

New Moon

For A Fresh
Perspective...

Garfield
Township



NEW MOON
VISION
Place Branding & Marketing

7.d.

Review Logos from Surrounding Area:



RFP: A clean, modern, high quality design and brand that will serve the Township organization and audience.

Goal: Craft a fresh brand identity that authentically embodies the warm, inclusive spirit of the Township, celebrating its vibrant community and dedication to preserving its natural riches and high quality of life.

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Logo Concepts:



**Garfield
Township**



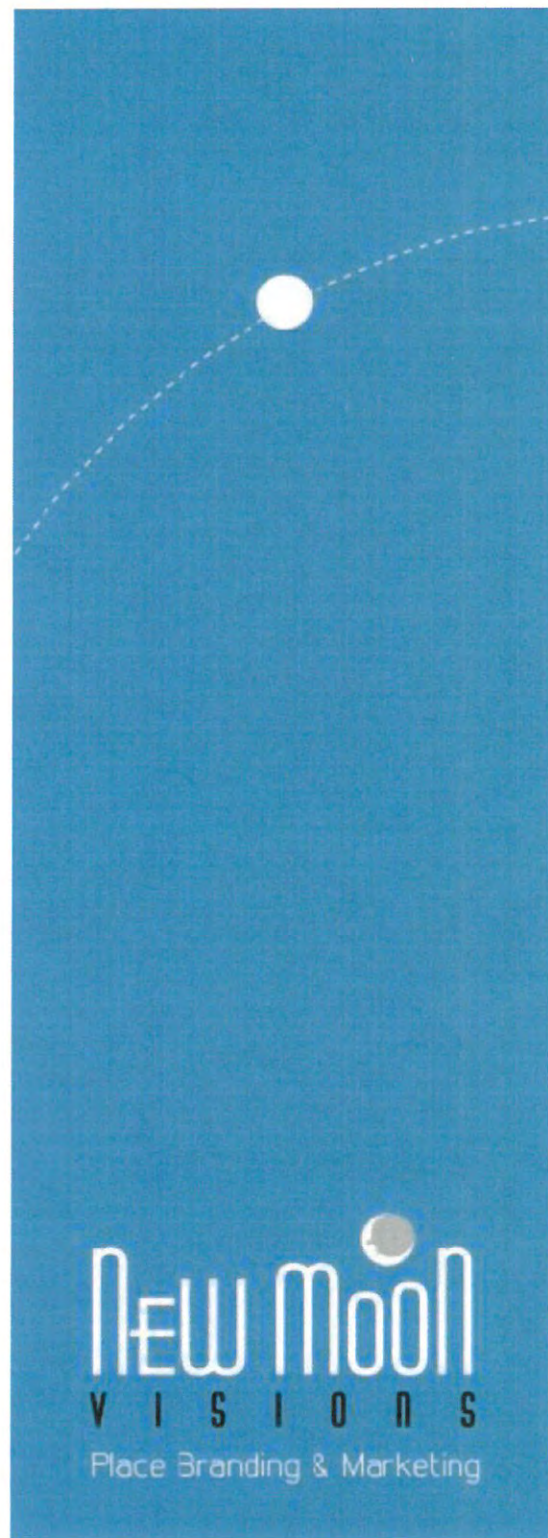
Garfield Township



**Garfield
Township**



Garfield Township



Logo Concepts:



**Garfield
Township**

Where it all comes together.



Garfield Township

Where it all comes together.



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Where it all comes together.



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Logo Concepts:



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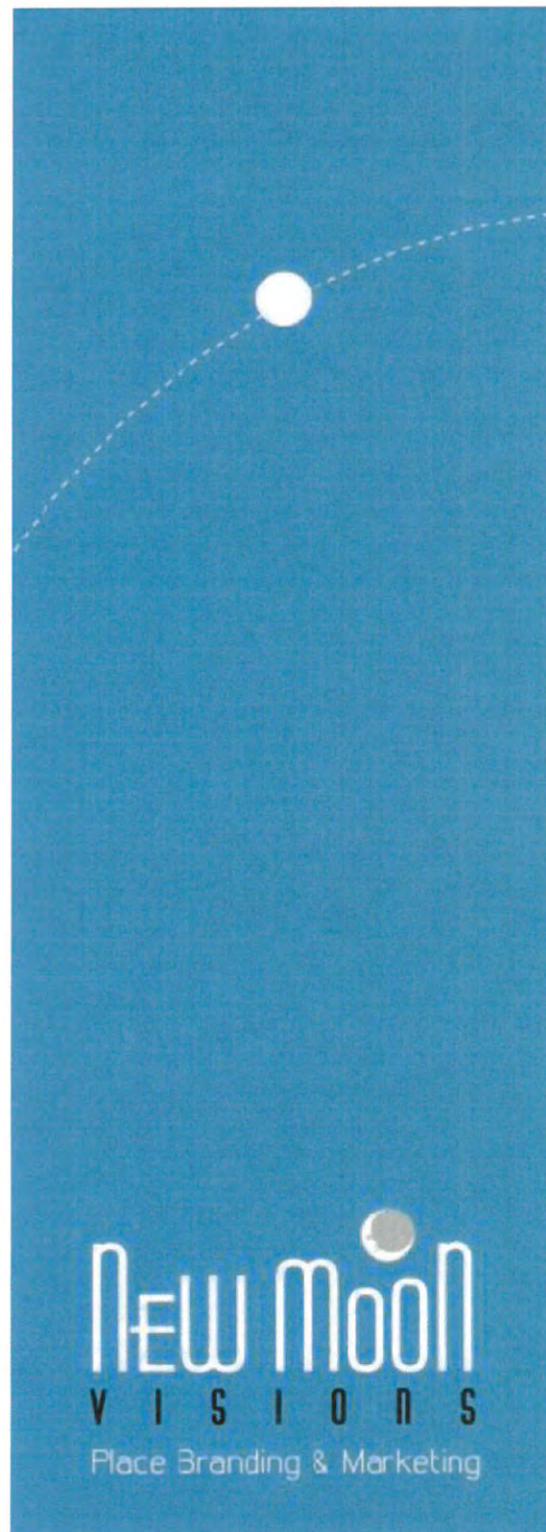
Garfield Township



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Garfield Township



Logo Concepts:



Garfield
Township

The getaway made for today.



Garfield Township

The getaway made for today.



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The getaway made for today.



Logo Concepts:



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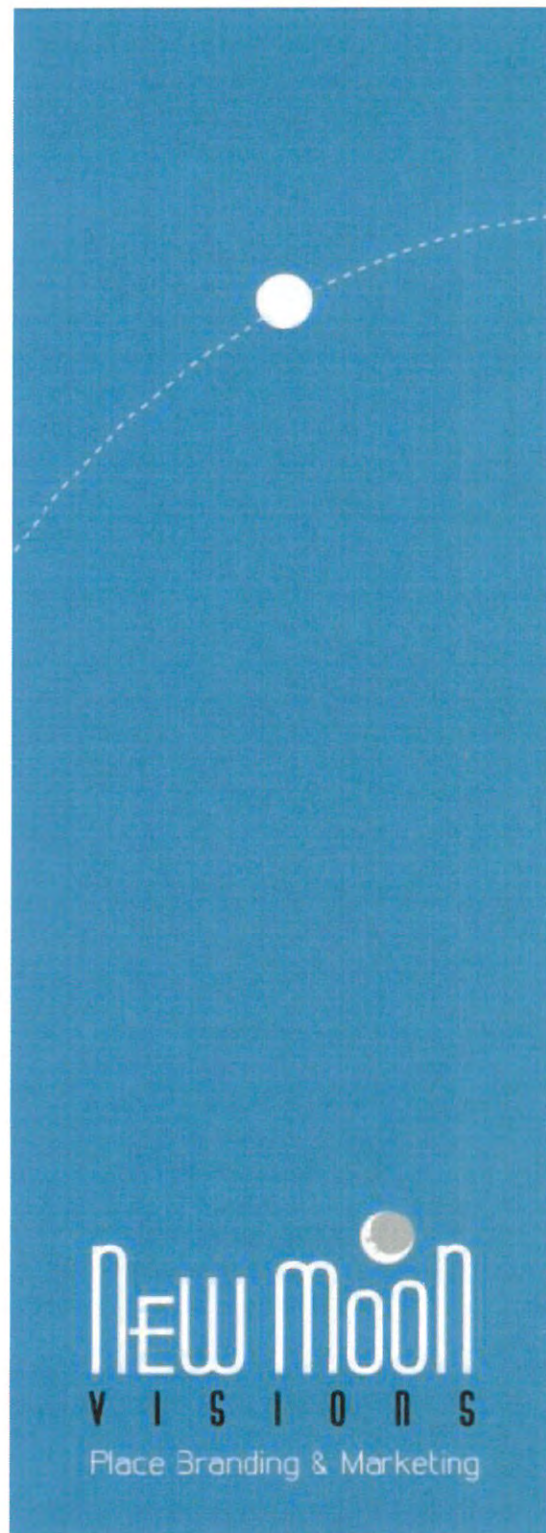
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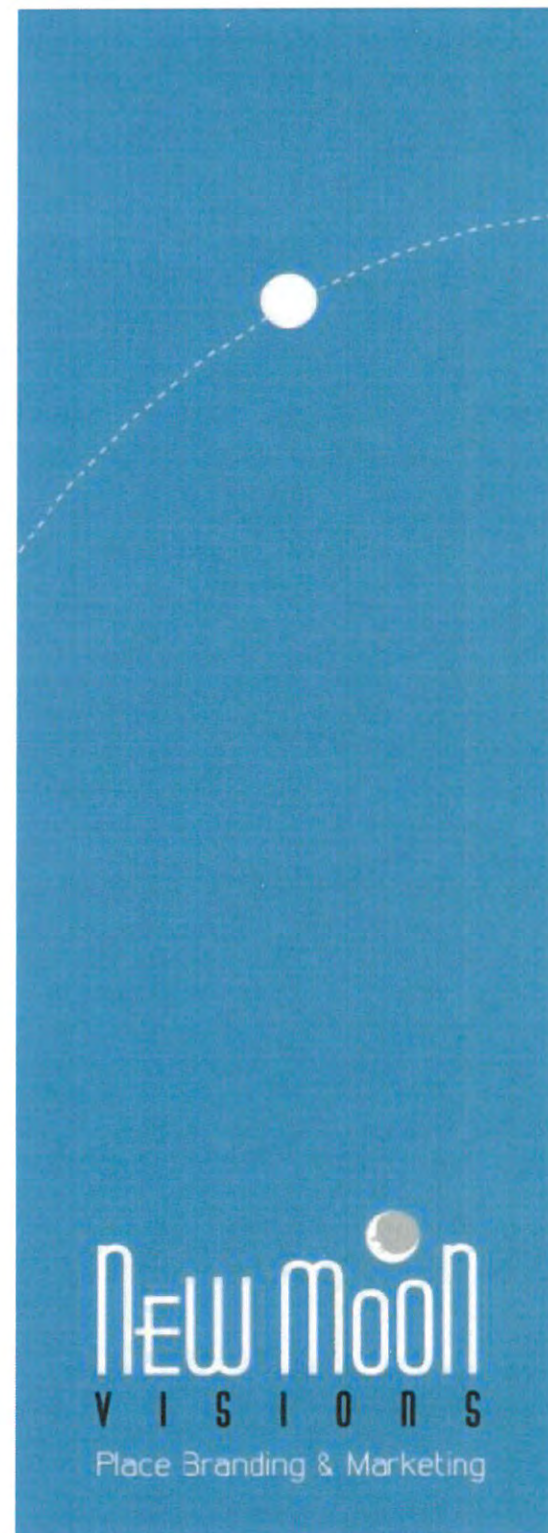
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Logo Concepts:



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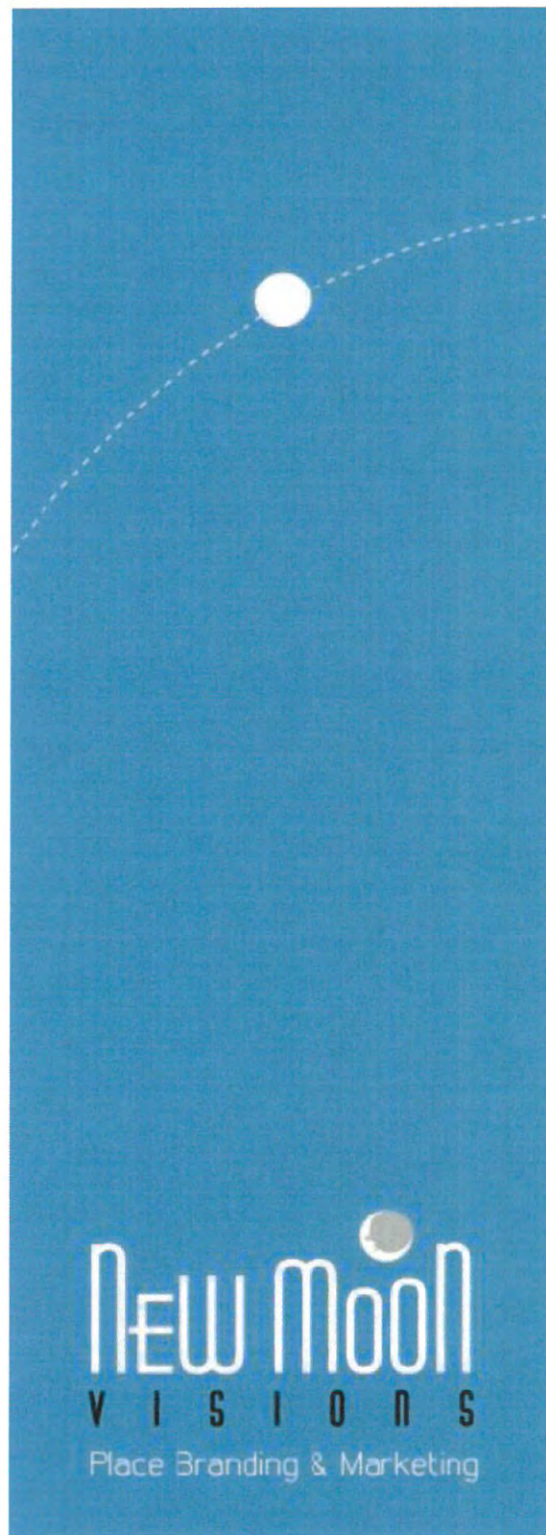
Garfield Township



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Logo Concepts:



Garfield
Township

It's all here.



Garfield Township

It's all here.



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It's all here.



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It's all here.

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Logo Concepts:



Logo Concepts:



**Garfield
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Garfield is good for you.



Garfield Township

Garfield is good for you.



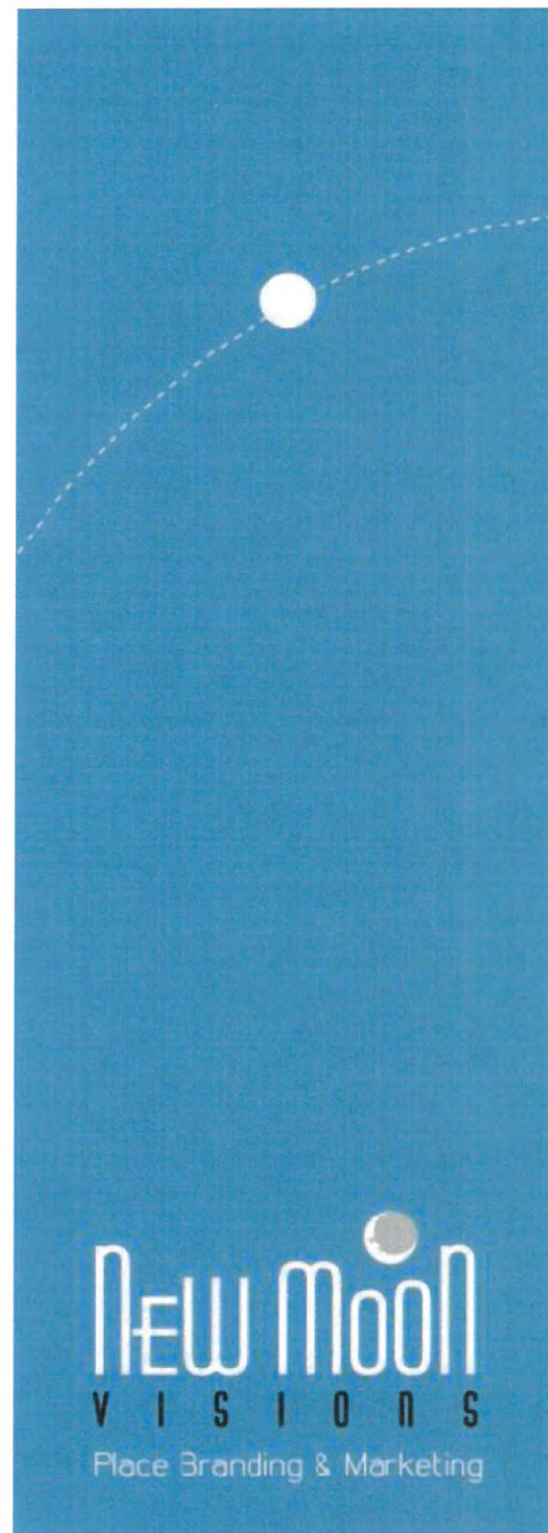
**Garfield
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Garfield is good for you.

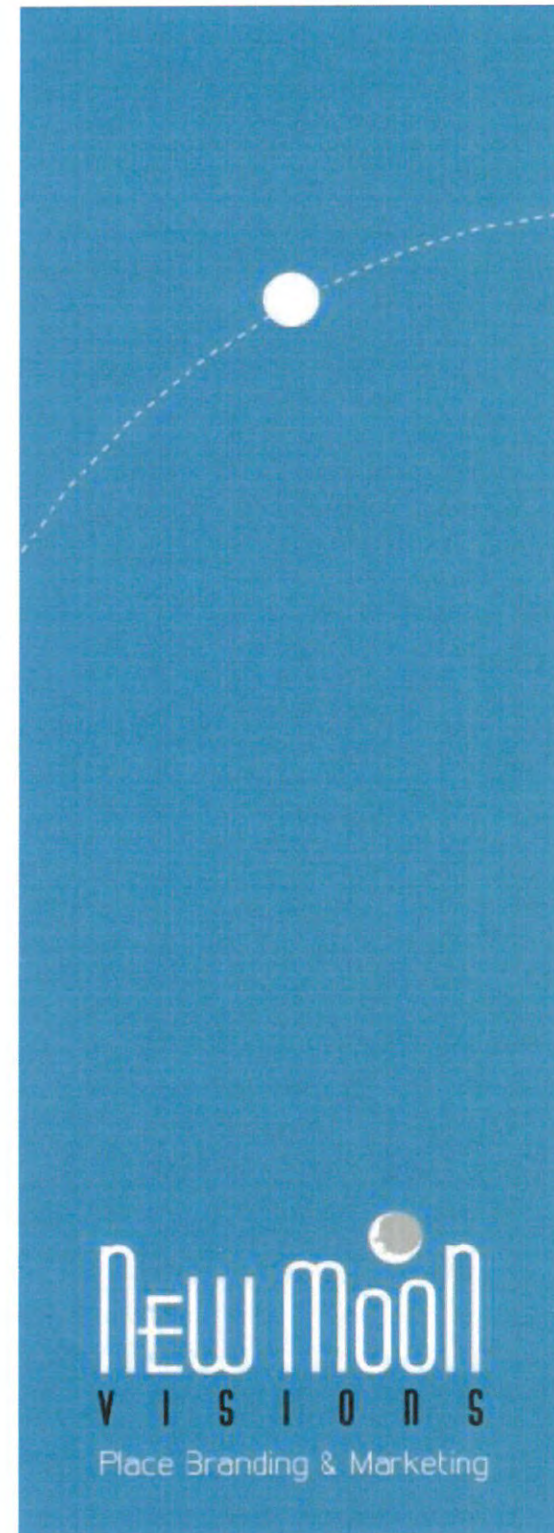


Garfield Township

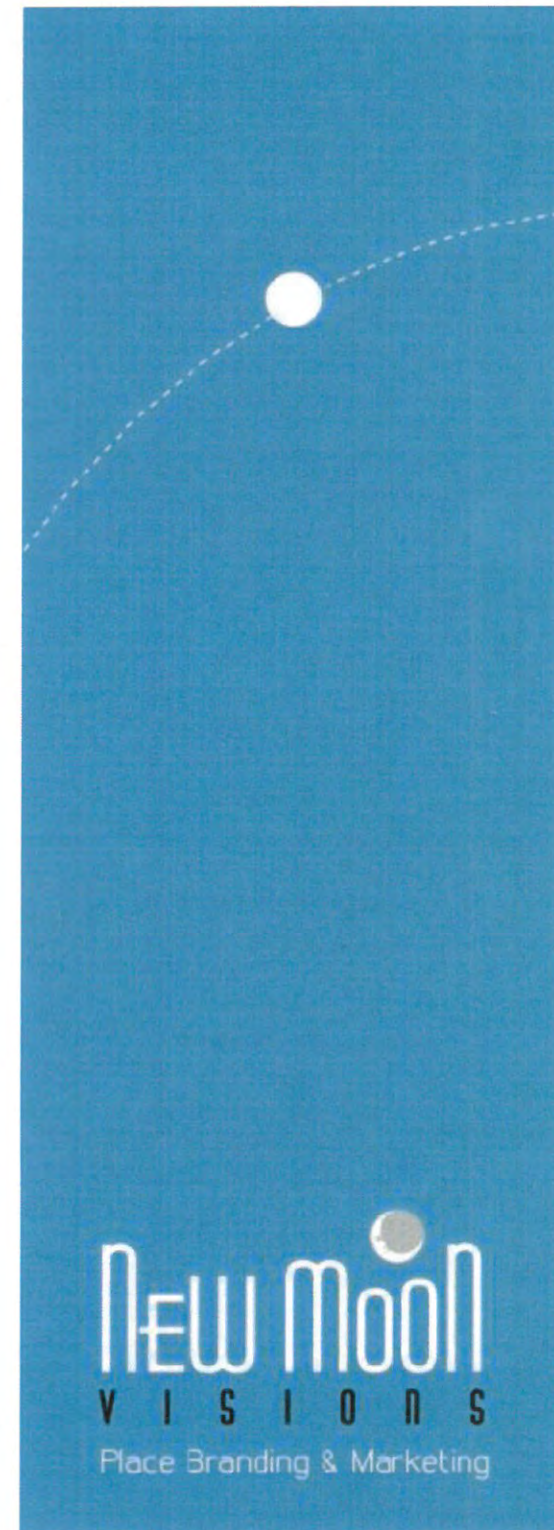
Garfield is good for you.



Logo Concepts:



Logo Concepts:



Original Garfield Township Seal

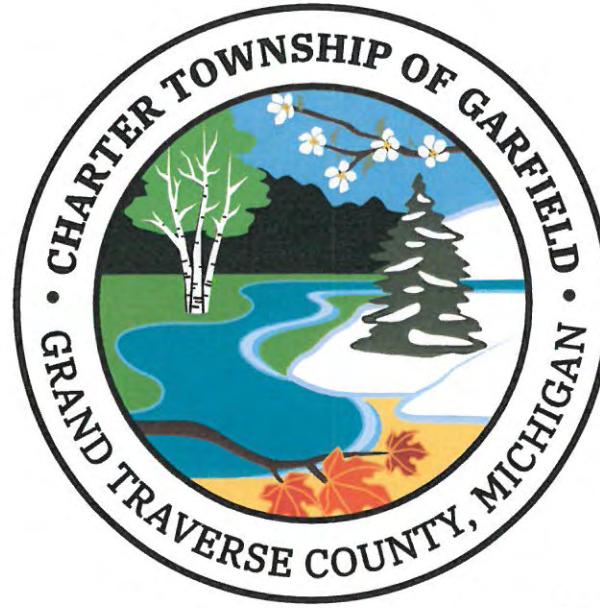



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New Garfield Township Seal v1



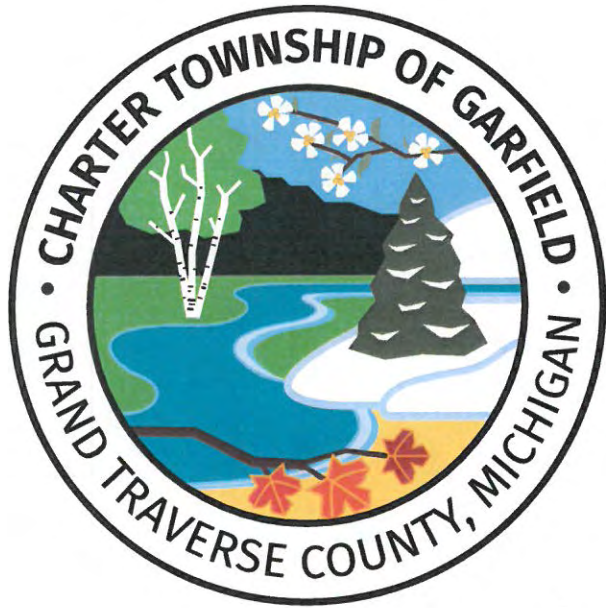
A



B



New Garfield Township Seal v2



A



B



Original Garfield Township Logo



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Refined Garfield Township Logo v1



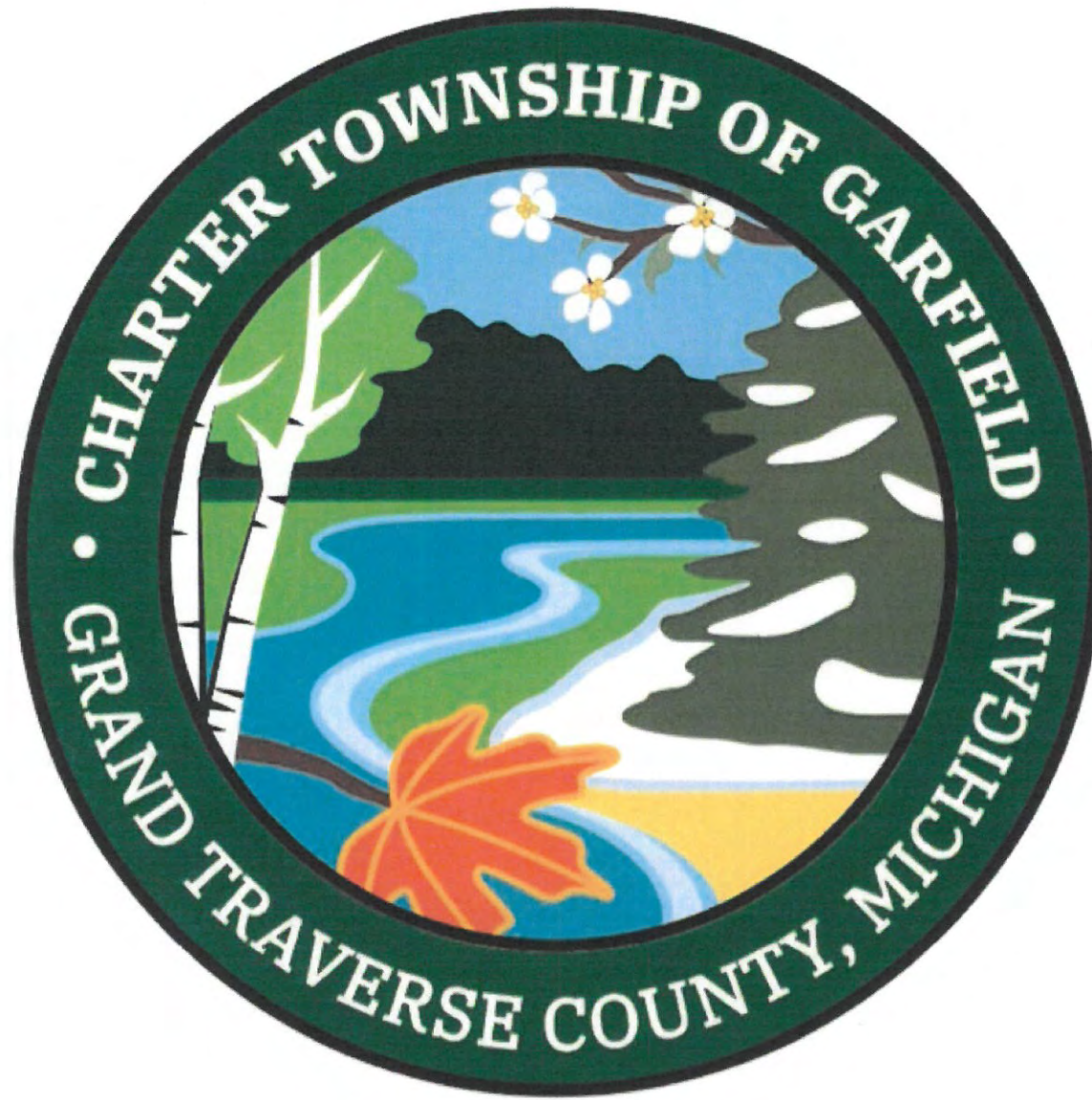
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Refined Garfield Township Logo v2



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Refined Garfield Township Logo v2 no Tag



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Refined Garfield Township Logo v3



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Refined Garfield Township Logo v3 no Tag



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Refined Garfield Township Logo v4



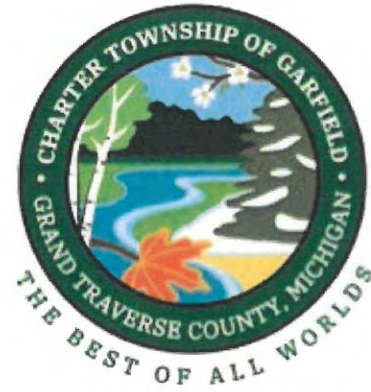
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Refined Garfield Township Logo v4 no Tag

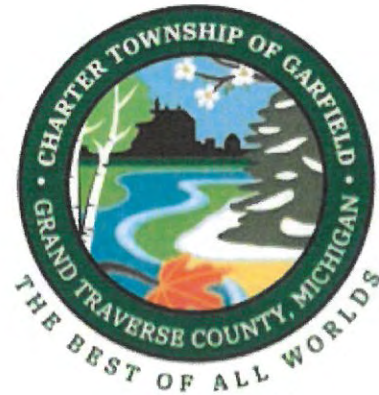


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Logo variations



v2



v3



v4



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Optional Icons v1



1a



1b

Optional Icons v2



2a



2b

Optional Icons v3



3a



3b

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Optional Icons v3



3c



3d

Optional Icons v3



3e



3f

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Logo variations & Optional Icons



New Moon
VISIONS
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Logo variations & Optional Icons



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OF GARFIELD
Grand Traverse County, MI
The Best of All Worlds



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Charter Township of Garfield
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Refined Garfield Township Logo v3



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Refined Garfield Township Logo v3 no Tag



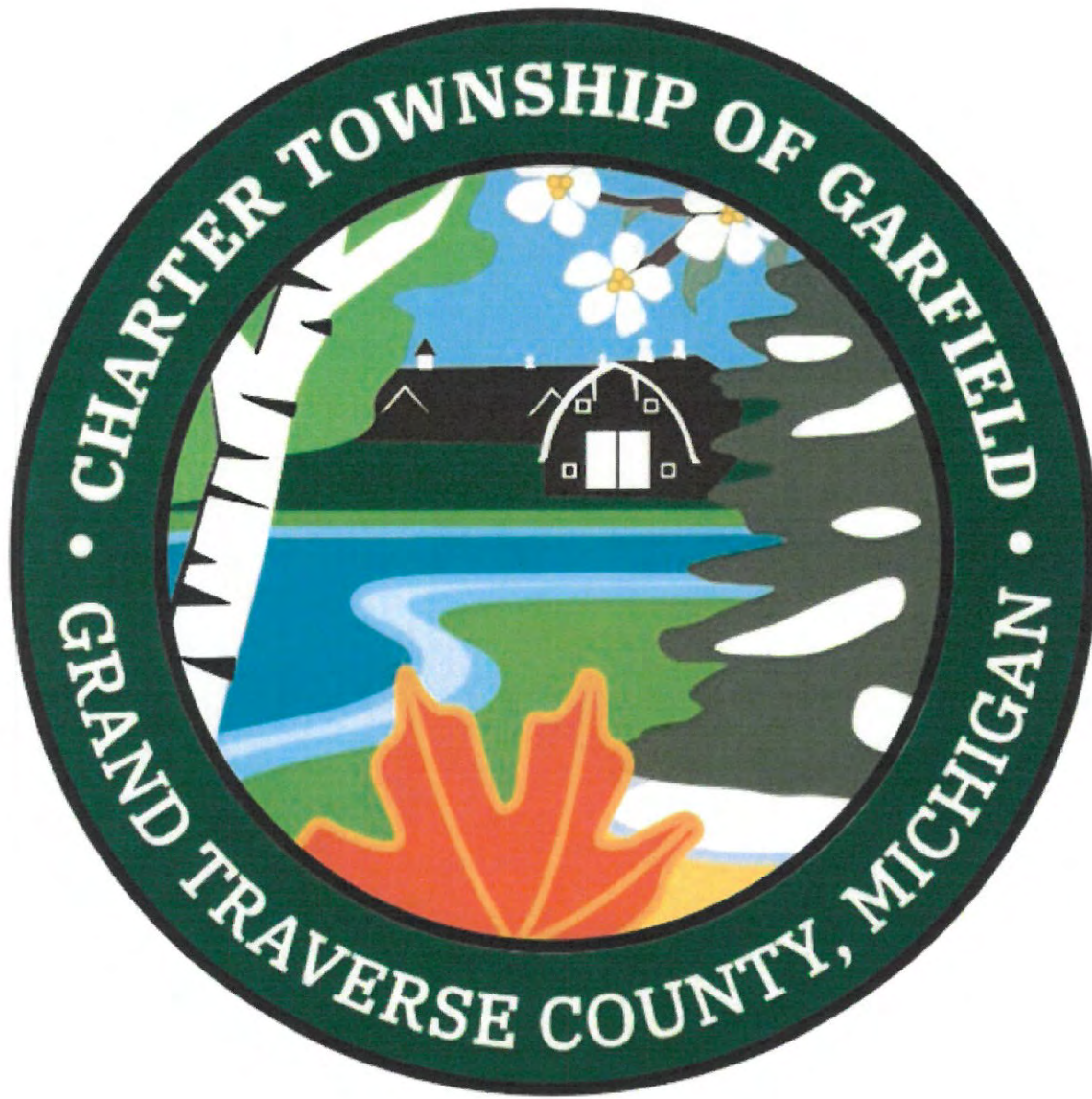
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Refined Garfield Township Logo v4



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Refined Garfield Township Logo v4 no Tag



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Logo variations



v1



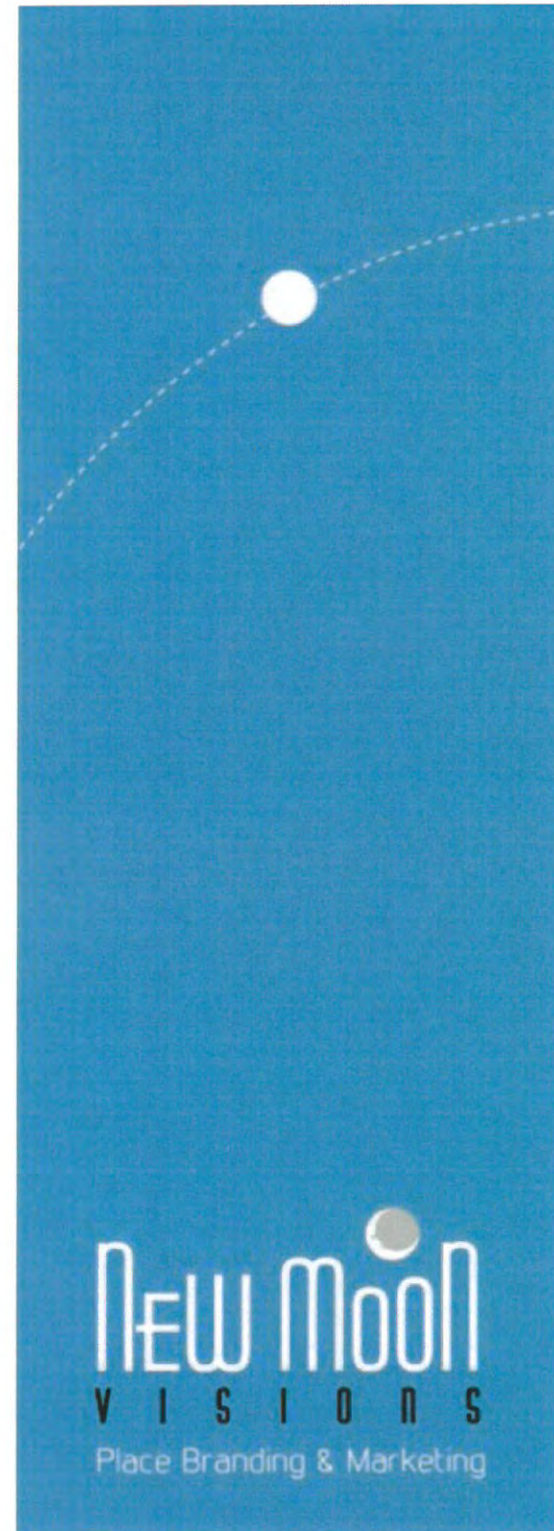
v2



v3



v4



Optional Icons v3



3a



3b

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Optional Icons v3



3c



3d

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Optional Icons v3



3e



3f

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Logo Variations & Optional Icons



Logo Variations & Optional Icons



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