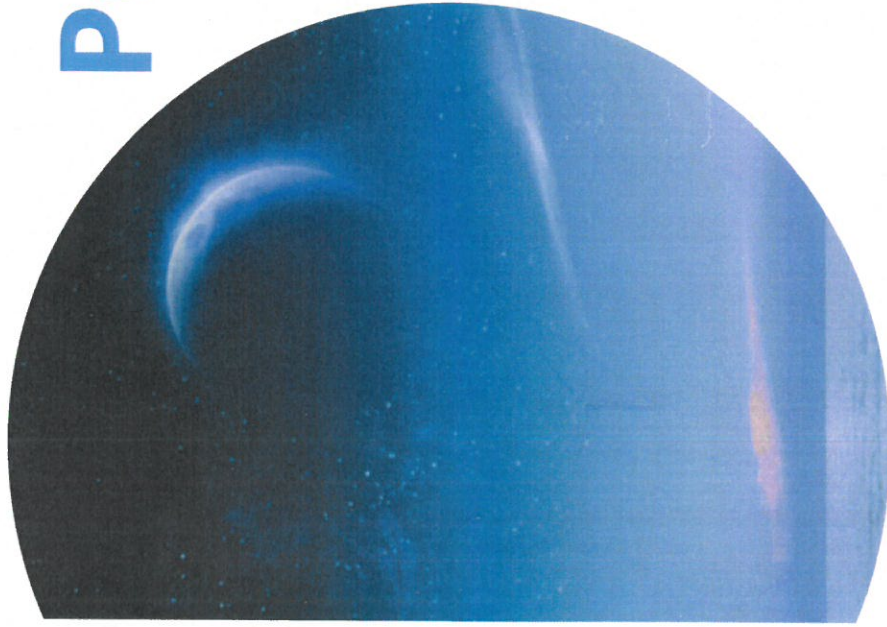


New Moon

For A Fresh
Perspective...

Garfield
Township



Review Logos from Surrounding Area:



RFP: A clean, modern, high quality design and brand that will serve the Township organization and audience.

Goal: Craft a fresh brand identity that authentically embodies the warm, inclusive spirit of the Township, celebrating its vibrant community and dedication to preserving its natural riches and high quality of life.

Logo Concepts:



Logo Concepts:



**Garfield
Township**

Where it all comes together.



Garfield Township

Where it all comes together.



**Garfield
Township**

Where it all comes together.



Garfield Township

Where it all comes together.

Logo Concepts:



Garfield
Township



Garfield Township



Garfield
Township



Garfield Township

Logo Concepts:



Garfield
Township

The getaway made for today.



Garfield Township

The getaway made for today.

Garfield
Township

The getaway made for today.



Garfield Township

The getaway made for today.

NEW MOON
VISIONS

Place Branding & Marketing

Logo Concepts:



**Garfield
Township**



Garfield Township



**Garfield
Township**



Garfield Township

Logo Concepts:



**Garfield
Township**

Where it all comes together.



Garfield Township

Where it all comes together.



**Garfield
Township**

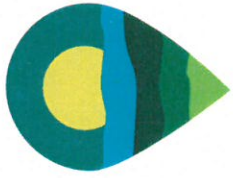
Where it all comes together.



Garfield Township

Where it all comes together.

Logo Concepts:



Garfield
Township



Garfield
Township



Garfield
Township



Garfield Township

Logo Concepts:



**Garfield
Township**

It's all here.



**Garfield
Township**

It's all here.



**Garfield
Township**

It's all here.



Garfield Township

It's all here.

Logo Concepts:



**Garfield
Township**



**Garfield
Township**



**Garfield
Township**



Garfield Township

Logo Concepts:



**Garfield
Township**

Garfield is good for you.



Garfield Township

Garfield is good for you.



**Garfield
Township**

Garfield is good for you.



Garfield Township

Garfield is good for you.

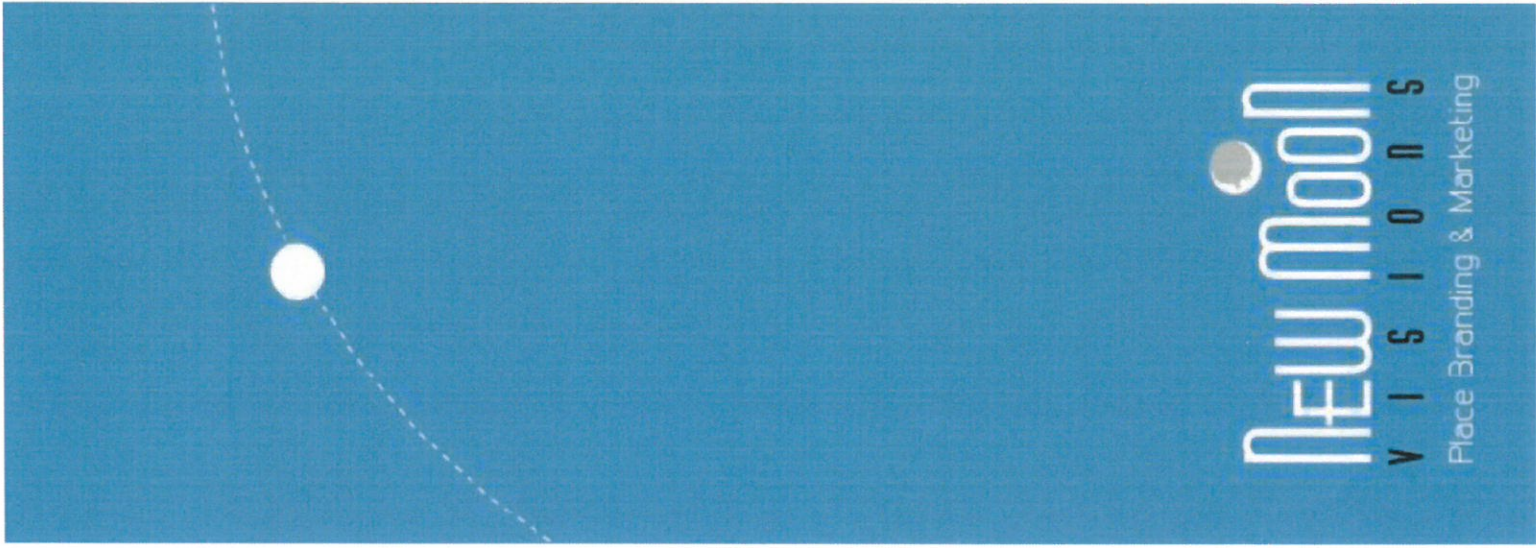
Logo Concepts:

GARFIELD
GT
TOWNSHIP

GT
GARFIELD
TOWNSHIP

GT GARFIELD
TOWNSHIP

GT GARFIELD TOWNSHIP



NEW MOON
VISIONS
Place Branding & Marketing

Logo Concepts:

GARFIELD
GT
TOWNSHIP
Your Go-To.

GT
GARFIELD
TOWNSHIP
Your Go-To.

GT GARFIELD
TOWNSHIP
Your Go-To.

GT GARFIELD TOWNSHIP
Your Go-To.

Original Garfield Township Seal



New Garfield Township Seal v1



A



B



New Garfield Township Seal v2



A



B



Original Garfield Township Logo



NEW MOON
V I S I O N S
Place Branding & Marketing

Refined Garfield Township Logo v1



NEW MOON
VISIONS
Place Branding & Marketing

Refined Garfield Township Logo v2



NEW MOON
V I S I O N S
Place Branding & Marketing

Refined Garfield Township Logo v2 no Tag

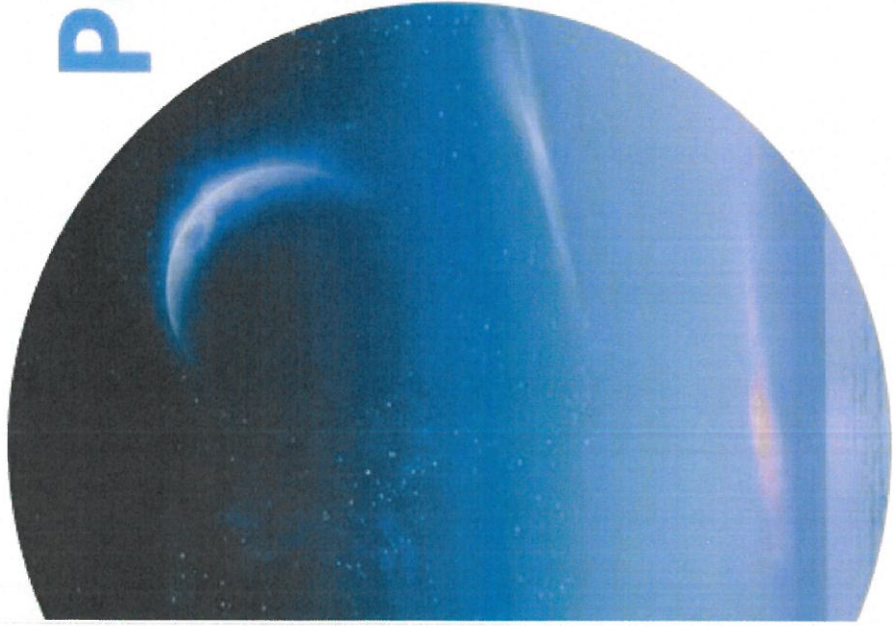


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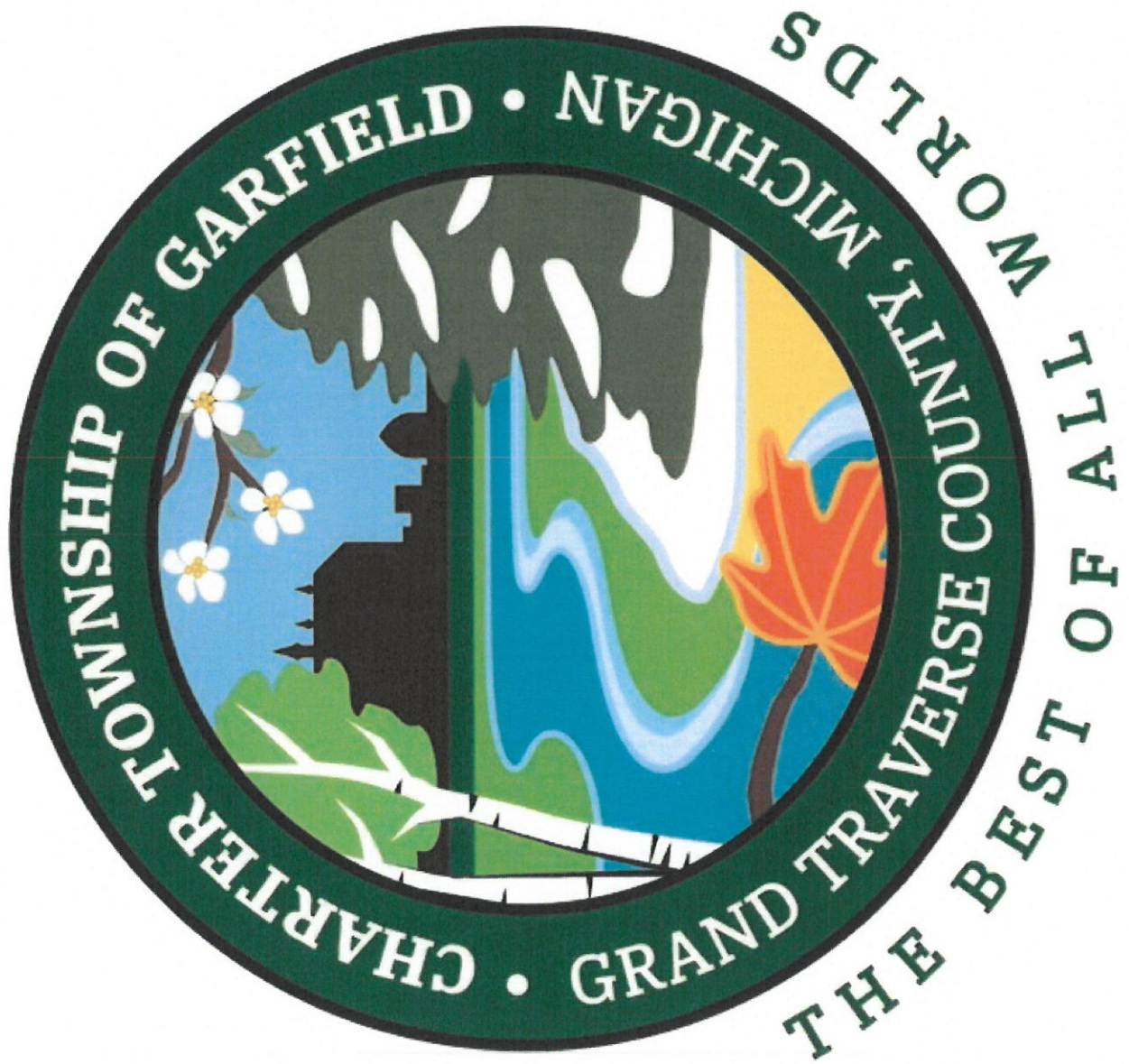
New Moon

For A Fresh Perspective...

Garfield Township



Refined Garfield Township Logo v3



NEW MOON
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Place Branding & Marketing

Refined Garfield Township Logo v3 no Tag



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Refined Garfield Township Logo v4



Refined Garfield Township Logo v4 no Tag



NEW MOON
VISIONS
Place Branding & Marketing

Logo variations



V2



V3



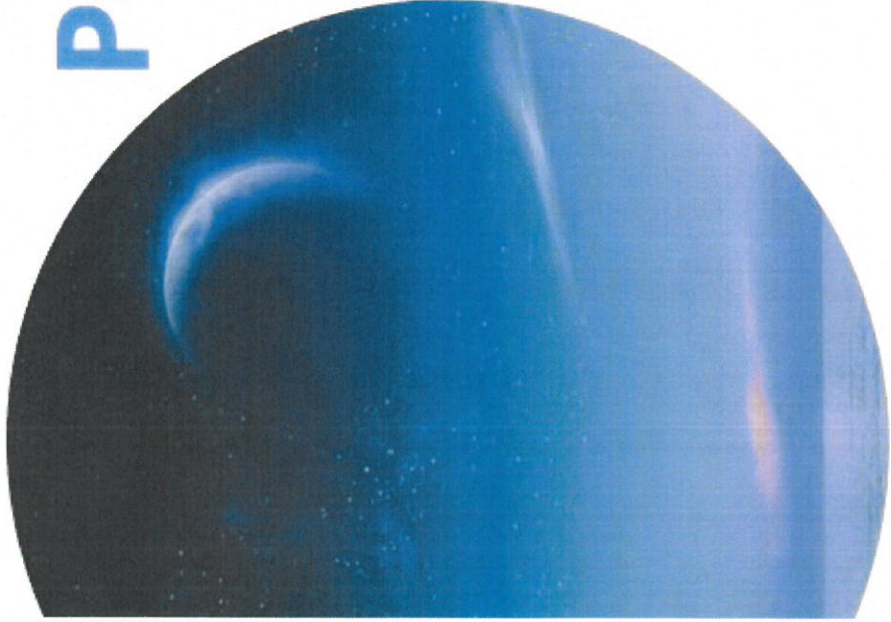
V4



New Moon

For A Fresh
Perspective...

Garfield
Township



Optional Icons v1



1a



1b

Optional Icons v2



2a



2b



Optional Icons v3



3a



3b



Optional Icons v3



3c



3d

Optional Icons v3



3e



3f

Logo variations & Optional Icons



Logo variations & Optional Icons



Charter Township of Garfield
Grand Traverse County, Michigan

The Best of All Worlds

Charter Township of Garfield
Grand Traverse County, Michigan

The Best of All Worlds

**CHARTER TOWNSHIP
OF GARFIELD**
Grand Traverse County, MI

The Best of All Worlds

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The Best of All Worlds

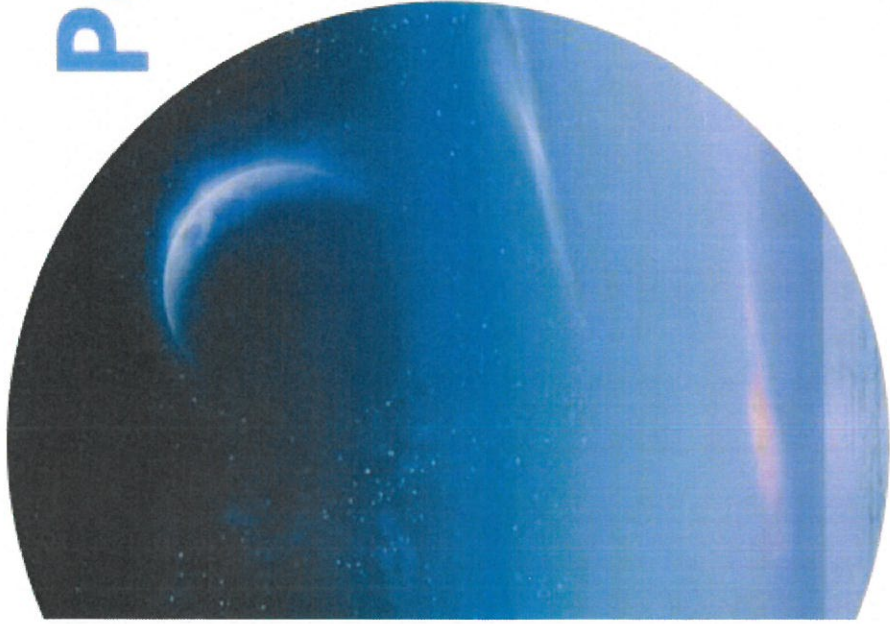
**CHARTER TOWNSHIP
OF GARFIELD**
Grand Traverse County, MI

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New Moon

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Garfield
Township



Refined Garfield Township Logo v3



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Refined Garfield Township Logo v3 no Tag



NEW MOON
VISIONS
Place Branding & Marketing

Refined Garfield Township Logo v4



NEW MOON
V I S I O N S
Place Branding & Marketing

Refined Garfield Township Logo v4 no Tag



NEW MOON
V I S I O N S
Place Branding & Marketing

Logo variations



V1



V2



V3



V4



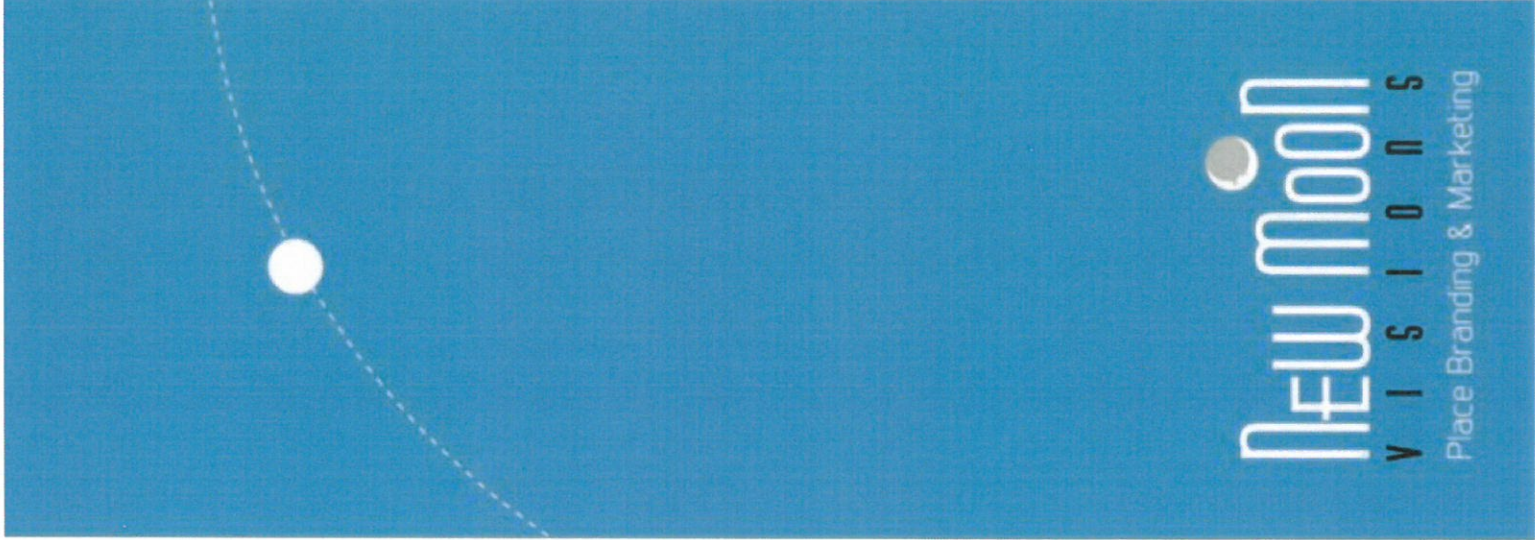
Optional Icons v3



3a



3b



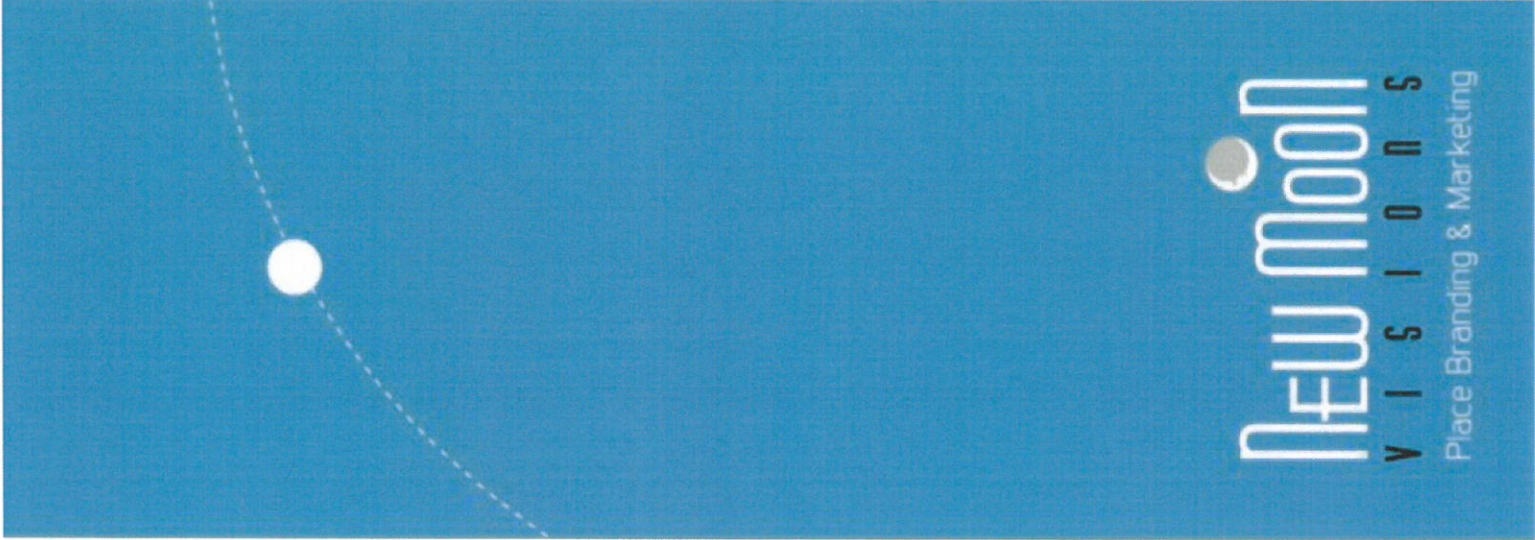
Optional Icons v3



3c



3d



Optional Icons v3



3e



3f



Logo Variations & Optional Icons



Logo Variations & Optional Icons



Charter Township of Garfield
Grand Traverse County, Michigan
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Charter Township of Garfield
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