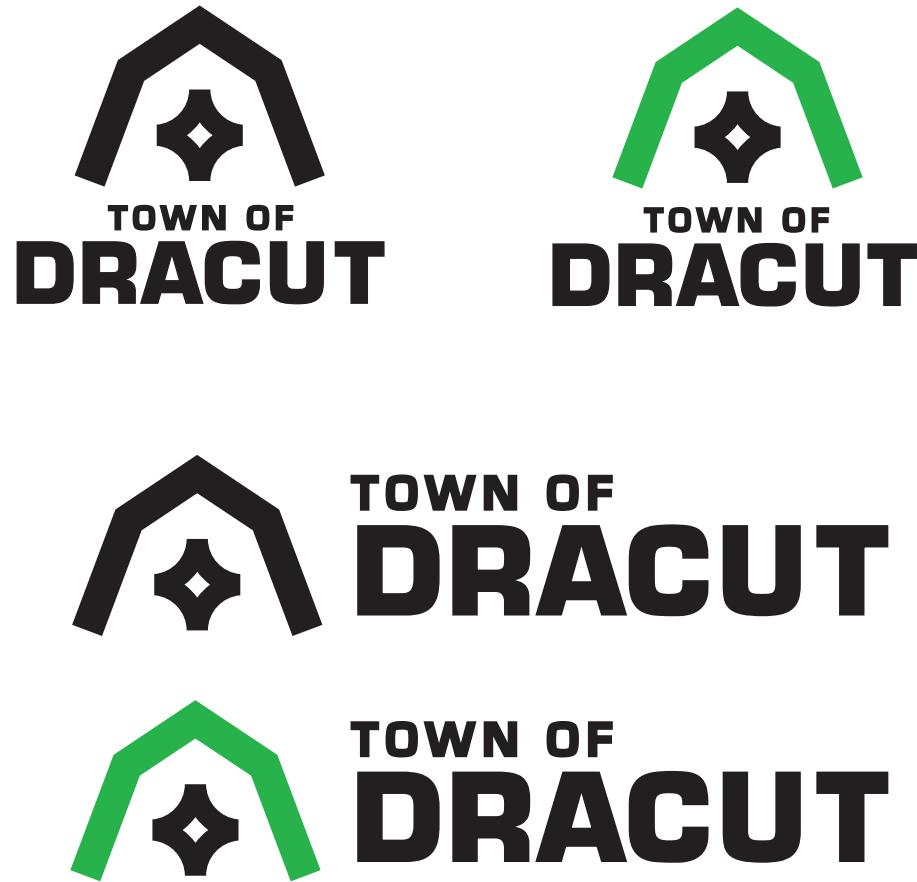
Negative: Single Color

IDENTITY

Marketing Logo

This logo was developed and approved by the Committee on Economic Development in January of 2022. **It does not replace the seal.** It is an added symbol that can be used in situations where a seal doesn't fit, and can be used alongside it.

It shows a classic New England gambrel-style barn roof, a nod to Dracut's agricultural heritage. Below that is a four-pointed star, which represents the liveliness and variety of our town services and features.



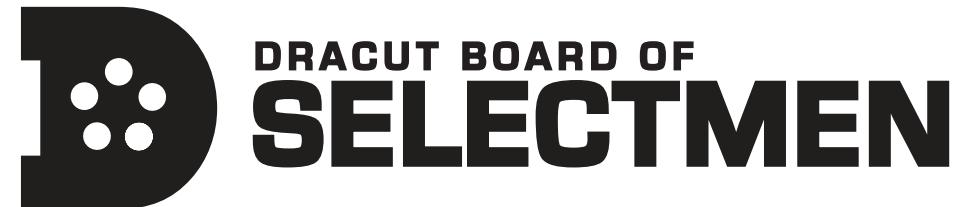
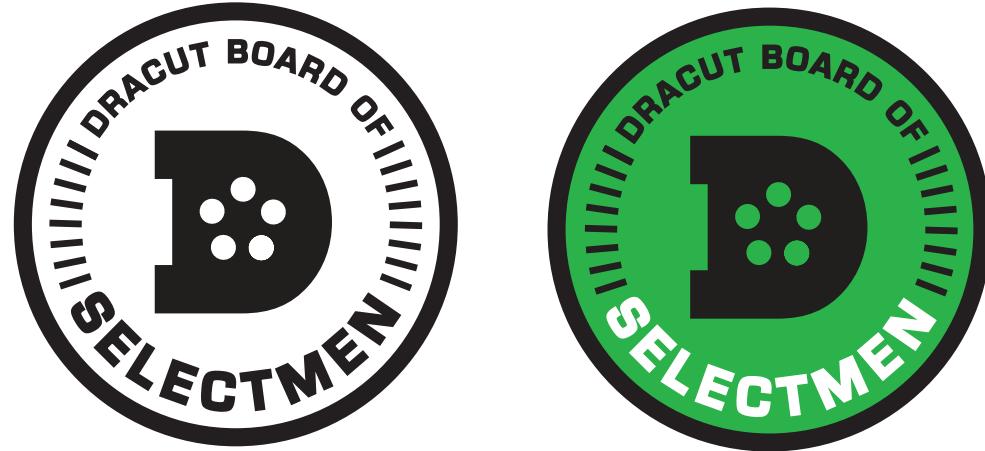
IDENTITY

Special Project Dept. Logos

These should be used for any content that has been created by specific town departments. They indicate more direct context or information. They can be used alongside the town seal.

The “D” serves as a unifying element, making it easy to identify as an internal town department. Teams can show personality with the fill of the D, creating a shape that reflects what their department does. These shapes all use the same style to project a unified visual language.

These are not meant to replace existing logos at this time, unless discussed with the Town Manager,



OTHERS CURRENTLY IN USE:



IDENTITY

Standalone Special Project Logos

Departments with larger presence in the community who desire it may be able to have a more enhanced logo. This takes the symbol out of the D and makes the logo more stand alone.

The same color, typeface, and artwork styles are retained to ensure visual unity. In this format, there is also a more flexible color palette.

This can be used alongside the seal and other logos.

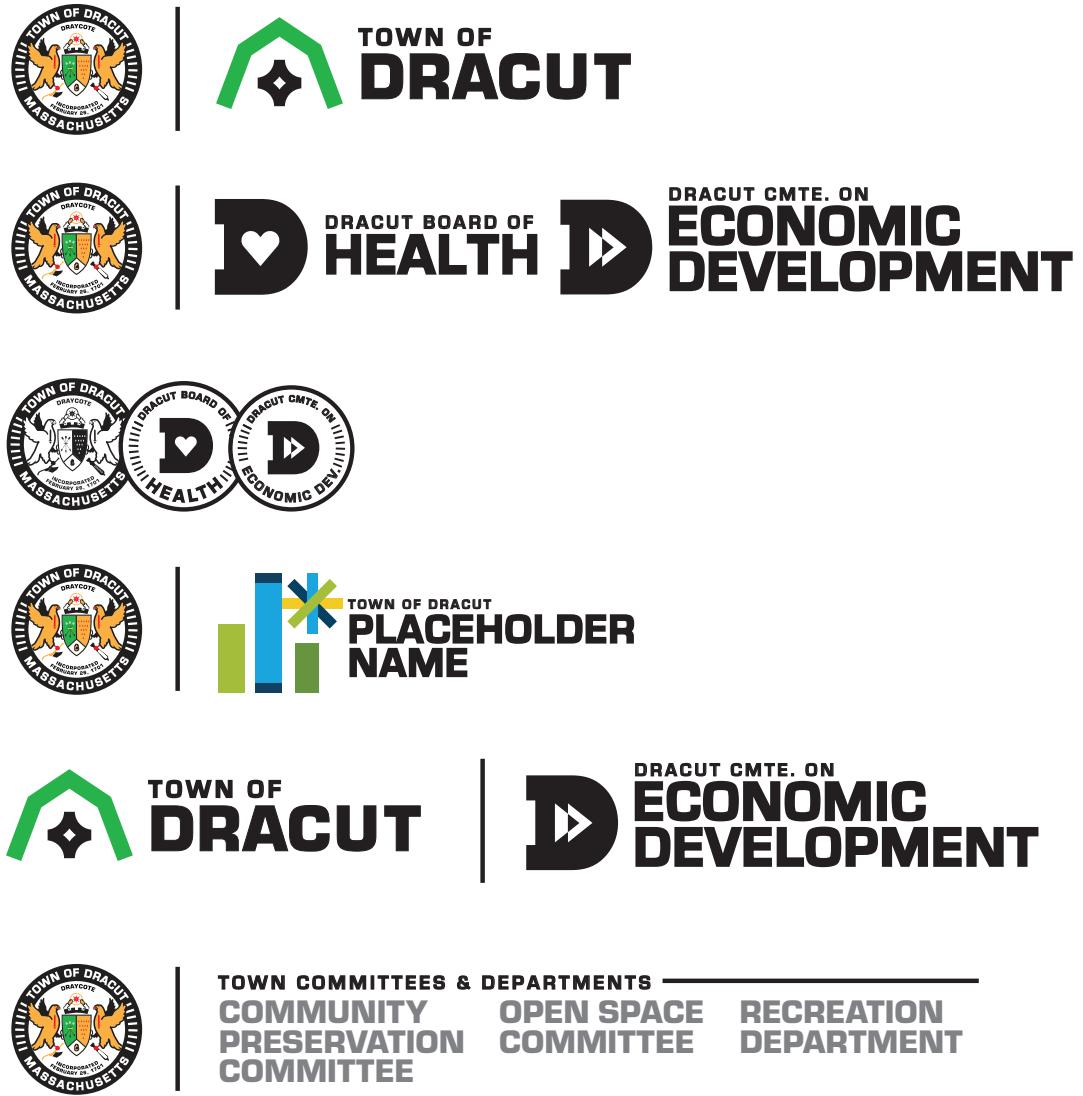


IDENTITY

Lockups

One of the benefits of an identity system is the ability to use different logos together in a way that feels natural.

The typical use will be alongside the seal. At right are some current recommendations.



In instance where a town org has not joined the system, they will be listed as text and by their current preferred name.

IDENTITY

Naming

Dracut has had many committees, boards, and departments over the years. They have been named various ways with no cohesive strategy.

This Special Projects system standardize these to make future organization easier. It will allow for visuals to match one another and be easier to identify and ensures that the town's name is visible at all times.

For space and format, some can be abbreviated if needed:

- Department > DEPT.
- Division > DIV.
- Committee > CMTE.
- Council > CNCL.
- Commission > CMSN.

TOWN NAME
TOWN OF DRACUT

DEPARTMENT NAMES
DRACUT DEPARTMENT OF...

DIVISION NAMES
DRACUT [DEPT. NAME] DIVISION OF...

COMMITTEE NAMES
DRACUT COMMITTEE ON...

BOARD NAMES
DRACUT BOARD OF...

COUNCIL NAMES
DRACUT COUNCIL ON...

COMMISSION NAMES
DRACUT COMMISSION ON...

IDENTITY

Districts

In 2021, Dracut established nine districts within town boundaries. These are oriented around groups of businesses, but there are some overlaps in historic neighborhoods as well.

These are available in both badge and stand alone versions.

LEARN MORE:

makeitdracut.org/districtsymbols



OTHER DISTRICTS:



BROADWAY
DISTRICT



BRIDGE
DISTRICT



COLLINSVILLE
DISTRICT



EAST DRACUT
DISTRICT



HOVEY SQ.
DISTRICT



KENWOOD
DISTRICT



LAKEVIEW
DISTRICT



NAVY YARD
DISTRICT

COLOR

The color palette for Dracut is drawn from its history, with the primary colors coming from the town seal.

Using the same colors across departmental collateral is a simple way to have a more unified experience for residents and partners.

Certain colors can be used to indicate alerts, danger, or just general information.

COLOR

Primary

These are the primary colors for the town. They are derived from the shield being held by the birds in the town seal. There have been several versions of the previous seal, so we have accounted for those variations.



PASTURE GREEN

Good for backgrounds, a vibrant and active color.

Screen: #19B24B

Process: 79.22/0/100/0



HARVEST GOLD

Good for call to actions, focus areas, contrasting text

Screen: #FBB040

Process: 0/35/85/0



GRANITE GRAY

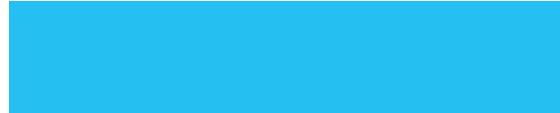
Good for more neutral backgrounds.

Screen: #808285

Process: 0/0/0/60

Secondary

These are the secondary colors that can be used as accent colors or to indicate areas of focus.



BEAVER BROOK BLUE

Primarily used for things related to Dracut Schools and elections

Screen: #0EBFF1

Process: 67.19/1.56/0/0



NAVY YARD RED

Used for major alerts, to call attention to something, or elections.

Screen: #EF4523

Process: 0/88.67/100/0



TRAIL GREEN

Alternate green, also used for ADA compliance on the website.

Screen: #3f8541

Process: 78/25/98/10



MEETINGHOUSE

Can be used for minor alerts.

Screen: #FFDE17

Process: 0/10/95/0



BRUSH GREEN

Accent that can be used on darker green backgrounds.

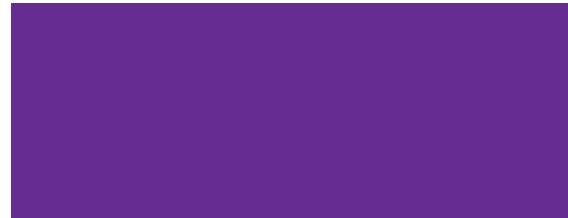
Screen: #808285

Process: 36/1.7/100/0

COLOR

Adaptive Colors

We can deviate from the defined color schemes in some situations such as being used in a town building with wall colors we'd like to match. This method can also be used for partner companies or events.



OPIOID AWARENESS



**HARVEST GOLD
(OUR BRAND COLOR)**



TYPOGRAPHY

Typography is key to the Dracut design system. It evokes strength and practicality as well as the town's agricultural history. The strong capital letters show impact. The lowercase forms are friendly and conversational, reflecting our accessibility and trustworthiness.

TYPOGRAPHY

Brand Typefaces

The typeface Eurostile was chosen for its agricultural look and availability of typeface weights. Unlike many typefaces that are more industrial, it supports both upper and lower case.

For partners and vendors it is available via Adobe Fonts.

Main Statement/Headline

HELLO, DRACUT!

Conversational Headlines

Hello, Dracut!

Body Copy

 Lorem ipsum dolor sit amet, consectetur adipiscing elit. Proin cursus nec velit suscipit sollicitudin.

Numerals



3

TYPOGRAPHY

Fallback Typeface

Eurostile is a font that may not be available for all town users. While people generating documents normally should have it, a fallback can be used for others who don't. We have chosen Arial Black & Arial for this scenario.

Main Statement/Headline

HELLO, DRACUT!

Conversational Headlines

Hello, Dracut!

Body Copy

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Proin cursus nec velit suscipit sollicitudin.

ICONOGRAPHY

Icons help a brand come alive and tie things together. They can be used on signs, printed materials, and websites.

ICONOGRAPHY

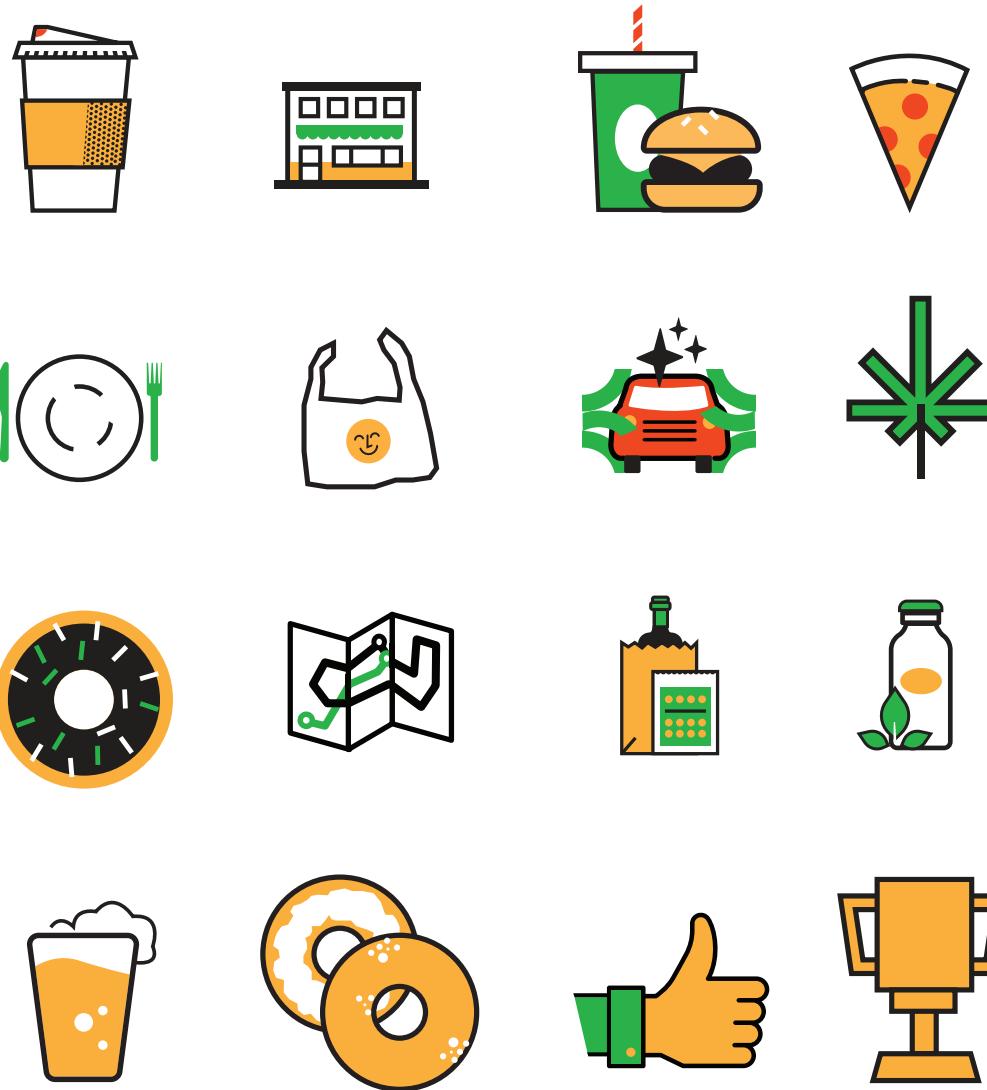
Industry Icons

Industries and small businesses are a big part of what Make It Dracut.

These are made as-needed and typically originate with the Economic Development Committee.

They use the primary brand colors as needed but can also be made grayscale.

A black outline is added around larger objects for boldness and visibility.



ICONOGRAPHY

General Icons

These are created as-needed for collateral and signage. When one is created it is added to an icon library so it can be used in future, similar situations.



EXAMPLES

This system has been under voluntary availability since Q1 of 2020. It has been used successfully to communicate information about elections, pandemic support, and boosting local businesses.

EXAMPLES

Economic Development

The Committee on Economic Development re-formed in the midst of the pandemic. There was strong collaboration with the Board of Health to keep local businesses supported and thriving as they implemented public health guidelines. This work continues via new initiatives.

OUR COFFEES, DINING, FARMS, HAIRCUTS, HEALTHCARE WORKERS, PIZZAS, SMALL BIZ, & YOU MAKE IT DRACUT.

Help your neighbor. Shop local.

OUR PIZZAS MAKE IT DRACUT

Help your neighbor. Eat local pizza.

More than just serving up pizza or subs, businesses like this power our local economy, & they need our help!

Order delivery or carryout from this or one of our other local pizza shops to support them and our community as they recover from the COVID-19 pandemic.

MAKE IT DRACUT

THIS CAR RODE MAMMOTH RD.

DRACUT FOOD SERVICES JOB FAIR

WED, OCT 20, 9AM-1PM

FOUR OAKS COUNTRY CLUB 80 MEADOW CREEK DRIVE

PREREISTER VIA MAKEDITDRACUT.ORG/JOBFAIR

DON'T FORGET TO BRING RESUMES!

Participants have a chance to win \$100

LOOKING FOR... BAR STAFF, WAIT STAFF, KITCHEN STAFF, COMPUTER STAFF, DELIVERY DRIVERS... & MORE!

FEATURED BUSINESS | A-Brews TAP GRILL

Help!

We can't do this alone - we need the entire community to be on board to keep our local businesses safe & intact.

In an effort to support important new COVID-19 safety measures, the Committee on Economic Development has created this official face covering mandate poster. We hope this will serve as a reminder to all that protecting your business is best for all in our community.

We understand the message is a strong one, but it is important to be strong in protecting one another.

On that note, we have also created a poster and digital graphic for the "Caffeinate Locally" recovery campaign. This has been created by the Committee on Economic Development to help meet to highlight our local businesses and promote the importance of supporting our local neighbors. If you see more staff than usual at local businesses, it's because we're all in this together.

We appreciate your continued partnership in this trying time. If there is anything at all we can do for you, please reach out to us at Town Hall.

Thank you!

Town of Dracut & Board of Health

EXAMPLES

Public Health

The Board of Health was an early adopter of this new visual system and used it as a way to convey clear, focused info to help residents and visitors navigate confusing times. The goal was to give a helpful, friendly tone to community health guidance.

DRACUT WILL MAKE IT – TOGETHER.

- 1 AVOID CROWDS & PARTIES.
- 2 KEEP SOCIAL DISTANCING.
- 3 FEELING SICK? STAY HOME, OR GET TESTED.

YOU MUST WEAR A FACE COVERING IN PUBLIC

OVER NOSE & MOUTH. NO CHIN STRAPS.

FOOD SERVICES PERMIT
THIS ESTABLISHMENT COMPLIES WITH OUR SANITATION STANDARDS

Establishment Name: **Fake Burger Co.** Expiry Date: **12/31/22**

Issued By: **Commonwealth of Massachusetts Board of Health**

Health Director: **NOT TRANSFERABLE**

FREE COVID-19 TESTING

RESERVATION REQUIRED IF YOU DON'T HAVE ONE. PLEASE MAKE OTHER TESTING ARRANGEMENTS.

MASKS IN THE TRASH
NOT IN THE GRASS

Recovered **916** **Active** **285**

Cases **1201** **Fatalities** **3**

YOU MUST WEAR A FACE COVERING.
Do it for your community—Help us stop the spread!

OVER NOSE & MOUTH—NO CHIN STRAPS.

WASH HANDS AFTER TOUCHING SURFACES LIKE DOOR HANDLES & KEYPADS.

Thanks for your patience!
Our team is doing its best to help everyone, safely.

I GOT COVID TESTED

COVID-19 IN DRACUT TOTALS AS OF 12/11/20

Category	Value	Change	Since
Recovered	916	+154	12/4
Active	285	+50	12/4
Cases	1201	+204	12/4
Fatalities	3	Reported 4/28, 5/1, & 7/6	

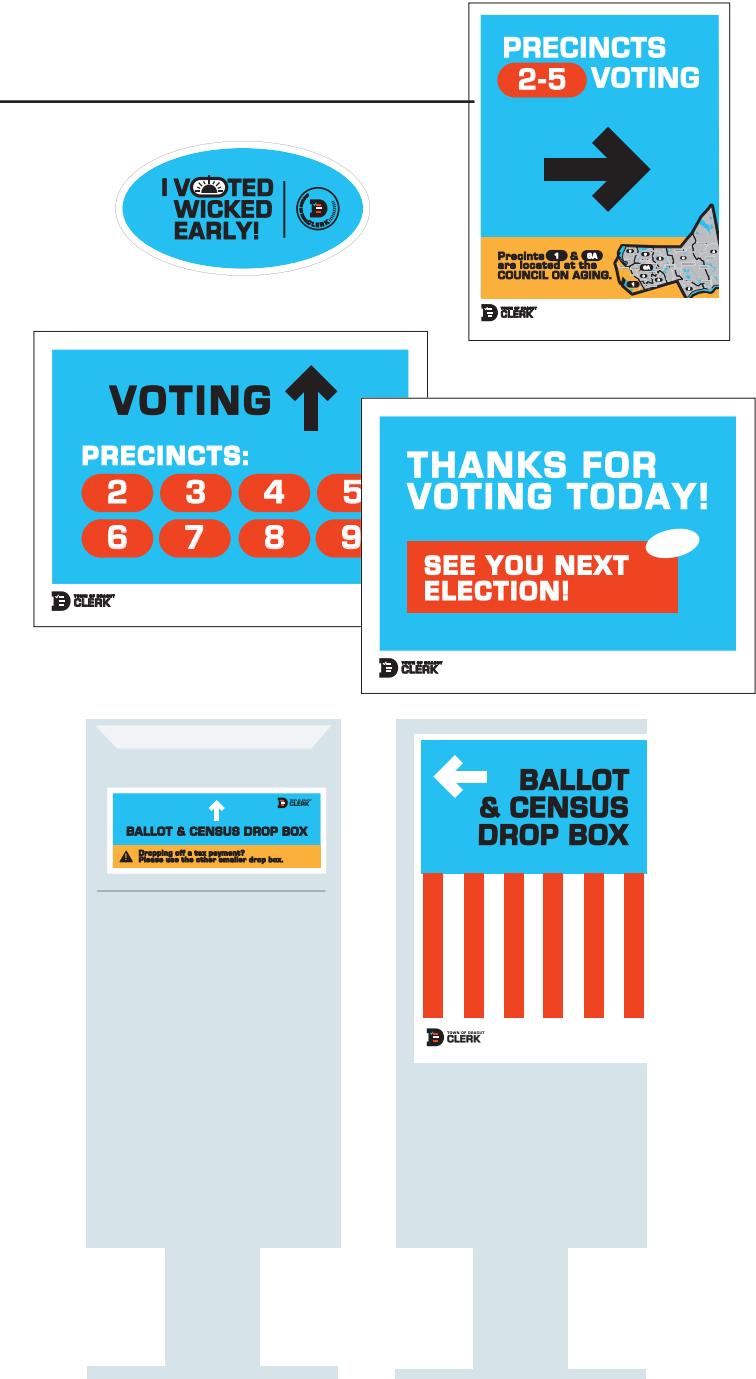
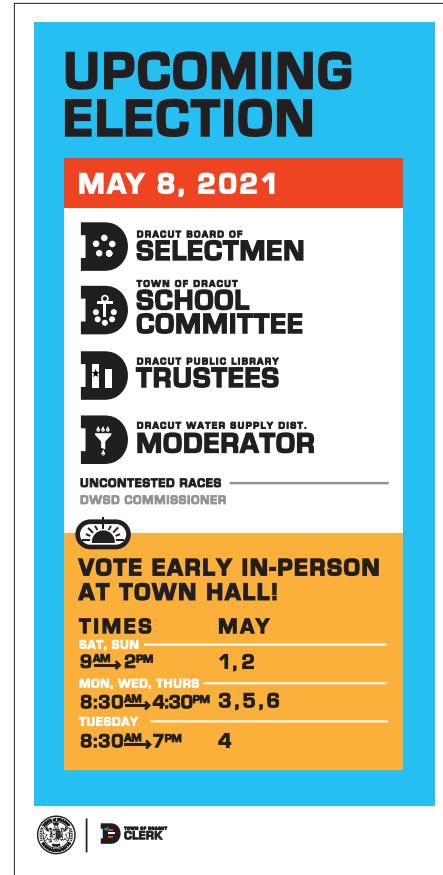
EXAMPLES

Elections

Communication and ease of voting was a focus for this initial rollout of the identity system.

Working closely with the Clerk, we were able to clearly list the contested races and gave equal billing to early voting due to the pandemic.

Custom early voting stickers were made available at the polls and were well received by our voters.



EXAMPLES

...& more!

Other collaborations include Town Meeting, Open Space Committee, and a few divisions of the DPW. These examples are created within the guidelines of this design system. They are reviewed and approved by the town leads requesting them and are wholly voluntary in their use.

WELCOME TO BEAVER BROOK FARM!

In 1736, Abraham Vernum purchased 80+ acres of land and began farming the site that would become Beaver Brook Farm. The Richardsons bought it in 1851. Over the next century the farm evolved into a town agricultural landmark. They built several of the buildings on the site today. It was in this era that the farm had its heyday with expansive orchards, greenhouses, livestock, dairy production, and crop fields that yielded famously gigantic rhubarb and Blue Hubbard Squash.

In the latter half of the twentieth century, production on the farm declined. Portions of the land were sold off, and a 50-acre parcel east of Beaver Brook was donated to the town of Dracut, which became the town's school complex. By the year 2000, only 24 acres remained, and in 2014, the land was put on the market. Saving it from the likely fate of being developed as condominiums, the people of Dracut voted at a town meeting to purchase the property with Community Preservation Act funds for its value as open space.

FARM TIMELINE

1600s: First People, Pennacook, Pocumtuck, Pemisopuk
1700s: Abraham Vernum, 1770: Town of Dracut established
1800s: 1859: 1st European Settlement of Dracut Area
1900s: 1900s: Property east of Beaver Brook deeded to town
2000s: 2014: Town acquires remaining 24 acres of Beaver Brook Farm

FINDING YOUR WAY AROUND

- Mammoth Road Entrance
- Beaver Brook Trail 0.4 miles
- Farm Loop 0.8 miles
- Brook Loop 0.1 miles
- Old Stone Bridge
- Education Complex Fields Access

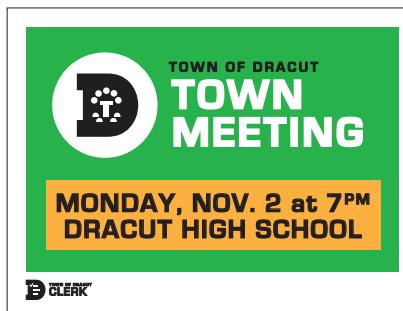
NOTICES

NO METAL DETECTING
This area has a unique history and underground Railroad as feeding our community. Please do not stop here. Holes can also be a safety hazard.

PICK UP PET WASTE
It is a danger to our water supply, our environment, and is just pretty gross. Be sure to pick up after your pet!

Map showing the layout of Beaver Brook Farm. It includes the Mammoth Road Entrance, Beaver Brook Trail (0.4 miles), Farm Loop (0.8 miles), Brook Loop (0.1 miles), Old Stone Bridge, and Education Complex Fields Access. The map also shows the location of the Lower Field and Upper Field. A green arrow points to 'YOU'RE HERE' on the map. The map is set against a green background.

TOWN OF DRACUT
TOWN COMMITTEES & DEPARTMENTS
COMMUNITY PRESERVATION COMMITTEE
OPEN SPACE COMMITTEE
RECREATION DEPARTMENT
OUR PARTNERS
FRIENDS OF BEAVER BROOK FARM
DRACUT COMMUNITY GARDENS



Questions?

econdev@dracutma.gov

Ask about how to update your town department, committee, board, or commission to the new visual style.

Submit feedback on this document.

Ask any other questions!