

An aerial night photograph of the Boston skyline, showing numerous illuminated buildings and streets. The city lights are reflected in the water on the left side of the image. The sky is dark and overcast.

City of Boston, Massachusetts

—

# A Presentation of Brand Identity

# Project Overview and Approach

## Challenge:

After an initial brand audit it was determined that the City of Boston needed a new brand identity that places more focus on the distinctiveness of historic architecture of the city.

## Why I chose Boston, Massachusetts:

I chose Boston as my city because it is close to home and somewhere I am familiar with, but hoped to learn so much more about. I am from Rhode Island and I have always been a Boston sports fan, so I have found myself roaming the city on various occasions whether its for a sporting event or simply to explore what the city has to offer. With my family and friends, I have taken trains over to Boston to attend several Red Sox baseball games and my favorite, the Patriots super-bowl victory parades. At one point, the city was even my top choice location for college, at Boston University.

## Approach:

The city currently uses a color palette of bright red, blue, and a grounding white. On the official city website, it states that these colors were chosen because “The beauty of Boston begins with a certain boldness. A boldness of opinion. Of thought. Of diversity. A boldness to be ourselves. Even though we’re all diverse, and come from different cultures and backgrounds, we are connected through our boldness. And through our City. We are Boston... The mix of reds, whites, and blues of the color palette are contrasted with a modern gray. This reflects the progressive nature of the City, while paying homage to its iconic past.” Though it is a challenge, I believe that it is possible to carry out this same level of boldness and efficiently reflect history using different colors. In my work, I rebranded the city of Boston using the colors, dark teal, brown, and burnt orange. I also used typography that reflect the beautiful scenery and old history in a rustic style. My design, including this color palette and the newly chosen typography palette, deviates away from the well-known sport scene and place more focus on Boston’s historic architecture with the modernized old style serif typeface, Plantagenet Cherokee.

# Logo Iterations



# Color Palette



#262223  #03A696  #F2A341  #A65A2E  #F2F2F2 

# BOSTON

Typeface: Plantagenet Cherokee

(from written approach)

Deviates away from the well-known sport scene and places more focus on Boston's historic architecture with the modernized old style serif typeface, Plantagenet Cherokee.

# Primary Logo



# Logo System



# Logo System

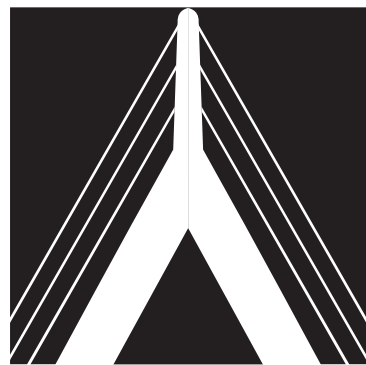
BOSTON



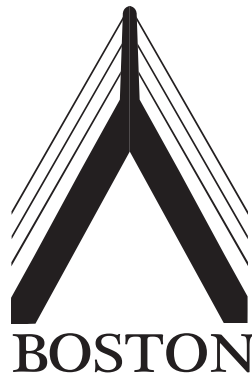
City of  
Boston



BOSTON

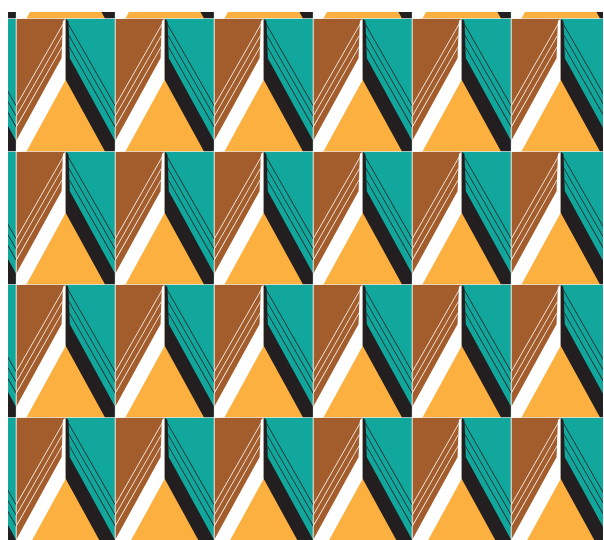
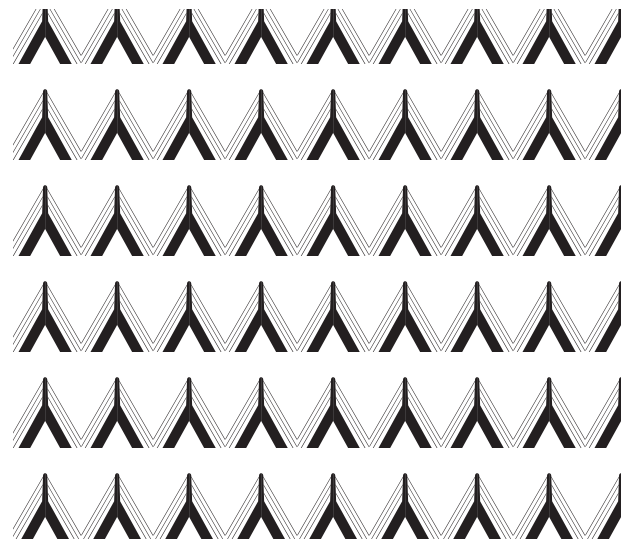
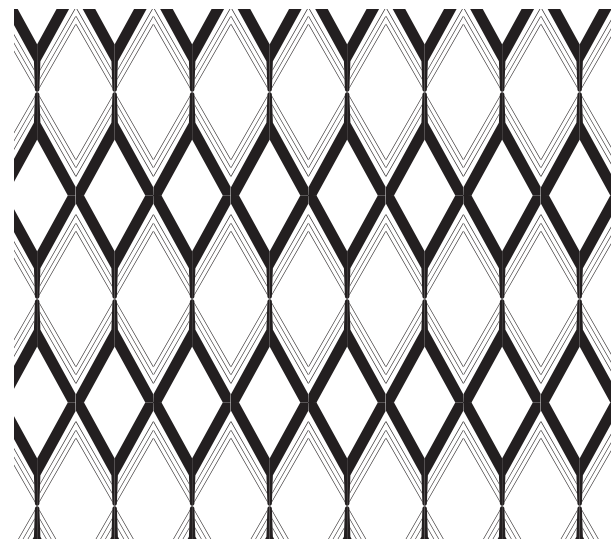
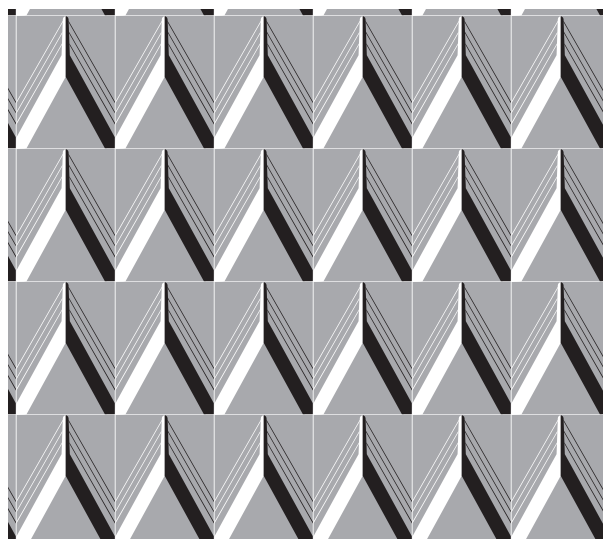


BOSTON





# Patterns



# Letterhead and Business Card



# Website Homescreen



# Environmental Signage









# Environmental Signage



# Ephemera

