

Village of Hampshire: Graphic Identity

November 18, 2020

a5 Branding
& Digital

Project Schedule

Graphic identity presented to BDC & PR Committees	Wednesday, November 18, 6:30pm
Graphic identity presented to Village Board	Either December 3 or December 17
Launch/social media plan ready.	Week of December 7
Brochure, other deliverables presented	Week of December 7
Brand standards developed.	Weeks of December 21 & 28
Final pieces complete/ready for launch	Week of December 28
Launch	Week of January 11

Branding Objectives

- Create a clear, concise, consistent and compelling brand story for the Village of Hampshire
- Create a stronger sense of community to attract residents, promote economic development and encourage visitors to come to Hampshire
- Develop the marketing communications tools to deliver that brand story

Audiences



Positioning Statement

For those looking for a growing community with hometown charm, great schools and friendly neighbors, Hampshire is a wonderful place to live, visit and locate a business.

Blending rural lifestyle with access to the city, Hampshire boasts an I-90 interchange, a pro-business environment, and room to grow. A renewed focus on its traditional, historic downtown will create an even stronger sense of community.

When you're in Hampshire, you are in a small town with a big heart.

Key Messages (Overall)

- Growing community with rural lifestyle, small town charm and friendly, welcoming neighbors
- Terrific schools
- Excellent access to Chicago, O'Hare International Airport with I-90 interchange
- New downtown streetscape driving resurgence in community core

Key Messages (Economic Development)

- A village government that is responsive, easy to work with and welcomes newcomers
- Crossroads of major roads, including I-90, Routes 47, 72 and 20, and easy access to Metra train
- Abundant water and sewer capacity
- High speed internet access
- Room to grow

Tagline Options - Round One

Where Tradition Meets Progress

Where Tradition Embraces Progress

Honor the Past, Embrace the Future

Find Yourself Here

Your Heart Beats in Hampshire

The Good Life is Here in Hampshire

Life Simplified

Tagline Options - Round Two

Tradition, Meet Opportunity

Where Tradition Leads to Opportunity

Where Tradition is Opportunity

Your Community, Your Opportunity

Where Tradition Moves Forward

Honor Tradition, Embrace Opportunity

Tagline Options - Round Two

The Opportunity of a Lifetime

Where Tradition Connects with Opportunity

Country Traditions, Community Progress

The background is a teal color. The top portion features a pattern of fine, parallel diagonal lines. The bottom portion is decorated with large, overlapping, wavy shapes in various shades of teal and green, some with a dotted pattern.

Graphic Identity





Concept A

ESTD



HAMPSHIRE

1876

TRADITION, MEET OPPORTUNITY



**TRADITION, MEET
OPPORTUNITY**



ESTD

HAMPSHIRE

1876



HAMPSHIRE

Concept B



HAMPSHIRE

Honor Tradition, Embrace Opportunity



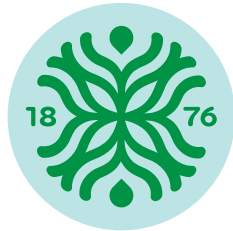
HAMPSHIRE



HAMPSHIRE



HAMPSHIRE



HAMPSHIRE



HAMPSHIRE

Concept B / Alternate Colors



HAMPSHIRE

Concept C



HAMPSHIRE

Where Tradition Moves Forward



*Honor Tradition.
Embrace Opportunity.*

Hampshire

Concept D

Hampshire

Where Tradition Moves Forward



Hampshire
Where Tradition Moves Forward



Concept E



Honor Tradition,
Embrace Opportunity



*Honor Tradition,
Embrace Opportunity*



Concept E / Color Alternates



HAMPSHIRE

Concept F



HAMPSHIRE

Where Tradition Moves Forward

HAMPSHIRE

Where Tradition Moves Forward



HAMPSHIRE

Where Tradition Moves Forward



HAMPSHIRE

Concept G



HAMPSHIRE

TRADITION, MEET OPPORTUNITY

HAMPSHIRE

TRADITION,
MEET
OPPORTUNITY



HAMPSHIRE

A



B



C



D



E



F

G



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