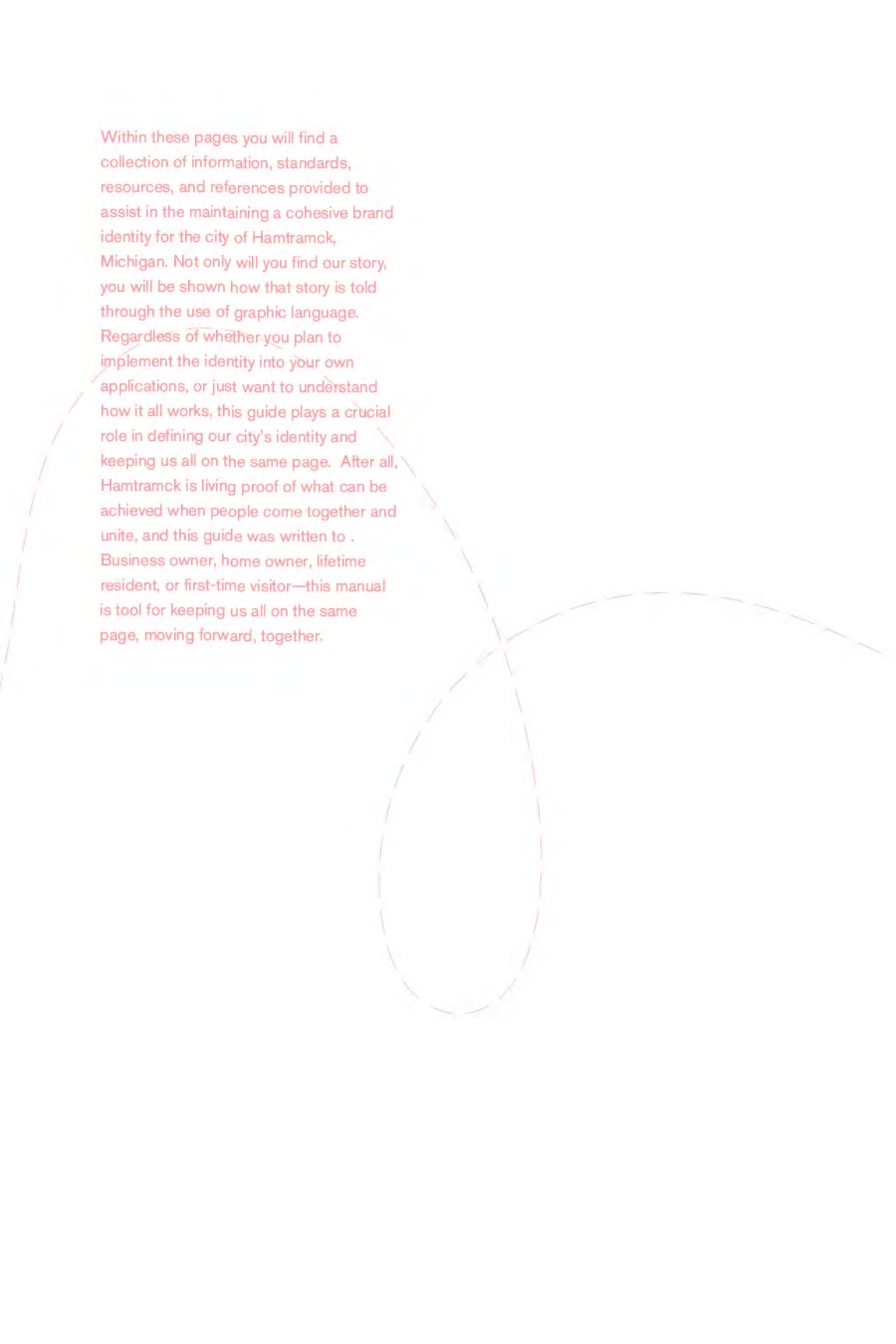


ham





brand guidelines: hamtramck



Within these pages you will find a collection of information, standards, resources, and references provided to assist in the maintaining a cohesive brand identity for the city of Hamtramck, Michigan. Not only will you find our story, you will be shown how that story is told through the use of graphic language. Regardless of whether you plan to implement the identity into your own applications, or just want to understand how it all works, this guide plays a crucial role in defining our city's identity and keeping us all on the same page. After all, Hamtramck is living proof of what can be achieved when people come together and unite, and this guide was written to . Business owner, home owner, lifetime resident, or first-time visitor—this manual is tool for keeping us all on the same page, moving forward, together.



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12 our mission

13 our promise

14 our essence

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20 objectives

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80 colors

84 typography

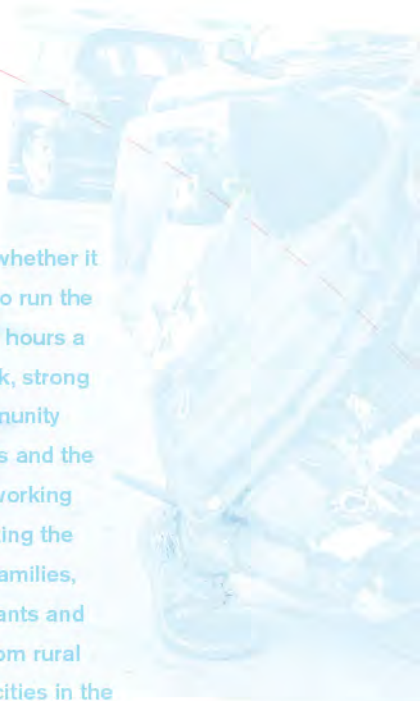
part 1

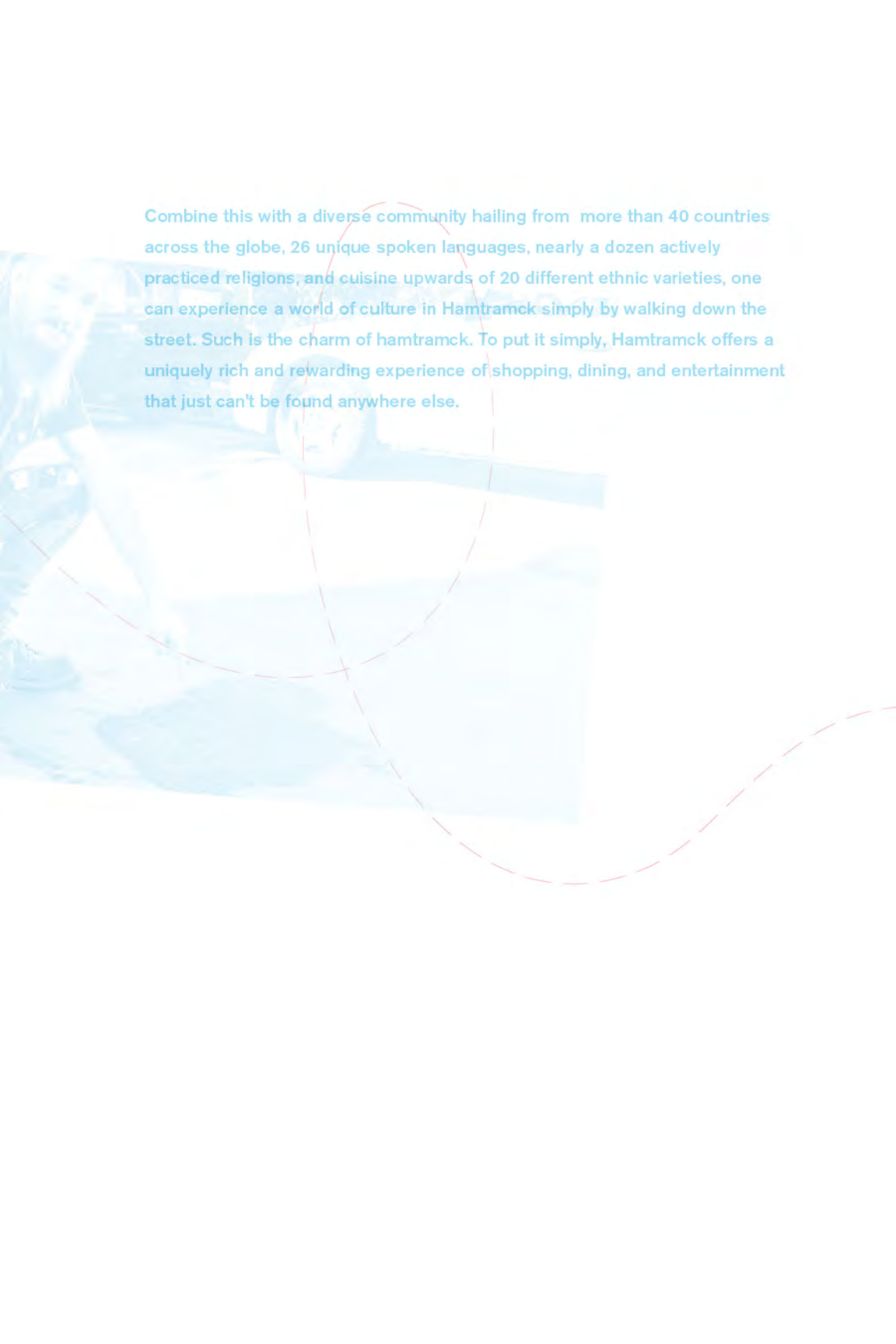


who we
are today

the story of hamtramck

Things have never come easy in Hamtramck, but whether it were the young immigrants who left their homes to run the factories, or its your neighbor who spends sixteen hours a day running our favorite burger joint, the hard work, strong will, and undying devotion of the hamtramck community keeps us moving forward—through the good times and the bad. The city of Hamtramck was built by the hard working immigrants who came from across the world seeking the opportunity for a better life; for themselves, their families, and the generations to come. And although the plants and factories that transformed this tiny plot of earth from rural farmland into one of the most densely populated cities in the Midwest have since closed their doors and abandon the city, the sense of opportunity and a devoted community with the tenacity to work hard towards a brighter future still remain fully intact. Post-industrial Hamtramck has since become a cultural enclave, welcoming immigrants not only from Poland, but from virtually all parts of the globe. With a population of nearly 30,000 people all living within the same 2.1 square mile stretch of land, the population density of Hamtramck is comparable to that of New York, London, and Chicago.





Combine this with a diverse community hailing from more than 40 countries across the globe, 26 unique spoken languages, nearly a dozen actively practiced religions, and cuisine upwards of 20 different ethnic varieties, one can experience a world of culture in Hamtramck simply by walking down the street. Such is the charm of hamtramck. To put it simply, Hamtramck offers a uniquely rich and rewarding experience of shopping, dining, and entertainment that just can't be found anywhere else.



mission statement

Our mission is to provide a safe, clean, and productive environment where neighborhoods are revitalized, history is preserved, and where all people can reach their full potential. We strive to ensure the health, safety, and well-being of our residents, collaborating throughout the community to ensure its economic, social, and environmental vitality while embracing our unique heritage and character.



what you can always expect from us

01 We promise to offer a diversity of international food and entertainment to create an authentic experience of culture in action

02 We promise to maintain a community of dedicated and supportive individuals working together towards a better quality of life

03 We promise to provide a big city's equivalent of accommodations condensed into 2 square miles, including a diversity of food, shopping, and entertainment all within walking distance

our
essence

at our core
we are...

bound
together

synergistic
diversity



the world in
2 square miles



everyone's
invited



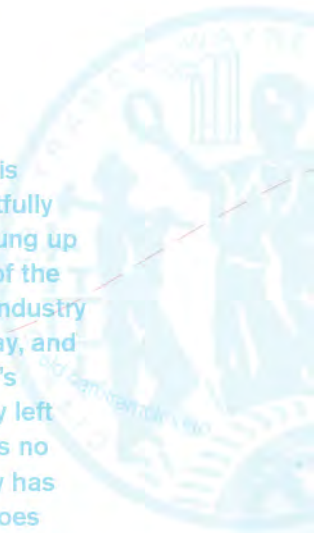
part 2



who we
can be

why it's time to reconsider our identity

If there's ever a place where history is celebrated, it's hamtramck. And rightfully so, this once tiny bit of farmland sprung up virtually overnight and became one of the most thriving cities in the midwest. Industry made Hamtramck into what it is today, and deserves its rightful place in our city's history...just not in our logo. Industry left Hamtramck decades ago, and there's no need to live in the past when our city has never shown more promise than it does today. Something magical has been cultivating in hamtramck, and it's now time to put who we were behind us and begin focusing on who we want to be. A new chapter of Hamtramck is in the writing, and it deserves to have its own look.



objectives & considerations

flexibility

Flexibility is a top priority for the new identity: Hamtramck's extremely diverse makeup—not only of people, but also of cultures, languages, religions, businesses, and activities as well—means that there are a great deal of variables that need to be taken into account when designing an identity system. Thus, it becomes extremely important to achieve a careful balance between variety and simplicity in order to assure that the identity system being created will be flexible enough to adequately represent a wide scope of users and applications, yet is still simple and accessible enough to be used by and all members of the community.



growth

Hamtramck is growing; new visitors, residents, and businesses are constantly coming and going. Because of this, it's crucial that the brand allows plenty of room for growth. The new identity system needs to remain open enough to account for an ever-changing community.



media channels

The population of Hamtramck is split between two, very different groups: the young, hip, and tech savvy, and the older, traditional population that is much less technologically competent. Consequently, digital solutions and applications exclude a large portion of the community, but refraining from digital brand implementations now begins to exclude the younger population. The only solution? Applications need to be offered in both digital and physical formats. This means that the visual language not only needs to be applicable to both digital and physical spaces, but the graphic vocabulary must also be simple enough to be applied through non digital means, such as handmade posters and fliers. An authentic Hamtramck identity needs to be accessible to all.



printing

Furthermore, color printing may not be available in many cases, so color applications should include a backup plan.

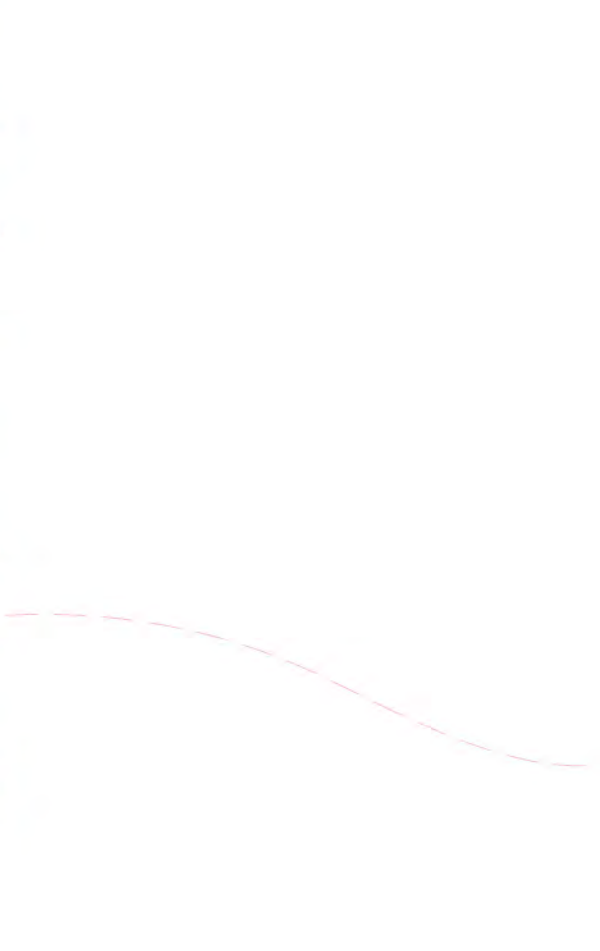


low budget

Because the available budget for hamtramck is virtually zero, solutions must be resourceful and as cost efficient as possible, making use of existing or cheap and readily available materials.

concept for a new identity

There is arguably no other object more true to the Hamtramck story than the quilts you can find proudly hung in windows and storefronts up and down the streets of Hamtramck. You may even find that a visit to Hamtramck is the first time you've ever seen one of its kind. These are not blankets, they were not mass produced or bought from a store; these quilts were made by hand, by many hours of love and hard work. These quilts were sewn with care and the utmost attention to detail. They were made to be passed down through the family, to serve the generations that would follow, not to be thrown out and replaced a few years down the road once they became dirty and worn out. But perhaps just as significant is their appearance: countless tiles of fabric in all sort of different colors, sizes, and patterns—bound together into a singular piece—whose collective value far surpasses that of the individual pieces. The whole is greater than the sum of the parts: such



People from all over the world have found their home here in this improbable little plot of land, each bringing with them their own unique culture, values, and traditions that contribute to the collective experience of Hamtramck. We are not separated by our differences; we are bound to together by our common ground:—Hamtramck—a giant quilt of families, cultures, streets, homes, and businesses held in place by the daily interactions, activities, organizations, and celebrations that bring us together. As such, quilting vernacular—particular the stitching that holds them together—is the driving visual component of the new identity, binding together people, cultures, and businesses from all over the world into a one, unified piece: Hamtramck.





part 3

application

posters & flyers



ban
gla
de
shi
fes
tiv
al

they all definitely hit the spot. "There are more Bangladeshis than I have outside of the city. I want to give the girls something to carry away to Davidson and bring us together." For the second year in a row, the Bangladesh Festival sets a smashing success.

ham

sahara

pac
kzi
da y
/ fat
tu es
day

ham

town

ba
ng la
de shi
fes tiv
al

ham

sahara

শে
বাং ল
দা
বস
ড

ham

টাইল

ham
ba
ng la
de
fes shi
tiv
al
sahara



commercial materials

ham
a
mi
ci's
ital
ian
pi
zza
a

città

thin crust

jalapeno poppers	5.50
mozzarella sticks	5.25
chicken tenders	5.25
fried dough / pizza frita	4.00
fried cauliflower	4.95
fried onion rings	4.25
french fries	3.75
half order	2.50
potato wedges	5.00
half order	3.00
cheese fries	4.00
with bacon	4.95

calzone

	standard topping	gourmet topping
cheese.....	\$6.25	+\$1.00
mozzarella & ricotta cheese		+\$1.50

chicken wings

mid, medium, hot, xxx hot, hot & spicy bbq, bbq, garlic parmesan, honey mustard, honey sriracha	8.95
10 wings	13.95
20 wings	18.95
30 wings	22.95
40 wings	26.95
50 wings	65.00
100 wings	+\$1.50
homemade bleu cheese	celery
	+\$0.50

non gluten

small 12".....
toppings extra

specialty pizza

	small
whole wheat.....	11.00
cheese & homemade sauce—topping	
vodka.....	13.50
mozzarella, our special vodka sauce &	
barbecue.....	13.50
bbq sauce, chicken, onion, & mozzarella	
chicken wing.....	13.50
hot or mild sauce, chicken, & mozzarella	
milano.....	13.50
garlic, bacon, spinach, & sausage	
bleu cheese.....	14.00
bleu cheese, ham, bacon, chicken, & n	
mulberry st.....	12.50
garlic, ricotta cheese, & basil	
pesto.....	13.50
pesto sauce, fresh tomato, & mozzarella	
margarita bianco.....	13.50
fresh garlic, fresh tomato, basil, & mo	
hawaiian.....	13.50
ham, pineapple, & maraschino cherries	
chicken broccoli alfredo.....	15.00
grilled chicken, broccoli, & alfredo sau	

amici's pl

izzeria

ham
a
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ital
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a

Pizzeria

identification materials

karen
maj-
ewski



mayor of
hamtramck

313.876.7765

hamtramck.us/mayor

kmajewski

@hamtramck.us

ham tramck

248.912.5733

http://jeff.college

jeff@jeff.college



jeffrey
paletta

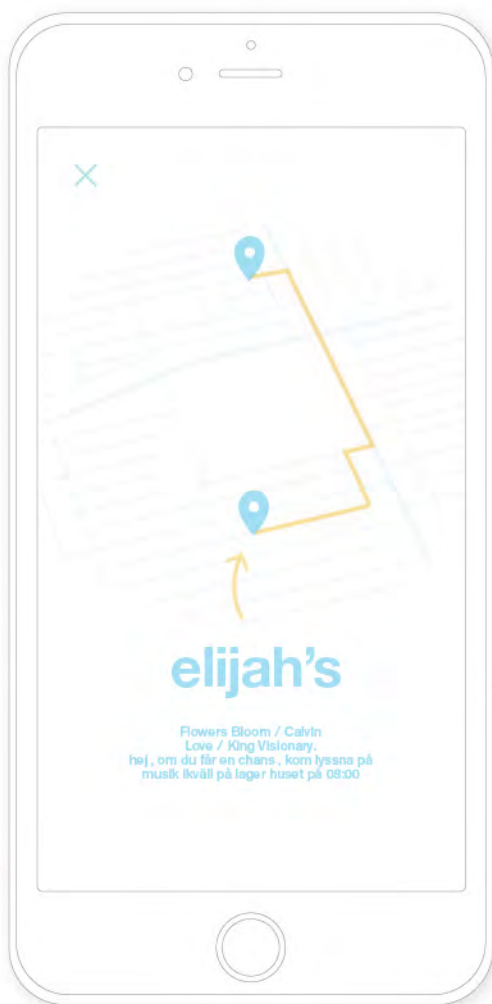
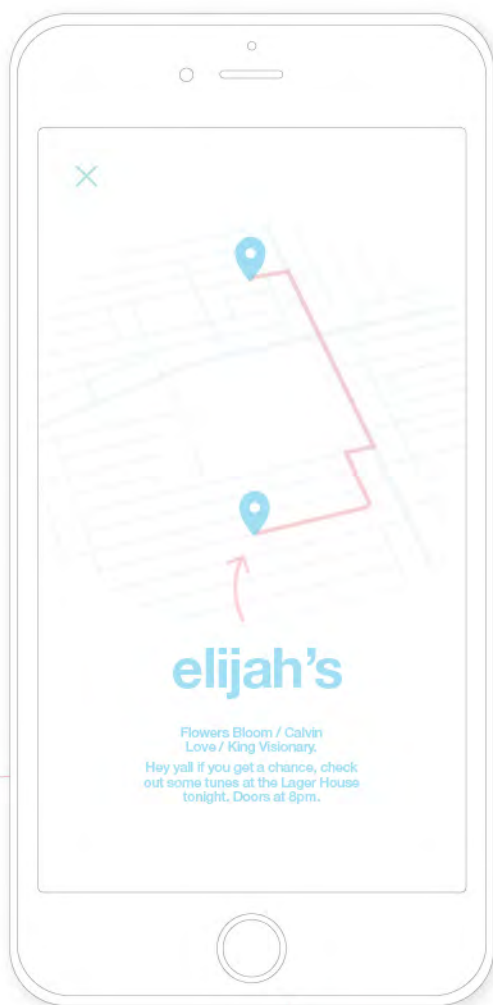
event
manager



jeff
pal-
etta

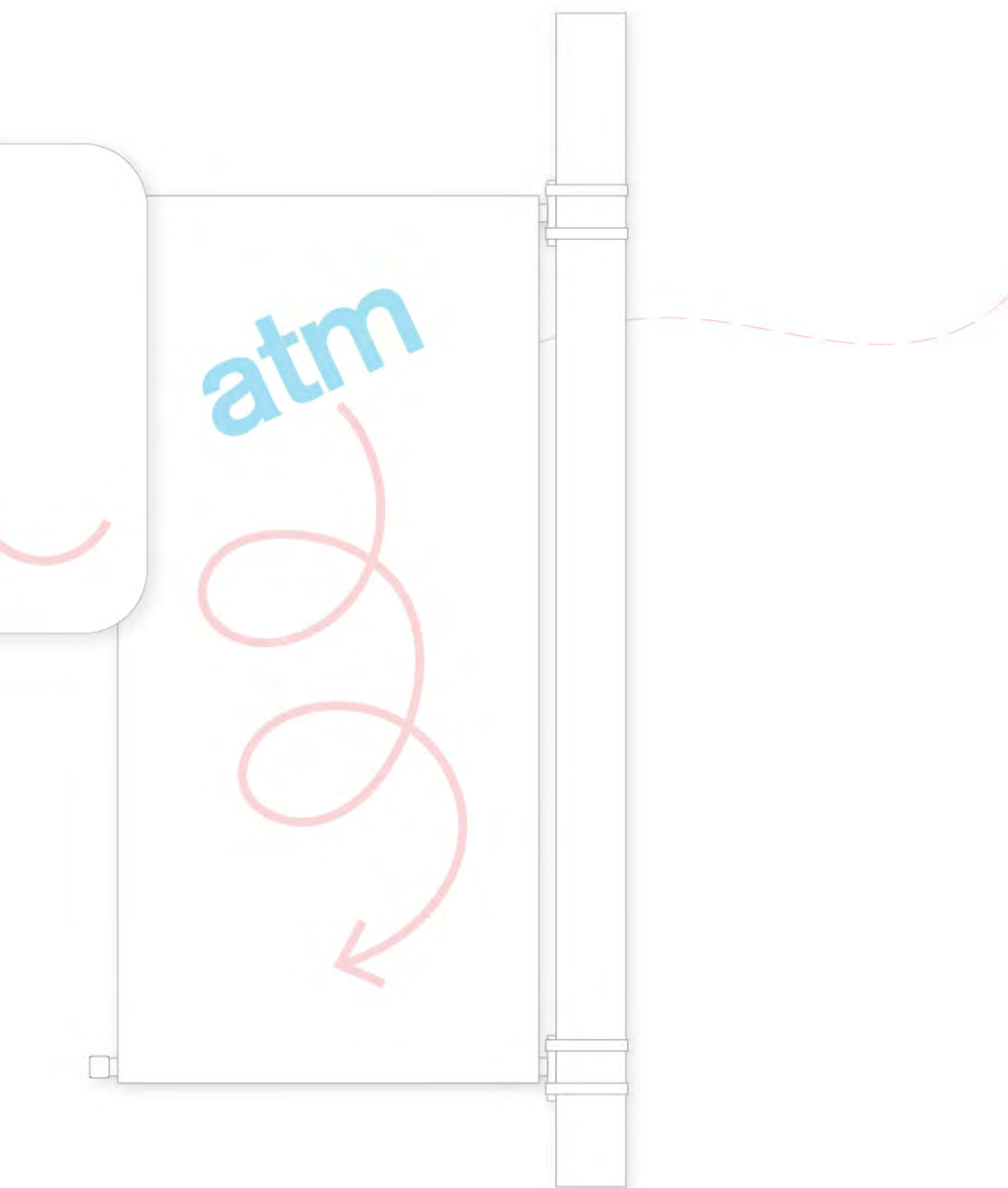


graphic &
interaction
designer





disney
land



personalized
merchandise










part 4



identity guidelines



what language?

Language is used in copy across all applications to reinforce the friendliness of our city. An informal and welcoming tone of voice is indicative to our identity, and speaks authentically to the nature of the city. Communication should come off as cheerful and enthusiastic, and should be expressed in first person whenever it's appropriate. Vocabulary should be relaxed and easy to comprehend, especially when communicating with non-native speakers.

as a system

Language, specifically the languages spoken throughout the world, are used within the logotype and the naming of the city itself to differentiate between cultures and spoken languages, highlighting the diversity of our population. There are over 26 languages spoken in Hamtramck, and we encourage you to use them! That level of linguistic diversity, not to mention in only 2 square miles, is unparalleled by anyplace else, so it's only appropriate that we incorporated it as a forerunning component of the Hamtramck name and identity.

ham город

ham هرق

ham s

"come join us for the exhibition
this friday at 8pm, or check our
website for additional viewing
dates if youre not able to make
it opening night!"

in copywriting

Language is used in copy across all applications to reinforce the friendliness of our city. An informal and welcoming tone of voice is indicative to our identity, and speaks authentically to the nature of the city. Communication should come off as cheerful and enthusiastic, and should be expressed in first person whenever it's appropriate. Vocabulary should be relaxed and easy to comprehend, especially when communicating with non-native speakers.

simplified logotype

The logotype features a dynamic naming system that both literally and symbolically connects the city with the different cultures and people of the world. It represents hamtramck as the common ground by which it's many people, places, and cultures are all connected, and it does so with a smile!

external
applications

ham tramck



internal
applications

ham town



The prefix ham remains constant and represents the city itself, serving as the common unifier among all variations.

ham town

The suffix changes depending on audience, culture, and language.

refer to page ##

the connecting stroke binds the two together. It is the simplified, static version of a thread.

refer to page ##

helvetica

weight: bold
tracking: -50
lowercase

110pt
x

48pt
0.44x

72pt
0.65x

320pt
2.90x



ham town



ham tramck

how do i know which
suffix to choose?

who's your audience?

The standard (internal) logotype formula applies to all internal applications. However, in situations dealing with an external audience that may not be familiar with the city or brand, the "town" suffix in the logotype can be replaced with "tramck" for assured clarity.

internal audience

The internal audience consists of hamtramck and surrounding areas already familiar with the city, and is primary variation. The suffix is conditional and varies across different applications

ham



external audience

External audience includes any other group that may be unfamiliar with the city and unable to recognize it by its nickname naming.



ham tramck

town

which language?

Language variations can be used as an identifier of a few different things: the languages spoken by a group of business, the language in which a webpage is displayed, the cultural origins of an event or festival, or the even types of ethnic shops and restaurants.

ham هيرق

ham miasto

ham balda

ham город

ham stadt

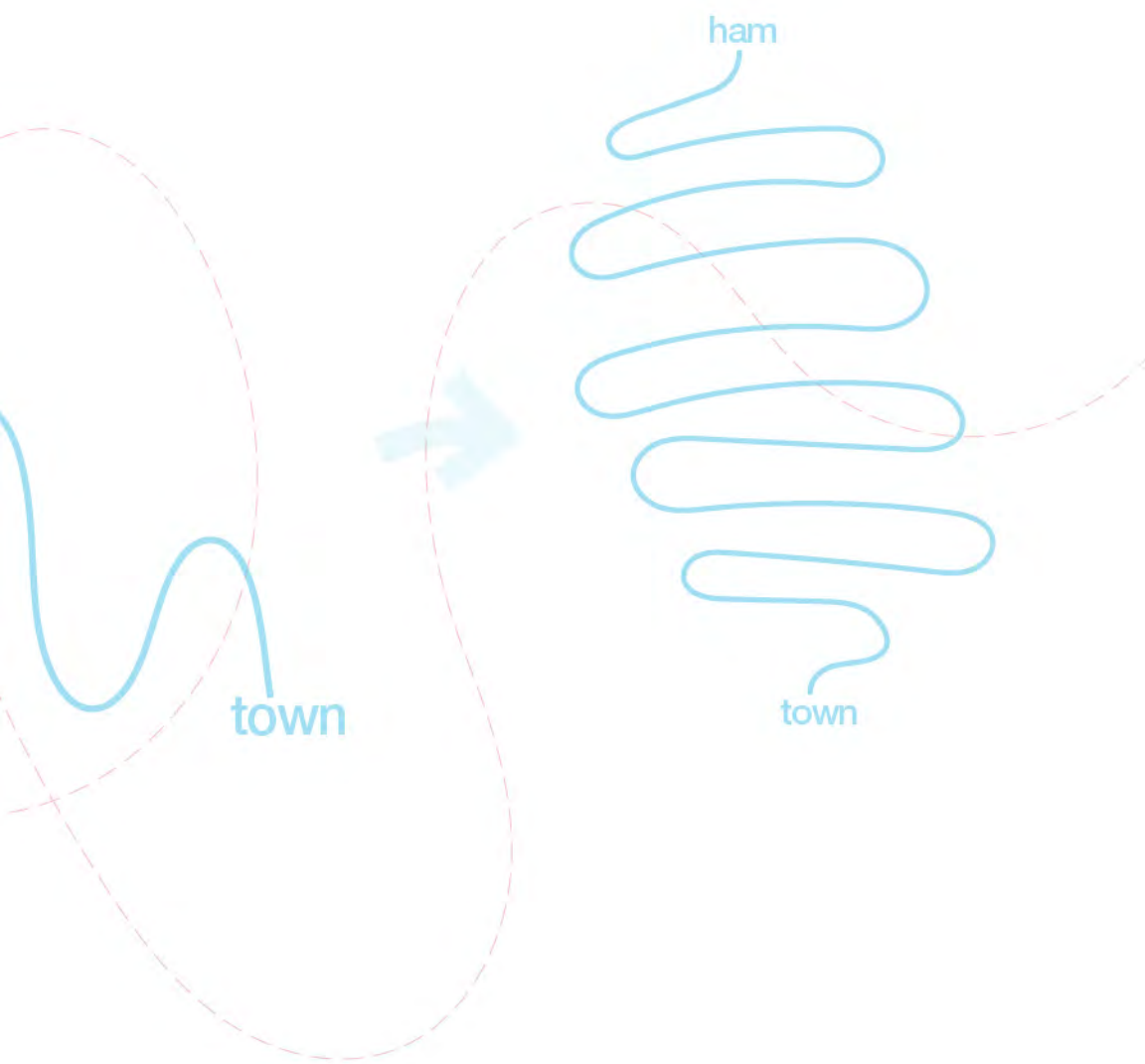


expanded logotype

A winding, thread-like stroke is the core component to the expanded hamtramck logotype, and is the defining characteristic of the new visual identity. Threads combined the visual language of stitching and navigational movement to represent a city bound together, where there's always something going on and somewhere to be.

ham town

ham



begins
at top

ham

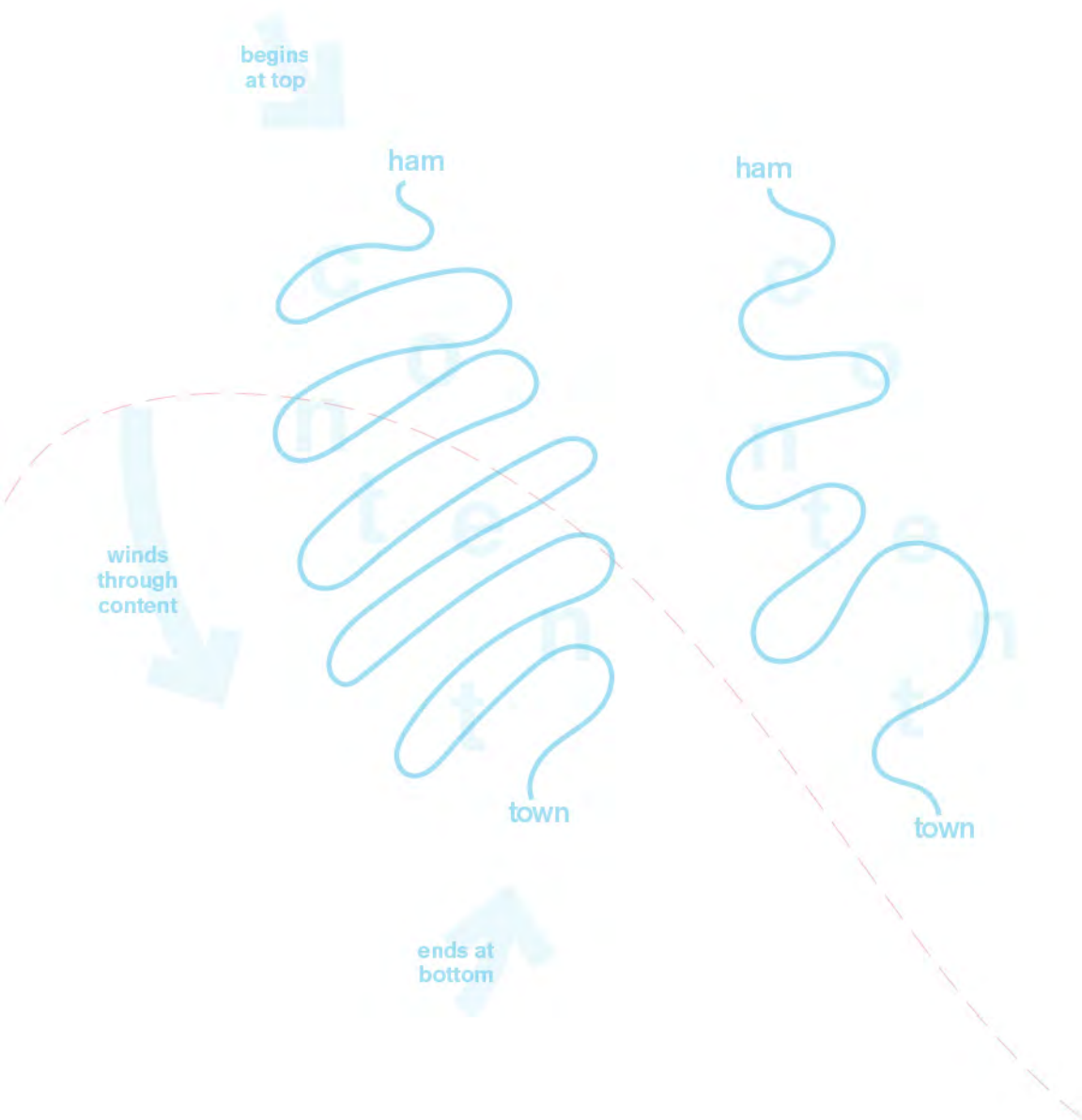
ham

winds
through
content

town

town

ends at
bottom





thread variations

The four variations above are all examples of successfully drawn threads applied to the same “content” layout. While these pattern variations are not specifically assigned to any particular context, these diagrams demonstrate how they can nonetheless be utilized strategically to suggest various themes such as back and forth, wandering aimlessly, all over the place, etc.



background elements

A winding, thread-like stroke is the core component to the expanded hamtramck logotype, and is the defining characteristic of the new visual identity. Threads combined the visual language of stitching and navigational movement to represent a city bound together, where there's always something going on and somewhere to be.



hello

A stylized map of Europe is shown in light blue. Overlaid on the map are several dashed red lines: a large circle and a large 'X' shape. Various greeting words are placed over different regions of the map.

hallå!

ciao!

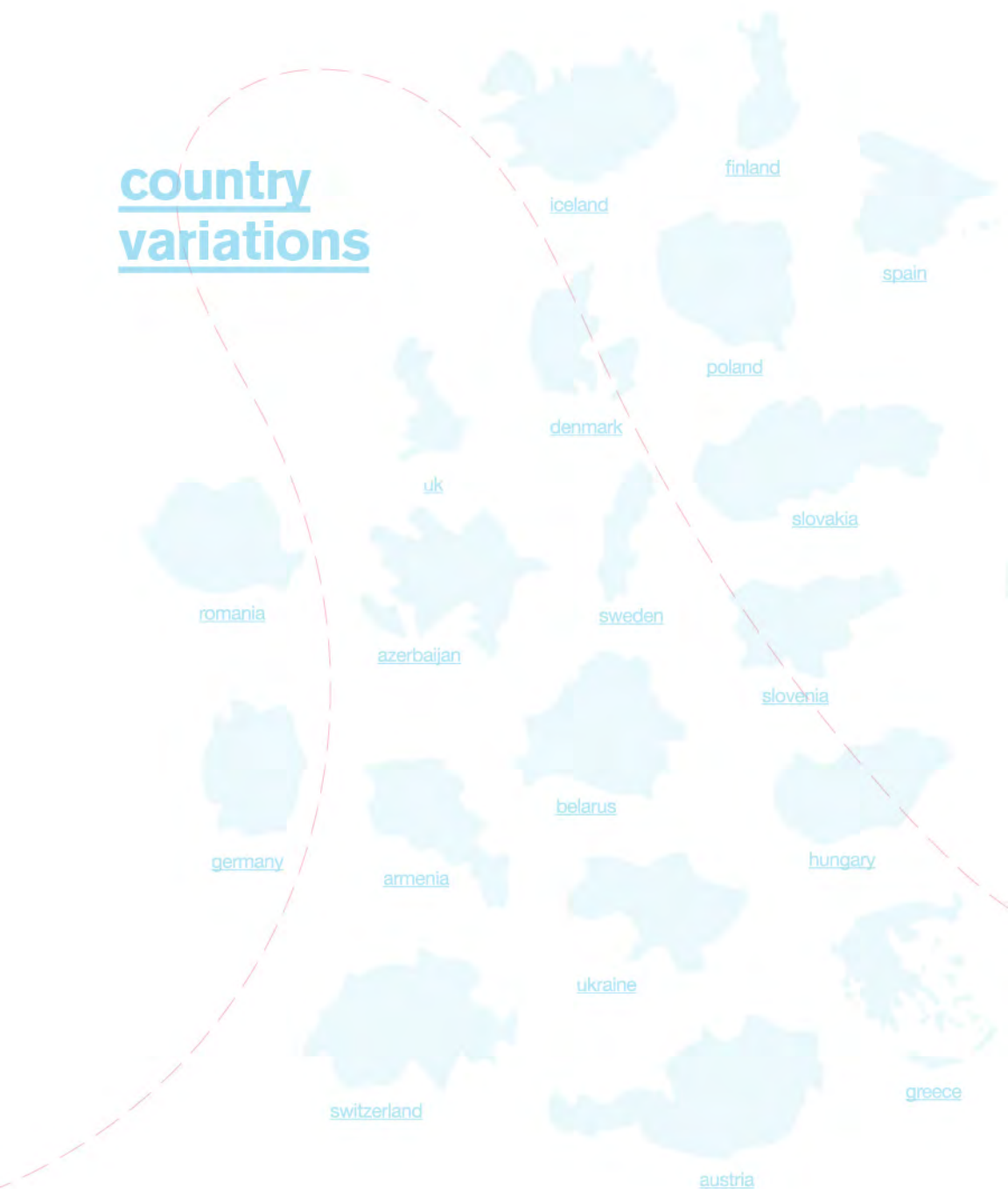
witaj!

hallo!

ihola!

more

country variations





icons & pictographs

26 languages is a lot of languages; way too many to accommodate for in any and all applications, meaning that somebody is always being left out of the informational loop. This conflict was addressed by the cultivation of a large and flexible pool of pictographs that could at the very least provide a basic level of communication to anybody regardless of spoken language



icons & pictographs

photo treatment

when appropriate, iconography should be used in place of photography. However, in circumstances in which photos are being used instead, they should be converted to monotone and set to default background opacity, existing behind the dominating elements of the page, such as type.





monotone
20% opacity

background orientation

Background objects are encouraged to break away from 90° increments of rotation in order to make page layouts feel more organic and. Object rotation should be informed by each elements unique shape, rotating to fill in gaps and white space in between them.



opacity
relationship

text

20%

80%

simple color palette

A winding, thread-like stroke is the core component to the expanded hamtramck logotype, and is the defining characteristic of the new visual identity. Threads combined the visual language of stitching and navigational movement to represent a city bound together, where there's always something going on and somewhere to be.

basic color spectrum

c, m, y, k



0, 40, 40, 0



0, 23, 48, 0



5, 0, 49, 0



34, 2, 39, 0



28, 4, 1, 0



31, 39, 2, 0



1, 39, 0, 0



16, 23, 31, 0



0, 0, 0, 80

more
colors

extended pallette

A winding, thread-like stroke is the core component to the expanded hamtramck logotype, and is the defining characteristic of the new visual identity. Threads combined the visual language of stitching and navigational movement to represent a city bound together, where there's always something going on and somewhere to be.



0, 36, 25, 0



0, 80, 59, 0



0, 94, 76, 0



0, 60, 51, 0



7, 80, 98, 0



21, 98, 91, 11



0, 22, 20, 0



25, 13, 16, 0



0, 89, 39, 0



6, 65, 0, 0



1, 98, 25, 0



33, 100, 33, 7



22, 40, 0, 0



58, 84, 0, 0



79, 100, 7, 3

100% 30%



c, m, y, k



4, 3, 24, 0



3, 9, 100, 0



2, 17, 100, 0



18, 3, 11, 0



70, 4, 5, 0



69, 39, 12, 0



4, 10, 54, 0



0, 42, 100, 0



0, 72, 100, 0



53, 5, 2, 0



85, 52, 0, 0



99, 77, 34, 20



36, 0, 36, 0



64, 0, 31, 0



79, 8, 57, 0



5, 0, 57, 0



7, 1, 39, 0



6, 65, 0, 0



35, 0, 62, 0



49, 0, 47, 0



75, 21, 78, 5



1, 15, 5, 0



4, 16, 21, 0



15, 21, 4, 0



15, 12, 19, 0



35, 39, 32, 0



64, 46, 35, 7



36, 0, 20, 0



35, 0, 5, 0



36, 0, 20, 0

primary typeface

The helvetica type family is the workhorse of hamtramck's typographic identity. Apart from being a beautiful and world-renound typeface, the helvetica family offers three distinct advantages that made it the most suitable candidate for the new brand:

Helvetica's expansive character list supports more than thirty different written languages; significantly more than most typefaces

Helvetica is also available as physical stickers in most craft and office supply stores, offering an alternative to the technologically impaired

Coming standard on most computers, Helvetica is free and widely available; this means nearly anybody can access the typeface without any necessary purchases or installation

14pt helvetica bold

abcdefghijklmnopqrstuvwxyzßæœ•ABC-
DEFGHIJKLMNOPQRSTUVWXYZÆŒ&012
3456789*#@+<=>””÷±%‰/μ\$€f¥¢,;...
“”‘’‚() , , , ! ? ; i () [] { } ® © ™ Å Ä Å Ä Ç È É Ê Ë Ì Í Î Ñ
Ø Ó Ô Õ Ö Ù Ú Û Ü Ý à á â ã ä å ç è é ê ë ì í î ï ð ñ ò ó ô õ ö ÷
ú û ü ý ÿ † ‡ § ¨ ª « ¬ ® ¯ ° ± ² ³ ´ µ ¶ · ¸ ¹ º » ¼ ½ ¾

type size

60 point

48 point

36 point

24 point

18 point

bold

abcdefghijklmnopqrstuvwxyzßæœ•ABCDEF-GHI-
JKLMNOPQRSTUVWXYZÆ&012
3456789*#@+<=>”÷±%%/μ£\$€ƒ¥¢,.;:…
“”‘’«»‘’,,;!?:ı(/ \] [{ } ® © ™ Ä Å Å Å Å Å Ç È É Ê Ë Ì Í Î Ñ
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regular

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DEFGHIJKLMNOPQRSTUVWXYZÆ&012
3456789*#@+<=>”÷±%%/μ£\$€ƒ¥¢,.;:…
“”‘’«»‘’,,;!?:ı(/ \] [{ } ® © ™ Ä Å Å Å Å Å Ç È É Ê Ë Ì Í Î Ñ
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light

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3456789*#@+<=>”÷±%%/μ£\$€ƒ¥¢,.;:…
“”‘’«»‘’,,;!?:ı(/ \] [{ } ® © ™ Ä Å Å Å Å Å Ç È É Ê Ë Ì Í Î Ñ
Ø Ó Ô Õ Ö Ù Ú Û Ü Ý Þ à á â ã ä å ç è é ê ë ì í î ï ñ ò ó ô õ ö ÷
ú û ü ý ÿ † ‡ § ¨ ª « ¬ ® ¯ ° ± ² ³ ´ µ ¶ · ¸ ¹ º » ¼ ½ ¾ — _

supplementary
typeface

helvetica world

[illegible]

last resort

Should you find that your language is not supported by any of the provided typefaces, you should go with the closest match to helvetica that you have at your disposal. Always stick with a sans-serif typeface, and avoid free or trial fonts whenever possible.

myriad يبرع
bold

حج احببث ثثث وكي يه يه لى آ آ آ الله لله ت ت ت ب ب ب
ض ض ض ص ص ص ش ش ش س س س ز ز ز د د د ج ج ج خ خ خ
گ گ گ ك ك ك ق ق ق ف ف ف غ غ غ ط ط ط ض ض ض
ل ل ل م م م ن ن ن س س س ط ط ط ع ع ع ه ه ه ل ل ل ك ك ك
ل ل ل م م م ن ن ن س س س ط ط ط ع ع ع ه ه ه ل ل ل ك ك ك
ل ل ل م م م ن ن ن س س س ط ط ط ع ع ع ه ه ه ل ل ل ك ك ك

kohinoor bangla
semibold

[illegible]

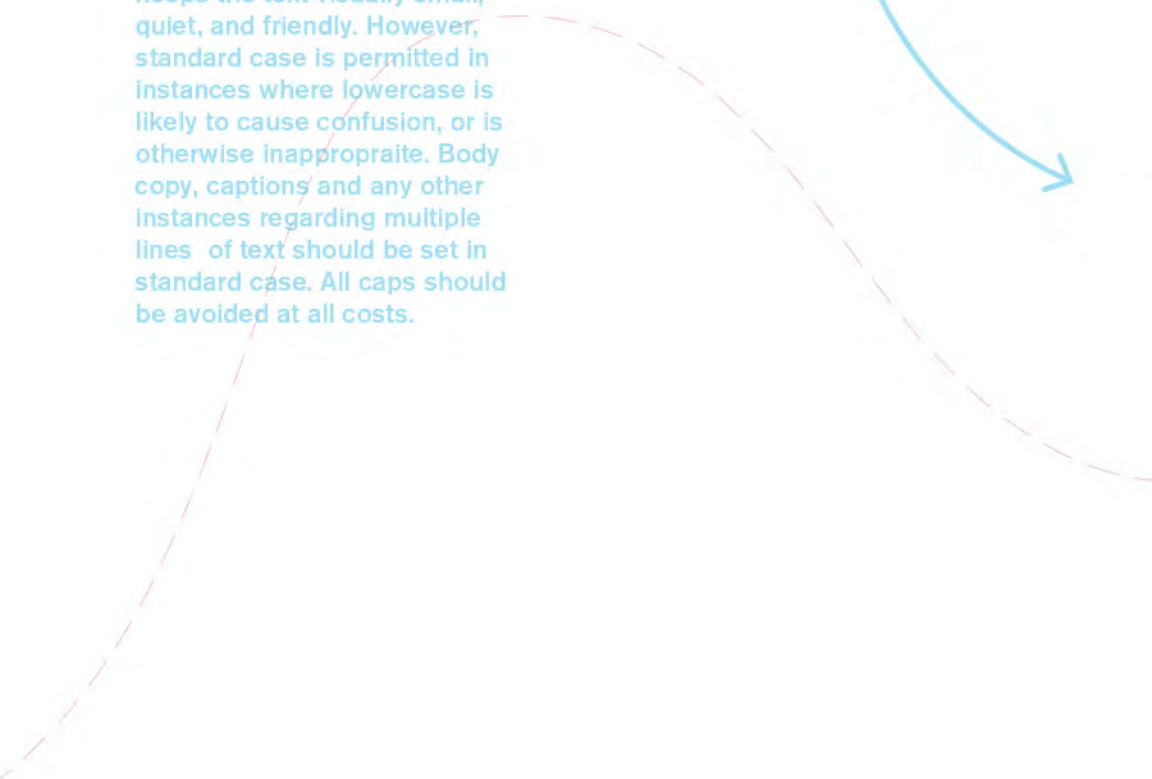
小塚ゴシック Pr6N
B (bold)

いけねろんあみわらざぞちたつとはびAほふバタメiおやゆつあおかすずせそぞだちぢ
あさうづぶややむまぼりろわみをゑわエゲパペラモ梓庵案違永
掩奄黄菓芽課馨飢欺杵宮去嚴菰壕劫獄婚瑳劫渚師指似蒔縞
珠収囚取洗升哨尚鋤擾宸飾侵慎振色蔦吹淡凋頂塚非埠募暮
片狎獺疴痼キヅメルネムルワ あいうえおつゆよわアウマヂデルアルリ
グールドかうじと起ツク(ス)(フ)(ホ)(マ)(ミ)らゆべ小塚ゴシツク Pr6N

type case

Titles, headlines, & subheads should be all lower case. This keeps the text visually small, quiet, and friendly. However, standard case is permitted in instances where lowercase is likely to cause confusion, or is otherwise inappropriate. Body copy, captions and any other instances regarding multiple lines of text should be set in standard case. All caps should be avoided at all costs.

styles & hierarchy



head line

subheader one

subheader two

body copy body copy body copy body copy
body copy body copy body copy body copy
body copy body copy body copy body copy
body copy body copy body copy body copy
body copy body copy body copy body copy
body copy body copy body copy body copy
body copy body copy body copy body copy
body copy body copy body copy body copy

captions and comments

captions and comments

town