





***The foundation
of prosperity.***

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Introduction



2017

The Foundation

Easton was first settled as an early frontier town and officially established in 1725.

The significance of the Ames Shovel Works located in the town center played a large role in the early development of the town.

The Ames family's success came from an emphasis on quality in their shovels and hammers.

This same level of pride and care was brought into the picturesque buildings and landscapes that they funded around Easton.





The Ames' Contributions

The Ames commissioned a large number of works around town, both Architectural and Landscape. The most notable of which are the Ames Free Library and the scenic state park, Borderland.



2017

Beauty in the Everyday

The Easton We Know

The result is a town where people and things flourish. Stability and comfort bring a homey, hard-working vibe that leads itself to a life lived with passion and pride.



2017



Life in a Postcard

Because of the Ames' generous donations, The residents of Easton live among picturesque beauty that is often overlooked and taken for granted.



It's easy to take drive right through the town center and overlook the small moments of care and quality that the streets and buildings display.

The Foundation of Prosperity

Design Goals

The new Easton recognizes the marvels and sights that we encounter in our day to day lives and often take for granted.

The brand reflects the feeling of its vistas through key words and emotions.

ARCITECTURAL

ROUNDED

BOLD

STURDY

CONTEMPORARY

ORGANIC

2017

2017





2017



since 1725



2017

The Mark

The Easton "Slab E" is a bold mark informed by the many shapes of the town's magnificent nature and architecture.







2017

Iconography

Slab Tread Pattern



Ames Property



Borderland State Park



Ames Free Library



2017

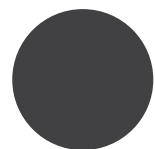


Colors and Typefaces

The brand draws its colors from the orange roof color of Ames commissioned buildings, the black stripes of the OA tigers, and the deep blue pond waters of Borderland.



Primary Orange



Secondary Black



Tertiary Blue



Gray 1 + 2

Museo Slab Italic / Regular

Headline 01

DIN Black

Headline 02

DIN Regular

Body text

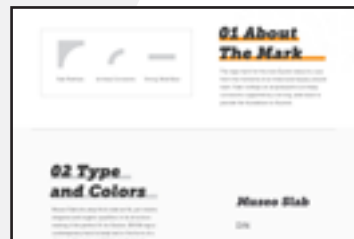


Museo Slab sits atop thick slab serifs, yet retains elegance and organic qualities in its structure making it the perfect fit for Easton

DIN Brings a contemporary twist to body text in the form of a clean, legible sans-serif that was designed for industrial use.

Applications







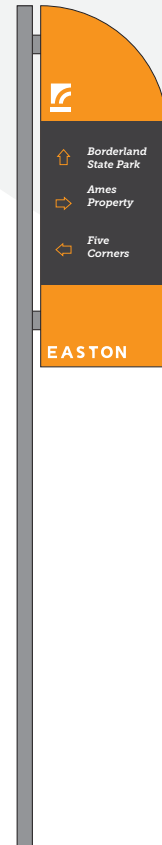
Wayfinding

Getting Around

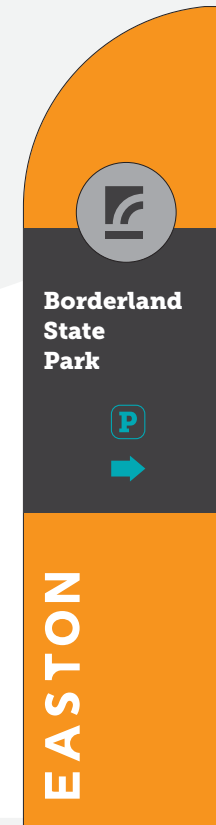
Bright colors and bold typography enable the new signage to stand out in Easton's diverse landscape while effectively guiding locals and tourists alike through the various landmarks and significant locations around the town.



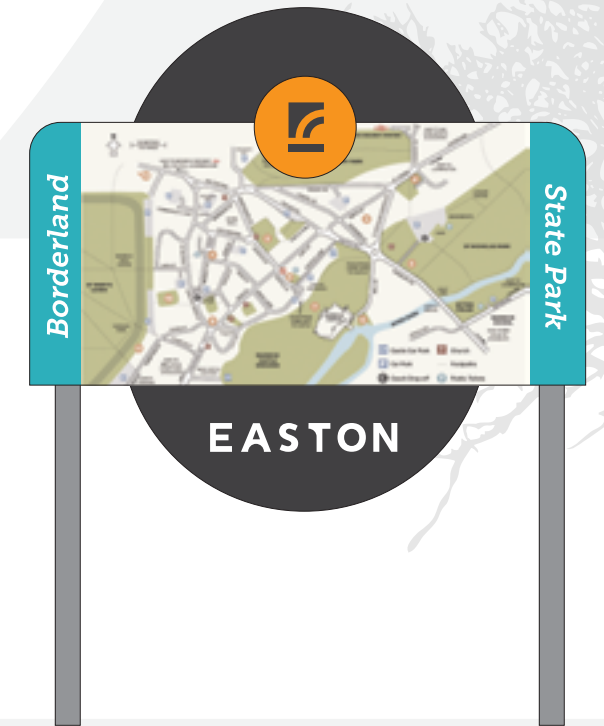
Welcome Sign



Street Sign



Standing Sign

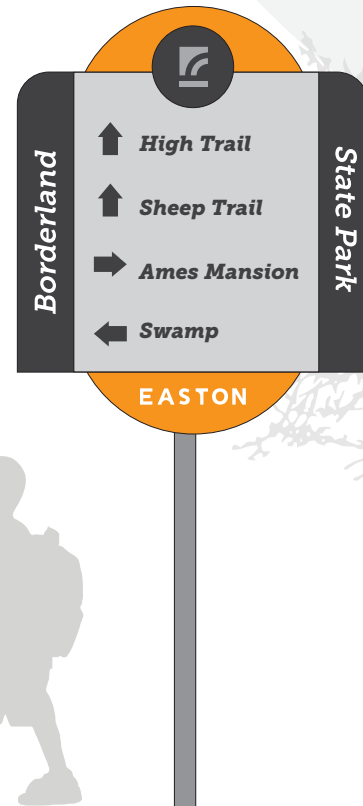
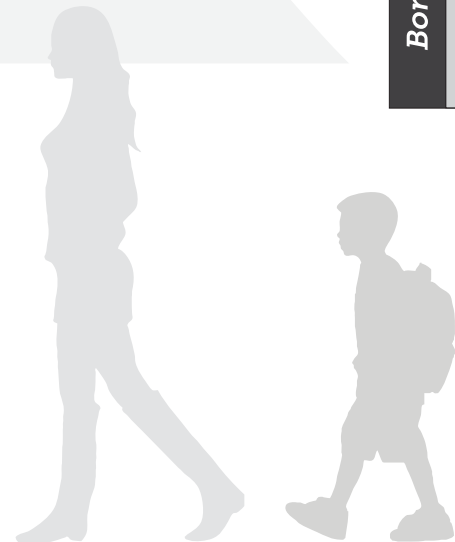


Map Sign

2017



Trail Sign 01



Trail Sign 02



Trail Sign 03

The signage continues the fusion of traditional forms and a contemporary aesthetic through the Easton brand.



The Spirit of Nature

The Natural Resources Trust

The new NRT works alongside Easton to preserve natural and architectural beauty. Behind a united and cohesive brand, events like the annual harvest fair take on a more community-oriented mission.



Redesigned Logomark

44th Annual NRT Harvest Fair





A Festive Blend

Various local businesses and farms display the Easton brand proudly to symbolize their commitment to the town.

Businesses giving back to Easton is what put us on the map in 1725, and it is the force that continues to lay the foundation of prosperity.

