The Wilton Experience: Visual Identity

The organic nature of Wilton's growth as a town means it often struggles for an identity. For all the artists we harbor, we are not yet thought of as an artists' colony. For all the businesses we house, we are not yet sought out for office space. Nestled as we are, just off the highway, we are easily bypassed for our flashier sister towns.

But our presence on a physical map no longer matters as much as our presence on the digital stage. We can be anything we want online, and bring the people to us who will appreciate our town. Therefore, it's important to present a unified front of the best we have to offer.

Colors:

Since Wilton is a jewel of a town, rich in history, it only made sense to go with jewel tones. And because we're practical Yankees as well, we chose an emerald forest color that ages well and will not need frequent replacement for sun-ravaged signs.

Goal Colors: Pantone colors that every iteration should strive to hit

PANTONE 349 **PANTONE 7730** **PANTONE 9020**

But to translate those colors to screen, we recommend the following RGB values

R - 0 G - 105 B - 56	R - 74 G - 148 B - 99	R - 239 G - 238 B - 201

And of course when it makes fiscal sense to use process printing vs. spot colors, the following CMYK values.

C - 90 M - 33 Y - 99 K - 25	C - 74 M - 21 Y - 77 K - 5	C - 7 M - 2 Y - 25 K - 0

Fonts:

Fonts are the next step in Wilton's identity. For such a dignified, deliberate part of printing, they tie in to our primal selves: recognizable shapes is how we survived in the wild, whether foraging for food or dodging predators. Humanity then built further on that: subtle variations of letters convey our history, our pop culture, and are our finest example of subliminal advertising. For example: see the arrow in the FedEx logo? FedEx

Wilton doesn't have to be that blatant, we're selling a concept, not a service. With that in mind, we've selected a classic font that suggests we've been around a long time, and are poised to be around even longer

WILTON

WILTON, NH

WILTON, NEW HAMPSHIRE

Please note: When using Tiffany Font, the space between "Wilton," and "NH" is scaled back 50%

WILTON, NH ✓

WILTON, NH ✗

The serifs on the font Tiffany Medium indicate words so timeless they've been carved into marble, but the slight uplift tends towards playfulness and upward mobility. We even have options for historic parts of Wilton, to give some sites the gravitas of New England history.

Historic Wilton

Historic Wilton

WILTON, NH
Since 1739

When ordering from printers, we should give the following designations:

Title Info - Tiffany Medium font
Secondary Info - Tiffany Light Italic
Tertiary Info - Optima Roman
Historic Designation - Casablanca Antique

Equally important, but often overlooked, is the fonts we'll use in day-to-day communication. Web info, fliers: unfortunately because we are sourcing from many volunteers, it's simpler to give a series of "don'ts" like a high school dress code.

Don't:

• USE EXCESSIVE CAPS. Capital letters send a message of "important!" or "danger!" but they're surprisingly harder to read to the human eye. We recognize the height and width of a word before we even read the letters, and having all capitals takes away that ability. It also mutes your message when everything is important. Stick to italics when you need emphasis without panic

• Uses dashes on lists when bullet points will do. A dash (-) shares too much in common with a minus sign and conveys negativity and laziness.

• STAY AWAY FROM NOVELTY FONTS. IT'S ANNOYING TO READ AND MAKES YOUR MESSAGE LOOK DATED. (*A little bit is OK, if you're careful*)

• Avoid Underlines. They're easy to mess up when it comes to the automatic kerning and leading of websites. A little goes a long way.

Do:

• Throw the occasional bold font on your titles. It's a title! It can **stand out**.

• Use an italic when needed. Like the title of a book, a well placed italic can convey ***gravitas***.

• Use the font Gill Sans or Lato when typing the body of most pieces. You're reading it right now. It has a similar slant as our town font, without the serifs, which makes it easy to read in large paragraphs. It's on almost every computer as a system font, without the default message of Calibri.

Basically, our fonts are what we wear every day. And we always may ***feel*** like our words are important, but not everything can ***be*** important. Some text has to be the staple of our wardrobe. Please consult the Website Style Guide explicitly for updates to the website, we have slightly stricter font recommendations to keep the site functional.

Logos:

We have logo options for a wide variety of platforms, for a wide variety of reasons.

Classic logo: if there's the word Wilton display obviously and prominently, this is our go-to logo. It doesn't repeat the same info, and fits in square and round spaces, like avatars and icons.

Town name logo: If the name of the town is not displayed anywhere, this is our best option to interject it. It can also be used to get the "NH" in there.

Fancy town name logo: Like novelty fonts and all-caps words, this should be used with restraint as it can come across as fussy. For use in formal occasions and seals.

WILTON, NEW HAMPSHIRE

Skyline logo: (a.k.a., web logo) Big and bold, this covers a lot of horizontal real estate. Suitable for headers and banners, it recalls woodblock carvings and conveys that we're rooted in the granite bedrock of this state.

Small Skyline: This is perfect for fliers and smaller spaces. Without the town name below it, it can be altered to show the River Walk and hiking trails, street fairs and alternate title art.

Solid Skyline: Recommended when a document is already visually busy, or when a project has only tangential relation to the town, but is approved by or benefits from it.

DO NOT STRETCH OR DISTORT THE LOGOS

If you have a special project and none of these logos "fit right" please consult the designer directly, they'll create something appropriate for you.

THE BASICS:

PRINTER COLORS:

PANTONE 349
C - 90
M - 33
Y - 99
K - 25

PANTONE 7730
C - 74
M - 21
Y - 77
K - 5

PANTONE 9020
C - 7
M - 2
Y - 25
K - 0

DIGITAL COLORS:

R - 0
G - 105
B - 56

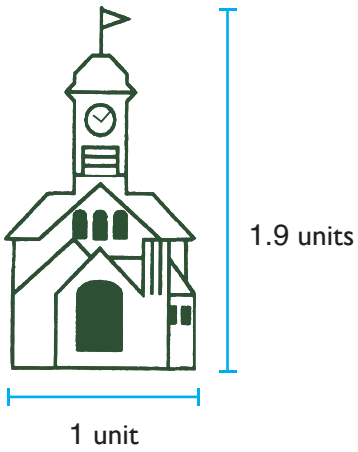
R - 74
G - 148
B - 99

R - 239
G - 238
B - 201

FONTS FOR SIGNS/HEADERS:

Title Info - Tiffany Medium font
Secondary Info - Tiffany Light Italic
Tertiary Info - Optima Roman
Historic Designation - Casablanca Antique

FONTS FOR TEXT/COPY:

Gill Sans
Gill Sans MT
Gill Sand Bold
Lato Regular

LOGO RATIO: