

Town of Brunswick Marketing Style Guide



A quick guide for consistent, professional communications.

BRAND OVERVIEW

What is Our Brand?

A brand is much more than a logo. It's the distinct set of feelings, perceptions, attitudes and associations people have when they think about an organization. Every employee at the Town of Brunswick represents the brand — and we represent it in all of our communications.

Our Brand Goal

Our goal is to apply Brunswick's brand consistently across all communications — from website copy and social media to business cards, letterhead, and email signatures. This unified approach builds trust and recognition. When people see (and read) our communications, they should immediately know it's from Brunswick and feel confident the information is official and reliable.

Brand Personality

Friendly, knowledgeable, community-focused, genuine, transparent, and environmentally aware

Brand Promise

We are your local government partner, committed to serving Brunswick residents with clarity, accessibility, and care. We listen to our community, act with integrity, and work to enhance the quality of life for everyone who lives in, works in, and visits Brunswick.

Brand Values

- Community First: We prioritize the needs and voices of Brunswick residents
- Transparency: We communicate openly and honestly about municipal matters
- Accessibility: We make information and services easy to find and understand
- Reliability: Residents can count on us for accurate, timely information and services
- Environmental Stewardship: Environmental impact informs our decisions

How We Communicate

- Use clear, positive language that everyone can understand
- Lead with helpful information residents need
- Acknowledge concerns and respond thoughtfully
- Maintain a professional yet approachable tone

ROLL OUT

This is a starting point for a collaborative document that will help the Town over time.

GOALS

- To successfully and thoughtfully tell the story of Brunswick
- To provide support and resources for Town Manager, Town Council, boards and committees
- To prioritize and improve community engagement
- To enhance community relations and community pride
- To monitor brand usage to ensure consistency throughout the Town
- To serve as liaison and build relationships with community organizations
- To be clear and direct and ensure that all communications are understandable and accessible to the widest possible audience
- To be proactive and provide reliable information on emerging issues
- To be transparent and make information about Town policies, finances, and operations available to all citizens
- To improve our listening skills and responsiveness
- To update the Town's website on a regular basis
- To develop a social media strategy and calendar

LOGOS and USAGE



clear background



blue background



white background

- Don't change the logo color
- Don't stretch or rotate the logo (you can make it smaller)
- Don't add drop shadows on the logo

LOGO SUB-BRAND

The sub-brand logo is customized for various departments within the Town. It doesn't apply to Police or Fire (since they have their own). The standard sub-brand includes the Town of Brunswick logo with the department name fitting (centered) underneath the width of the logo in Hiragino Kaku Gothic Pro



Human Resources



Parks and Recreation



Public Works

SEAL

The seal may be used on more official documents, letterhead, business card, or at the creator's discretion.



COLOR PALETTE

Primary colors in Canva under Brand:

Blue

HEX: #2322F85

RGB: 35, 47, 133

Green

HEX: #3BB44A

RGB: 59, 180, 74

Secondary colors in Canva under Brand

FONTS

- Hiragino Kaku Gothic Pro W6 is logo font, it is in Canva
- Primary and secondary typefaces for website have yet to be determined.
- Standard fonts for memos, letterhead and other official documents have yet to be determined.
- Playful fonts may be used for socials, flyers, and posters.

SOCIAL MEDIA, see Communications Policy for more guidance

- Currently, our platforms are: FB, IG, Nextdoor, LinkedIn
- The Town Manager's office should manage responses and comment moderation (if hiding is necessary). We are working to build engagement and will consult the necessary offices to inform the response.
- Please schedule all posts so that we are conscious of posting frequency and that the Manager's Office is able to monitor content.
- To maintain a clean, professional appearance across our social media, please minimize text on images. Aim for essential information only (dates, times, key phrases) and include full details in the post caption instead. (This also helps keep our content accessible to all, including those using screen readers.)

SOCIAL MEDIA, cont.

Text Overlay Best Practices

- Keep it minimal and simple: According to research testing across multiple accounts, the data shows that images without text actually perform better in terms of reach, likes, and engagement.
- Follow the "less is more" principle: While Instagram allows up to 2,200 characters in captions, only the first 125 characters of a caption are visible without tapping "More" For text overlays on images specifically, you should aim for much shorter text.

Specific Recommendations

- Font size matters more than word count: For headings, try to stay under 42 pixels; for sentences, try to stay around 24 pixels. Smaller font sizes naturally take up less space while maintaining readability.
- 20% rule influence: While not strictly enforced on Instagram, the former Facebook 20% rule (text should not cover more than 20% of an image) still serves as a good guideline for maintaining visual appeal.

Key Takeaways

- Keep the message short and to the point. Instagram is a visual platform, and users typically skim through content quickly. Focus on:
 - **3-7 words maximum for text overlays**
 - Clear, readable fonts with good contrast
 - Strategic placement that doesn't overwhelm the visual
 - **Purpose-driven text that adds value rather than clutter**
 - The research suggests that Instagram users prefer cleaner, less text-heavy images, so when you do use text overlays, make every word count and keep them as brief as possible while still conveying your message effectively.

PHOTOGRAPHY

Photography is an expression of our brand and our photos should convey our brand personality — friendly, community-focused, and beautiful landscapes. For website, print and social, photos should feel natural and candid.

