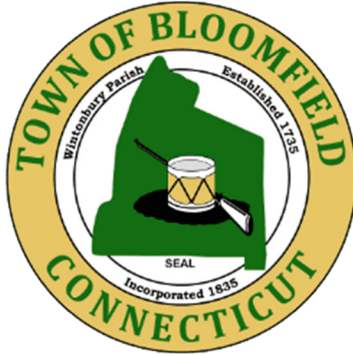




TOWN OF

BLOOMFIELD

CONNECTICUT

BRANDING & STYLE GUIDE

UPDATED APRIL 2025

B OVERVIEW

A branding guide is a vital resource that ensures the Town of Bloomfield communicates with clarity, consistency, and professionalism. It provides a unified framework for visual identity and messaging, strengthening trust, enhancing recognition, and fostering pride throughout the community.

Core Components of Bloomfield's Branding Guide

- **Town Seal:** The official seal is a timeless representation of Bloomfield's authority and heritage. Guidelines for its use ensure it retains its significance as a symbol of the town's values and governance.
- **Secondary Town Logos:** These logos are designed for specific uses or audiences while staying true to Bloomfield's brand identity. They allow flexibility while maintaining consistency across all communications.
- **Department Logos:** Unique departmental logos reflect the individuality of each department while visually tying them to the overarching Bloomfield brand.
- **Brand Colors:** A defined color palette connects all communications, reinforcing Bloomfield's identity and making materials instantly recognizable.
- **Typography:** Standardized fonts ensure consistency in tone and readability across printed and digital materials.
- **Templates:** Pre-designed templates for flyers, brochures, presentations, and other documents streamline the creation process while maintaining a cohesive look.
- **Email Signatures:** Standardized email signatures ensure that all electronic communications reflect the town's professional and unified image.
- **Social Media Guidelines:** Clear standards for tone, visuals, and engagement on social media ensure the town's online presence is consistent, approachable, and reflective of Bloomfield's values.

Branding Assistance

The Office of Strategic Communications & Government Affairs assists employees in maintaining the Town's visual brand by:

- Reviewing designed documents, giveaways, and other items for branding adherence.
- Designing basic text files and/or other communication and marketing pieces according to brand standards.
- Answering questions about logo, color, font, and photography usage.
- Providing high-quality logo files.

Unified Communications Across Platforms

From print to digital media, the branding guide ensures all materials—whether created by departments or for town-wide initiatives—adhere to a unified visual and messaging standard.

Strengthening Recognition and Trust

Consistent use of the town seal, secondary logos, and brand colors makes it easy for residents to identify official communications, reinforcing credibility and trust.

Streamlining Processes

Templates, logos, and pre-approved design elements eliminate guesswork, saving time while ensuring all materials are polished and aligned with the town's identity.

Expanding Reach on Social Media

Social media is a key tool for engaging with residents. The branding guide ensures that all posts, visuals, and interactions present a cohesive and professional image of Bloomfield.

Projecting Professionalism and Dedication

A cohesive brand identity signals to residents and visitors that Bloomfield is a forward-thinking, well-organized town committed to excellence.

Inspiring Community Pride

A strong and consistent brand identity fosters pride in the town's accomplishments and future, showcasing Bloomfield as a vibrant and united community.

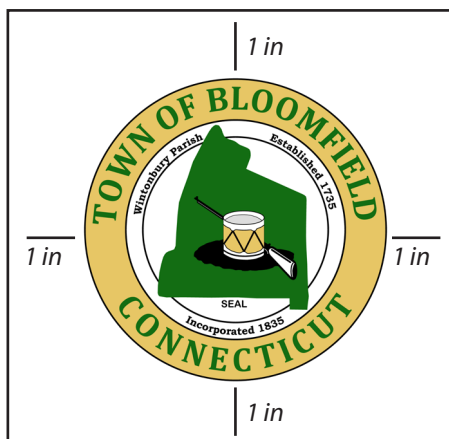
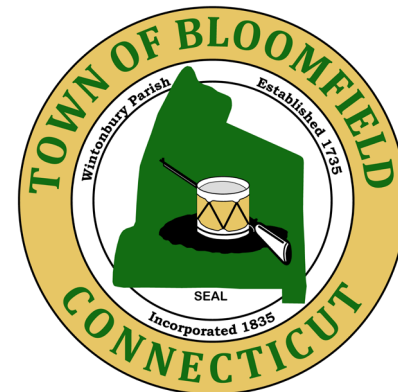
A Framework for Success

The Town of Bloomfield's branding guide is more than just a set of design rules—it's a strategic tool for building connections, trust, and community spirit. By following this guide, we ensure every communication reflects the professionalism, integrity, and character of our town.



TOWN SEAL

The Town Seal is a cornerstone of Bloomfield's identity, symbolizing the town's history, authority, and commitment to its residents. As an official emblem, it conveys trust and authenticity, ensuring that communications bearing the seal are recognized as representing the Town of Bloomfield. Its consistent and appropriate use across documents, signage, and other materials reinforces the town's professionalism and unifies its visual identity. By safeguarding the integrity of the seal through clear guidelines, we preserve its role as a respected symbol of Bloomfield's heritage and dedication to serving the community.

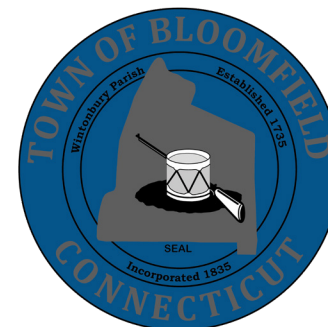


Maintaining at least one inch of white space around the Town Seal ensures its visibility, legibility, and prominence in all applications. This buffer prevents visual clutter and upholds the seal's integrity as an official emblem of the Town of Bloomfield.



When placing the logo on top of a photograph, make sure that the logo is clearly visible and does not get overpowered by the background image.

DO NOT



DO NOT CHANGE THE COLOR OF THE TOWN SEAL



DO NOT SQUEEZE THE SEAL OR STRETCH IT

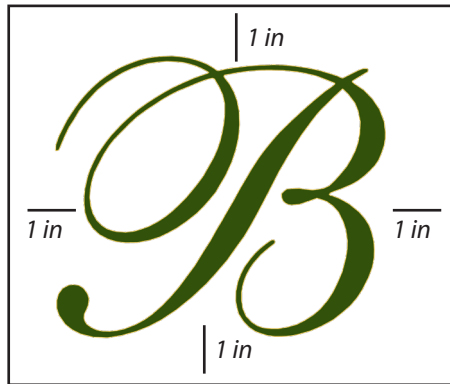
Bloomfield Code of Ordinances

(a) It shall be unlawful for any person, firm or corporation to use the official or a reasonable facsimile of the official seal, shield, service mark, logo, or other insignia of the Town of Bloomfield for any commercial purpose or to signify sponsorship or approval by an agency or department of the town without express written authorization by the town manager.

(b) Each violation and each day that any violation shall continue shall be considered a separate offense punishable separately.

SCRIPT "B"

Secondary marks, like Bloomfield's Script "B," provide flexibility while maintaining a strong connection to the town's brand identity. These marks serve as complementary visual elements that can be used in less formal settings, on merchandise, or in promotional materials to convey the town's character in a creative and approachable way. While distinct from the official Town Seal, secondary marks are tied to Bloomfield's core identity through consistent use of brand colors and design principles. By incorporating these versatile elements strategically, we enhance the town's branding toolkit and extend its reach while preserving a cohesive and recognizable look.



Maintaining at least one inch of white space around the Script "B" ensures clarity and a strong visual impact in all applications. This spacing prevents overcrowding and allows the mark to stand out as a distinct representation of Bloomfield's brand.





DEPARTMENT LOGOS

Department marks and logos play a key role in distinguishing the various functions and services of the Town of Bloomfield while maintaining a unified connection to the town's overall brand. Each department logo is designed to reflect its unique purpose and responsibilities, yet it adheres to the same visual standards, including color palette, typography, and style, ensuring consistency across all communications. These marks should be used for department-specific materials such as flyers, reports, signage, and online content to help residents easily identify the source of information. Proper use of department marks reinforces the professionalism and organization of Bloomfield's government, while their consistent design ties all departments back to the town's overarching identity.



B COLORS

Bloomfield's official colors are a vital part of its visual identity, symbolizing the town's unique character and fostering a sense of pride and unity. Consistent use of these colors across all communications—whether in print, online, or at events—ensures that materials are instantly recognizable as coming from the Town of Bloomfield. The color palette has been carefully selected to evoke professionalism, approachability, and vibrancy, aligning with the town's values and vision. By adhering to the branding guidelines for town colors, we create a cohesive and trustworthy image that strengthens connections with residents and reinforces Bloomfield's identity in every interaction.

Build Recognition

Bloomfield's colors are a visual representation of our town. Whether it's on flyers, our website, or event materials, these colors help residents instantly recognize that the information is from their trusted local government.

Foster Trust

A cohesive, polished appearance sends a clear message of professionalism and reliability. When residents see consistent use of Bloomfield's colors, they know they're receiving accurate and official information.

Strengthen Community Unity

Our colors symbolize the pride and spirit of Bloomfield. They visually connect all aspects of our town—from community events and public announcements to digital platforms—creating a unified and welcoming identity.

Amplify Our Voice

Colors evoke emotions and set the tone for how messages are received. Bloomfield's brand colors convey the values and vibrancy of our town, ensuring that our communications resonate with residents in a meaningful way.

The Power of Consistency

Every piece of communication—from town newsletters and websites to event signage and brochures—is an opportunity to reinforce Bloomfield's identity. Using our brand colors consistently helps create a memorable and trusted image of our town.

Bloomfield's brand colors are not just a design choice—they're a symbol of our shared values and commitment to serving our community. Let's ensure they remain a central part of everything we do.

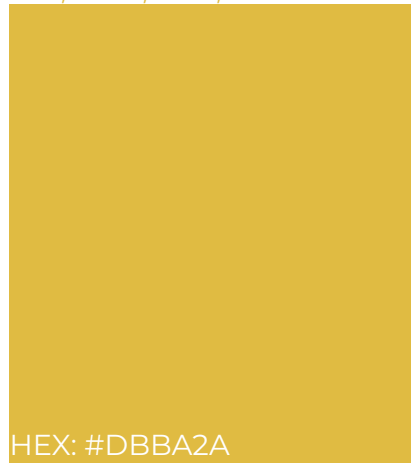
C: 47, M: 0, Y: 99, K: 73



HEX: #136D13

R: 37, G: 70, B: 1

C: 0, M: 15, Y: 81, K: 14



HEX: #DBBA2A

R: 219, G: 186, B: 42

Understanding Color Types

CMYK

The CMYK color palette is most commonly used by printers and publications. It stands for cyan, magenta, yellow and black. Each color or image printed in this process is made up of a mixture of these four colors.

RGB/HEX

The RGB color palette is primarily for web and video usage. RGB stands for red, green and blue, and all colors/ images used in this process are made up of a mixture of these three colors. HEX is a six-digit combination of letters and numbers that represents an RGB color. It is mainly used in web design.



B TEMPLATES

Templates are an essential component of the Town of Bloomfield's branding guide, providing pre-designed, easy-to-use frameworks for creating consistent and professional communications. Whether for flyers, presentations, reports, or social media posts, templates ensure that all materials reflect Bloomfield's brand identity by incorporating the town's colors, typography, logos, and design elements. They save time, reduce errors, and allow departments to focus on content rather than design, ensuring that every piece of communication is polished and aligned with the town's standards. By using templates, Bloomfield maintains a unified visual presence across all platforms, enhancing recognition, trust, and efficiency

Business Cards

Front



TOWN OF BLOOMFIELD

Information Technology & Innovation

WARREN PLUMMER
IT DIRECTOR

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Cell (860) 999-2396
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Back

TOWN OF BLOOMFIELD

Assessor's Office.....(860) 769-3530
Building.....(860) 769-3516
Engineering.....(860) 769-3524
Human Resources.....(860) 769-3544
Leisure Services.....(860) 243-2923
Library (Prosser).....(860) 243-9721
Planning & Zoning.....(860) 769-3515
Police (Non-Emergency).....(860) 242-5501
Public Works.....(860) 243-1487
Registrar of Voters.....(860) 769-3540
Senior Services.....(860) 243-8361
Social & Youth Services.....(860) 242-1895
Tax Collector's Office.....(860) 769-3510
Town Clerk's Office.....(860) 769-3507
Town Manager's Office.....(860) 769-3504
W. Hittl-Bloomfield Health Dist.....(860) 561-7900

Memos & Letterhead



TOWN OF
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OFFICE OF THE TOWN MANAGER

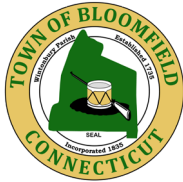
PowerPoint





E-MAIL SIGNATURES

A standardized email signature is a small but powerful tool for reinforcing the Town of Bloomfield's professionalism and brand identity. It ensures that every email sent from town staff presents a cohesive and polished image, building trust and credibility with recipients. By including key information—such as the sender's name, title, department, and contact details—email signatures provide clarity and accessibility while visually tying all communications to Bloomfield through the use of brand colors, typography, and logos. Consistent email signatures also help differentiate official town correspondence from external or unofficial sources, ensuring residents and partners can quickly identify trusted communications.



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E-Mail Quote Guidelines

- **Keep It Professional** – Choose quotes that reflect the organization's mission and workplace culture. Avoid controversial, overly personal, or inappropriate content.
- **Be Concise** – Limit quotes to one or two lines for readability.
- **Ensure Inclusivity & Neutrality** – Avoid religious, political, or polarizing quotes; instead, use motivational or teamwork-related messages.
- **Attribute Accurately** – Always cite the correct author. If the source is unknown, avoid using the quote.
- **Follow Branding & Formatting Standards** – Maintain consistency with the organization's email signature style.
- **Approval Process** – Submit quotes to Annatouchur Kingland (akingland@bloomfieldct.gov) and Brian Wolff (bwolff@bloomfieldct.gov) for review to ensure alignment with workplace standards.





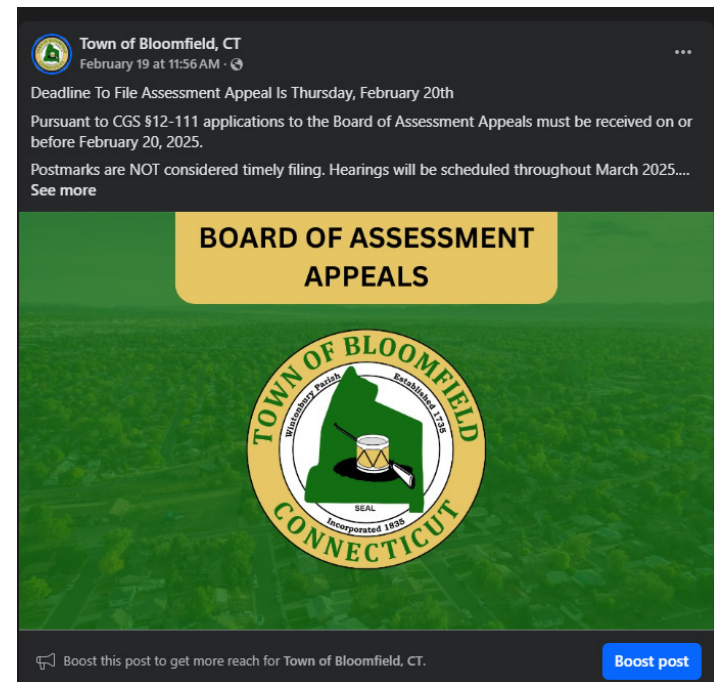
SOCIAL MEDIA GUIDELINES

Social media is a powerful tool for the Town of Bloomfield to connect with residents, share important updates, and promote community events. Consistent branding across all platforms is essential to maintaining a professional and trustworthy presence.

Posts should follow the town's visual identity by incorporating approved colors, logos, and typography. Messages should align with Bloomfield's tone—informative, approachable, and community-focused—while adhering to guidelines for respectful and inclusive communication.

Images and graphics should be high-quality and follow design standards, ensuring a cohesive look. Content should be timely, relevant, and engaging, encouraging two-way interaction with residents while addressing their questions and concerns in a professional manner. Staff managing social media accounts must ensure all content reflects the values of the town and complies with legal and ethical standards.

By maintaining consistent branding and clear messaging, Bloomfield's social media presence strengthens trust, builds engagement, and reinforces the town's identity as a vibrant and connected community.





CONCLUSION

Building Bloomfield's Identity Through Cohesive Branding

The Town of Bloomfield's branding guide is a strategic tool designed to unify and strengthen how the town communicates with its residents, businesses, and visitors. By tying together elements such as the town seal, secondary logos, department marks, brand colors, typography, templates, email signatures, and social media guidelines, the branding guide ensures consistency, professionalism, and a clear sense of identity across all platforms and materials.

A Foundation of Trust and Recognition

At the heart of the branding guide is the town seal, which serves as a symbol of Bloomfield's authority, heritage, and dedication to its community. This iconic emblem communicates trust and authenticity, ensuring that residents can confidently identify official communications. Complementing the seal are secondary marks, like the Script "B," which provide flexibility for informal applications while maintaining a connection to the town's visual identity. These elements work together to create a cohesive brand that is instantly recognizable and representative of Bloomfield's values and history.

Cohesion Across Departments

Department logos and marks further enhance the town's branding by allowing individual departments to communicate their unique roles and services while remaining visually tied to the overall identity. This balance of individuality and unity helps residents easily navigate the town's resources and strengthens the perception of Bloomfield as an organized and professional municipality.

The Power of Visual Consistency

The town's brand colors and typography play a critical role in reinforcing its identity. The consistent use of a carefully chosen color palette and standardized fonts creates a polished and unified appearance across all communications, from printed materials to digital platforms. These visual elements not only improve readability and design quality but also establish a sense of familiarity and trust with the community. By adhering to these guidelines, Bloomfield ensures that every piece of communication—whether a flyer, report, or banner—contributes to a cohesive and professional image.

Tools for Efficiency and Excellence

Templates and standardized email signatures are indispensable tools within the branding guide. Templates simplify the creation of materials while ensuring compliance with design standards, saving time and resources for staff. Email signatures provide a uniform and professional look for electronic communications, reinforcing Bloomfield's credibility with every interaction. These practical tools help departments work efficiently while upholding the town's high standards for communication.

Connecting Through Digital Platforms

Social media has become a vital channel for engaging with residents, and the branding guide provides clear guidelines to ensure a consistent and professional presence online. By following rules for tone, visuals, and engagement, the town's social media accounts build trust and foster meaningful connections with the community. High-quality imagery, thoughtful

messaging, and adherence to brand standards ensure that Bloomfield's digital presence reflects its vibrant and inclusive spirit.

A Unified Vision for Bloomfield's Future

The branding guide is more than a collection of rules; it is a roadmap for how the Town of Bloomfield communicates its identity and values. By maintaining consistency across all elements and platforms, the town reinforces its reputation as a professional, trustworthy, and forward-thinking community. A unified brand identity not only strengthens trust and recognition but also inspires pride among residents and sets the tone for Bloomfield's future growth and success.

By embracing and implementing this comprehensive branding guide, the Town of Bloomfield ensures that every communication—no matter how small—contributes to a strong, cohesive, and vibrant representation of our town.

