

Framingham Downtown Renaissance

# SPECIAL EVENTS

Visual  
Identity  
Documentation

FRAMINGHAM STATE  
UNIVERSITY  
ADVANCED GRAPHIC DESIGN  
FALL 2012  
RACHEL BALLAN

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# PURPOSE

The Framingham Downtown Renaissance and a graphic design team at Framingham State University collaborate to create meaningful visual elements for two seasonal events, the first Fall Festival, and the Second Annual Winter Wonderland. Both events take place in Downtown Framingham and are centered around creating community, and highlighting the many cultural and economic attributes of the area.

## Design Team

Rachel Ballan  
Deanna Collins  
Melinda Collins  
Margaret Walsh

## Professor

Stephanie Grey

# FRAMINGHAM DOWNTOWN RENAISSANCE

Framingham Downtown Renaissance is a non-profit corporation, set up to facilitate the development of downtown Framingham as a vibrant commercial and residential/mixed-use activity center. Its objectives are to encourage public/private partnership and investment, generate jobs and income, and improve quality of life at a location that is highly visible and critically important to the MetroWest region.



# Fall Festival Visual Identity

## Logo

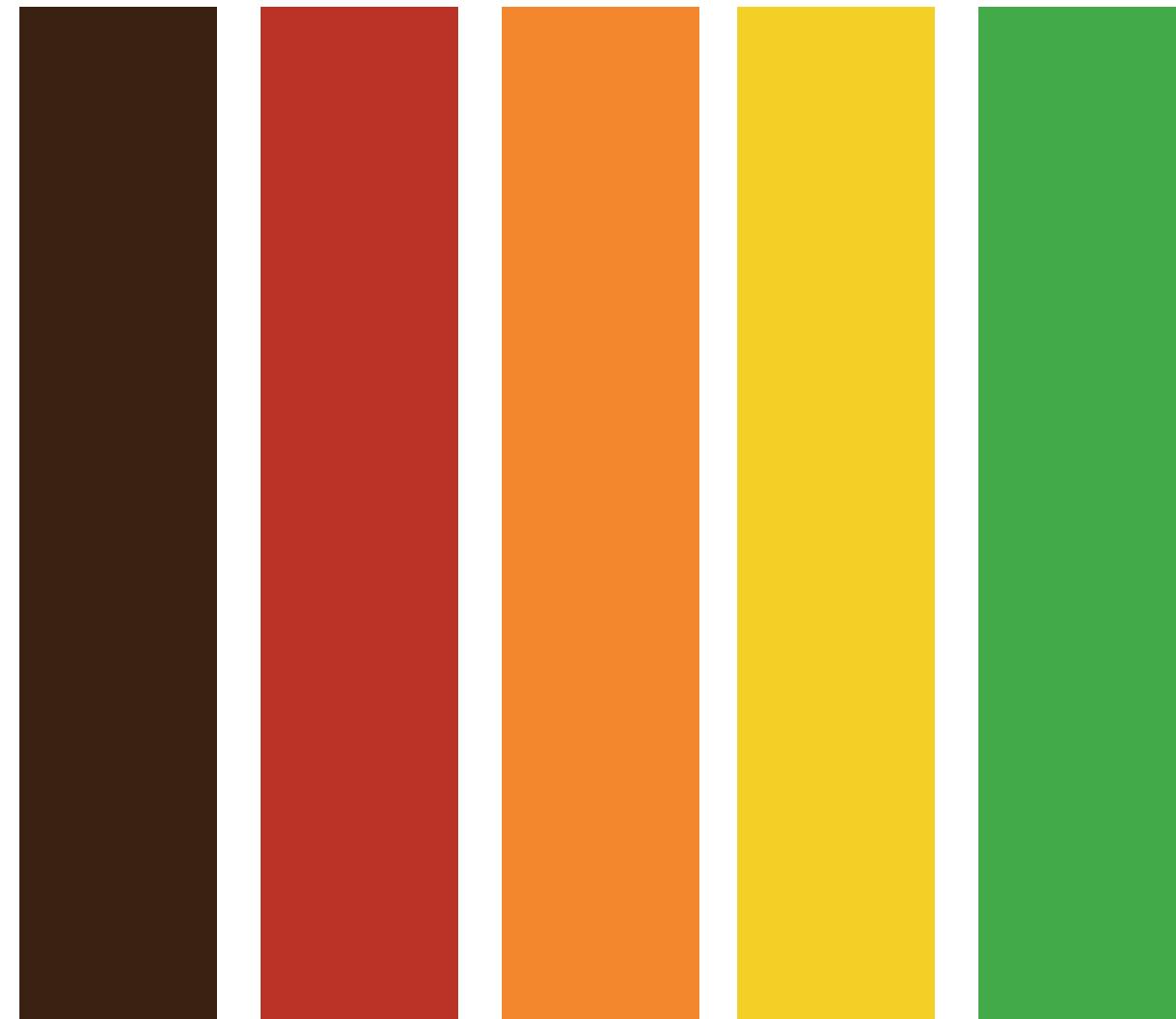


### TYPE

Kontrapunkt Bob  
Futura Book BT



## Color Palette



C: 50  
M: 70  
Y: 80  
K: 70

C: 0  
M: 90  
Y: 86  
K: 25

C: 2  
M: 57  
Y: 93  
K: 0

C: 5  
M: 15  
Y: 95  
K: 0

C: 75  
M: 8  
Y: 100  
K: 9

# Typography

ABCDEFGHIJKLMNPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
01234567890

BentonSans Medium

ABCDEFGHIJKLMNPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
01234567890

BentonSans Book

ABCDEFGHIJKLMNPQRSTUVWXYZ  
ABCDEFGHIJKLMNPQRSTUVWXYZ  
01234567890

BentonSans Medium SC

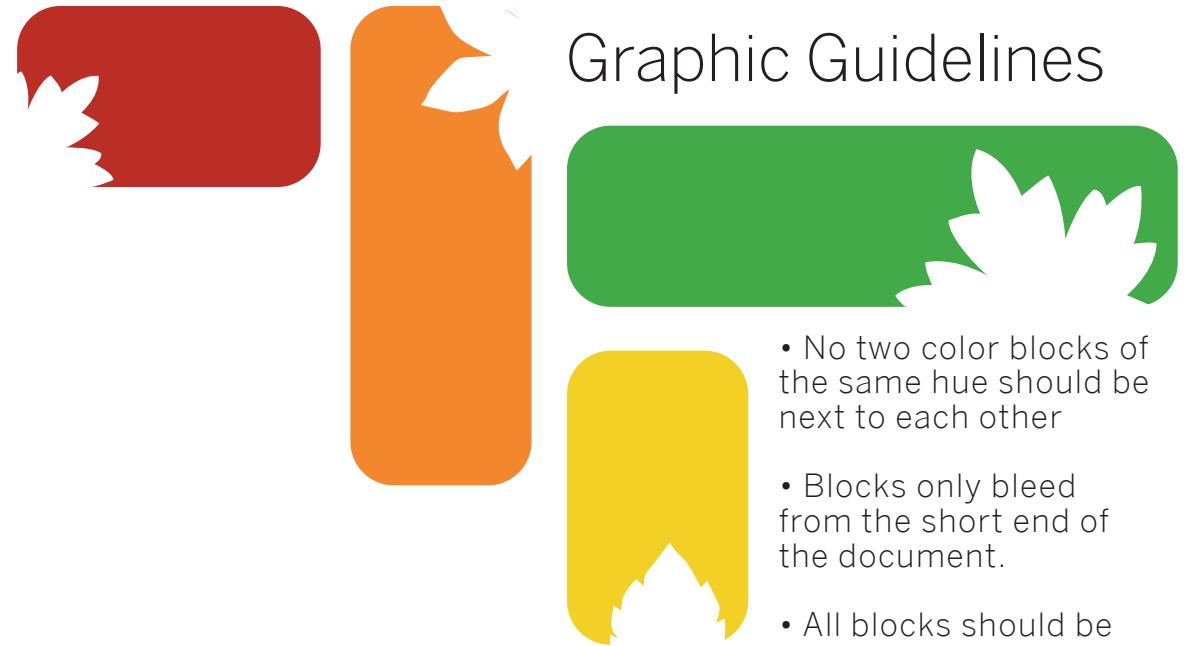
ABCDEFGHIJKLMNPQRSTUVWXYZ  
ABCDEFGHIJKLMNPQRSTUVWXYZ  
01234567890

BentonSans Bold SC

ABCDEFGHIJKLMNPQRSTUVWXYZ  
ABCDEFGHIJKLMNPQRSTUVWXYZ  
01234567890

BentonSans Book SC

# Supporting Graphics



## Graphic Guidelines

- No two color blocks of the same hue should be next to each other.
- Blocks only bleed from the short end of the document.
- All blocks should be the same width.
- Corner Radius should look identical.
- Be wary of having a shape overlap two color blocks – must be harmonious

## Shapes/Silhouettes



# Designed Materials

## Postcard



Fall Festival Visual Identity – Designed Materials



Postcard Back: Portuguese

Postcard Back: Spanish



Fall Festival Visual Identity – Designed Materials

## T-Shirt



## Flyer



## Newspaper Ad



## Facebook Graphics



## Story Circles



## Signage



# Winter Wonderland Visual Identity

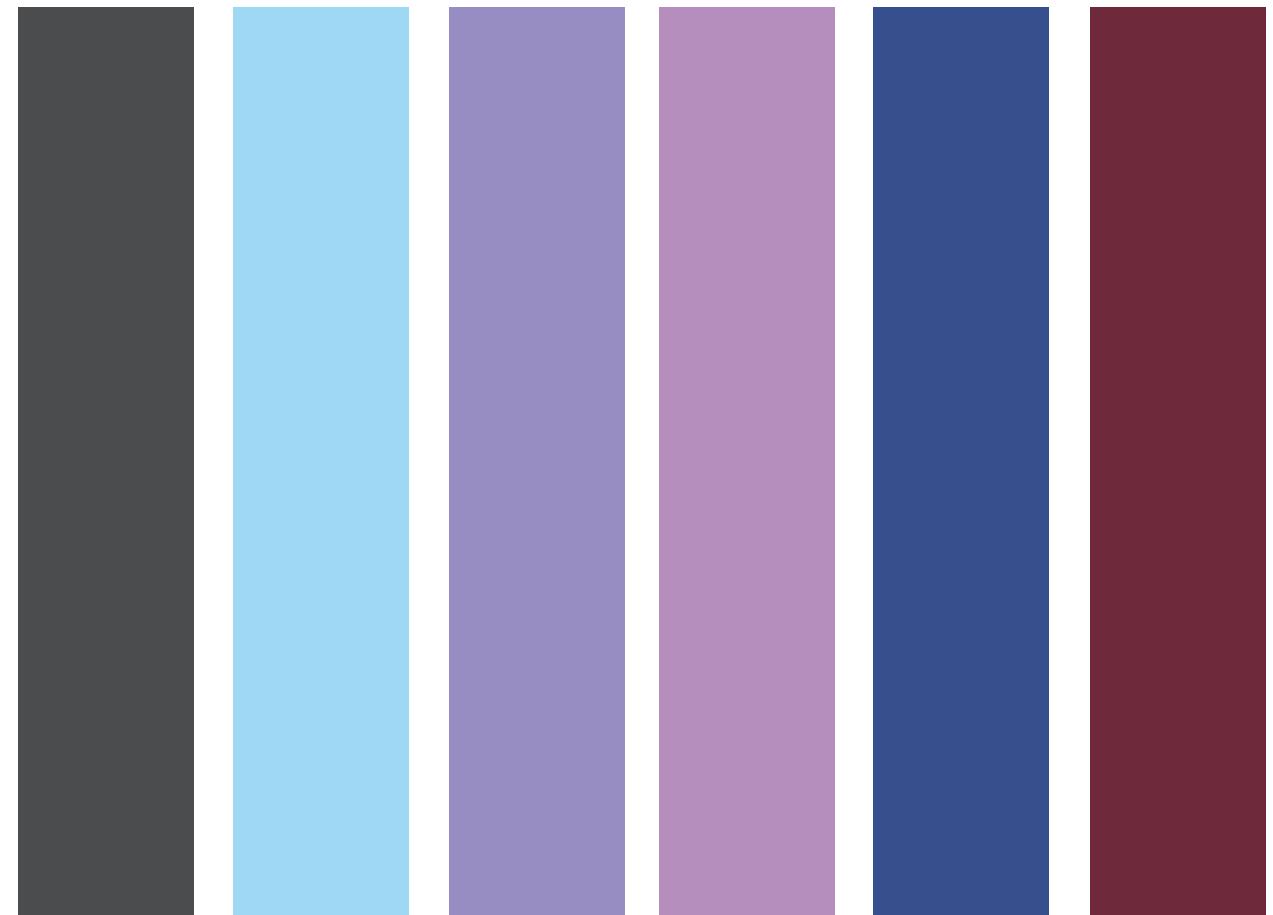
Logo

WINTER  
WONDERLAND

**TYPE**

Raleway Thin

Color Palette



C: 0 M: 0 Y: 0 K: 85	C: 35 M: 2 Y: 0 K: 0	C: 41 M: 45 Y: 0 K: 0	C: 29 M: 48 Y: 3 K: 0	C: 89 M: 78 Y: 16 K: 3	C: 40 M: 87 Y: 58 K: 40
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# Typography

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
01234567890

BentonSans Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
01234567890

BentonSans Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
01234567890

BentonSans Thin

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
01234567890

BentonSans Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
01234567890

BentonSans Light SC

**ABCDEFGHIJKLMNPQRSTUVWXYZ**  
**ABCDEFGHIJKLMNPQRSTUVWXYZ**  
**01234567890**

BentonSans Bold SC

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
01234567890

BentonSans Book SC

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
01234567890

BentonSans Thin SC

**ABCDEFGHIJKLMNPQRSTUVWXYZ**  
**abcdefghijklmnpqrstuvwxyz**  
**01234567890**

Calibri Bold

# Supporting Graphics



The supporting graphics used for Winter Wonderland followed the same guidelines as those for the Fall Festival, only with a different color palette and a new set of shapes.

## Shapes/Silhouettes



# Designed Materials

## Postcard



Winter Wonderland Visual Identity – Designed Materials

Framingham Downtown Renaissance Presents

SECOND ANNUAL  
WINTER WONDERLAND  
SATURDAY, DECEMBER 8, 2012  
11:00 AM–2:00 PM  
DOWNTOWN FRAMINGHAM

Come celebrate a Downtown Framingham winter tradition! Enjoy the festivities with music, food, raffles, hot cocoa, window painting and more community activities for children and adults!

**ARTISTS & WINDOW SPONSORS NEEDED**  
Please contact:  
Holli Andrews  
[holli.andrews@gmail.com](mailto:holli.andrews@gmail.com)  
508.861.3289

SEGUNDA ANUAL  
MUNDO MARAVILLOSO  
DEL INVIERNO  
SÁBADO, 8 DE DICIEMBRE DE 2012  
11:00–2:00  
EN EL CENTRO DE FRAMINGHAM

iVengan a celebrar juntos—esta es una tradición del invierno en el Centro de Framingham!  
iDisfruten de todas las festividades—música, comida, rifas, chocolate caliente, pintura de las ventanas y otras actividades para niños, jóvenes y adultos de nuestra comunidad!

**Framingham**  
**DOWNTOWN**  
Renaissance

[Facebook.com/DowntownFramingham](http://Facebook.com/DowntownFramingham)

Postcard Back: Spanish

Postcard Back: Portuguese

Framingham Downtown Renaissance Presents

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WINTER WONDERLAND  
SATURDAY, DECEMBER 8, 2012  
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508.861.3289

O SEGUNDA ANUAL  
MUNDO MARAVILHOSO  
DO INVERNO  
SÁBADO, 8 DE DEZEMBRO DE 2012  
11:00–2:00  
NO CENTRO DE FRAMINGHAM

Venham a celebrar juntos—esta é uma tradição do inverno no Centro de Framingham!  
Aproveiten de todas as festividades—música, comida, rifas, chocolate quente, pintura das janelas e outras atividades para meninos, jovens e adultos da nossa comunidade!

**Framingham**  
**DOWNTOWN**  
Renaissance

[Facebook.com/DowntownFramingham](http://Facebook.com/DowntownFramingham)

Winter Wonderland Visual Identity – Designed Materials

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## Flyers

SECOND ANNUAL

## WINTER WONDERLAND

Business Contact Information

Business Name \_\_\_\_\_ Contact Name \_\_\_\_\_

Address \_\_\_\_\_  
\_\_\_\_\_

Phone (Business) \_\_\_\_\_ Phone (Mobile) \_\_\_\_\_

Email (Business) \_\_\_\_\_ Email (Contact) \_\_\_\_\_

Notes \_\_\_\_\_  
\_\_\_\_\_

**2012 Participation**  
Window Painting (# panes \_\_\_\_\_)  
\_\_\_\_ Passport

**Contribution**  
Raffle Donation  
\_\_\_\_\_ \$25 \_\_\_\_\_ Sponsor

Committee Member \_\_\_\_\_

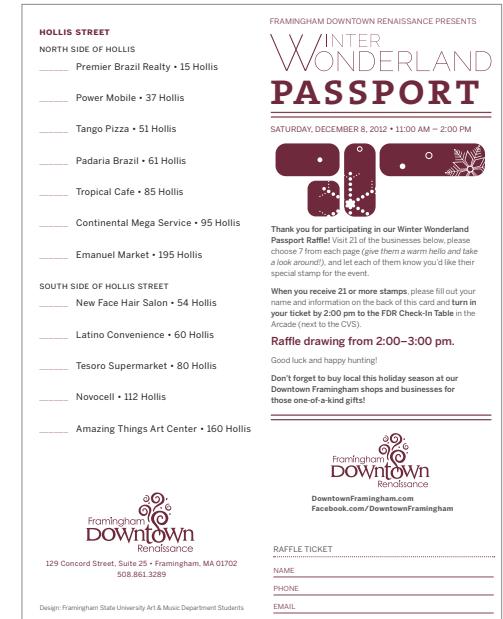
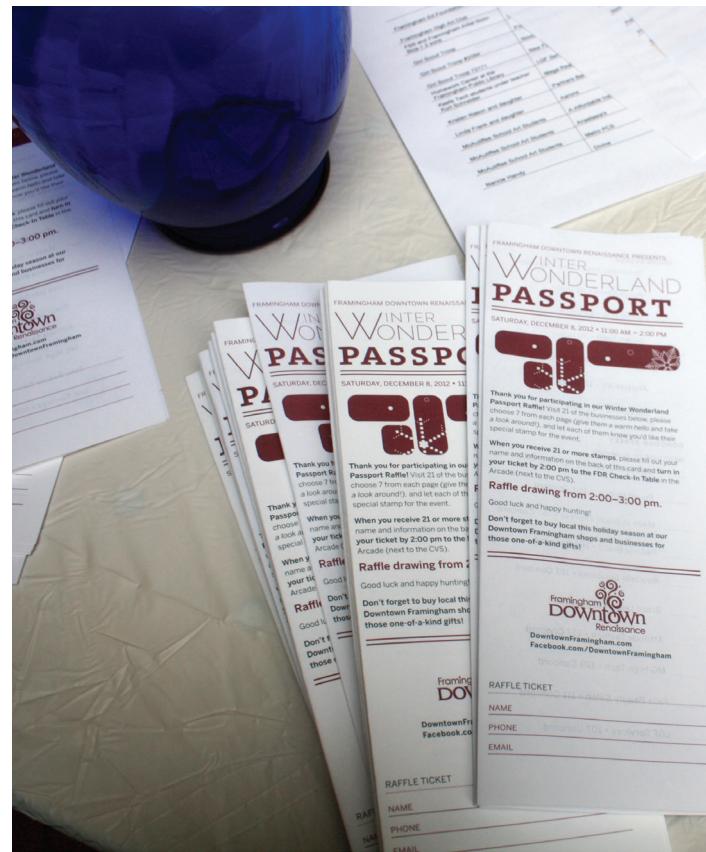
## Signage



# Facebook Graphics



# Passport



## Lightpost Banners



## Newspaper Ads



