



# TOWN OF BERWICK

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LOGO DESIGN & BRANDING

MAY 9, 2019 / DESIGNED BY PIXELS & PULP

# WHO WE ARE

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- **WE LIVE** in a beautiful town with kind, smart, caring people who have a “can do” spirit.
- **WE HAVE** excellent schools, an engaged town government, working farms, and a farmers’ market.
- **WE HAVE** a kayak launch, recreational fields, a summer theatre, a summer concert series, a campground, and a brewery.
- **WE HAVE** a river, ponds, hiking/biking trails, and beautiful forests.
- **WE HAVE** a TV station, a brand new website, and a social media presence.

**WE ARE** on the cusp of turning significant areas of our town into beautiful, functional, green spaces for our community to enjoy.

*...and so much more!*

# WHAT WE WANT

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## We know what our town wants:

- A more attractive downtown
- Downtown as a business center
- Recreational opportunities
- A sense of community
- Environmental sustainability
- Affordability
- Public access to Salmon Falls River
- Cultural Character
- Historic Preservation

# WHERE WE'RE GOING

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**We have a rich history  
and BIG IDEAS for the future.**

**WHICH MAKES NOW THE PERFECT TIME TO UNVEIL A NEW  
BRAND THAT REFLECTS ALL OF OUR AWESOMENESS.**

LOGO DESIGN

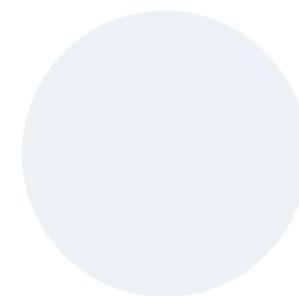
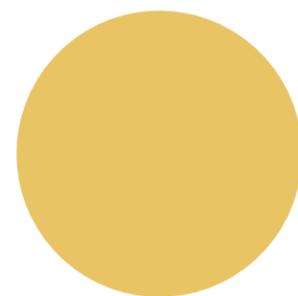
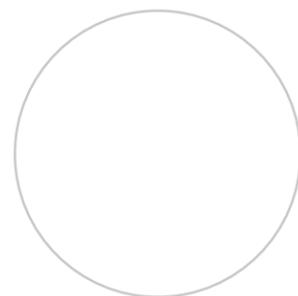
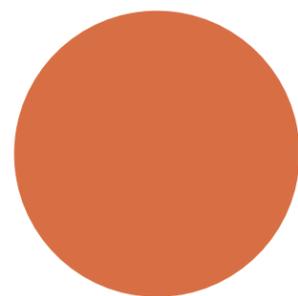
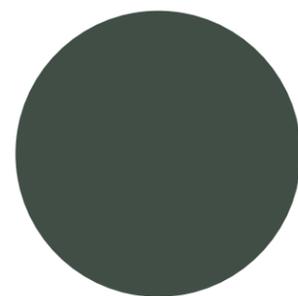
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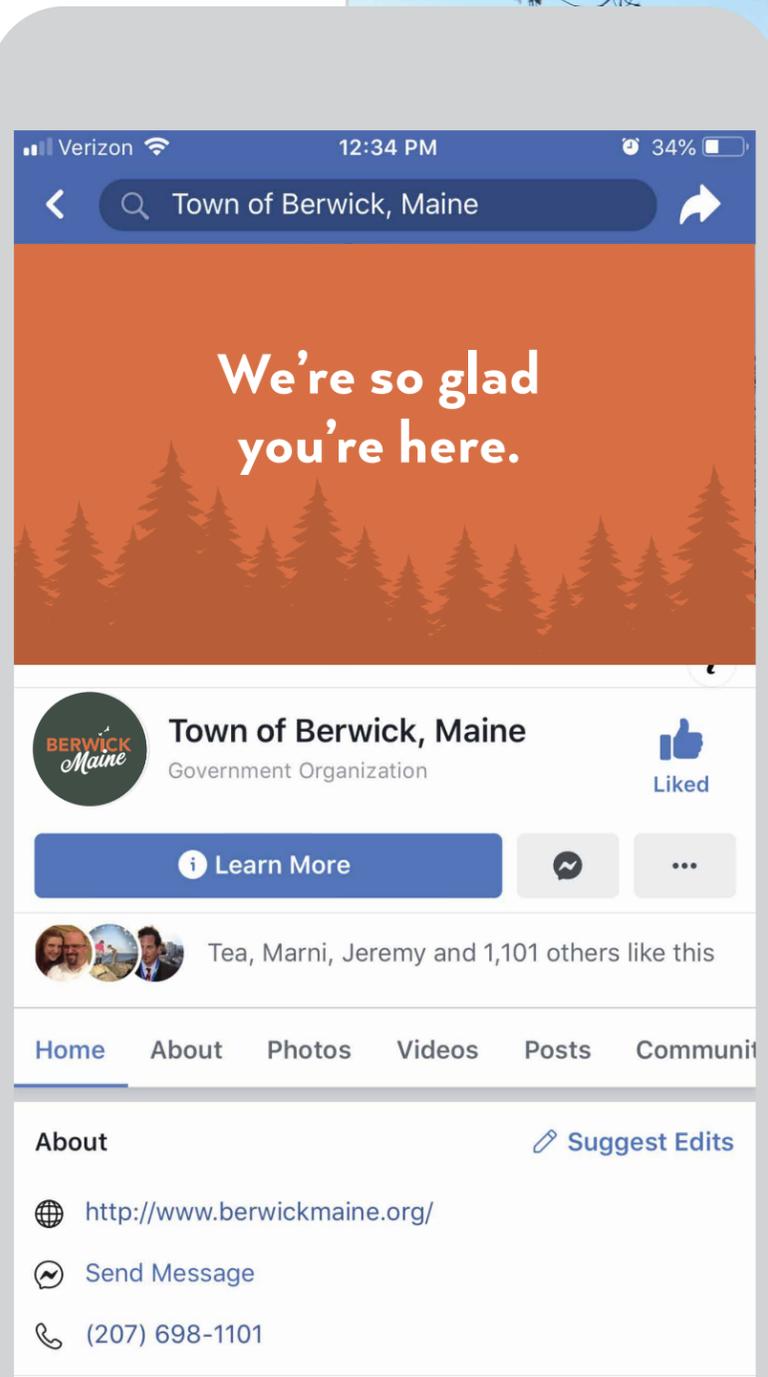
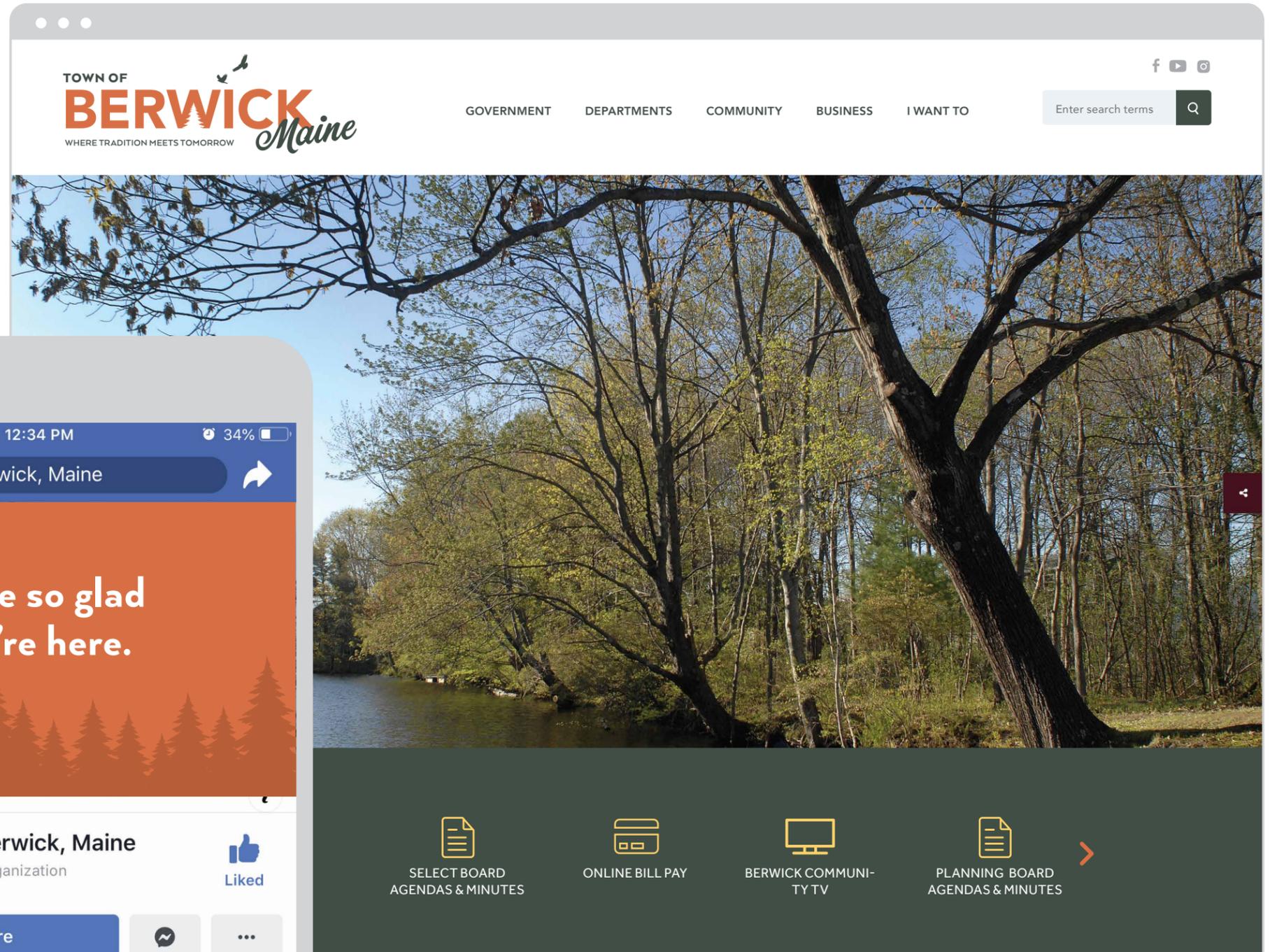


**BERWICK**  
*Maine*

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*Maine*

**BERWICK**  
*Maine*





ROUGH SIGNAGE

MEMORIAL FIELD 2 MILES

1.5 MILES GREAT FALLS PARK

NEWICHAWANNOK KAYAK LAUNCH .3 MILES

INC 1713

WELCOME TO

**BERWICK**

WHERE TRADITION MEETS TOMORROW

*Maine*



LOGO DESIGN

CONCEPT 2

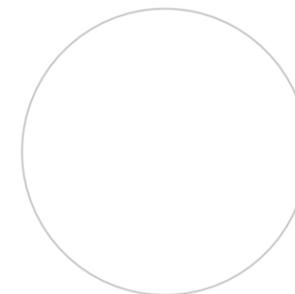
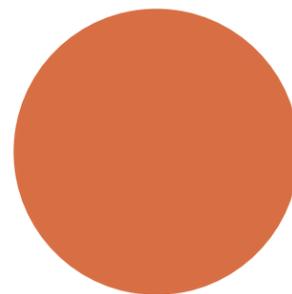
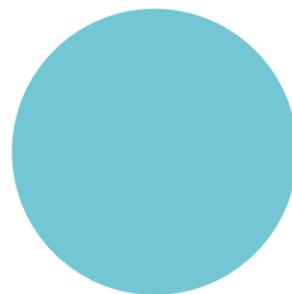
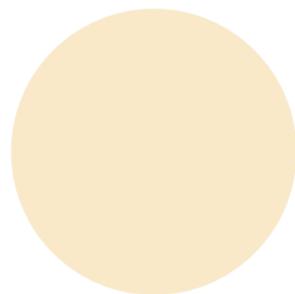
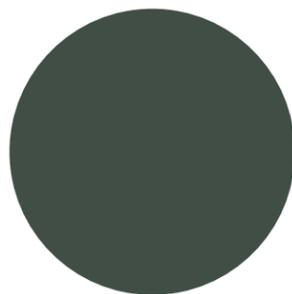


**BERWICK**

— *Maine* —



**BERWICK**  
— *Maine* —





The collage displays three digital assets for the Town of Berwick, Maine:

- Desktop Website:** Features the town logo and name "Town of BERWICK" with the tagline "Where Tradition Meets Tomorrow". The navigation menu includes "GOVERNMENT", "DEPARTMENTS", "COMMUNITY", "BUSINESS", and "I WANT TO". A search bar and social media icons are also present.
- Mobile Facebook Page:** Shows the town's profile with a photo of the town hall. The name is "Town of Berwick, Maine" (Government Organization). It includes a "Learn More" button and contact information: <http://www.berwickmaine.org/>, "Send Message", and phone number "(207) 698-1101".
- Mobile App Interface:** Displays a list of services: "SELECT BOARD AGENDAS & MINUTES", "ONLINE BILL PAY", "BERWICK COMMUNITY TV", and "PLANNING BOARD AGENDAS & MINUTES".

ROUGH SIGNAGE

