



The City of Hancock, Michigan
RE-BRANDING A HISTORIC CITY FOR THE FUTURE.

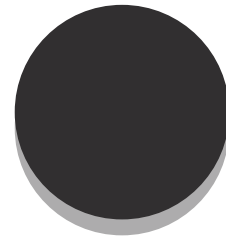
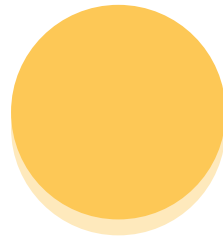
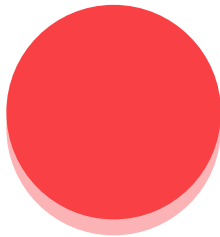
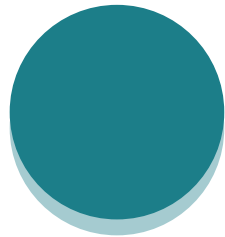
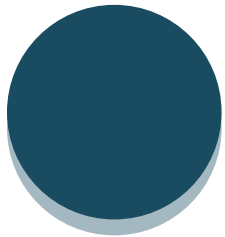
A NEED FOR CHANGE.

While the old city logo has served its purpose, the people of Hancock are constantly looking forward — to reflect that forward-thinking, a new, vibrant, fresh look is needed to convey Hancock's vitality.



COLOR PALETTE

When you choose your logo and brand's color palette, you're also selecting the emotions and associations you're seeking to evoke. The right palette can convey deep meaning about your values and elicit specific behaviors.



SURVEY SAYS..



What are the most common values that residents of the City of Hancock have?

- History & Our Past
- Nature
- Hard-Work
- Happiness
- Compassion
- Midwest Friendly
- Community Pride
- SISU & Grit
- Clean & Simple
- Resilience
- Neighborly Love
- Down to Earth
- Tradition
- Family & Friends
- Love of the Outdoors
- Safe Neighborhoods
- Small Town Feel
- People Caring



THE COLORS OF THE CITY OF HANCOCK



PRIMARY LOGO

The primary logo is the main graphic that represents the City and will be used most often. When designing the primary logo, the goal is to communicate who you are as simply as possible.



CITY OF
HANCOCK

**PRIMARY
LOGO:**

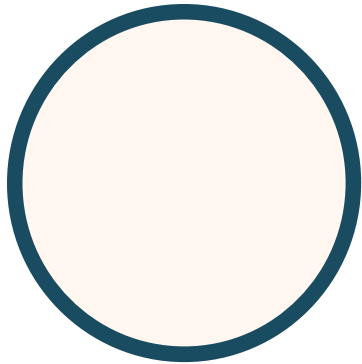


CITY OF
HANCOCK





DETAILS CREATE THE BIG PICTURE. — Stanford I. Weill



Community
Togetherness
Lifecycle



Bridge Arches
Sun Rays
Connection



Sunny Side
School Pride
Warmth



Recreation
Refreshed
Forthcoming

WELCOME TO..



CITY OF
HANCOCK



PRIMARY LOGO EXAMPLES

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Sincerely,
Mary M. Babcock
Mary M. Babcock
City Manager

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CITY OF HANCOCK

MARY M. BABCOCK
CITY MANAGER

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e mhang@cityofhancock.net
w cityofhancock.com



SECONDARY LOGO

The secondary logo is a simplified version of the primary logo. This design may rearrange the elements to improve readability when you must resize your logo to small formats.



SECONDARY LOGO

The secondary logo can also be adjusted to show City departments, organizations, committees and groups.





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MOVIES ON quincy green

SUMMER FEATURES

JULY 30, 9:30P | ALADDIN
AUGUST 6, 9:20P | DOLITTLE
AUGUST 13, 9:10P | PLAYING W/ FIRE
AUGUST 20, 8:45P | TOY STORY 4




Henieniहित eume por aditatur sitatur? Qui derum landia vollarore plitatuq prorsperdis dolorum quassequo eaque ellaces sima



Heikinpäivä

19 JAN

The celebration's themes are taken from Finnish folk saying associated with the name day for Heikki (Henrik's day — 19 January). By far, the Finns make up the largest ethnic group of Michigan's Copper Country.



In 1999, the Finnish Theme Committee of the City of Hancock created a new Finnish-American celebration — Heikinpäivä.



SECONDARY LOGO EXAMPLE



SUB-MARK / ICON LOGO

Reading the text on a logo takes time, and we all know “ain’t nobody got time for that.” Help your community quickly identify and remember you with a well designed sub-mark logo.



SUB-MARK LOGO EXAMPLES





CITY OF
HANCOCK