



**BRAND  
BOOK**

# FIRST STEPS DISCOVERY

## WORD ASSOCIATION EXERCISE

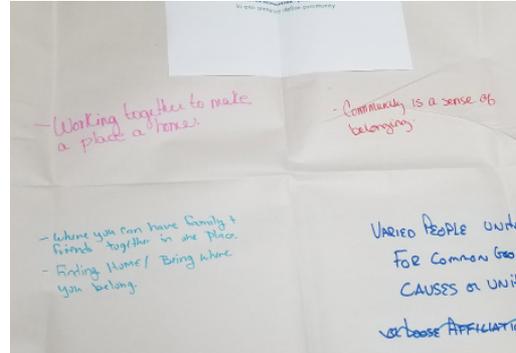
Discovery allows us to dig under the surface, with that being said, the CFMC staff had a quick exercise to uncover some key factors of the CFMC Mission.

In this exercise, the outcome is to find associations to define the work of the CFMC to our audience as a logo.

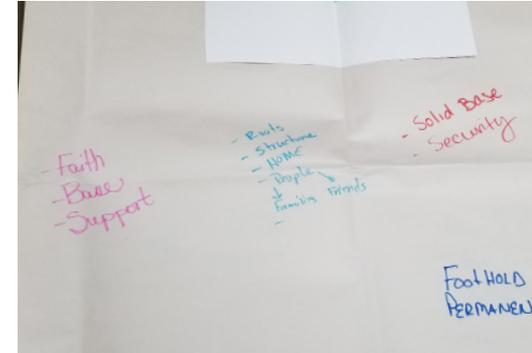
When we begin to think of logos such as Ford, Nike, or Staples, we know what their occupation, services and standards are because of the presence of their mark.

During this exercise separate sheets of paper with 4 prompts were given.

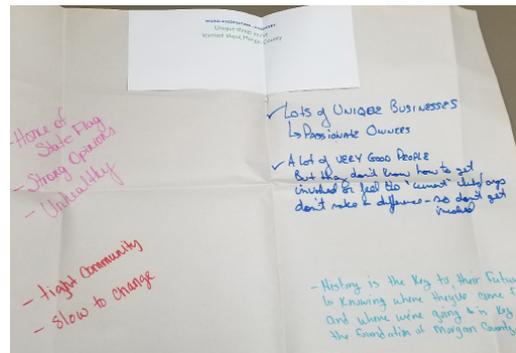
These prompts told them to write immediately what came to mind regarding the CFMC Mission and Vision.



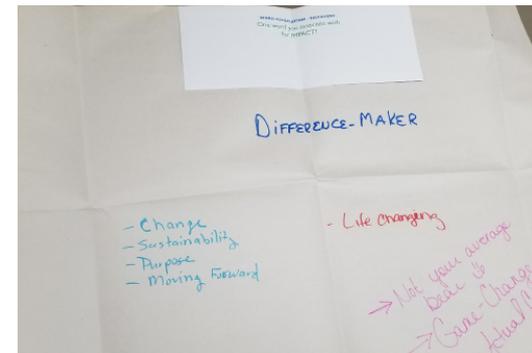
DEFINE COMMUNITY PROMPT



DEFINE FOUNDATION PROMPT



UNIQUE THING ABOUT MORGAN CO. PROMPT



ASSOCIATIONS WITH IMPACT PROMPT

# FRAMING IDEATION

## BREAKING DOWN THOSE WALLS

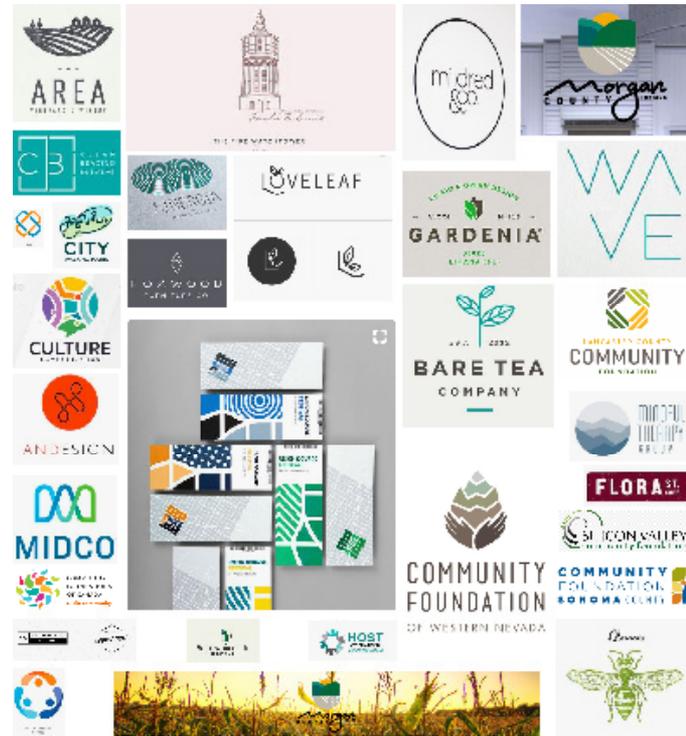
Once the Word Association exercise was finished a secondary exercise was given.

This exercise was picking logos or styles from a mood board collection.

This allowed a commonality of a “look and feel” for the new branding.

Once this was finished, the common words and style emerged.

This information showed a common theme with unity, progression, people and diversity.



BEFORE

AFTER



# IMPLEMENT & ITERATE

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## SKETCHING AND IMPLEMENTATION

Once the “theme” was established, sketching allowed icons to emerge.

Which began to also show forms within our title at the CFMC.

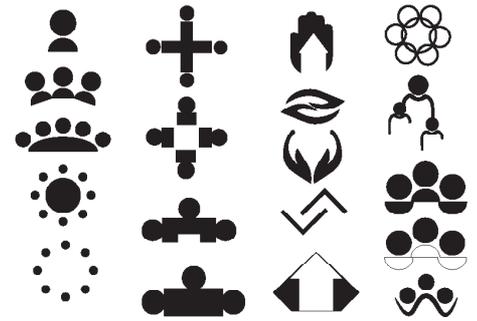
This allowed letter forms to take different shapes and styles.

Helping take the first two exercises as feedback into this process.

A merging logotype began to fit the need of a simple logo with a bigger meaning.

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CFMC  
CFMC



COMMUNITY FOUNDATION OF MORGAN COUNTY  
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# BRAND COLORS

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## COLORS & MEANING

Even with the logotype emerging, the original colors were missing a few elements.

Staying with the green color allowed the CFMC to show growth, like a plant.

Blue for continuance, depth, necessity like water, the ocean, and hydration.

Orange like the sun, we're always looking forward to the next thing.  
Rise and Fall, Sunset and Sunrise.

Then black, gray and white are versatile colors used to create backgrounds, or text, elements for simplistic design.

## COLORS



**CMYK** 0 | 73 | 100 | 0

**RGB** 242 | 106 | 33

**HEX** #F2 6A 21



**CMYK** 49 | 0 | 100 | 0

**RGB** 143 | 199 | 62

**HEX** #8F C7 3E



**CMYK** 100 | 83 | 31 | 17

**RGB** 24 | 61 | 109

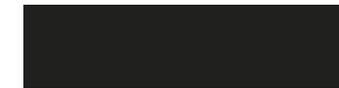
**HEX** #18 3D 6D



**CMYK** 55 | 46 | 46 | 11

**RGB** 119 | 119 | 119

**HEX** #77 77 77



**CMYK** 71 | 65 | 66 | 73

**RGB** 34 | 34 | 34

**HEX** #22 22 22



**CMYK** 0 | 0 | 0 | 0

**RGB** 255 | 255 | 255

**HEX** #FF FF FF

## TEXT

**AVENIR HEAVY - HEADERS 15PT - 50PT**

Avenir light for body text - 9PT - 12PT

Open Sans for body text - 10PT - 15PT

Bodoni 72 for documentation / public documents etc. - 9PT - 12PT

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FOUNDATION OF  
MORGAN COUNTY

LOGO

**COMMUNITY**  
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