

# DISCOVER WESTFORD

A **HUB** for Growth

A **HOME** for Success

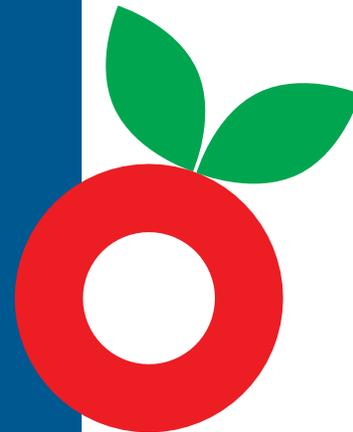
## BRANDING GUIDELINES

# DISCOVER WESTFORD

These guidelines have been developed to ensure that all **Discover Westford** branding and collateral adhere to the same intended look and feel. Consistent application of the brand is essential in creating strong and meaningful connections between the town and companies that do business in Westford, MA.

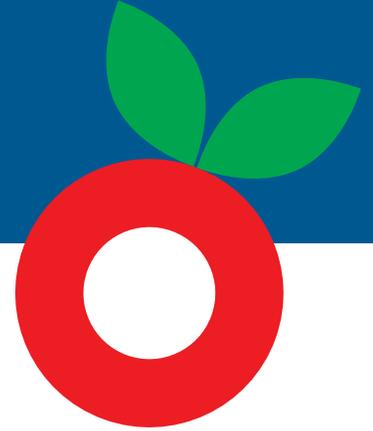
**Discover Westford** strategically positions Westford as a prime location for business development, with a rich infrastructure, highly educated workforce, public and private services, diverse housing options, natural resources, and recreation. The branding provides a graphic identity that symbolizes the town's economic development success and enhanced mission to support development, recruitment, growth, and retention of businesses and employees.

Using these tools, the Town of Westford will scale the brand across new markets to attract new business and industry from Massachusetts and beyond.



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# BRAND VOICE



Brand voice is the unique personality that a brand presents to its audience. Using a consistent brand voice will define the style of communication for **Discover Westford** as a prime destination for business development.

When writing copy relating to **Discover Westford**, keep these words in mind:

## INNOVATION

Innovation is the process of bringing about new ideas, methods, products, services, or solutions that have significant positive impact and value. A prime location on Route 495, multi-faceted office and manufacturing spaces, an educated workforce, rich infrastructure, natural resources, and a full complement of goods and services give businesses that locate in Westford a distinct advantage in achieving their goals. Businesses that choose Westford have all the resources close at hand to transform entrepreneurial ideas into tangible outcomes that improve efficiency, effectiveness, and fulfill unmet needs.

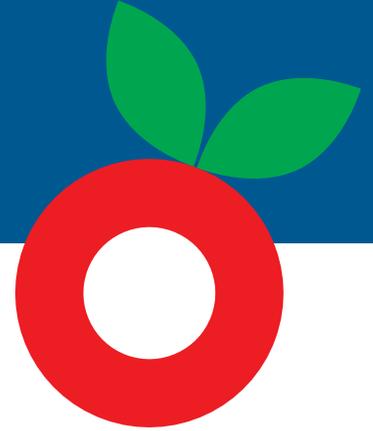
## TRADITION

Tradition has been integral to the long-term growth of Westford. With roots in agriculture, mining, millinery, and iron, the town is proud to commemorate and celebrate these traditions through annual events, museums, protected space, and preserving historic landmarks. When writing about business opportunity in Westford, give a nod to our rich history while defining Westford as a growing community and hub for manufacturing, technology, professional services, retail, and more.

## WELCOME

A safe and diverse community, Westford welcomes businesses of all sizes to discover the unique resources that make our town a prime destination for business development and work/life balance. With an efficient Town government staff ready to assist business owners, Westford also provides businesses and their employees with excellent schools, acres of trails and open space, diverse housing options, dining, shopping, and recreation destinations. Westford is a home for success.

# LOGOS



The **Discover Westford** logo reflects the dedication to innovation and technology that grounds economic development in Westford, with a nod to its agricultural history as illustrated by the circuit board apple tree.

## PRIMARY LOGO

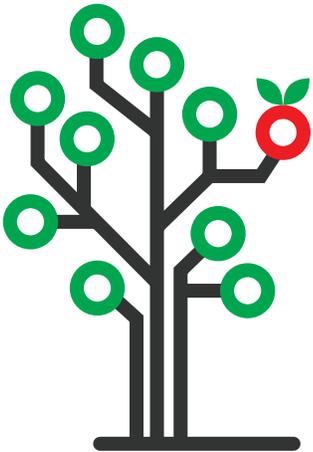
The primary logo should be used in its entirety whenever possible. Icons from the logo may be used as a complement to the complete logo as described on the following page.

The logo should always contrast with its background for best legibility. Typically the logo should appear in full color on a light background. The logo may be reproduced in any of the standard colors when printed on shirts or caps or other promotional items where printing multiple colors is cost prohibitive.



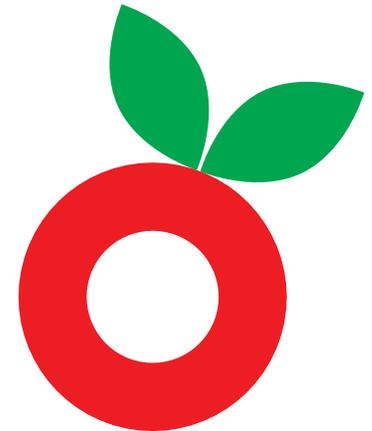
# ICONS

Several single elements of the **Discover Westford** logo may be used on their own when design dictates. Do not combine icons in a way that might be confused with the original logo lock-up.



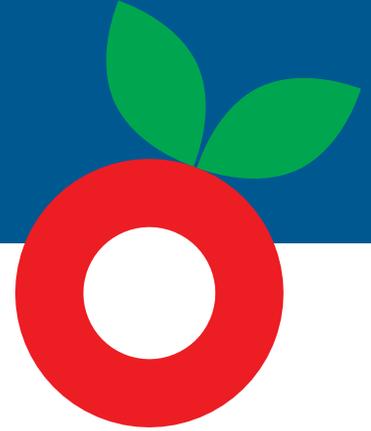
**DISCOVER  
WESTFORD**

Whenever possible, use the complete icon with subtitle and circuit board tree. If the number of colors is problematic, print the entire logo in one color as illustrated on the COLORS page.



When used alone, the apple should be tilted at 20%.

# FONTS



The **Discover Westford** logo uses Google fonts that are free and accessible for a wide variety of operating systems.

## PRIMARY FONT: RALEWAY BLACK

All weights of the font are allowed. It is preferred to use Raleway Black when typing “**Discover Westford.**”

*Download from: <https://fonts.google.com/specimen/Raleway>*

Raleway Light  
Raleway Regular  
Raleway Semibold  
**Raleway Bold**  
**Raleway Black**

## SECONDARY FONT: Noto Serif Light

While **Discover Westford** is built with sans serif fonts, serif fonts are often preferred for longer bodies of copy. The Noto Serif family complements Raleway and can be used for this purpose. The light font is preferred for body copy.

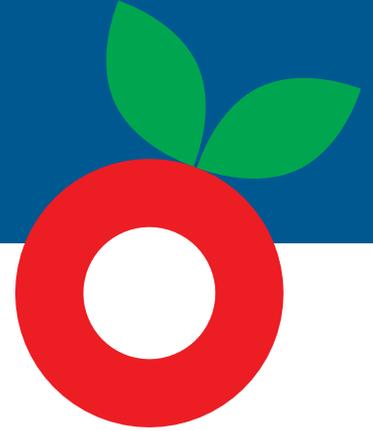
*Download from: <https://fonts.google.com/noto/specimen/Noto+Serif>*

Noto Serif Light  
Noto Serif Regular  
Noto Serif Semibold  
**Noto Serif Bold**  
**Noto Serif Black**

## UNIVERSAL FONTS

If the user does not have access to the **Discover Westford** fonts, Arial (sans serif) and Georgia (serif) are suitable substitutes.

# COLORS



When printing on dark or busy backgrounds, use the reverse logo option. If only one color ink is possible (i.e. embroidery/screen printing), the logo may be printed in any one of the standard colors below.



## BLUE:

CMYK 100C 67M 16Y 6K  
RGB 0R 88G 145B  
HEX # 005891



## RED:

CMYK 0C 100M 100Y 0K  
RGB 237R 28G 36B  
HEX # ed1c24

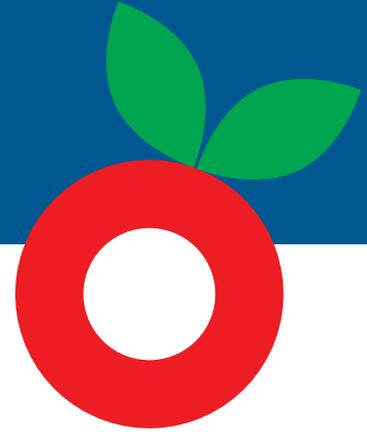


## GREEN:

CMYK 98C 0M 100Y 0K  
RGB 0R 167G 80G  
HEX # 00a650



# SAMPLE USAGE



**DISCOVER WESTFORD**  
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A **HUB** for Growth  
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An initiative of the Town of Westford, MA Economic Development Committee

Town of Westford • 55 Main Street, Westford, MA 01886 • 978-692-5500 • [discoverwestfordma.org](http://discoverwestfordma.org)

IDENTITY SYSTEM

Now's the right time to  
**DISCOVER WESTFORD**  
A **HUB** for Growth. A **HOME** for Success.

- Prime location along Rte. 495
- Multi-faceted real estate assets
- Educated workforce
- Natural resources, goods, services

[discoverwestfordma.org](http://discoverwestfordma.org)

SOCIAL MEDIA POST TEMPLATE



PROMOTIONAL MATERIALS

**DISCOVER WESTFORD**  
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**PROUD BUSINESS PARTNER**

WINDOW DECAL

**DISCOVER WESTFORD**  
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About Us **Services** Planning Forms Business Toolkit **CONTACT US**

**DISCOVER WESTFORD**  
Doing Business Here Has Never Been Easier!

[Click here to learn more.](#)

**Business Development Resource Center**  
Opening a new business in Westford? Thinking of expanding your existing company? Below are all of the resources you will need to make Westford the home for your success.

**Business Toolkit** **Town Boards & Commissions** **Safety Regulations** **Taxes & Forms** **Other Resources**

SAMPLE WEBSITE LANDING PAGE