

CITY OF FOWLER

LOGO DESIGN

CONCEPTS

FOWLER, CA
10.17.2023

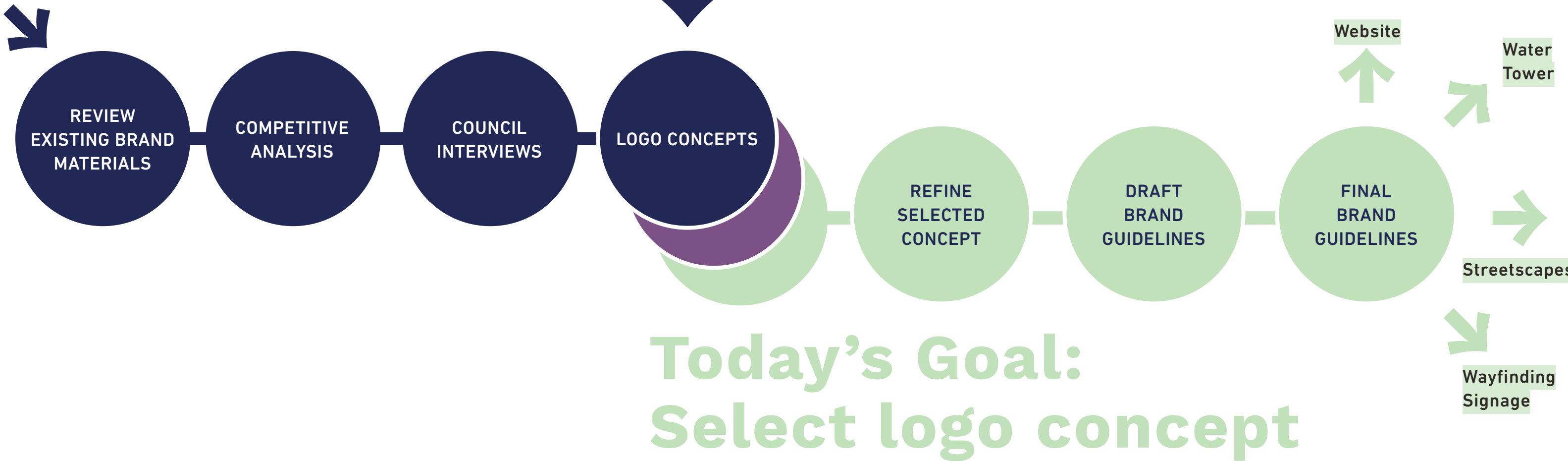
T'OOLE
DESIGN



PROJECT OVERVIEW

We
Are
Here

This project began
as an offshoot of
the Downtown
Streetscapes Work



WHY?

Your SEAL is not your LOGO.



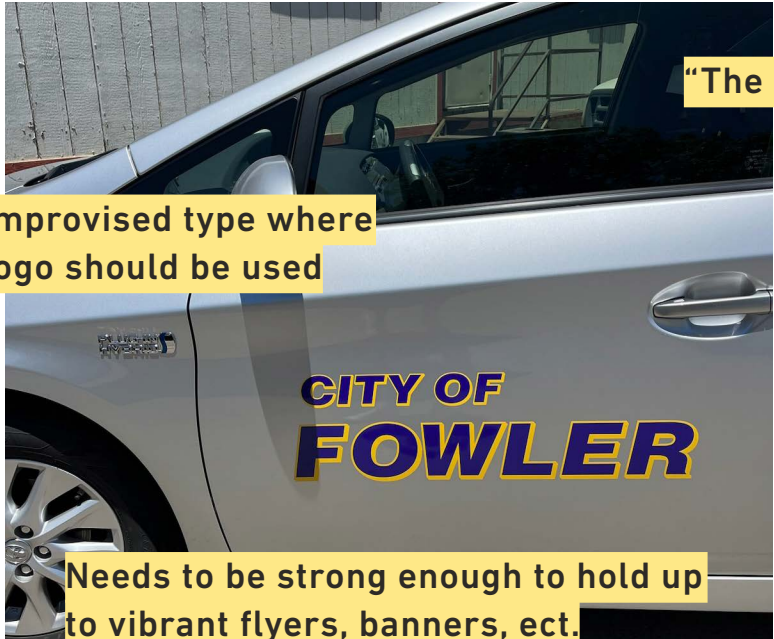
SEAL

- Official documents
- Letterhead
- Legal uses (stamping plans, etc.)

LOGO

- Tourism
- Events
- Website
- Department identification
- Uniforms
- Merchandise

THE CURRENT BRAND

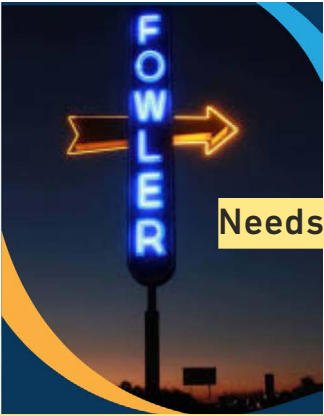


"The Blossom Trail City"



Why choose Fowler?

- Concierge-style development process
- Convenient access to Highway 99 and Union Pacific Rail
- Growing skilled workforce population
- Proximity to existing industrial uses in other cities
- Local hiring incentives, and various specialty zone designations including recycling market development zone, foreign trade zone, and Qualified Federal Opportunity Zone
- General Plan update and EIR underway
- Safe close-knit community with low-density estate residential developments

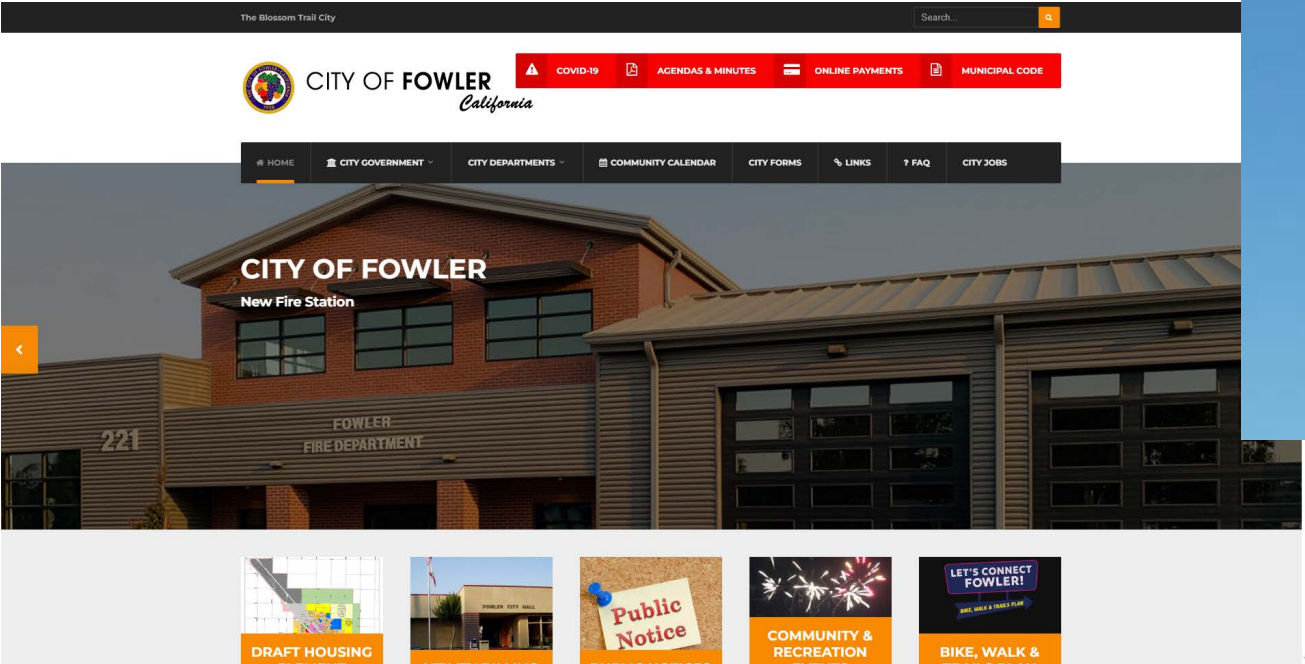


Current brand leans fruity and scattered, does not support events well. Goal to highlight Fowler's connection, authenticity, and celebratory community.



Let's Chat!

Wilma Tucker, City Manager
Address: 128 S 5th St., Fowler, CA 93625
Phone: 559-834-3113 X 101
email: wtucker@ci.fowler.ca.us
website: www.fowlercity.org



Fine details difficult in small formats, embroidery

LEARNING FROM NEIGHBORS

- An illustrative symbol is not universal
- References to physical landmarks and namesakes more common than themes
- References to vintage type can still feel fresh
- Agricultural themes need to be specific to differentiate
- Complex logos have a hard time holding up to all uses
- Possible to update seal without full redesign



Fowler connects:

Agriculture → Industry
Small Town → Big City
Newcomers → History
Person → Person

LEARNING FROM YOU

Fowler connects:

Agriculture → Industry
Small Town → Big City
Newcomers → History
Person → Person

TOOLE
DESIGN

FOWLER VISUAL IDENTITY

10.17.2023

K. SAKAMOTO.
POOL HALL.

BRAND OBJECTIVE

To stand out from amongst peer cities and be recognized for the vibrant, historic, inclusive community that they are.

The main differentiators are:

- An authentic claim to a key role in connecting the agricultural production of the Central Valley to Northern California and Nevada
- A history of a racially and culturally diverse town that supports one another
- A sense of community built and maintained through a real dedication to celebration

A new visual brand is sought to help attract the attention of travelers and businesses, and to help unite newer residents and businesses around a shared sense of community.

BRAND VALUES

Connection
Community

Agriculture
Industry

Authenticity
History
Tradition

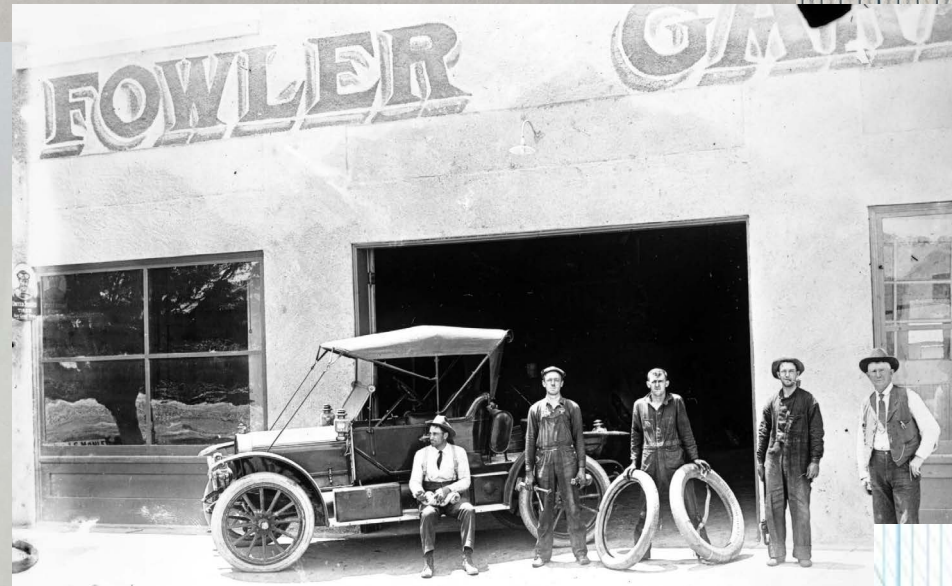
Celebration
Vibrant
Thriving

An aerial photograph of a complex railway yard. Numerous tracks, some straight and some curved, crisscross the frame. Several signal lights with red lenses are visible, some with numbers like 512, 546A, and 550B. The ground is covered in gravel, and there are some small buildings or structures in the background.

◀ FOWLER ▶

FOWLER

LOGO STUDIES



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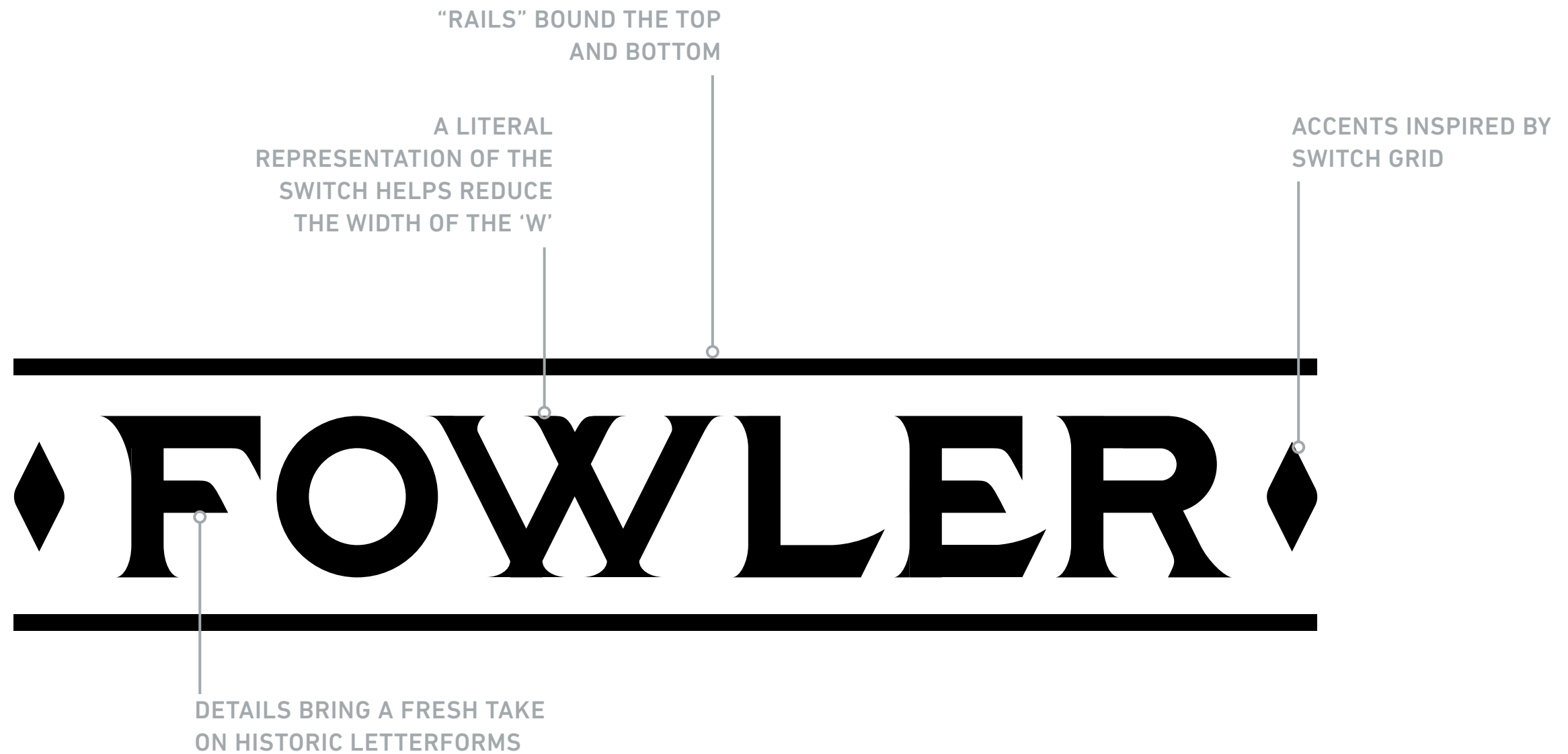
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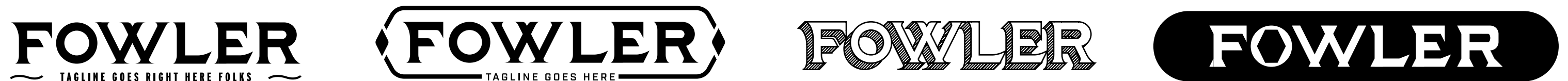
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FOWLER





ALTERNATES/EXPLORATION



BRAND ESSENTIALS

LOGO



COLOR PALETTE



COLOR EXAMPLES



TYPEFACE (HEADLINES): INDUSTRY DEMI

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

TYPEFACE (BODY): PALATINO LINOTYPE REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

COLLATERAL





FOWLER

CALIFORNIA

LOGO STUDIES



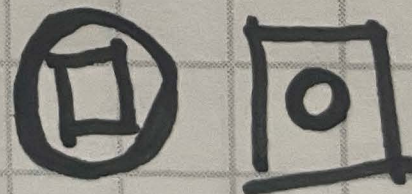
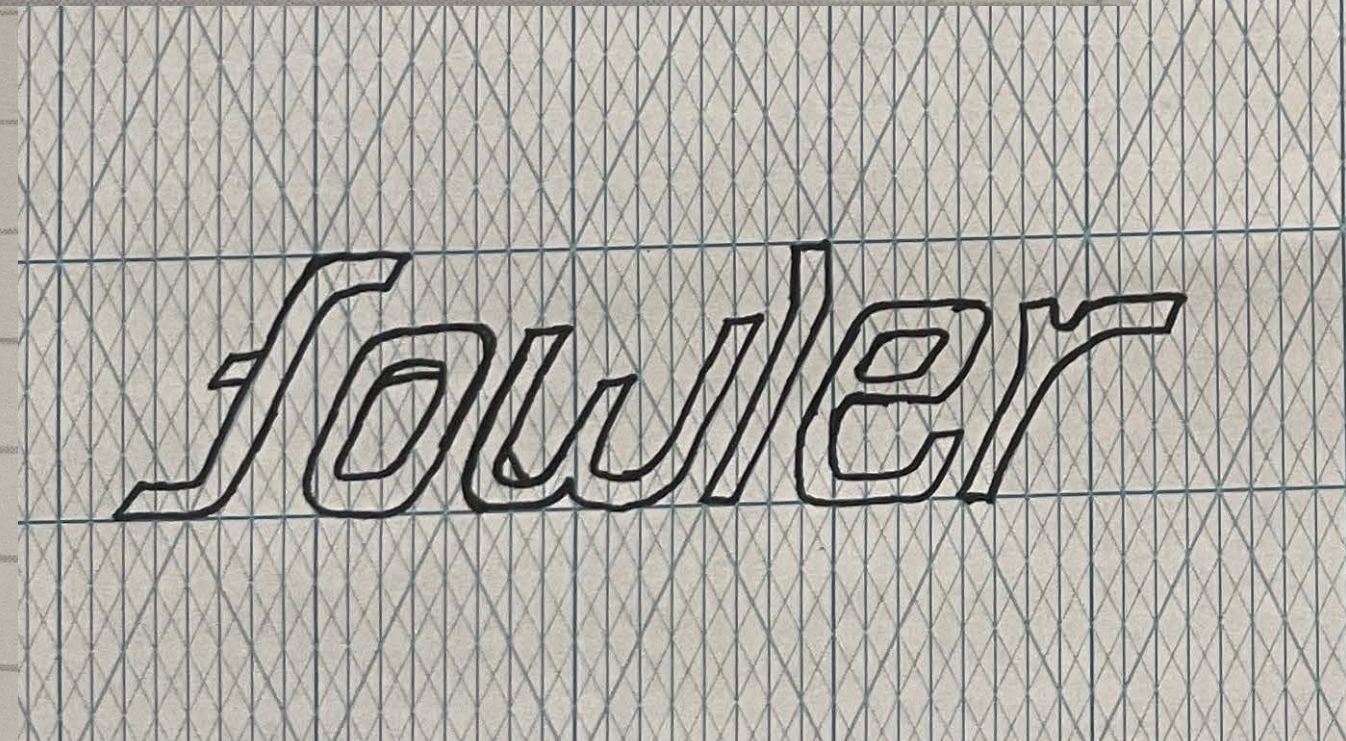
angled curve
tension

FOWLER



fowler

fowler



LOGO STUDIES

VISUAL TENSION BETWEEN
ROUND AND SQUARE
FORMS REFLECT UNIQUE
PARTS AND PEOPLE
WORKING TOGETHER

NESTED LETTERFORMS
ECHO FAMILIAL
RELATIONSHIPS



MONOSPACED SECONDARY
TYPE ALSO FEELS
MECHANICAL IN AN
OLD-FASHIONED WAY

ALTERNATES/EXPLORATION

FOWLER

FOWLER



FOWLER

BRAND ESSENTIALS

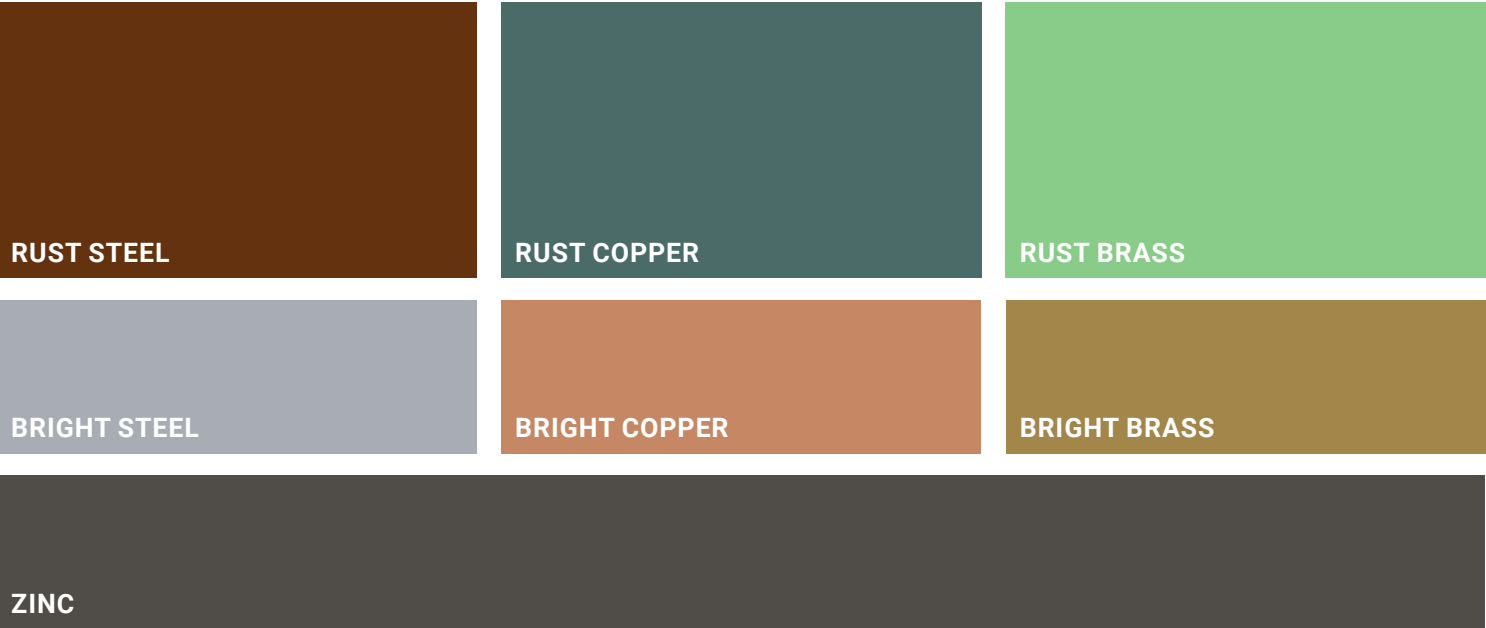
LOGO



COLOR EXAMPLES



COLOR PALETTE



TYPEFACE (HEADLINES): ROBOTO MONO MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

TYPEFACE (BODY): ROBOTO REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

COLLATERAL





FOWLER

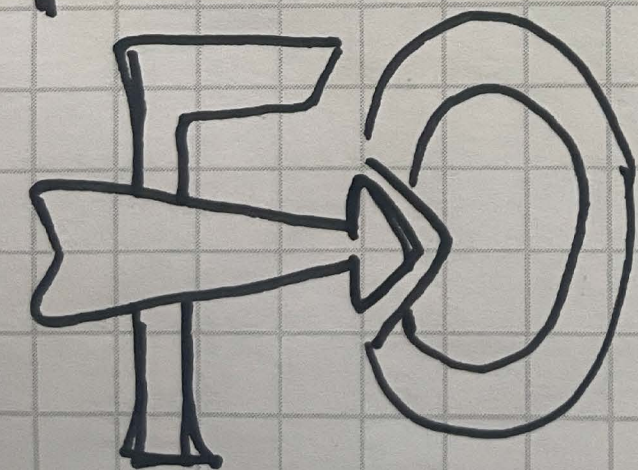
LOGO STUDIES
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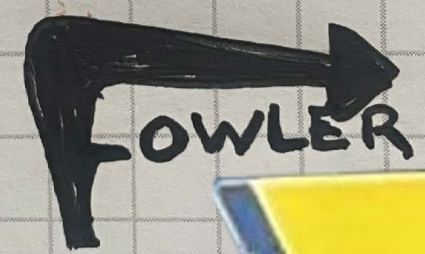
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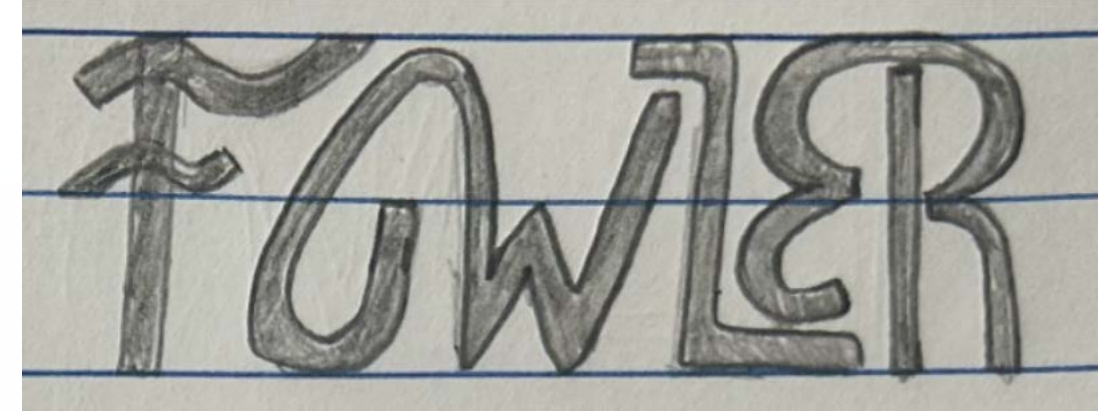
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FOWLER FOWLER



LOGO STUDIES

CONNECTOR
REFERENCES ICONIC
FOWLER SIGN, AS WELL
AS THE TRAIN WINDING
THROUGH THE VALLEY

LETTERFORMS ARE
PHYSICALLY CONNECTED
OR NESTED WITHIN TO
MIMIC FAMILIAL AND
COMMUNITY BONDS

FOWLER

SLAB SERIFS INSPIRED BY
HISTORIC BRICKWORK

ALTERNATES/EXPLORATION

FOWLER
Put Your Tagline Right Here

FOWLER
PUT YOUR TAGLINE RIGHT HERE

FOWLER^{CA}

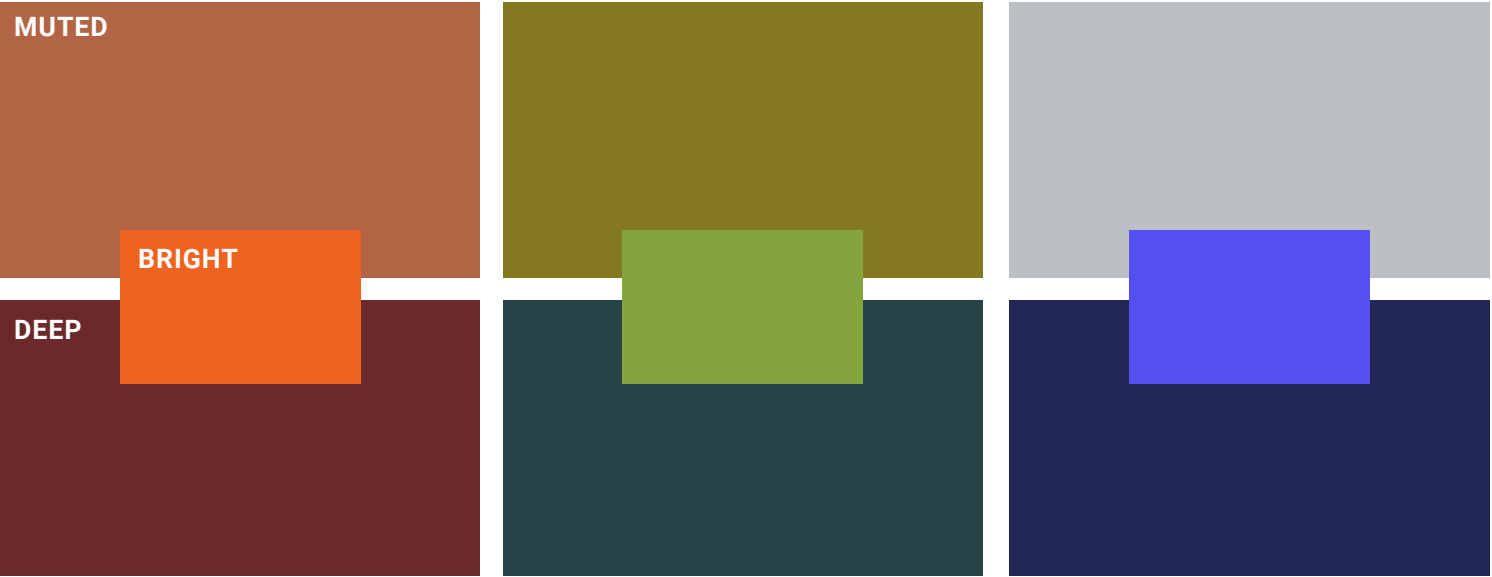
Put Your Tagline Right Here
FOWLER

BRAND ESSENTIALS

LOGO



COLOR PALETTE



COLOR EXAMPLES



TYPEFACE (HEADLINES): PF VENUE BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

TYPEFACE (BODY, MARKETING): AUTO PRO

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

TYPEFACE (BODY, EVERYDAY): TAHOMA REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

COLLATERAL



OPTIONS OVERVIEW

Option 1:



Option 2:



Option 3:



TRADITIONAL
COMMUNITY
AUTHENTIC
HISTORIC



SOLID
COMMUNITY
INDUSTRIAL
AUTHENTIC



QUIRKY
CONNECTED
CELEBRATORY
HISTORIC

NEXT STEPS

- Finalize preferred option
- Expand collateral examples
- Draft Brand Guidelines