DEVENS
MASSACHUSETTS

Brand Guidelines

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Logo

Our logo

The original Devens logo included a tree to reflect the community's abundant green space and embrace of green energy. Our current logo is a more modern, sophisticated representation of these concepts.

The triangles were designed to reflect a tree, but with a more stylish and abstract feel to it. Their sharp, dynamic angle suggests movement, forward motion, advancement. Colors were updated to be more current, while maintaining the green community identity of Devens.

Logo

Logo usage

The Devens logo works as a single unit. Consistent use of this unit provides our materials with a professional, unified look.

Changing the proportions of any element within the logo can cause confusion. That's why it's important to use our logo without alterations.

The complete logo is composed of two elements: (1) the triangle shapes and (2) the name. The complete logo must contain both elements.

The typeface and spacing of the name can never be exchanged, altered, or distorted. And the logo should never be used in copy.

The complete logo must only be used as shown at right—in 4-color, 2-color, black, white, or greyscale. The logo cannot be used in any other color nor in other variations of colors.

Logo files are available TBD

4-color

4-color
reversed on dark
backgrounds

2-color

greyscale

black

white

Logo

Logo don'ts

Do not expand or condense the proportions (the height/width ratio) of the logo. The logo should never be printed at a low resolution where bitmapped edges detract from its appearance.

The logo may be placed in a secondary position by an authorized organization insofar as usage guidelines are followed. No additional words, programs, services, etc., should be added underneath the logo without the explicit permission of MassDevelopment's marketing and communications team.

Minimum size requirement

Unless the application dictates, our logo should never measure less than 1.25" wide. If you need a logo that meets a specific size requirement, please contact our marketing and communications team.

1.25" wide

Space around logo/clear zone

The logo should not appear crowded. A specific area around the logo should not be violated by text or graphics. This area is defined proportionally by 2 times the height of the "D" in Devens. Allow for this on all sides. If you require special circumstances for logo use, please contact the marketing and communications team.

Typography

Helvetica Neue

The Helvetica Neue typeface family offers a diversity of styles and weights suitable for communications of all kinds. Helvetica Neue is a sans serif typeface that should be used for the majority of copy. Helvetica Neue should be used for professionally printed marketing materials and advertisements.

Helvetica Neue Thin
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1234567890

Helvetica Neue Thin Italic
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1234567890

Helvetica Neue Light
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1234567890

Helvetica Neue Light Italic
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1234567890

Helvetica Neue Roman
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1234567890

Helvetica Neue Italic
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1234567890

Helvetica Neue Bold
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1234567890

Helvetica Neue Bold Italic
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1234567890

Typography

Arial

The Arial typeface family is to be used whenever possible for presentations in programs such as PowerPoint and Word documents.

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Arial Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1234567890

Arial Italic

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1234567890

Arial Bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1234567890

Arial Bold Italic

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1234567890
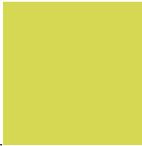
Color palette

Corporate color palette

Colors within the Devens palette are shown below. Color breakdowns have been provided, as careful matching of the palette is critical.

CMYK (professionally printed materials), RGB (on-screen presentations), and HEX numbers (website/web-based materials) are also provided below.
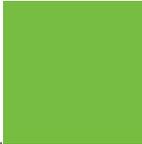
Gold
PMS 584 C
C19 M5 Y82 K0
R215 G215 B84
HEX d7d754

Black
C0 M0 Y0 K100
R0 G0 B0
HEX 000000

Green
PMS 360 C
C58 M2 Y100 K0
R143 G188 B78
HEX 8fbc4e

Grey
PMS 425 C
C0 M0 Y0 K80
R88 G89 B91
HEX 58595b

Teal
PMS 7716 C
C90 M25 Y0 K0
R73 G148 B144
HEX 499490

Questions?

DEVENS
MASSACHUSETTS

When in doubt, reach out to us

For questions about Devens's brand, please contact a member of our marketing and communications team:

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