Village of Marvin

Enriched by Nature

Village of Marvin, North Carolina

BrandTouch™ Manual

Order comes from simplicity. Inside, you will find the simple rules that guide the Village of Marvin Brand, and will help create equity as we tell others about how we are Enriched by nature.

PREPARED BY

◆ ARNETT MULDROW

316 West Stone Avenue
Greenville, SC 29609
brandtouch@arnettmuldrow.com

arnettmuldrow.com

Brand guidelines should be flexible enough for your community to be creative, but rigid enough to keep your brand easily recognizable. Consistency is key, especially if you need the brand to extend across multiple media platforms.
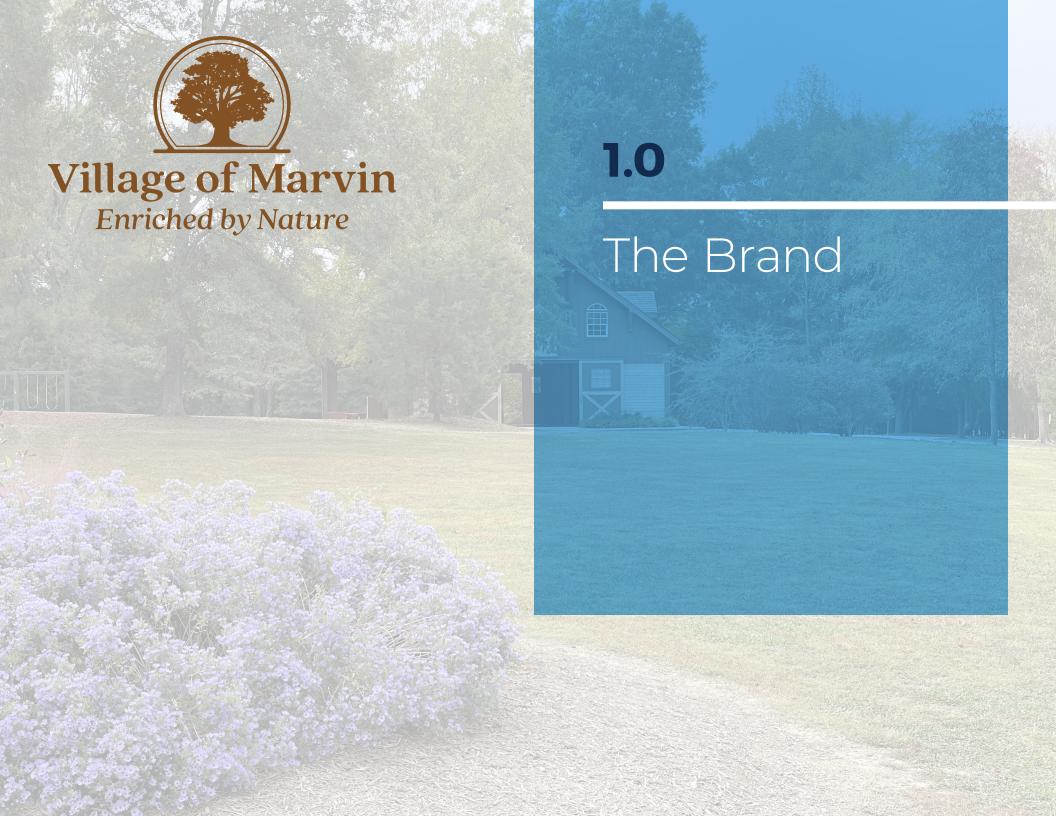
CONTENTS

The Brand Manual is essentially a set of rules that explain **how your brand works**.

Village of Marvin
Enriched by Nature

1.0
The Brand

1.1
Brand Statement

The core values define the company's strengths and how it needs to behave to achieve its vision.

UNDERSTANDING VALUE

Too often, designers orient messaging around what THEY believe to be the most important features of their community, instead of looking into what's actually important to citizens. Take the time to understand your community and their values, then align your messaging accordingly.

We are the Village of Marvin, NC

Chartered as a village in 1994, our rich history runs deep in Marvin. We were originally inhabited by woodland Indians who lived among the forest and thickets, and abundant wildlife of the Union County wilderness. Early European settlers found our area and soon established a prosperous agrarian economy and simple lifestyle defined by cotton farming and building of community. Our foundation of faith and productivity is still seen in the historic churches and homesteads in the Marvin Heritage District, and our legacy of diversity handed down by Maggie Ross lives on to this day.

Also handed down is a deeply rooted appreciation of land and nature. We are surrounded by suburbia in one of the largest metros in the south, yet have sustained our natural riches and plentiful landscape. It is the stately oaks in our neighborhoods, our pastoral trails providing relaxing strolls throughout our community, and even the greenery preserved along our roadways and communities. Perhaps most of all, it is the idyllic scenery of Marvin Efird Park with its lush gardens, flowers, and wildlife. The Village of Marvin truly is a bubble of green and nature in the middle of a sea of urbanization.

It is this nature and upscale quality of life that has drawn our residents to choose to live here. We are a proud community, and the accolades we've received as the best town in North Carolina is on display in our beautiful homes, exceptional schools, and diverse neighbors. We love to come together in Marvin, at events and celebrations in the park, gatherings in our neighborhood clubhouses, and community functions at the Village Hall. The Village of Marvin is proud but unpretentious, affluent yet understated. We are a retreat from the metro and have a wealth of amenities that define us as a place. We are active and green, content and comfortable. That is our nature and our nature is flourishing.

We welcome you to experience the Village of Marvin, Enriched by nature!

1.2
Brand Message

The primary message used to express the brand promise. This reflects the desired position of the brand.

TAGLINE

Your tagline should give people an idea of what you offer and provide some sort of hook to stimulate interest. For example, "a boutique PR agency that specializes in launching hot emerging tech companies" or "an accounting firm that deals exclusively with small-business audits."

Once you've got your tagline, go back through your marketing copy and make sure these simple messages come through loud and clear. You can also use the tagline itself in your marketing materials, on your web site and social media properties, and in conversations with customers and prospects.

Village of Marvin:
Enriched by nature

nature

community

history

1.3
Brand Logo

Your community already has a personality. The job of the brand is to preserve that personality while helping the community to realize its vision of its future.

A. LOGO

The logo is the combination of the logomark and logotype along with the tagline to graphically convey the identity of the community.

B. LOGOMARK

A logomark is an identifying mark or symbol that doesn't contain the business name. Think of the Nike 'swoosh', Shell, WWF, Mercedes or Adidas.

C. WORDMARK

A wordmark refers to words or the name of a business that is designed in a special way. Examples include Pinterest, eBay or Google.

A

Village of Marvin
Enriched by Nature

B

C

Village of Marvin
Enriched by Nature

1.4
Logo Variants

Choosing the right dominant color for your brand is crucial. This color should appear on all your materials, including your logo and signage.

LOGO USAGE

As much as possible, the color you choose should set you apart, work with your industry and image, and tie to your brand promise. It should also take into account color psychology, which is fairly complex. Colors can mean different things depending on the culture, situation and industry.

1.5
Logo Sizing

A logo lockup refers to the formalized position/relationship of the brand's logo (symbol) and its wordmark (logotype).

PRIMARY

Village of Marvin

NORTH CAROLINA

SIMPLE

Village of Marvin

SMALL

Village of Marvin

ICON

1.6
Logo Spacing

The area that surrounds the logo known as "clear space" is as important as the logo itself.

WHAT IS CLEARSPACE

The area that surrounds the logo is as important as the logo itself. The minimum area of A, known as "clear space," provides breathing room to the logo and eliminates visual clutter (text, graphic elements or other logos) that can compete with logo legibility – thereby diminishing the effectiveness of the logo.

Village of Marvin
Enriched by Nature

2.0

The Colors

2.1
Color Palette

Color choices are used to differentiate items, create depth, add emphasis, and help organize information.

COLOR THEORY

Every time a consumer interacts with a brand, an opportunity exists for the community to influence their audiences' perceptions. It is up to the marketer to decipher which design and colors will influence the consumer to purchase. By educating oneself on the psychology behind color theory, marketers can further tap into branding techniques and better connect with their market, leading to a stronger brand-consumer relationship and increased profit.
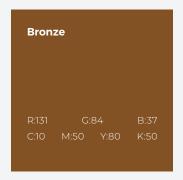
As of late 2022, Pantone™ now requires users to subscribe to their service with a separate license to access and utilize their color-matching software. Instead of passing this burden on to our clients, ArnettMuldrow is phasing out Pantone color swatches and are providing the RGB & CMYK breakdowns for your community's color palette. These color builds will cover the vast majority of your needs. Should a vendor require a Pantone color, they'll need to make a recommendation and provide a color proof for approval.

Almost 90% of people's assessment on products or services is based on colors alone.
Due to colors' strong influence on moods and feelings, their association with products can influence our attitudes and affect purchasing power towards brands.

Dark Blue
R:17 G:64 B:100
C:100 M:80 Y:40 K:20

Dark Green
R:25 G:76 B:49
C:90 M:50 Y:90 K:40

Bronze
R:131 G:84 B:37
C:10 M:50 Y:80 K:50

Light Blue
R:105 G:179 B:228
C:55 M:15 Y:0 K:0

Light Green
R:63 G:125 B:80
C:75 M:25 Y:80 K:20

Gold
R:199 G:141 B:41
C:20 M:45 Y:100 K:5

Grey
R:77 G:76 B:77
C:10 M:10 Y:10 K:80

Red
R:118 G:7 B:18
C:20 M:100 Y:90 K:50

Village of Marvin

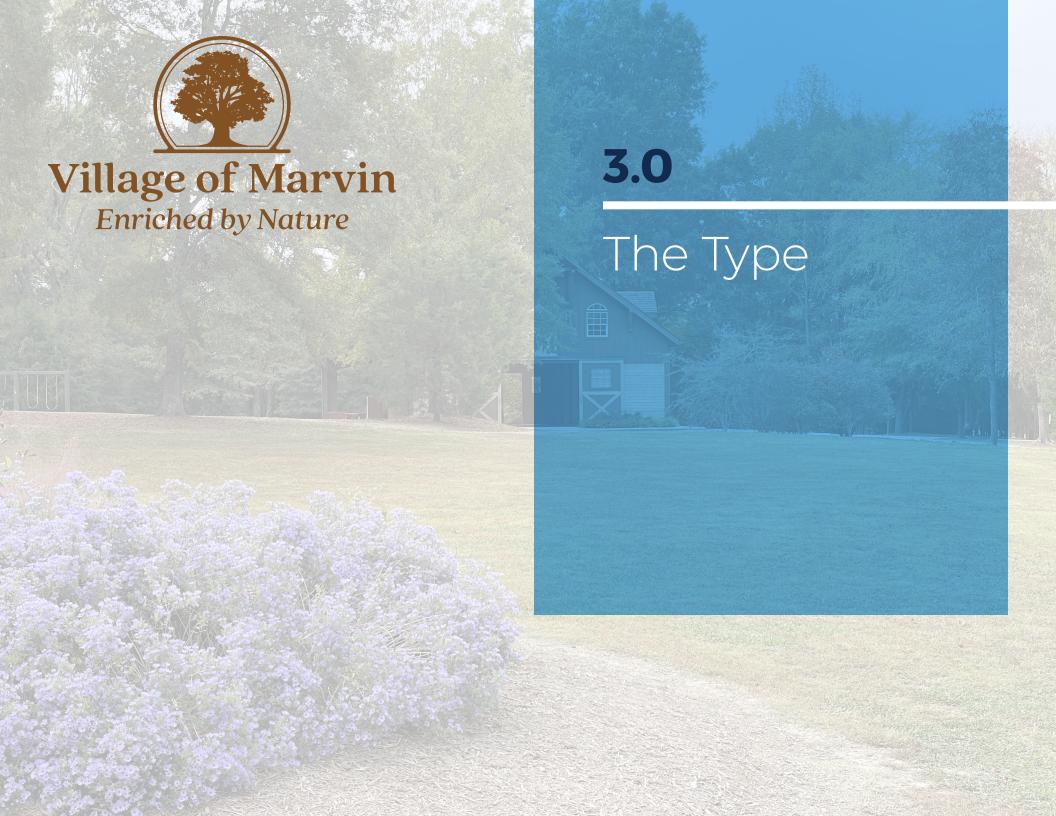*Enriched by Nature*

3.0

The Type

3.1
Typography

Typography plays a crucial role in the design of your brand identity. The typography in your logo can be as impactful as a graphic.

SWATCHES

Typography is the visual component of the written word.

Text is any combination of letters, numbers, or other characters. Text stays the same no matter how it's rendered. Consider the sentence "I like pizza." I can print that text on a piece of paper, or read it aloud, or save it in a file on my laptop. It'll be the same text, just rendered different ways—visually, audibly, digitally.

But when "I like pizza" is printed, typography gets involved. All visually displayed text involves typography—whether it's on paper, a computer screen, or a billboard.

Don't infer from the highway-sign example that typography is another word for font. Fonts are part of typography, but typography goes beyond fonts.

www.practicaltypography.com/what-is-typography.html

Do not think of type as something that should be merely readable. It should be beautiful.

3.2
Primary Typeface

Quincy Extra Bold

Hello I'm:
Quincy

ABCDEFGHIJKLMN OPQRSTUVWXYZ abcdefghijklmn opqrstuvwxyz 1234567890

Quincy Light Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Quincy Text

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Acherus Medium

Hello I'm:
Acherus

ABCDEFGHIJKLMN OPQRSTUVWXYZ abcdefghijklmn opqrstuvwxyz 1234567890

Acherus Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£$%^&

Acherus Thin Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£$%^&

3.4
Accent
Typeface

Shelby Bold

Hello Im:

Shelby

ABCDEFGHIJKLMN
OPQRSTUVWXYZ

abcdefghijklmn

opqrstuvwxyz

1234567890

3.5
Type Hierarchy

In order to guide the reader, then, headings are usually large, sub-headings are smaller, and body type is smaller still.

LEADING

For legible body text that's comfortable to read, a general rule is that your leading value should be greater than the font size; from 1.25 to 1.5 times

TRACKING

The space between letters in a block of text. In CSS this is defined with the letter-spacing property

WIDOWS & ORPHANS

A single word at the end of a column is a widow and if it's at the top of a new column it's an orphan. They look bad and can be hard to read.

Village of Marvin

H1

Village of Marvin

H2

Village of Marvin

H3

Village of Marvin

H4

Village of Marvin

BODY COPY

Village of Marvin

CAPTION

Village of Marvin

CC

Village of Marvin

Enriched by Nature

4.0

The Extensions

4.1
Expansion

By utilizing the color palette, typefaces, and design concepts of the primary brand, the district and its partners can build a wide array of identities for events, destinations, organizations, and other initiatives.

This allows for unique but consistent designs to be deployed throughout the community.

Village of Marvin
Enriched by Nature

Marvin Efird Park
Marvin Parks & Rec

Farmers Market
Village of Marvin

MARSH
Marvin Area for the Restoration & Sustainablity of wildlife Habitats

Trick or Treat in the **PARK**

Breakfast with **SANTA**

VM

Marvin Day

MARVIN WISE NEWSLETTER

Village of Marvin
NIGHT OUT
A POLICE-COMMUNITY PARTNERSHIP

Moonlight Movies in the Park

Village of Marvin
Tree Lighting

Friendship Tree
a Village of Marvin & MARSH Partnership

VILLAGE of MARVIN
Parks & Rec

COFFEE with Council *at Village Hall*

VILLAGE of MARVIN
Greenways

4.2
Departments and Boards

The Village of Marvin has an engaged community that participate in numerous efforts to make the Village the best it can be.

ADMINISTRATION

BOARD of ADJUSTMENT

COMMUNICATIONS

FINANCE

MARVIN DAY PLANNING SUBCOMMITTEE

NOTARY PUBLIC

OFFICE of the VILLAGE CLERK

OFFICE of the VILLAGE MANAGER

PARKS, RECREATION & GREENWAYS BOARD

PLANNING & ZONING

PLANNING BOARD

Village of Marvin
POLICE

POLICE

PR&G BOARD

Village of Marvin
PUBLIC WORKS

Village of Marvin
PUBLIC WORKS

SOLID WASTE & RECYCLING

VILLAGE COUNCIL
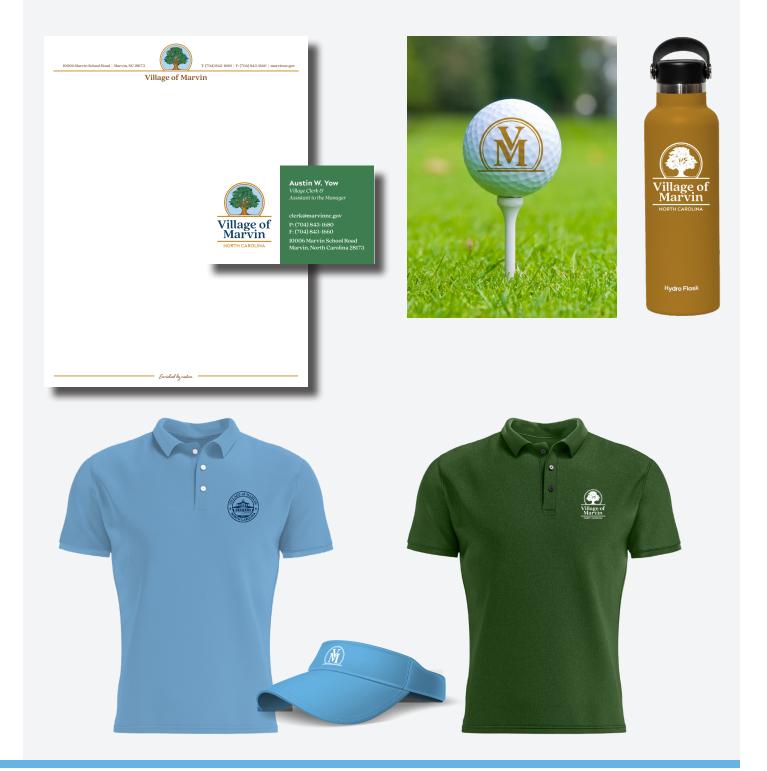
VILLAGE COUNCIL

4.3
Collateral

Now is the time to put your logo on everything. AND WE MEAN EVERYTHING.

4.4
Community Signage

There are a variety of ways to utilize signage throughout your community to demonstrate community pride and promote awareness.

4.5
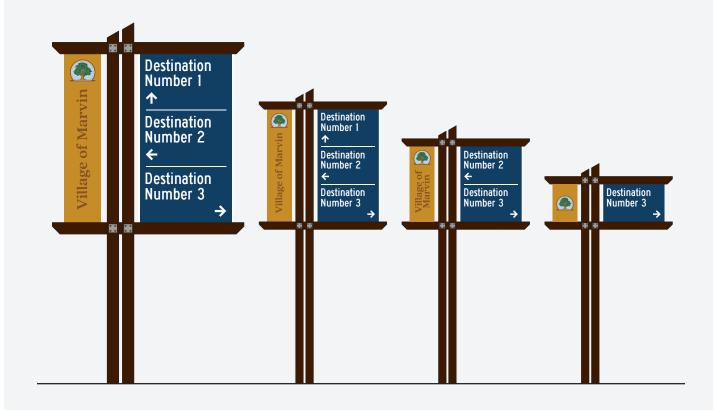## Wayfinding

A wayfinding system can play an important role in the perception of your brand and flow of your community.

4.6
Advertising

The activity of attracting public attention to a community or event, by placing announcements in the print, broadcast, or electronic media

Enriched by the arts!

Village of Marvin
NORTH CAROLINA

Enriched by nature!

Village of Marvin
NORTH CAROLINA

Inaugural
Marvin Day 5K & Fun Run
May 21, 2022

HELLO
my name is
Marvin

#mynameisMarvin

#mynameisMarvin

HELLO
my name is
Marvin

HELLO
my name is

Marvin

#mynameisMarvin

PRESERVE
at Marvin

A TOLL BROTHERS COMMUNITY

YELLOW JASMINE LN 1000

MARVIN SCHOOL RD

Village of Marvin
COMMUNITY

#ProudtobeinMarvin

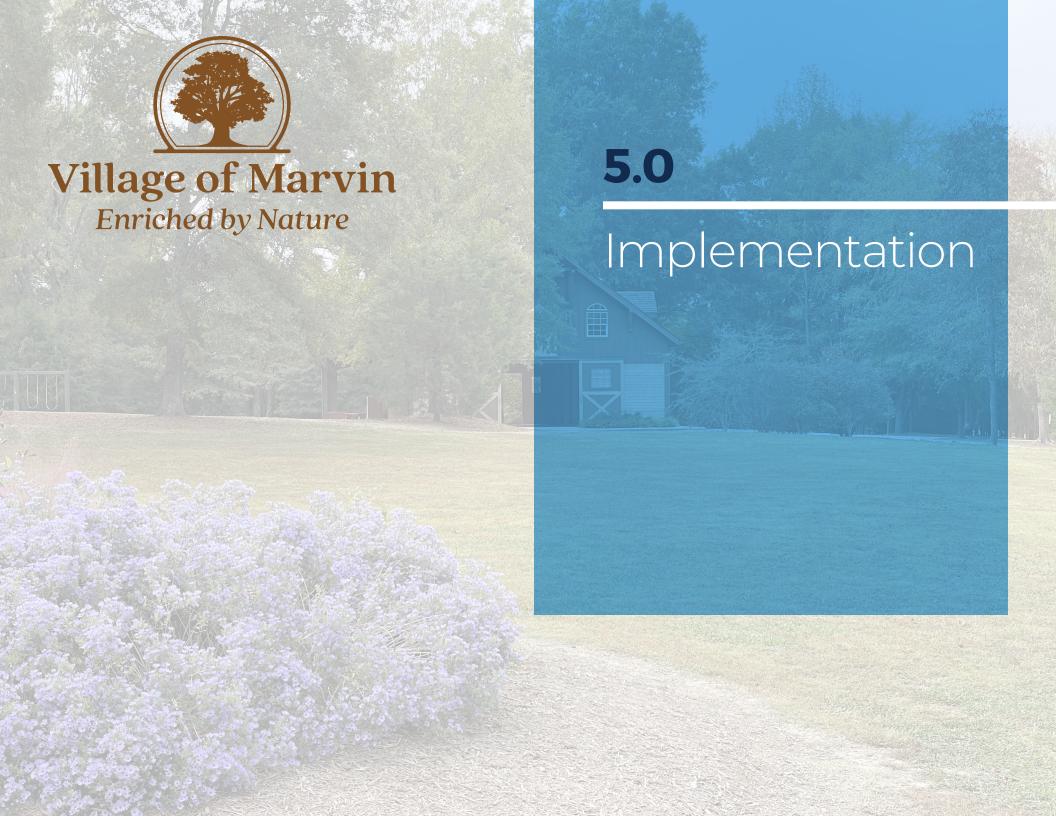# Village of Marvin
Enriched by Nature

5.0
Implementation

Adopt Brand

- ❏ Board Adoption

Technical Integration

- ❏ Install Fonts
- ❏ Copy Brand Folder to Local Drive
- ❏ Share Brand Link with Design Partners

Social Media

- ❏ Update Facebook Profile
- ❏ Update Instagram Profile
- ❏ Update Twitter Profile
- ❏ Update Pinterest Profile
- ❏ Load Photos as gallery in Facebook
- ❏ Create Pinterest Board with Brand Elements

Communication

- ❏ Update Email Signature
- ❏ Adopt Powerpoint Template
- ❏ Adopt Digital Letterhead
- ❏ Upload Brand Materials to Email Newsletter
- ❏ Adopt Envelope Template
- ❏ Printer Updated Business Cards

Online

- ❏ Update Colors on Webpage
- ❏ Add New Graphics
- ❏ Update Favicon
- ❏ Add Brand Statement to Website
- ❏ Add Styleguide Request
- ❏ Add Brand Resources Page

Collateral

- ❏ Share Brand Resources
- ❏ Share Merchandising Examples
- ❏ Share Brand Partner Idea List

Wayfinding

- ❏ Plan Strategic Banner Strategy
- ❏ Plan Event Banner Strategy
- ❏ Explore Partnering for Comprehensive Wayfinding System

Printing

- ❏ Shopping & Dining Guide
- ❏ Organization Brochure
- ❏ Parking Cards
- ❏ Partner Banners
- ❏ Visit Cards
- ❏ Hours Signs

Event Extension

- ❏ Logo Adoption
- ❏ Social Integration
- ❏ Marketing Integration
- ❏ Merchandise Expansion
- ❏ Signage
- ❏ Volunteer Swag

Other

BRANDLAUNCH Strategy Guide

This list is a pretty comprehensive list of implementation ideas. Their is no proper order, but instead carving the path that is right based off your budget, resources, and current collection of communication tools.

Village of Marvin
NORTH CAROLINA

BRANDTOUCH

Village of Marvin
NORTH CAROLINA

How to be a Brand Partner

From here, it's completely up to you, your community, your event, or your organization. There's no proper order, only the things that make sense for you!

Brand Merchandise

- Hats
- T-Shirts
- Coffee Cups
- Decals
- Bumper Stickers
- Bags
- Shopping Bags
- Cycling Jerseys
- Pint Glasses
- Guitar Picks
- Water Bottles
- Outdoor Gear
- Polo Shirts
- Climbing Chalk Bags
- Hiking Stick Medallions
- Rain Jackets
- Guitar Straps
- Koozies
- Socks
- Invent Something!

Brand your Digital Presence

- Add Logo to Website
- Add Logos to Facebook as a Gallery
- Link from Web to Community Website
- Use Hashtag
- Share Photos of Branded Items
- Tweet the Web Address
- Link Google Photo Galleries to Share
- Profile Pics
- Send Other Businesses and Organizations to the Web Address
- Instagram People Having Fun

Brand Your Place

- Request Interest Icons
- Look for Brand Extension Opportunities
- Organizational Logos
- Street Banners
- Wayfinding Signage
- Open Signs
- Store Hours Signs
- Shopping & Dining Guides
- Advertising
- Pocket Folders
- Visitor Guides
- Business Cards
- Brochures
- Annual Reports
- Maps
- Trail Guides
- Shopping Bags
- Loyalty Cards

Share with Us

We would love to hear from you about all the amazing things you come up with to do with the brand. Please share images and stories of the brand at work with us.

Share with You

On a quarterly basis, we'll share important information with you, like added resources, usage stats, exciting implementations, and a report of the growing brand equity!

Check off one of the suggestions, and you are a **Brand Partner!**

BRANDSCORE

Village of Marvin
NORTH CAROLINA

BRANDACTION

	Point Value	Your Score	Opportunity
Do You Have A Defined Typeface?	5 pts		
Do You Have A Color Palette?	5 pts		
Do You Have An Organization Logo?	5 pts		
Do You Have An Destination Logo?	5 pts		
Do Your Committees Have Logos?	2 pts		
Do You Have A Styleguide?	5 pts		
Do You Have An Org Branded Presentation Template?	2 pts		
Do You Have Branded Stationary?	2 pts/6 max		
Is Your Org Logo On Your Website?	5 pts		
Do You Have An Org Brochure?	5 pts		
Is Your Org Logo Your Facebook Profile?	3 pts		
Is Your Logo Your Instagram Profile?	3 pts		
Do You Know What Twitter Is For?	3 pts		
Do You Have A Traditional Or Electronic Newsletter?	2 pts		
Do You Have A Uniform Hashtag?	2 pts		
Do Our Events Amplify Our Brand?	5 pts/20 max		
Does Your Gateway Include Your Logo?	5 pts		
Your Street Banners Feature Your Destination Brand.	3 pts		
Do You Make Your Volunteers Feel Part Of The Brand?	5 pts		
Do You Address Parking With Your Brand?	5 pts		
Is There Logo Apparel?	2 pts		
Member Or Investor Benefits	2 pts		

MAIN5
COMMUNICATION CHANNELS

	BOARD	DESIGN	PROMOTION	ORGANIZATION	ECONOMIC VITALITY	MONTHLY	WEEKLY	ANNUAL	DONOR	OWNER	PUBLIC	VOLUNTEER	GOVERNMENT
Facebook Page													
Facebook Merchant Group Page													
Facebook Merchant Group Page													
Facebook Volunteer Group Page													
Instagram													
Instagram Stories													
Twitter													
Pinterest Product Catalog													
Pinterest Sweet Shot Catalog													

	BOARD	DESIGN	PROMOTION	ORGANIZATION	ECONOMIC VITALITY	MONTHLY	WEEKLY	ANNUAL	DONOR	OWNER	PUBLIC	VOLUNTEER	GOVERNMENT
Paid Print													
Earned Media													
Press Releases													
Web Updates													
Blog Posts													
Newsletters													
IMPACT Tool													

	BOARD	DESIGN	PROMOTION	ORGANIZATION	ECONOMIC VITALITY	MONTHLY	WEEKLY	ANNUAL	DONOR	OWNER	PUBLIC	VOLUNTEER	GOVERNMENT
Council Update													
Council Presentation													
Organizations Presentation													
Volunteer Campaign													
Donor Campaign													
Sponsorship Single Ask													
Building Owner Visits													
Business Owner Visits													

Village of Marvin
NORTH CAROLINA

Strategic EVENT CALENDAR

Village of Marvin
NORTH CAROLINA

	IMAGE	SPECIAL	RETAIL		DONOR	OWNER	PUBLIC	VOLUNTEER	GOVERNMENT

JANUARY

		IMAGE	SPECIAL	RETAIL		DONOR	OWNER	PUBLIC	VOLUNTEER	GOVERNMENT

FEBRUARY

		IMAGE	SPECIAL	RETAIL		DONOR	OWNER	PUBLIC	VOLUNTEER	GOVERNMENT

MARCH

		IMAGE	SPECIAL	RETAIL		DONOR	OWNER	PUBLIC	VOLUNTEER	GOVERNMENT

APRIL

		IMAGE	SPECIAL	RETAIL		DONOR	OWNER	PUBLIC	VOLUNTEER	GOVERNMENT

Strategic EVENT CALENDAR

Village of Marvin
NORTH CAROLINA

MAY

			IMAGE	SPECIAL	RETAIL		DONOR	OWNER	PUBLIC	VOLUNTEER	GOVERNMENT

JUNE

			IMAGE	SPECIAL	RETAIL		DONOR	OWNER	PUBLIC	VOLUNTEER	GOVERNMENT

JULY

			IMAGE	SPECIAL	RETAIL		DONOR	OWNER	PUBLIC	VOLUNTEER	GOVERNMENT

AUGUST

			IMAGE	SPECIAL	RETAIL		DONOR	OWNER	PUBLIC	VOLUNTEER	GOVERNMENT

Strategic EVENT CALENDAR

	IMAGE	SPECIAL	RETAIL		DONOR	OWNER	PUBLIC	VOLUNTEER	GOVERNMENT

SEPTEMBER

		IMAGE	SPECIAL	RETAIL		DONOR	OWNER	PUBLIC	VOLUNTEER	GOVERNMENT

OCTOBER

		IMAGE	SPECIAL	RETAIL		DONOR	OWNER	PUBLIC	VOLUNTEER	GOVERNMENT

NOVEMBER

		IMAGE	SPECIAL	RETAIL		DONOR	OWNER	PUBLIC	VOLUNTEER	GOVERNMENT

DECEMBER

		IMAGE	SPECIAL	RETAIL		DONOR	OWNER	PUBLIC	VOLUNTEER	GOVERNMENT

Village of Marvin
NORTH CAROLINA

Village of Marvin
Enriched by Nature

6.0

The Resources

6.1

Logo Contact Sheet

FILE FORMAT GUIDE

All of the included graphic files might not work on your machine, but that does not mean that the file is corrupted or that their is something wrong with your machine. These files address all of the normal uses that a community implemented design would require. Always make sure to inform vendors that you have these different file formats available.

File Type: Portable Document Format

Category: Vector Image Files

File Description: Cross-platform document created by Adobe Acrobat or a program with the Acrobat plug-in; commonly used for e-mail attachments or for saving publications in a standard format for viewing on multiple computers; usually created from another document instead of from scratch.

Program(s) that open PDF files:

Mac OS	Adobe Reader to view (free), Adobe Acrobat to edit (commercial), Apple Preview
Windows	Adobe Reader to view (free), Adobe Acrobat to edit (commercial), Brava! Reader

File Type: JPEG Image File

Category: Raster Image Files

File Description: Compressed graphic format standardized by the JPEG (Joint Photographic Experts Group) group; commonly used for storing digital photos since the format supports up to 24-bit color; also a common format for publishing Web graphics; compressed using lossy compression, which may noticeably reduce the image quality if a high amount of compression is used. JPEG files do not support transparency.

File Type: PNG Image File

Category: Raster Image Files

File Description: Portable Network Graphics (PNG) is a raster graphics file format that supports lossless data compression. PNG supports palette-based images, grayscale images (with or without alpha channel), & full-color non-palette-based RGB images (with or without alpha channel). PNG was designed for transferring images on the Internet, not for professional-quality print graphics, & therefore does not support non-RGB color spaces such as CMYK.

File Type: Encapsulated PostScript

Category: Vector Image Files

File Description: PostScript (.PS) file that includes an embedded preview image in bitmap format; often used for transferring between different operating systems.

Program(s) that open EPS files:

Mac OS	Apple Preview, Adobe Illustrator, Acrobat, Photoshop, or QuarkXpress
Windows	CorelDRAW, Adobe Illustrator, Acrobat, or Photoshop, QuarkXpress

File Type: Adobe Illustrator File

Category: Vector Image Files

File Description: Native file format created by Adobe Illustrator; composed of paths, or lines connected by points, instead of bitmap data; may include objects, color, and text; often referred to as a Illustrator drawing. Illustrator documents can be opened with Photoshop, but the image will be rasterized, meaning it will be converted from a vector image to a bitmap.

Program(s) that open ai files:

Mac OS	Adobe Illustrator, Acrobat, Reader, Adobe Photoshop (rasterized), Apple Preview
Windows	Adobe Illustrator, Acrobat, Reader, Adobe Photoshop (rasterized)

Breakfast with Santa

COFFEE with Council *at Village Hall*
Coffee with Council_stacked

COFFEE with Council *at Village Hall*
Coffee with Council_wide

Farmers Market · **Village of Marvin**
Farmers Market

Friendship Tree · a Village of Marvin & MARSH Partnership
Friendship Tree

Friendship Tree · a Village of Marvin & MARSH Partnership
Friendship Tree_stacked

VILLAGE of MARVIN Greenways
Greenways

MARSH · Marvin Area for the Restoration & Sustainablity of wildlife Habitats
MARSH

Marv_blue

Marv_flying-blue

Marv_flying-gold

Marv_flying-green

Marv_flying-orange

Marv_flying-red

Marv_flying-yellow

Marv_gold

Marv_green

Marv_orange

Marv_red

Marv_yellow

Marvin Community-wide-gold

Marvin Community_stacked-blue

Marvin Community_stacked-gold

Marvin Community_wide-blue

Marvin Community_wide-gold

Marvin Day-2023

Marvin Day

Marvin Day_4C-white

Marvin Efird Park_stacked

Marvin Efird Park_wide

Marvin Heritage District_stacked

Marvin Heritage District_wide

Marvin Wise

Monogram_black

Monogram_blue dark

Monogram_blue light

Monogram_bronze

Monogram_gold

Monogram_green dark

Monogram_green light

Monogram_white

Moonlight Movies

National Night Out

Santa Parade

Town Hall Meeting-
Open Forum

Town Hall Meeting

Tree Lighting

Trick or Treat

Village of Marvin Seal_4C

Village of Marvin Seal_black

Village of Marvin
Seal_blue dark

Village of Marvin
Seal_blue light

Village of Marvin
Seal_bronze

Village of Marvin
Seal_gold

Village of Marvin
Seal_green dark

Village of Marvin
Seal_green light

Village of Marvin
Seal_white

Village of Marvin-
icon_4C fall

Village of Marvin-icon_4C

Village of Marvin-
icon_black

Village of Marvin-
icon_blue dark

Village of Marvin-
icon_blue light

Village of Marvin-
icon_bronze

Village of Marvin-
icon_gold

Village of Marvin-
icon_green dark

Village of Marvin-
icon_green light

Village of Marvin-
icon_white

Village of Marvin-
NC_4C white

Village of Marvin-
NC_4C-fall

Village of Marvin-NC_4C

Village of Marvin-NC_black

Village of Marvin-
NC_blue dark

Village of Marvin-
NC_blue light

Village of Marvin-
NC_bronze

Village of Marvin-NC_gold

Village of Marvin-
NC_green dark

Village of Marvin-
NC_green light

Village of Marvin-
NC_white

Village of Marvin-
round-NC

Village of Marvin-
round-tagline

Village of Marvin-
stacked-NC_4C fall

Village of Marvin-
stacked-NC_4C white

Village of Marvin-
stacked-NC_4C

Village of Marvin-
stacked-NC_black

Village of Marvin-
stacked-NC_blue dark

Village of Marvin-
stacked-NC_blue light

Village of Marvin-
stacked-NC_bronze

Village of Marvin-
stacked-NC_gold

Village of Marvin-
stacked-NC_green dark

Village of Marvin-
stacked-NC_green light

Village of Marvin-
stacked-NC_white

Village of Marvin-stacked-
tagline_4C fall

Village of Marvin-stacked-
tagline_4C white

Village of Marvin-
stacked-tagline_4C

Village of Marvin-
stacked-tagline_black

Village of Marvin-stacked-tagline_blue dark

Village of Marvin-stacked-tagline_blue light

Village of Marvin-stacked-tagline_bronze

Village of Marvin-stacked-tagline_gold

Village of Marvin-stacked-tagline_green dark

Village of Marvin-stacked-tagline_green light

Village of Marvin-stacked-tagline_white

Village of Marvin-stacked-wide-NC_4C fall

Village of Marvin-stacked-wide-NC_4C white

Village of Marvin-stacked-wide-NC_4C

Village of Marvin-stacked-wide-NC_black

Village of Marvin-stacked-wide-NC_blue dark

Village of Marvin-stacked-wide-NC_blue light

Village of Marvin-stacked-wide-NC_bronze

Village of Marvin-stacked-wide-NC_gold

Village of Marvin-stacked-wide-NC_green dark

Village of Marvin-stacked-wide-NC_green light

Village of Marvin-stacked-wide-NC_white

Village of Marvin-stacked-wide-tagline_4C fall

Village of Marvin-stacked-wide-tagline_4C white

Village of Marvin-stacked-wide-tagline_4C

Village of Marvin-stacked-wide-tagline_black

Village of Marvin-stacked-wide-tagline_blue dark

Village of Marvin-stacked-wide-tagline_blue light

Village of Marvin-stacked-wide-tagline_bronze

Village of Marvin-stacked-wide-tagline_gold

Village of Marvin-stacked-wide-tagline_green dark

Village of Marvin-stacked-wide-tagline_green light

Village of Marvin-stacked-wide-tagline_white

Village of Marvin-stacked-wide_4C fall

Village of Marvin-stacked-wide_4C white

Village of Marvin-stacked-wide_4C

Village of Marvin-stacked-wide_black

Village of Marvin-stacked-wide_blue dark

Village of Marvin-stacked-wide_blue light

Village of Marvin-stacked-wide_bronze

Village of Marvin-stacked-wide_gold

Village of Marvin-stacked-wide_green dark

Village of Marvin-stacked-wide_green light

Village of Marvin-stacked-wide_white

Village of Marvin-stacked_4C fall

Village of Marvin-stacked_4C white

Village of Marvin-stacked_4C

Village of Marvin-stacked_black

Village of Marvin-stacked_blue dark

Village of Marvin-stacked_blue light

Village of Marvin-stacked_bronze

Village of Marvin-stacked_gold

Village of Marvin-stacked_green dark

Village of Marvin-stacked_green light

Village of Marvin-stacked_white

Village of Marvin-tagline_4C fall

Village of Marvin-tagline_4C white

Village of Marvin-tagline_4C

Village of Marvin-tagline_black

Village of Marvin-tagline_blue dark

Village of Marvin-tagline_blue light

Village of Marvin-tagline_bronze

Village of Marvin-tagline_gold

Village of Marvin-tagline_green dark

Village of Marvin-tagline_green light

Village of Marvin-tagline_white

Village of Marvin-text-NC_2C

Village of Marvin-text-NC_black

Village of Marvin-text-NC_blue dark

Village of Marvin
NORTH CAROLINA
Village of Marvin-text-NC_blue light

Village of Marvin
NORTH CAROLINA
Village of Marvin-text-NC_bronze

Village of Marvin
NORTH CAROLINA
Village of Marvin-text-NC_gold

Village of Marvin
NORTH CAROLINA
Village of Marvin-text-NC_green dark

Village of Marvin
NORTH CAROLINA
Village of Marvin-text-NC_green light

Village of Marvin
NORTH CAROLINA
Village of Marvin-text-NC_white

Village of Marvin
NORTH CAROLINA
Village of Marvin-text-stacked-NC_2C

Village of Marvin
NORTH CAROLINA
Village of Marvin-text-stacked-NC_black

Village of Marvin
NORTH CAROLINA
Village of Marvin-text-stacked-NC_blue dark

Village of Marvin
NORTH CAROLINA
Village of Marvin-text-stacked-NC_blue light

Village of Marvin
NORTH CAROLINA
Village of Marvin-text-stacked-NC_bronze

Village of Marvin
NORTH CAROLINA
Village of Marvin-text-stacked-NC_gold

Village of Marvin
NORTH CAROLINA
Village of Marvin-text-stacked-NC_green dark

Village of Marvin
NORTH CAROLINA
Village of Marvin-text-stacked-NC_green light

Village of Marvin
NORTH CAROLINA
Village of Marvin-text-stacked-NC_white

Village of Marvin
Village of Marvin-text-stacked_black

Village of Marvin
Village of Marvin-text-stacked_blue dark

Village of Marvin
Village of Marvin-text-stacked_blue light

Village of Marvin
Village of Marvin-text-stacked_bronze

Village of Marvin
Village of Marvin-text-stacked_gold

Village of Marvin
Village of Marvin-text-stacked_green dark

Village of Marvin
Village of Marvin-text-stacked_green light

Village of Marvin
Village of Marvin-text-stacked_white

Village of Marvin
Enriched by Nature
Village of Marvin-text-tagline_2C

Village of Marvin
Enriched by Nature
Village of Marvin-text-tagline_black

Village of Marvin
Enriched by Nature
Village of Marvin-text-tagline_blue dark

Village of Marvin
Enriched by Nature
Village of Marvin-text-tagline_blue light

Village of Marvin
Enriched by Nature
Village of Marvin-text-tagline_bronze

Village of Marvin
Enriched by Nature
Village of Marvin-text-tagline_gold

Village of Marvin
Enriched by Nature
Village of Marvin-text-tagline_green dark

Village of Marvin
Enriched by Nature
Village of Marvin-text-tagline_green light

Village of Marvin
Enriched by Nature
Village of Marvin-text-tagline_white

Village of Marvin
Village of Marvin-text_black

Village of Marvin
Village of Marvin-text_blue dark

Village of Marvin
Village of Marvin-text_blue light

Village of Marvin
Village of Marvin-text_bronze

Village of Marvin
Village of Marvin-text_gold

Village of Marvin
Village of Marvin-text_green dark

Village of Marvin
Village of Marvin-text_green light

Village of Marvin
Village of Marvin-text_white

Village of Marvin
NORTH CAROLINA
Village of Marvin-wide-NC_4C fall

Village of Marvin
NORTH CAROLINA
Village of Marvin-wide-NC_4C white

Village of Marvin
NORTH CAROLINA
Village of Marvin-wide-NC_4C

Village of Marvin
NORTH CAROLINA
Village of Marvin-wide-NC_black

Village of Marvin
NORTH CAROLINA
Village of Marvin-wide-NC_blue dark

Village of Marvin
NORTH CAROLINA
Village of Marvin-wide-NC_blue light

Village of Marvin
NORTH CAROLINA
Village of Marvin-wide-NC_bronze

Village of Marvin
NORTH CAROLINA
Village of Marvin-wide-NC_gold

Village of Marvin
NORTH CAROLINA
Village of Marvin-wide-NC_green dark

Village of Marvin
NORTH CAROLINA
Village of Marvin-wide-NC_green light

Village of Marvin
NORTH CAROLINA
Village of Marvin-wide-NC_white

Village of Marvin
Enriched by Nature
Village of Marvin-wide-tagline_4C fall

Village of Marvin
Enriched by Nature
Village of Marvin-wide-tagline_4C white

Village of Marvin
Enriched by Nature
Village of Marvin-wide-tagline_4C

Village of Marvin
Enriched by Nature
Village of Marvin-wide-tagline_black

Village of Marvin
Enriched by Nature
Village of Marvin-wide-tagline_blue dark

Village of Marvin
Enriched by Nature
Village of Marvin-wide-tagline_blue light

Village of Marvin
Enriched by Nature
Village of Marvin-wide-tagline_bronze

Village of Marvin
Enriched by Nature
Village of Marvin-wide-tagline_gold

Village of Marvin
Enriched by Nature
Village of Marvin-wide-tagline_green dark

Village of Marvin-wide-tagline_green light

Village of Marvin-wide-tagline_white

Village of Marvin-wide_4C fall

Village of Marvin-wide_4C white

Village of Marvin-wide_4C

Village of Marvin-wide_black

Village of Marvin-wide_blue dark

Village of Marvin-wide_blue light

Village of Marvin-wide_bronze

Village of Marvin-wide_gold

Village of Marvin-wide_green dark

Village of Marvin-wide_green light

Village of Marvin-wide_white

Village of Marvin_4C white

Village of Marvin_4C-fall

Village of Marvin_4C

Village of Marvin_black

Village of Marvin_blue dark

Village of Marvin_blue light

Village of Marvin_bronze

Village of Marvin_gold

Village of Marvin_green dark

Village of Marvin_green light

Village of Marvin_white

Village Volunteer

Volunteer Day

Village-Event Sponsor_black

Village-Event Sponsor_blues

Village-Event Sponsor_golds

Village-Event Sponsor_greens

Village-Event Sponsor_white

DEPARTMENT LOGOS

ADMINISTRATION

Administration

BOARD of ADJUSTMENT

Board of Adjustment

COMMUNICATIONS

Communications

FINANCE

Finance

MARVIN DAY PLANNING SUBCOMMITTEE

Marvin Day Planning Subcommittee

NOTARY PUBLIC

Notary Public

OFFICE of the VILLAGE CLERK

Office of the Village Clerk

OFFICE of the VILLAGE MANAGER

Office of the Village Manager

Parks & Rec-round

VILLAGE of MARVIN Parks & Rec

Parks and Rec_4C

VILLAGE of MARVIN Parks & Rec

Parks and Rec_black

VILLAGE of MARVIN Parks & Rec

Parks and Rec_blue dark

VILLAGE of MARVIN Parks & Rec

Parks and Rec_blue light

VILLAGE of MARVIN Parks & Rec

Parks and Rec_bronze

VILLAGE of MARVIN Parks & Rec

Parks and Rec_gold

VILLAGE of MARVIN Parks & Rec

Parks and Rec_green dark

VILLAGE of MARVIN
Parks & Rec
Parks and Rec_green light

VILLAGE of MARVIN
Parks & Rec
Parks and Rec_white

PARKS, RECREATION & GREENWAYS BOARD
Parks, Recreation & Greenways Board

PLANNING & ZONING
Planning & Zoning

PLANNING BOARD
Planning Board

Village of Marvin
POLICE
Police-wide

POLICE
Police

PR&G BOARD
PR&G Board

PUBLIC SAFETY
Public Safety

Village of Marvin
PUBLIC WORKS
Public Works-stacked

Village of Marvin
PUBLIC WORKS
Public Works

SOLID WASTE & RECYCLING
Solid Waste & Recycling

VILLAGE COUNCIL
Village Council-stacked

VILLAGE COUNCIL
Village Council

6.2
Intellectual Property Release

Intellectual Property Transfer Statement

Arnett Muldrow & Associates, located at 316 West Stone Avenue, Greenville, SC, hereby grants a full intellectual property release to Village of Marvin, North Carolina to utilize the following designs as the new owner sees fit to do so.

For the purpose of Community Branding.

This release, attested to by the parties effectively immediately shall serve as notice and agreement between the parties and may not be changed without written permission from the Arnett Muldrow & Associates. Arnett Muldrow & Associates retains the right to use the created material to self market and self promote.

This signed agreement also includes the transfer of rights to any variations of the logo previously agreed and supplied as part of the initial proposal.

Example of these variations could include : multiple color versions, size and dimensional variations – landscape and portrait, reversed out versions, social media profile images, favicon etc.

Arnett Muldrow & Associates
864.233.0950
ArnettMuldrow.com
316 West Stone Avenue
Greenville, SC 29609

Is there anything missing on this Copyright Transfer Form that was previously agreed? Let me know before accepting this statement. It is critical the information shared here is understood and accepted in whole.