

CITY OF ESSEX JUNCTION

IDENTITY DEVELOPMENT

ROUND 1 | NOVEMBER 5, 2025

AGENDA + APPROACH

The goal of this campaign is to develop a distinctive identity for the City of Essex Junction, delivering a brand that:

- Reflects progress without pretense as a growing, diverse and inclusive community.
- Resonates as both a community with deep roots and forward momentum.
- Is warm, energetic, thoughtful, welcoming, confident and vibrant.
- Conveys connection, a place where people, paths and ideas meet.

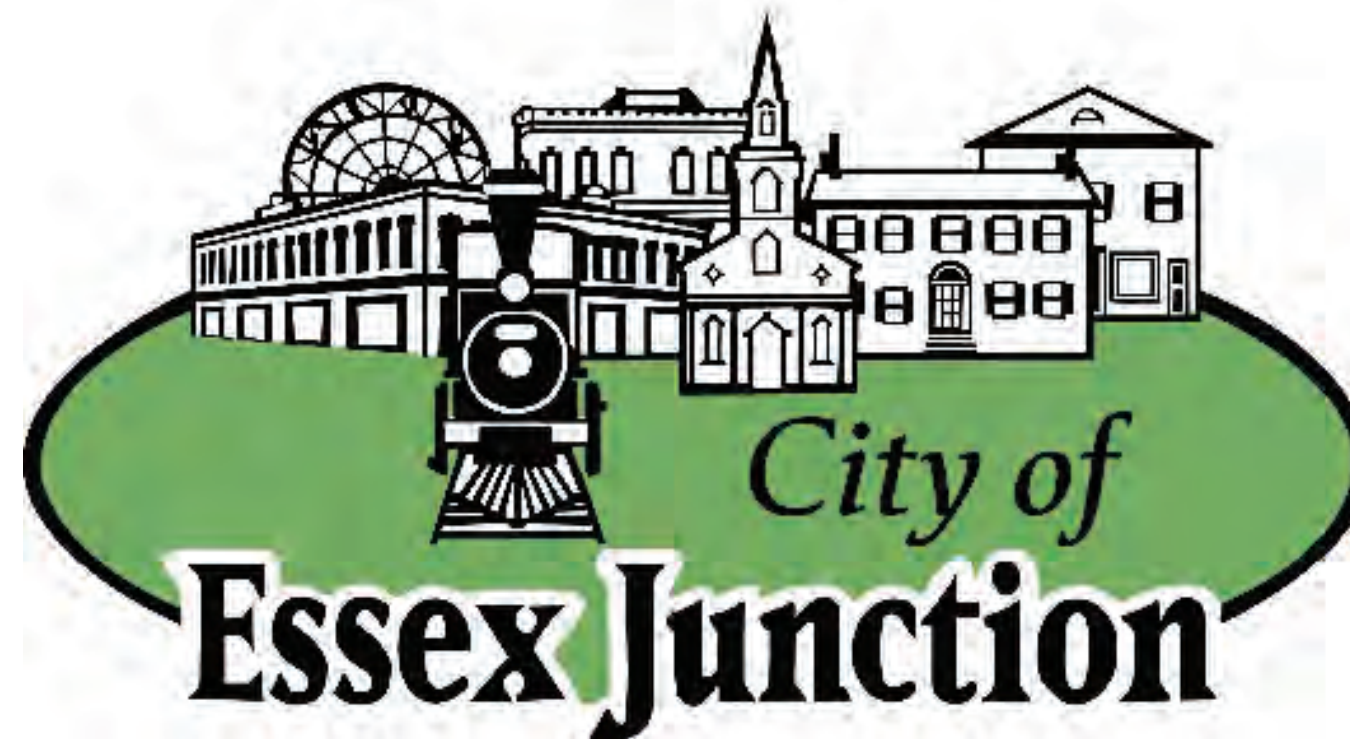
IMPORTANT CONSIDERATIONS

- Survey respondents showed a preference toward a warm color palette, followed by cool.
- Survey respondents frequently referred to the City of Essex Junction as a friendly, safe and clean community that's connected, walkable and welcoming.
- Avoid identities that are: overly formal, seals, too literal, loaded with imagery or trendy.

DELIVERABLES INCLUDE

- Brand identity and message development (5 concepts)
- Logo kit with primary and secondary logo variations
- Brand Style Guide
- Collateral templates

WHERE WE ARE TODAY:



IDENTITY DESIGN

CONCEPT A



CITY OF

essex

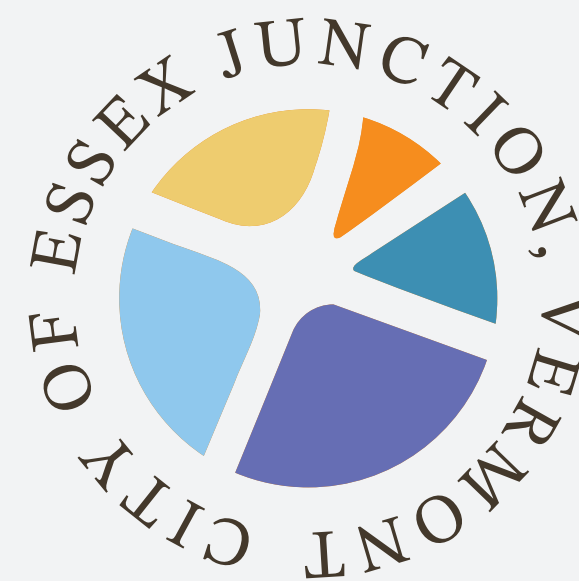
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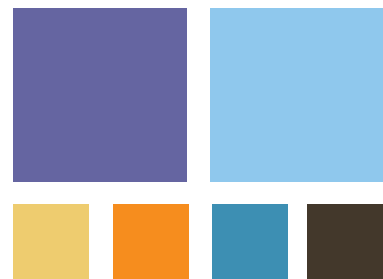
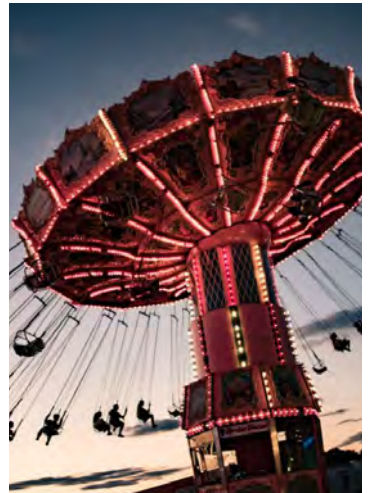
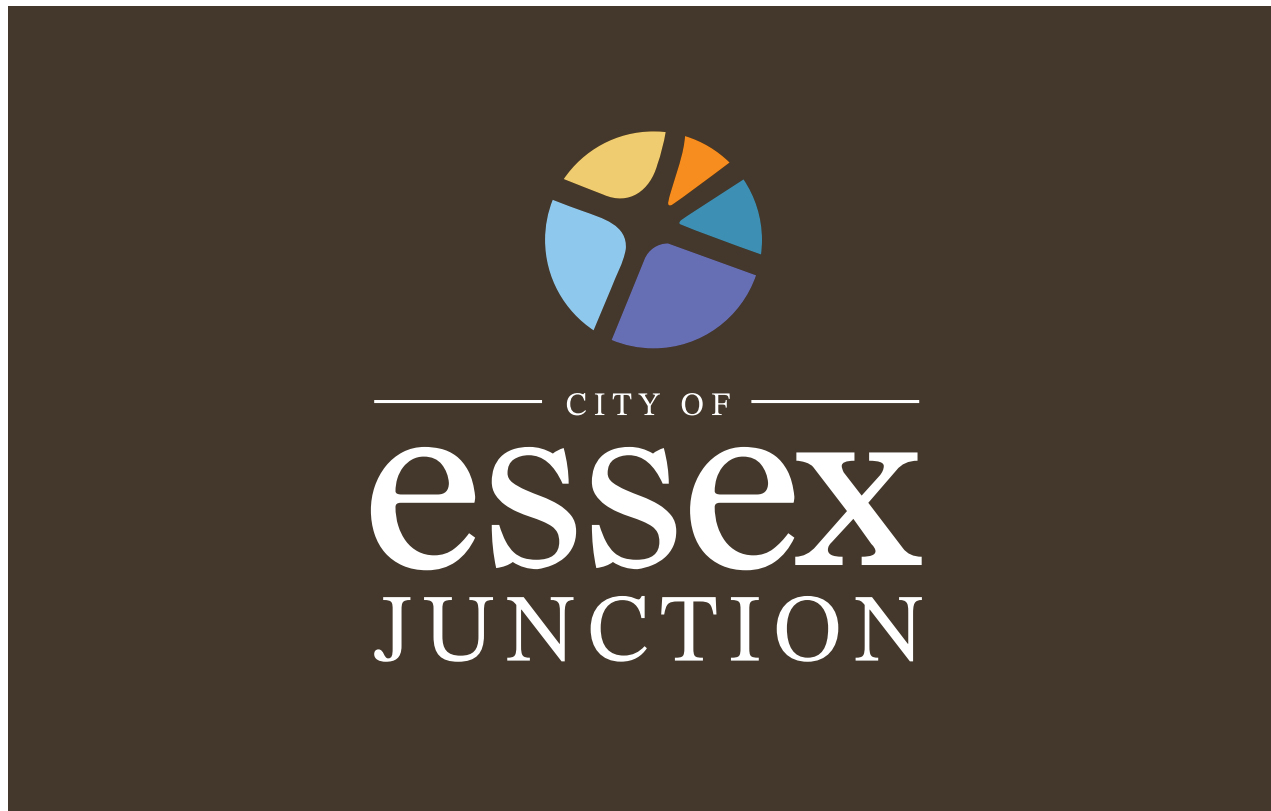
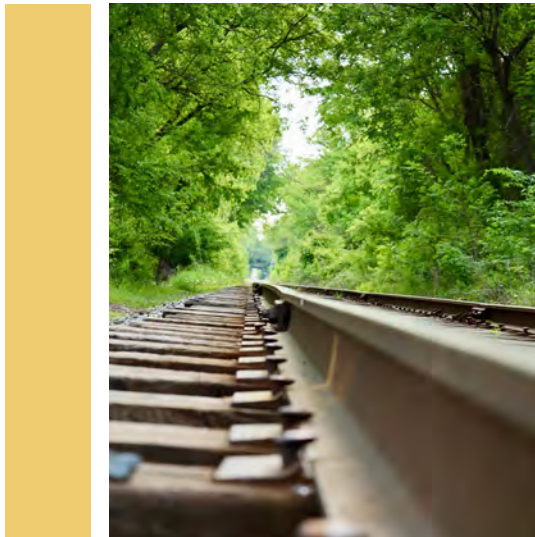


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IDENTITY DESIGN

CONCEPT B

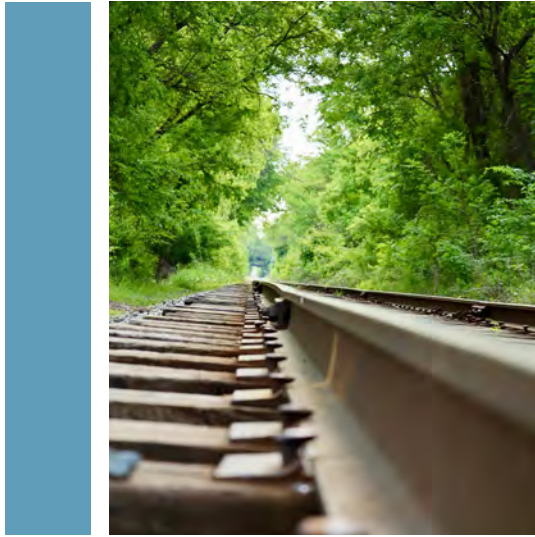
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IDENTITY DESIGN

CONCEPT C



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**ESSEX
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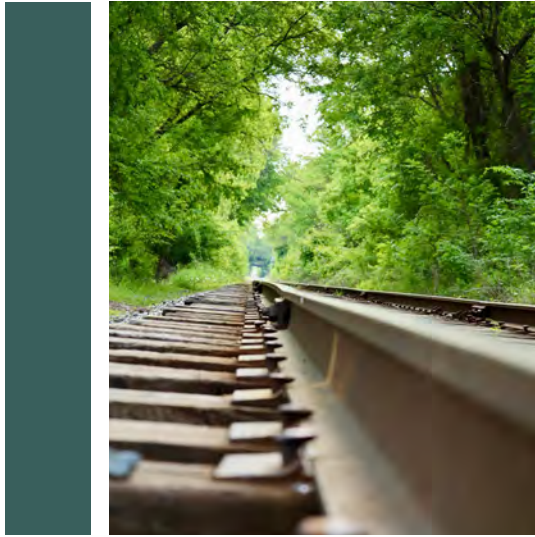
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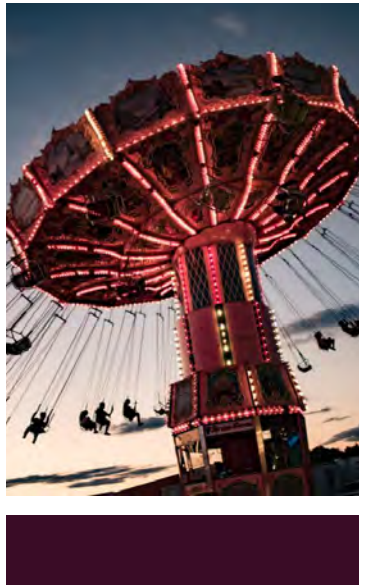
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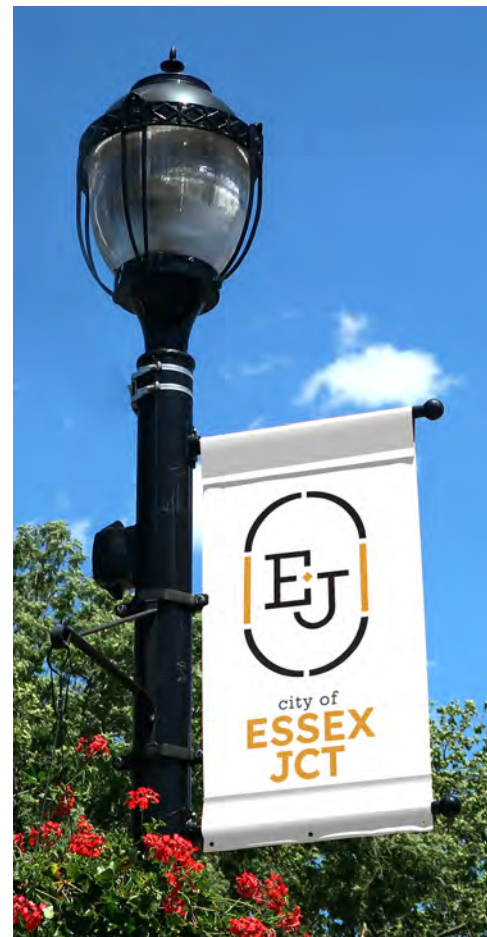
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CENTERED  AROUND YOU



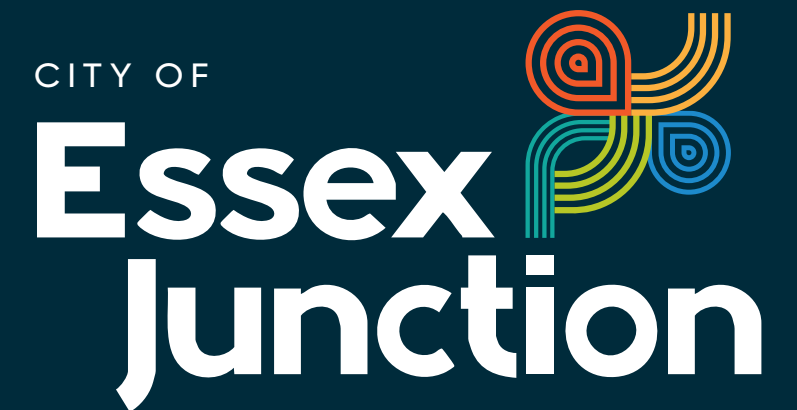
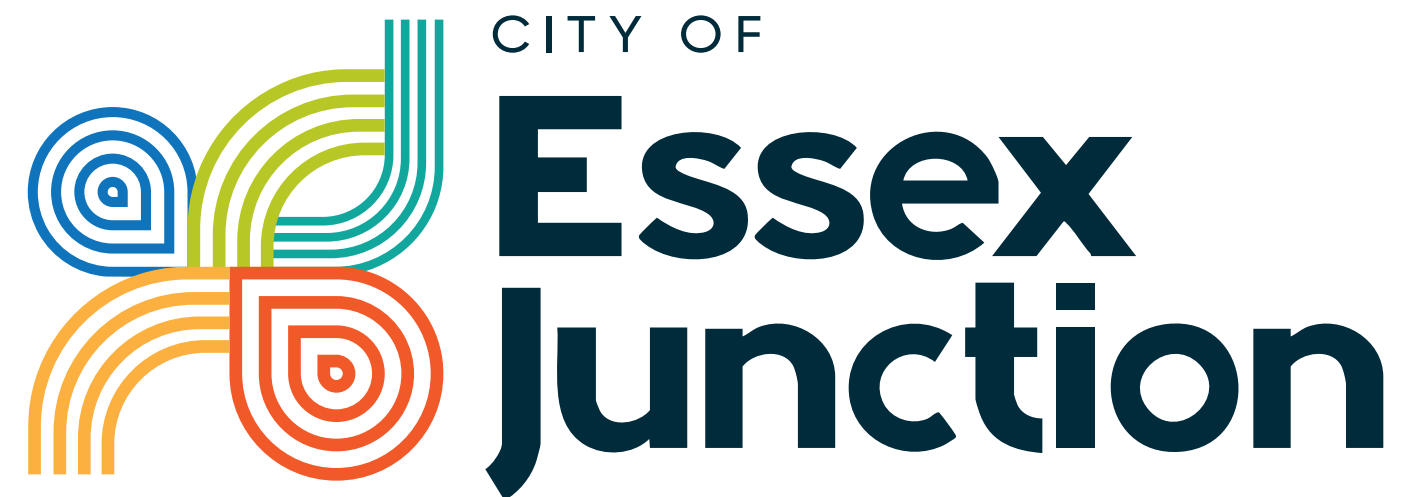
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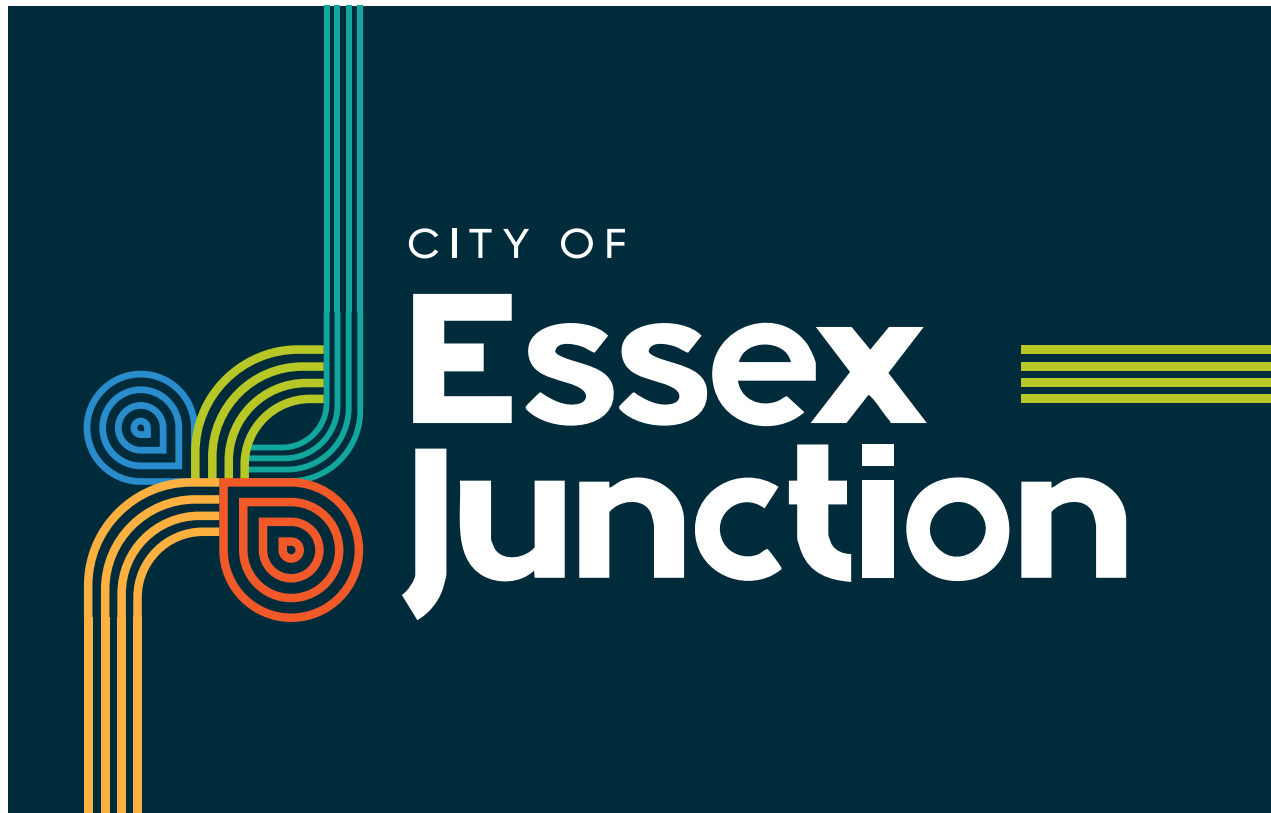
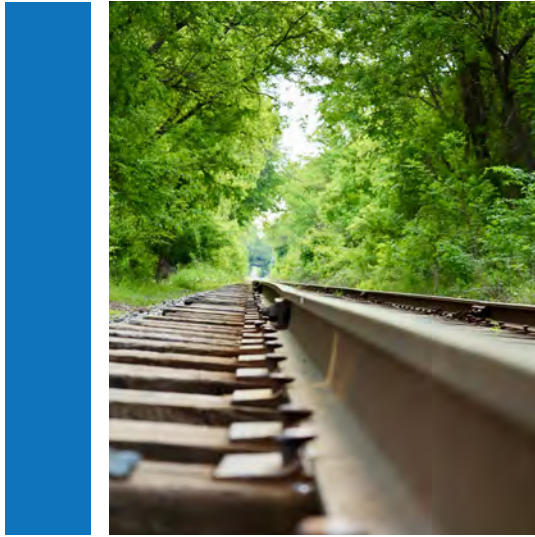
CONCEPT D



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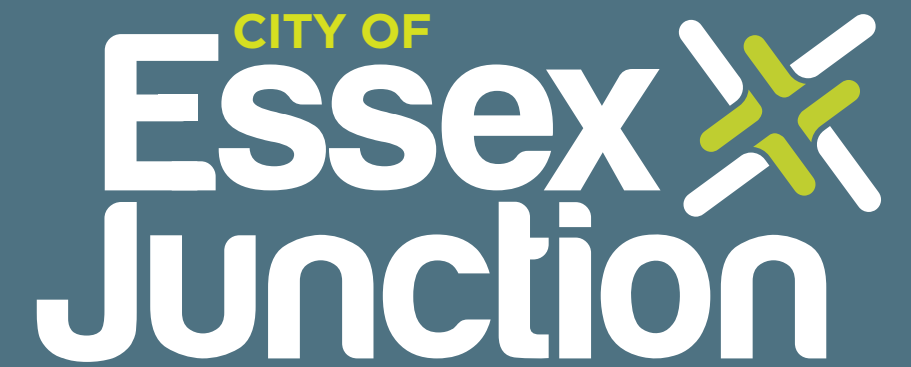


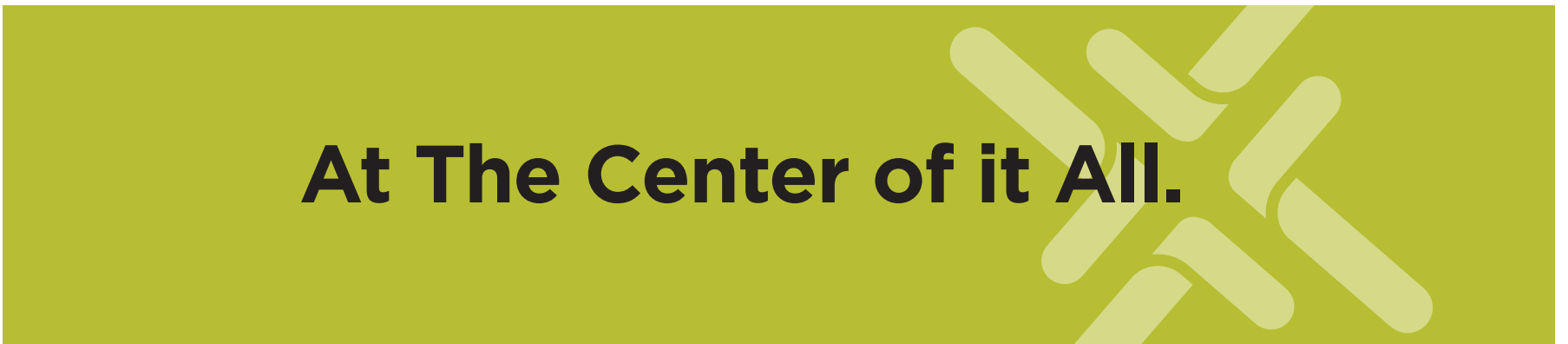
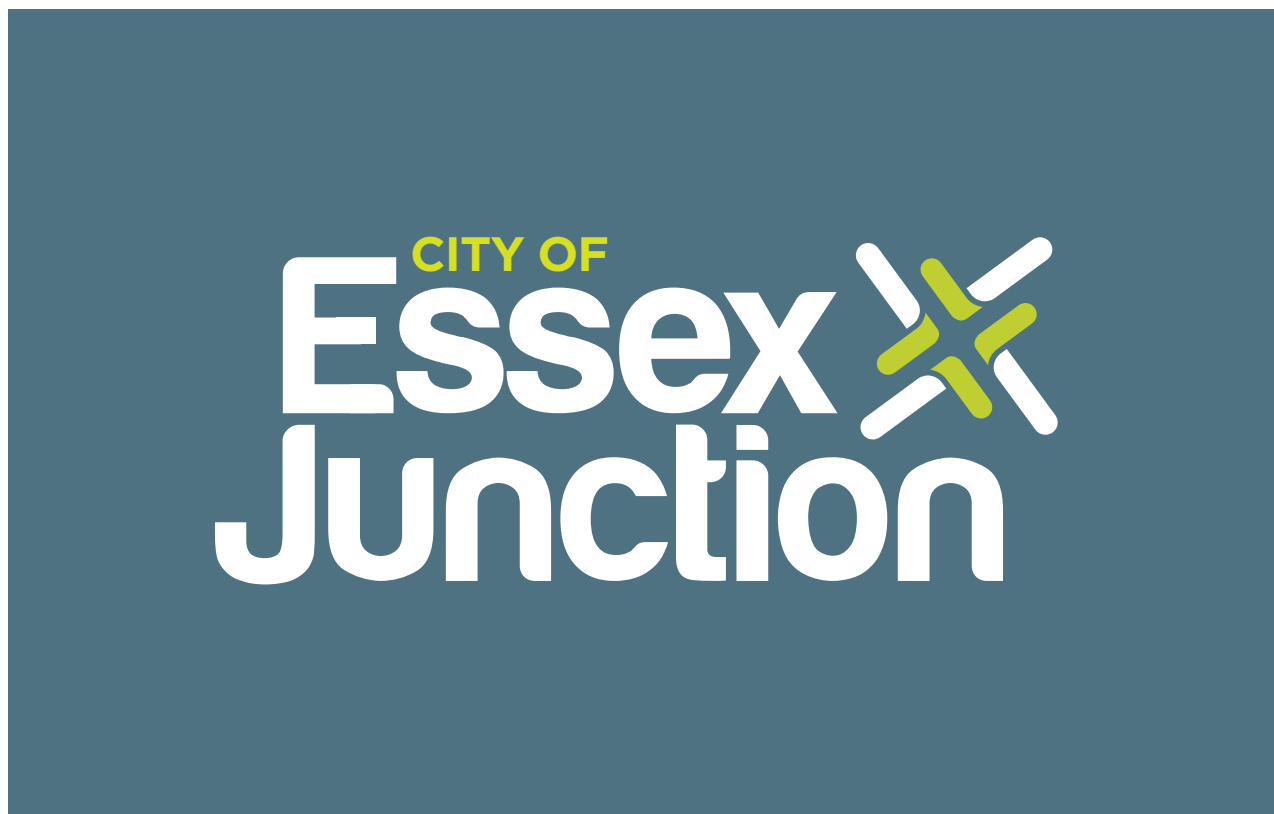
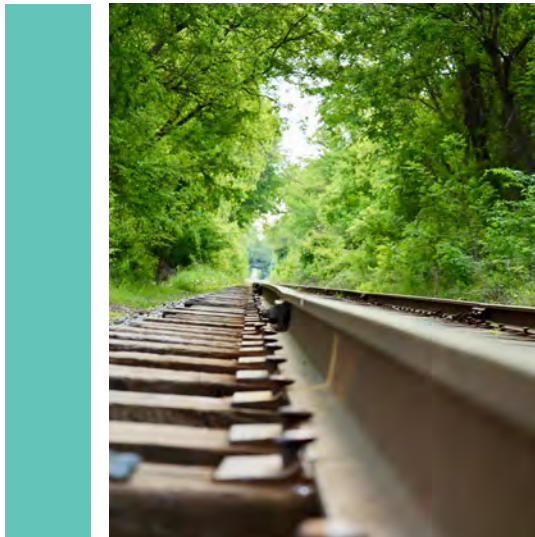
IDENTITY DESIGN

CONCEPT E

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IDENTITY DESIGN

CONCEPT F



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CITY OF
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Small City. Big Heart.



IDENTITY DESIGN

CONCEPT G



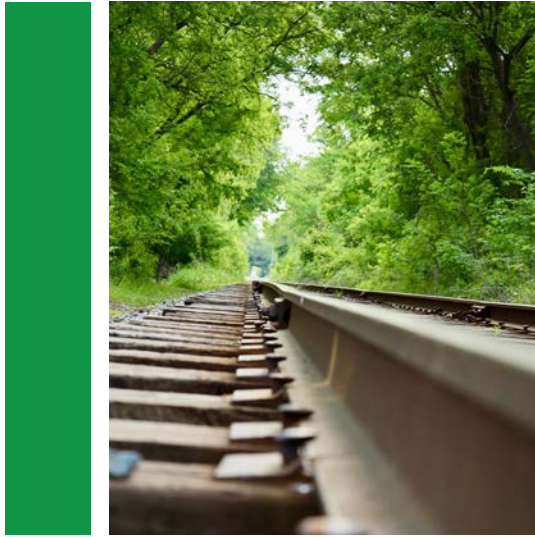
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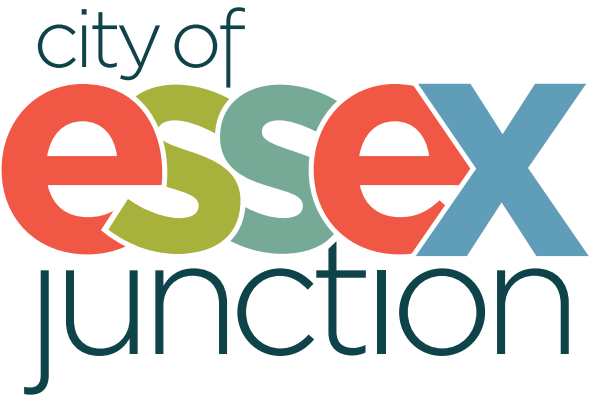




CONCEPTS ROUNDUP



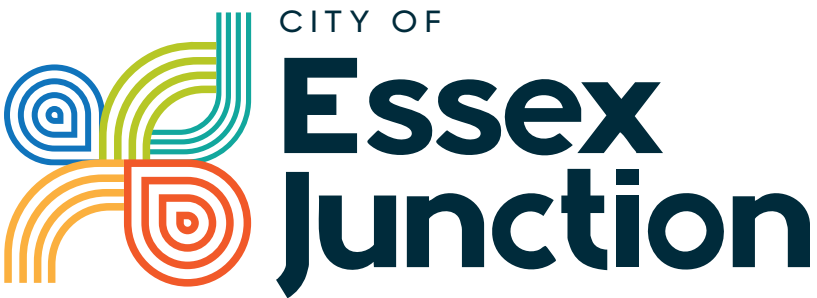
CONCEPT A



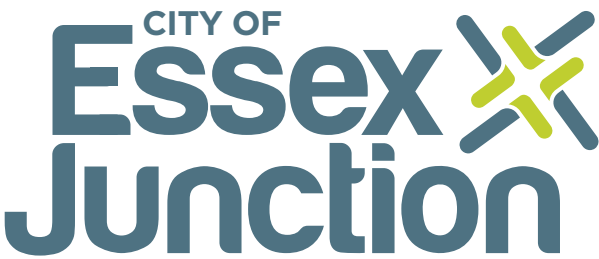
CONCEPT B



CONCEPT C



CONCEPT D



CONCEPT E



CONCEPT F



CONCEPT G

TAGLINE OPTIONS

- A. Where it All Comes Together.**
 - B. Connected to Community.**
 - C. Centered Around You.**
 - D. Bringing it All Together.**
 - E. At the Center of it All.**
 - F. Small City. Big Heart.**
 - G. Vermont's Neighborhood City.**
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NEXT STEPS

- Place to make any adjustments to the presentation deck (if applicable) for inclusion in the 11/7 City Council packet.
- Concept selection and Round 1 edits due to Place on 11/14.
- Place to provide Round 1 identity revisions for 11/20.

place.