

# *Scituate Board of Selectman Presentation*

*a presentation by  
Favermann Design  
December 8, 2015*



**ENTERING**

EST



1636

**SCITUATE**

## *What is Branding?*

- *Identity or Visual Appearance*
- *Intangible Assets That Add Value*
- *Image to Visitors and Residents*

## *What does Branding reinforce?*

- *Sense of Arrival*
- *Sense of Place*
- *Sense of Shared Experience*



*What is Scituate?*

Lighthouse  
Super Moon  
Gristmill  
Sail Boats  
Lobster Boats  
Lobster Traps  
Houses on Stilts  
Herron  
Seagull  
Herring brook  
Etrusco  
Bates sisters

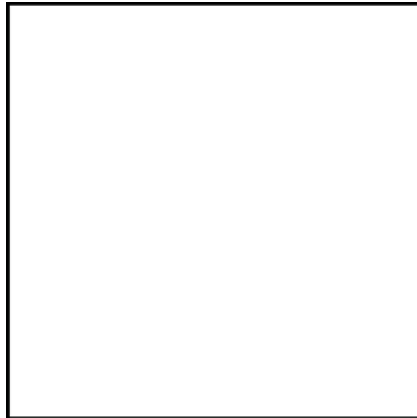
Shipwrecks  
4 Cliffs  
Mossing Skiffs  
Irish Moss  
Anchor  
Lawson Tower  
3 Elephants  
Breakwater  
Fish  
Town Pier  
Ducks  
Golf 1636

*What color or colors do you  
associate with Scituate?*

PMS 302C



PMS 356C



*How would you describe  
Scituate with one word?*

- Ocean Landsend
- Villages
- ~~Homes~~
- ~~Affluent~~
- ~~Irish~~
- ~~Provincial~~
- Historical
- Harbor
- ~~Safe~~
- ~~Comfort~~

- Beach
- ~~Fishermen~~
- Horizon
- ~~Remote~~
- Coastal
- ~~Heaven~~
- Tranquil
- Seaside
- Beautiful
- Tidal
- ~~Secluded~~
- ~~Summer~~
- Sailing

*How would you describe  
Scituate with two words?*

Waterfront Community  
Coastal Living  
Shoreline Community  
River's Edge  
Beach Town  
Village Living  
Reasonable Housing  
Upper Echelon  
Eclectic Community  
Mixed Community  
Aging Population  
Well Balanced  
Family Friendly  
Commuter Town



*How would you describe  
Scituate with three words?*

A Light on Tomorrow  
One Particular Harbor  
Only in Scituate  
Living Life Outside  
Hidden Harbor Gem  
A Beautiful Harbor  
A Beautiful View  
Town for All Seasons  
South Shore Well Scituated  
Oceanside Family Community  
Historic Seaside Comfort  
A Seaside Tradition  
Rising Sun and Sea  
An Unlimited Horizon

*After Review and Analysis and Collective Agreement, a Tagline or Slogan was created*

Sea Scituate

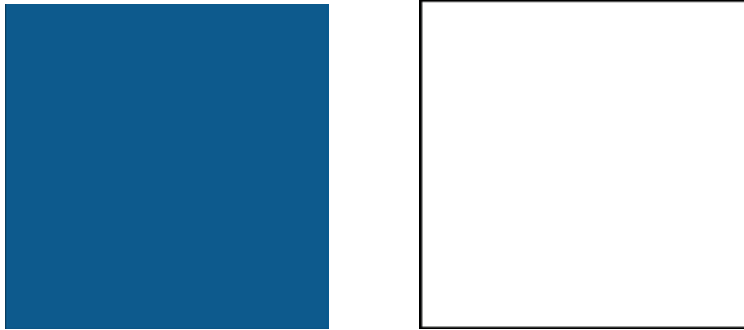
*Why “Sea Scituate” works as a strong slogan:*

- *Clear but complex*
- *Simple and Succinct*
- *Descriptive and Unique*
- *Requires a Double Take*
- *Has Personality*
- *Memorable*

# *Element Applications*

# Basics

## Colors



## Font

FELL double pica

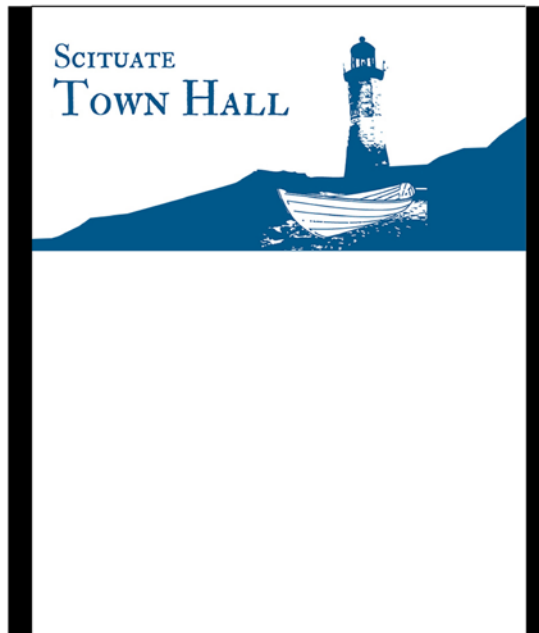
ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
ABCDEFGHIJKLM  
NOPQRSTUVWXYZ

## Arrows

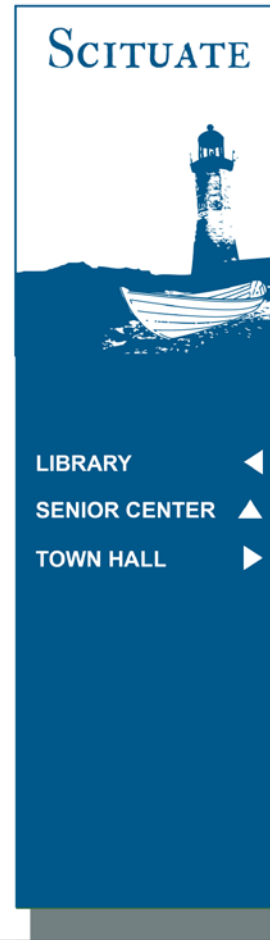
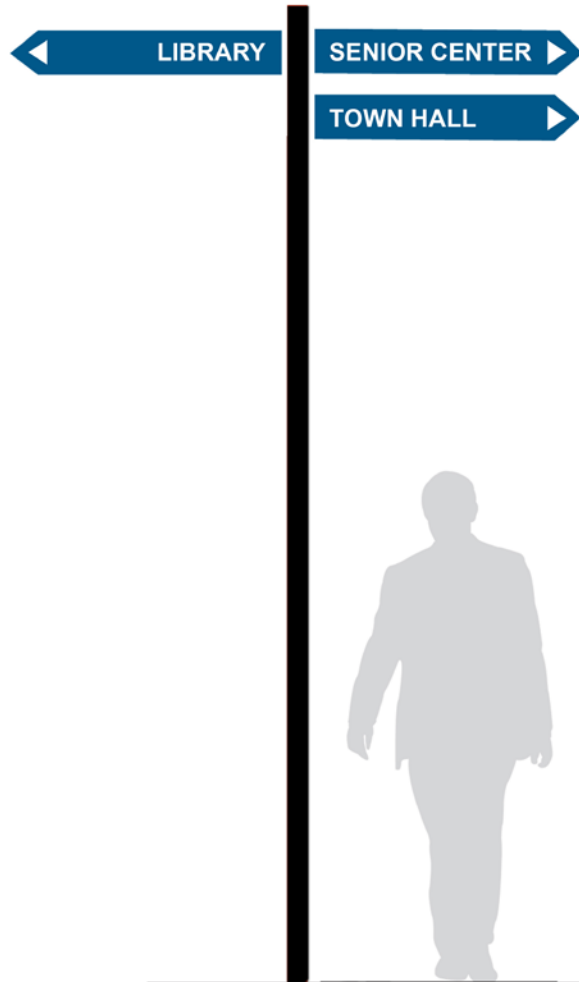






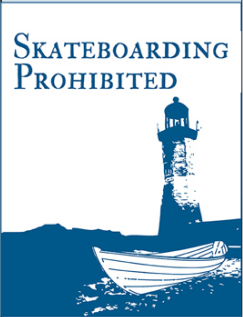






SEA  
SCITUATE



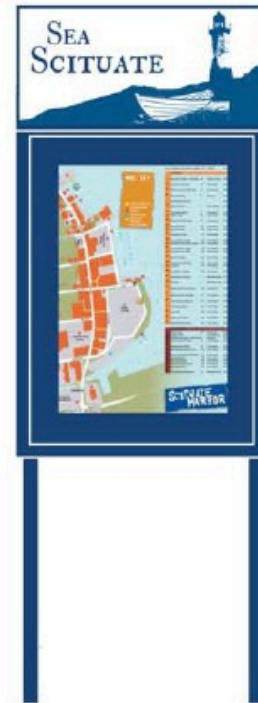
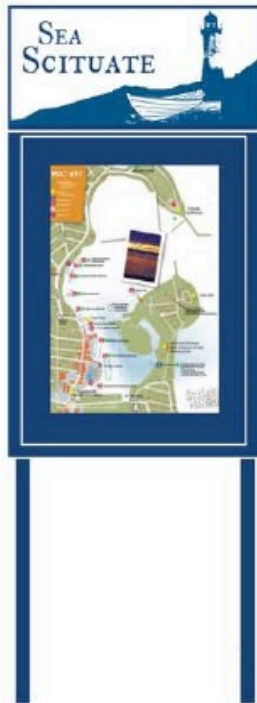


No OVERNIGHT



No OVERNIGHT

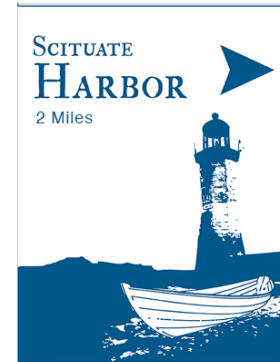
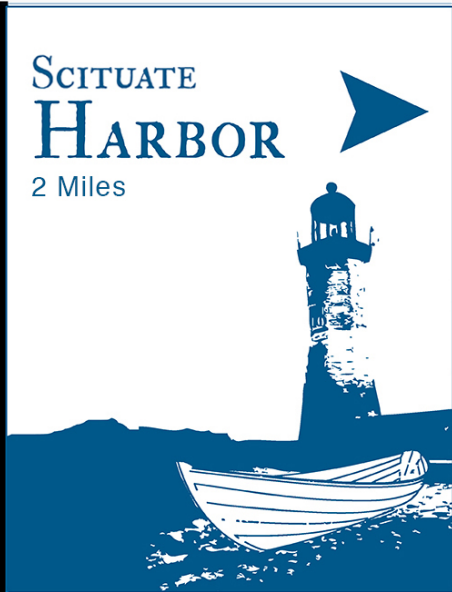












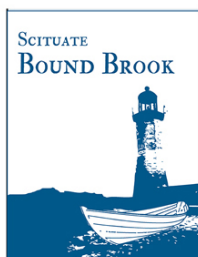
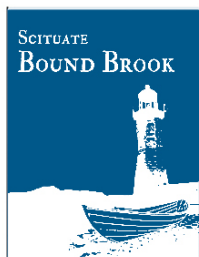




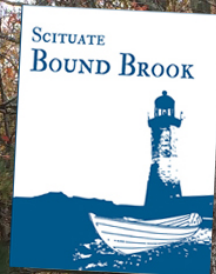
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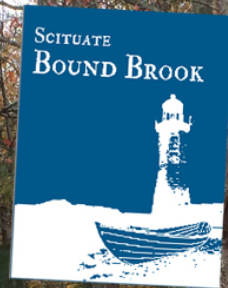






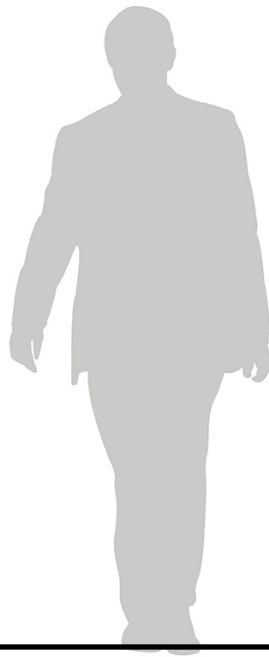








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# Town of SCITUATE MASSACHUSETTS

Photo Credit: Brian Stewart

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*The Town's long-awaited public transit bus service through GATRA begins this week. For map and schedule go...*

### Town Hall and Scituate Public Library Closed Friday, July 3, 2015

*Town Hall and the Scituate Public Library will be closed on Friday, July 3, 2015 in observance of the 4th of July.*

[Estimated FY16 Property Tax Bill Impact Statement for Middle School,  
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July						
S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

All upcoming events



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All upcoming events



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SOUTH RIVER DREDGING

Attention, residents and boaters of the South River area of Scituate. The Town of Scituate in conjunction with the Town of Marshfield along with Barnstable County dredge will be conducting a dredge project on South River from the Sea Street bridge to the Marshfield Yacht Club over the next several weeks. This project will improve navigation along that stretch of the South River. The Barnstable County dredge has begun to mobilize equipment, and the project should be completed by the end of the first week of January. If you have any questions or comments you may contact the Scituate Harbormaster office, 781 545 2130.

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Yesterday at 10:56am · 🌐

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# Sea Scituate

*Thank you!*

