



THE BOROUGH OF MADISON  
BRAND IDENTITY AND STYLE GUIDE

2019



## The Brand Narrative

People come to Madison for the character of its history and stay for the promise of their future.

### Background

Since the 1700's Madison has evolved with the times.

Madison has a rich history of philanthropists, commerce, food, railroads, religion, immigration, education, and politics.

History continues to be written every day with new multi-dwelling buildings, celebrity retail, technology, food and healthcare needs of the current and future population of residents and businesses.

Today, as towns and locations solidify their reputations, Madison leaders have identified that now is the time to unify our voice as a way to:

- Keep our town flourishing
- Attract new businesses and residents
- Encourage more dining, shopping and experiences downtown
- Maintain Madison as a top choice
- All this while Madison strives to

Meet the needs of existing residents, businesses and organizations

### **Our Vision -**

*What we do each day to strive for a better world*

Advance Madison as one of the best places in NJ for individuals, families, organizations, and businesses to thrive.

### **Mission -**

*How we are helping to achieve our vision; our purpose. Should be measurable.*

Share the story that is the magic of Madison. Leverage the foundational strengths of the community to nurture productive and thoughtful growth.



### Values & Culture -

*What Madison stands for. These values lead the culture, drive decisions, and behavior.*

- Community** - Welcoming, Approachable, Green
- Pride** - History, Passion, Spirit
- Commerce** - Entrepreneurial & Corporate Businesses
- Relationships** - Family, Friends, Neighbors
- Safety** - Helpful, Watchful, Caring
- Diversity** - Multi-Generation, Culture, Inclusive

### Voice & Attributes

The voice of Madison is welcoming, honest, and trustworthy.

Madisonians are passionate about our Town.

We value our history and are driven to maintain a contemporary community that evolves and enriches lives with variety.

Madisonians care deeply about politics, education, arts, food, culture, and its people.

Madison came of age on a foundation of entrepreneurial spirit and philanthropic heart. This pride lives in all activities and the people who create and deliver them.

These attributes are reinforced visually with the brand identity

Dodge Hall - Philanthropic Heart - donated by Geraldine Dodge in memory of her only son.  
Built 1930-1935

The Rose - Entrepreneurial spirit and passion for living - for nearly 100 years from 1850-1950 Madison was the largest producer of roses to wholesale buyers in NYC. The farms were independent businesses, and numerous other businesses were supporting this incredible industry during that time.

The red rose is a universal symbol of passion and love. This is representative of the industry that creating a thriving town and the spirit that Madisonian's have toward all aspects of life.

The stylizing of the word Madison - represents the strong foundation our community thrives on and the architectural heritage that is within the downtown historic areas and throughout the town.



## The Primary Mark



Primary mark, vertical



Color variation for dark backgrounds



Single color, black



Single color, white (reversed)



Primary Mark, Horizontal, Full Color



Horizontal, Single Color - White



## The Primary Mark

Using the correct logos is a vital part of the branding process. Madison has multiple brand logo variations: the Primary Mark which is used on all marketing materials and the Secondary Marks and Wordmark which are used in limited applications. The Town Seal is used as an official legal mark only. The Primary Mark has the most elements, and is the most easily recognizable and most familiar.

The Madison brand Primary Mark is created using Albertus Demi typeface with a stylized rose and the Hartley Dodge Building bell tower. The rose is utilized to represent the entrepreneurial roots of the “Rose City”. It symbolizes our passion, town spirit, and growth. The bell tower symbolizes our philanthropic history, town pride, thriving community, and beautiful architecture. These are not individual pieces that can be used independently, but instead together make up the Madison brand Primary Mark.



### How to use the Primary Mark:

All departmental and administrative units of the Borough of Madison should use the Primary Mark in their official communications, marketing and promotional materials. To preserve quality, always use the approved files and high-resolution versions of the Primary Mark. Both vertical and horizontal versions serve as the Primary Mark, and use should be dictated by best fit, size and clarity within design space.

The logo is custom-drawn and should never be recreated or distorted in any way. The Primary Mark should not be altered from its original form and cannot be adapted in any way. Alterations to the logo dilute the brand. The Primary Mark should not be incorporated or combined with any other mark, symbol or graphic to create a new mark.



## How to use the Primary Mark (continued)

- The bell tower is not to be used as a separate stand-alone element.
- Do not alter secondary marks or combine them to make new variations or logos. The Madison Word-mark, with or without the rose icon, may not be used as part of a slogan (e.g. “Madison Strong”) without permission from the brand committee.
- The rose symbol may not be used on its own or in conjunction with other elements without approval from the Brand Committee
- Include the proper amount of white space around the Primary Mark (pg 12).
- Do not use scanned or photographed copies of the Primary Mark. Digital files are available for download.
- The Primary Mark should be displayed in brand approved colors or in another approved color configuration. The Primary Mark may not be cropped, blurred, stretched or distorted in any way. This includes the use of shadows, outlines, filters, or any other effects.
- Marks should not be placed over a photograph or patterned background that interferes with the readability of the Mark. When placing the Mark over a color photograph, the placement should be in an area of the photograph where there are no distracting patterns or elements.

See the suggestions (pg. 8) of how to place the mark on both light and dark backgrounds.

## The Primary Mark can be used for:

- Letterhead, envelopes, stationery
- Business cards
- Internal forms
- Legal documents and contracts (as a header element).  
(The official town seal to be used to mark a legal document at the bottom as officially issued or approved by the town clerk office).
- Checks and accounting materials
- PowerPoint presentations
- Signage
- Marketing materials
- Rosenet Website
- Social Media applications
- Flag
- Apparel or Promotional Items (stickers, giftware, mugs, re-usable totes, etc)



## The Secondary Marks

These include Wordmark variations, and the Icon Mark. These marks will keep the brand cohesive and intact, while allowing for some flexibility when needed. These secondary alternate logos should be used as needed in situations where you want to focus on visibility, or a more paired-down logo is a better fit for the space within a design piece. If the Primary Mark would “get lost” if used in a small space, it is better to use an alternate logo, or in some very limited cases just the Favicon. The Favicon is the rose alone, and will primarily be used with the website when branding the url with an icon.

The type portion of the logo “NEW JERSEY” is made from the font Avenir Next Condensed Demi Bold with 200% tracking. The “EST 1889” date is Avenir Next Condensed Medium with 10 tracking. When using the line “THE BOROUGH OF” with the wordmark, it should be in Avenir Next Condensed Medium, with 69 tracking. These elements should not be altered, and spacing from the primary text should not be altered.



Vertical, Full Color, Word Mark Borough Version



Vertical, Full Color, Word Mark



Vertical, 1-Color, Word Mark without Rose



Primary logo, badge version for better visibility on backgrounds



Icon Mark, Full Color, 2 variations



## Usage with backgrounds



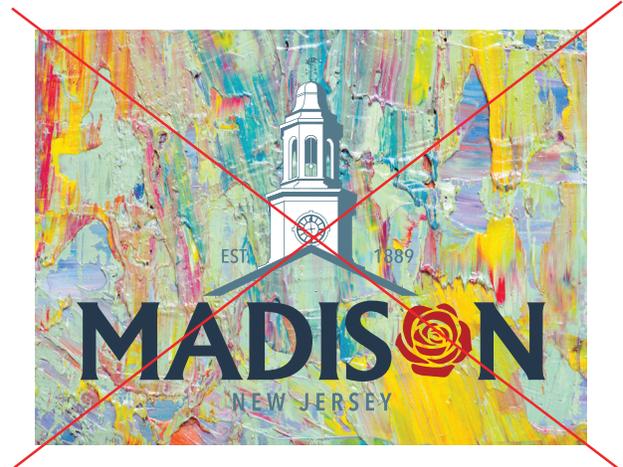
Primary Mark use on non-competing backgrounds



Primary Mark - badge version, to use on competing backgrounds



Incorrect usage- do not apply an outline



Incorrect usage- do not use on a competing background



## The Official Town Seal

The Official Town Seal is reserved for use on formal and official documents, such as bills or payment notices, contracts, certificates, legal documents and seals, resolutions and plaques. The Seal can also be used as a background watermark on the Borough of Madison stationery. The seal is the legal signature of the town clerk's office. It must not be altered in any way. It is a one-color mark only, and can be used in black or reverse, or if necessary, in a foil. It can also be a letterpress seal or embossed.

The Seal may not be used as an identifier for the Borough of Madison. It is not to be used on letterhead (other than as a watermark), envelopes, business cards, web pages or general publications. Permission for use of the Town Seal must be obtained from the town clerk's office for the Borough of Madison.



Single color, black and reverse versions



## Companion Marks

Departments, programs, centers and other administrative units can use a companion mark as their logo. These marks are created to be supportive of the Primary Mark and maintain the integrity of the brand. Companion marks are comprised of the Primary Mark with the name of the department or administrative unit underneath. The font for the secondary type is Avenir Next Condensed Demi Bold with 25 tracking. Proportions in relation to primary wordmark type should match that below. Sub type for departments should be ¼ the x-height of the MADISON wordmark. These elements should not be altered, and spacing from the primary text should not be altered.

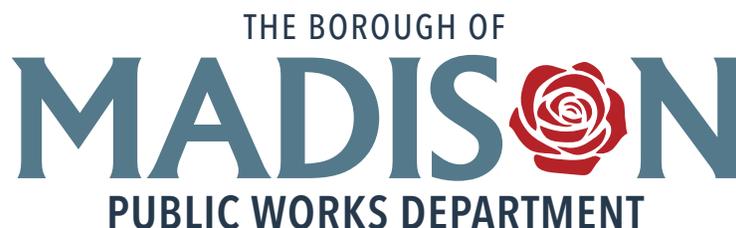
Department, programs, centers or other administrative units may not build their own companion marks. Request a companion logo that complies to the brand guidelines.

Programs, in general, do not have their own Companion Mark unless they do not fall within a specified department.

The wordmark for companion marks is made from the same color palette as the Primary Logo, but the colors of the primary and secondary text are reversed- see below.

Creating secondary logos, such as individual logos for departments, programs or centers, is not advised because they reduce the impact and effectiveness of the Madison brand identity. Divisions, Commissions and administrative departments, programs and other unites should use a companion mark for their logo.

A few exceptions have specific pre-established reasons to have an alternative logo, such as the DDC and the Chamber of Commerce. Any other secondary logos/endorsed identities require approval for such dispensation from the Brand Committee.





## Clear Space and Sizing

The legibility and distinction of the Madison brand marks is very important. To ensure the logo is highly visible and to maximize its impact, always separate it from its surroundings – allow “clear space”. The area of isolation, or minimum required clear space, surrounding the Primary and Secondary Mark should be half the height of the x-height of the MADISON type on all sides as shown below. This minimum clear space of ½x around the logo/logotype, is indicated by the outer bounding box. Wherever possible, no typography, illustration, photography, other logos or other graphic device should encroach on this area. This is also the minimum distance the logo can be from the edges of a document, whether electronic or printed. Whenever possible, more clear space than the minimum shown here is preferred.

The Icon Mark (round logo) and the Official Town Seal should have a minimum clear space that is determined by ¼ of the x height, with the x height being the diameter of the outer circle of the mark.

The Primary Mark should not appear smaller than 1.5 inches wide by 1.12 inches tall in print, unless space dictates smaller size, in which case care should be taken to ensure that the Mark is legible. Or a Secondary Mark variation should be considered to ensure best legibility. The proportions, spacing and positioning of the various Primary Mark elements should never be changed.



recommended smallest size for Primary Mark - 1.5" x 1.12"



clear space guidelines for Icon Mark and Town Seal

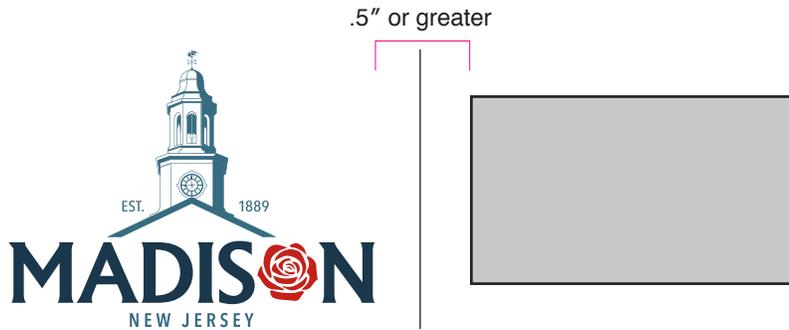


clear space guidelines for Primary and Secondary Mark

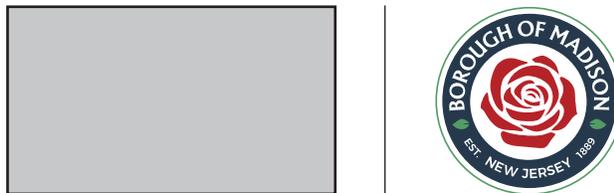


## Lockup with other Logos

When used with other logos, the space between the Madison logo and other logos should be at least the width of .25 inches on both sides of the middle dividing line. A dividing line is recommended when the Madison logo is paired to the left or right of another logo. Good practice is for dividing line to be height of tallest logo. When dividing line is not an option, maintain adequate spacing between logos of preferably .5".



.5pt to 1pt stroke - weight of line may change depending on grouping size



Multiple logo lock up if dividing line is not an option



## Identity System

When communicating with internal and external audiences it is important to be consistent in the presentation of materials to remain a professional look, and to appropriately associate correspondence with the Borough of Madison. The parts of this identity system often are the initial personal contact others have with Madison.

### Business cards:

Printed by external printer - digitally  
Matte coated heavy card stock  
Size: 3.5" x 2"

#### Typography:

##### Name:

Roboto Condensed Bold, 9 pt, left justified, Dark Blue (PMS 7546C - 73/45/24/66)

##### Title:

Roboto Condensed Regular, 9 pt, left justified, Blue (PMS 2165CP - 79/46/34/16)

##### Borough of Madison:

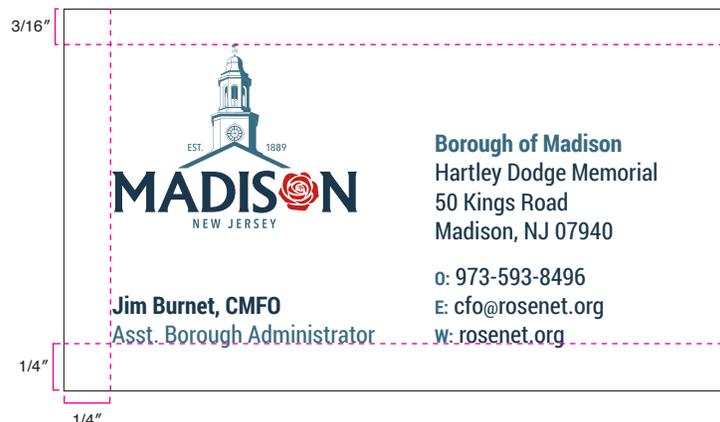
Roboto Condensed Bold, 9 pt, left justified, Blue (PMS 2165CP - 79/46/34/16)

##### Address/phone/email/website:

Roboto Condensed Regular, 9 pt, left justified, Dark Blue (PMS 7546C - 73/45/24/66)

##### Letter abbreviations:

Roboto Condensed Bold, 7 pt, left justified, Blue (PMS 2165CP - 79/46/34/16)





## Identity System (continued)

### Letterhead & Envelope:

Typography for printed letterhead and envelope:

When pre-printed by a 3rd party outside printer. 8.5" x 11" paper. Digital or 4-c process offset.

- Borough of Madison: Roboto Cond. Bold, 10pt, 12pt leading, left justified, Blue (PMS 2165CP - 79/46/34/16)
- Address/phone/email/website: Roboto Cond. Regular, 10pt, 12pt leading, left justified, Dark Blue (PMS 7546C 73/45/24/66)
- Letter abbreviations: Roboto Condensed Bold, 7pt, left justified, Blue (PMS 2165CP - 79/46/34/16)

Typography for in-house letterhead and envelope for sending electronically or printing in-house using Word template:

- Borough of Madison: Arial Narrow Bold, 10pt, 12pt leading, left justified, Blue (PMS 2165CP - 79/46/34/16)
- Address/phone/email/website: Arial Narrow, 10pt, 12pt leading, left justified, Dark Blue (PMS 7546C - 73/45/24/66)
- Letter abbreviations: Arial Narrow Bold, 7pt, left justified, Blue (PMS 2165CP - 79/46/34/16)

	<p><b>Borough of Madison</b> Hartley Dodge Memorial 50 Kings Road Madison, NJ 07940</p>	<p><b>Department of Public Works</b> o: 973-593-8496 e: pellessierm@rosenet.org w: rosenet.org</p>
<p>&lt;&lt;Month, DD, YYYY&gt;&gt;</p> <p>&lt;&lt;Addressee&gt;&gt; &lt;&lt;Address Line 1&gt;&gt; &lt;&lt;Address Line 2&gt;&gt; &lt;&lt;City, State ZIP&gt;&gt;</p> <p>Dear &lt;&lt;Salutation&gt;&gt;:</p>		

	<p><b>Borough of Madison</b> Recreation Department Hartley Dodge Memorial 50 Kings Road Madison, NJ 07940</p>	<p>Madison Resident 123 Main St. Madison, NJ 07940</p>
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ac blandit diam laoreet viverra. Pellentesque ultrices tellus vel nunc elementum imperdiet. Sed posuere odio vitae scelerisque vestibulum. Integer molestie, velit ultricies ultricies porta, libero lorem lobortis ligula, a sollicitudin leo tortor sed velit.

Sincerely,

Author  
Title



## Powerpoint Slide Styling



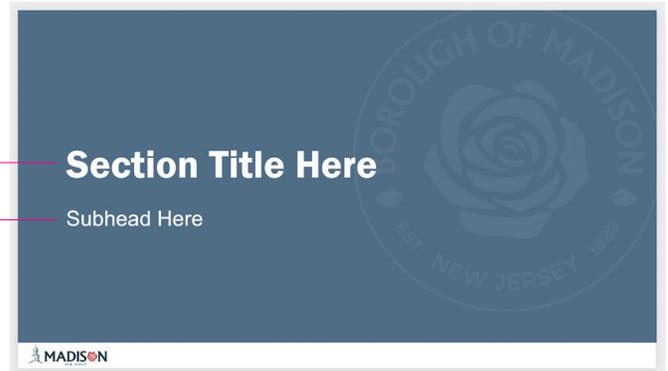
**Title Slide**    **Department:** Arial Regular 20 pt    **Proposal Title:** Franklin Gothic Medium 60 pt    **Subheading:** Arial Regular 40 pt



Alternate to photo background Title Slide

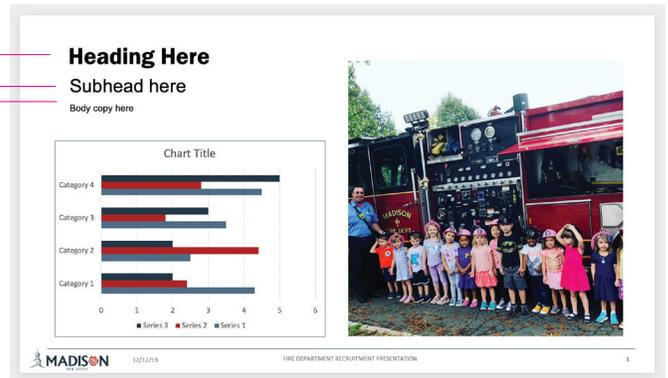
### Section Heading Slide

**Section Title:** Franklin Gothic Medium 60 pt  
**Subheading:** Arial Regular 32 pt

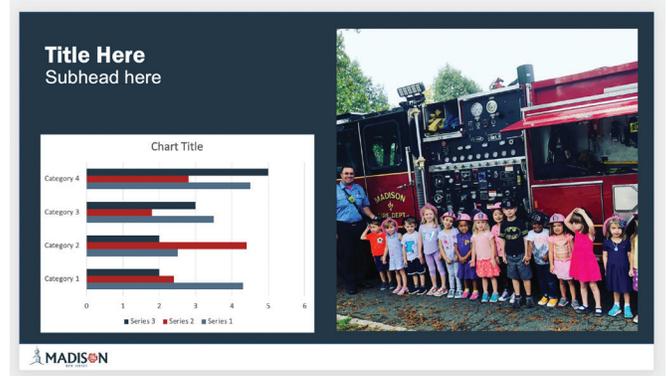


### Inside Content Slide - White Background

**Heading:** Franklin Gothic Medium 36 pt  
**Subheading:** Arial Regular 28 pt  
**Body Copy:** Arial Regular 14 pt or larger



### Inside Content Slide - Dark Background





## Email Signature

A consistent email signature that follows the visual style guide standards adds a professional touch and a first impression and connection to the Madison brand. Personal quotes, graphics and social media icons should not be used in the signature. Standardized legal language is permissible.

Name: Arial Narrow Bold 9pt

Position, Phone, Web: Arial Narrow 9pt

Confidential information: Arial Narrow 8 pt

Logo to be centered on the dividing line. Dividing line to be .5pt



**Employee First & Last Name**

Position, Department

Borough of Madison

o: (9073) 123-1234 | c: (9073) 123-1234

w: rosenet.org



## Typography & Hierarchy

### Primary typography:

Preferred fonts. For designed applications - use for external publications or presentations, identity system (business cards, pre-printed letterhead and envelopes - as shown on pgs 13 & 14) glossy printed or digital marketing brochures (for example- to attract new business or promote downtown Madison), large format posters and marketing graphics - either printed or online.

#### **PROXIMA NOVA BOLD / Proxima Nova Bold (lc)**

for headlines (alternate- Gotham)

#### **Roboto Condensed / Roboto Condensed Bold**

for titles, headings, subheads

#### **Helvetica Neu / / Helvetica Neu Condensed**

for san-serif body copy

#### **Georgia**

for serif body copy

### Secondary Typefaces:

When cross platform and font availability is a consideration - if there is a concern that a font is not universal on all systems and all people using or viewing, the secondary typefaces should be used. When creating internal materials, use the following fonts- Franklin Gothic Medium, Arial, Arial Narrow, Arial Narrow Bold, and Georgia.

To be used for internal letters, documents, memos, simple department newsletters and PowerPoint presentations when produced by and for internal teams. For example- a memo from the Mayor, a certificate printed on a desktop printer, documents that use the internal printing Word letterhead template.

#### **FRANKLIN GOTHIC MEDIUM or DEMI/ Frankin Gothic Medium or Demi (lc)**

for headlines

#### **Arial / Arial Bold / Arial Narrow / Arial Narrow Bold**

for titles, headings, subheads

#### **Arial / Arial Narrow**

for san-serif body copy

#### **Georgia**

for serif body copy



## Color Use

These colors are important in identifying the brand mark. All printed materials, whether produced on coated or uncoated stock, should match color to coated Pantone (PMS) chips.



PMS 7546 CP



PMS 2165 CP



PMS 2350 CP



PMS 7330 CP



CMYK:  
73/45/24/66

RGB:  
37/55/70

HTML:  
253746



CMYK:  
79/46/34/16

RGB:  
80/109/133

HTML:  
688197



CMYK:  
0/95/100/21

RGB:  
175/35/28

HTML:  
AF231C



CMYK:  
68/0/71/18

RGB:  
75/149/96

HTML:  
4B95680



## The Borough of Madison, NJ

Hartley Dodge Memorial Building  
50 Kings Road  
Madison, NJ 07940  
Phone: 973.593.3042

<https://www.rosenet.org>



kpfeiferdesign@gmail.com  
973.966.6166  
www.pfeiferdesign.com



victoria@vdotvmarketing.com  
917.797.9528  
www.organizedbrand.com