

TO: Honorable Mayor Smith Hymes and Council members
FROM: Elizabeth Wood, Communications & Marketing Manager
RE: 2021 Brand Guidelines Update
DATE: February 15, 2021



SUMMARY: In 2016, Avon enlisted the services of Slate Communications to create and launch brand guidelines used to develop the current Avon.org website and several other branding elements throughout Town. This includes informational signage, report templates, logo standards and other design elements that create brand consistency throughout all Town departments.

The 2021 Brand Guidelines are a refreshed version of these guidelines including new secondary colors in the color palette, updated fonts, logos that include the 'Heart of the Valley' tagline and parameters to make it easier for Staff to consistently implement Avon brand elements. The purpose of these guidelines is to keep Avon's brand identity uniform, professional and recognizable. In addition to use by Staff, these guidelines can be used by designers, event producers, vendors and anyone else using Avon brand elements in marketing or promotional materials.

Thank you, Liz

ATTACHMENT A: 2021 Brand Guidelines