

Borough of Newtown

Since 1824

Brand Style Guide

Version 1.0 · November, 2024



The Heart and Soul of Newtown, Connecticut

The Borough of Newtown acts in the service of the residents and businesses of our village. We observe, we listen, and we engage with our community. We provide unique services that stimulate the local economy, strengthen our neighborhood, and facilitate reasonable development in order to help preserve our pristine early American elegance. Above all, our aim is to enhance the quality of life for our friends and family members.

Logos & Marks

Our Primary Logo

Our brand logo is made up of two components: 1. The brand icon, which represents our famous American flag and the five sections of Newtown, and 2. The wordmark, an elegant presentation of our historic name.

[Download Primary Logos](#)



Primary Logo on Light Background



Primary Logo on Dark Background

Secondary Logo

It's appropriate to use the secondary versions of our logo whenever vertical space is limited.
The version with "Connecticut" as the descriptor should only be used when necessary.

[Download Secondary Logos](#)



Secondary Logos on Light Background

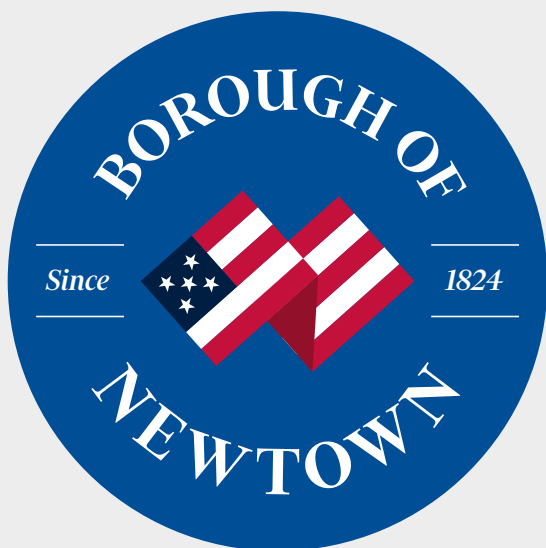


Secondary Logos on Dark Background

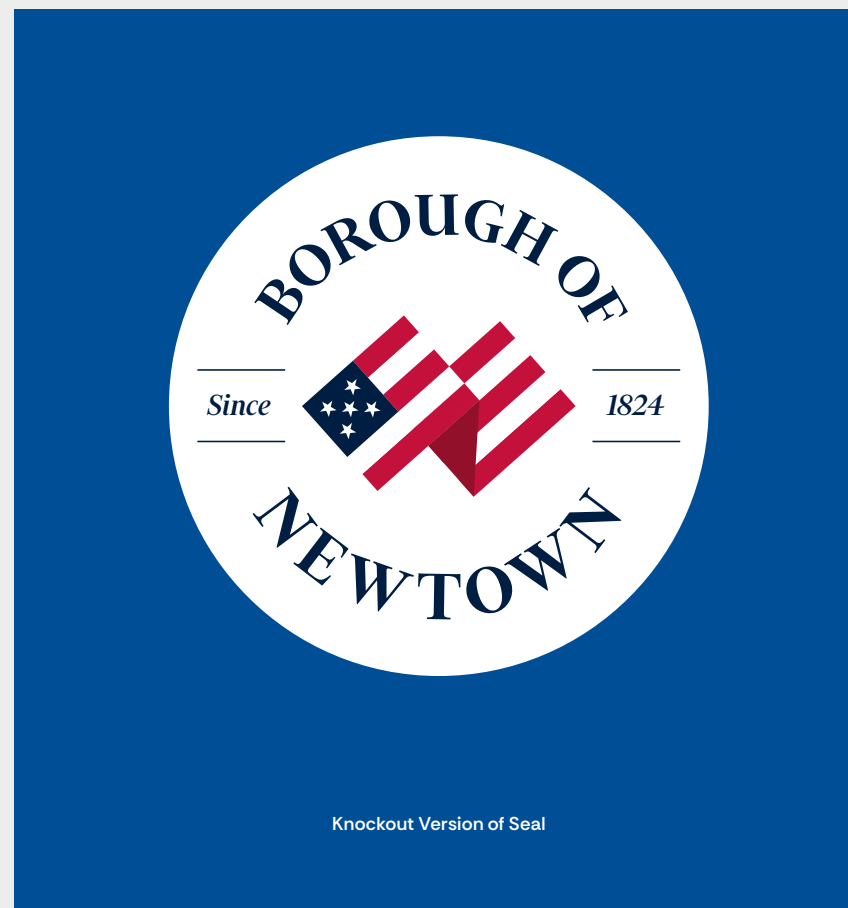
Our Seal

The Borough of Newtown seal is an elegant variation of our logo. It can be used in print, on signage, or in a graphic treatment that supports our primary and secondary brand marks.

[Download Seals](#)



Seal on Light Background

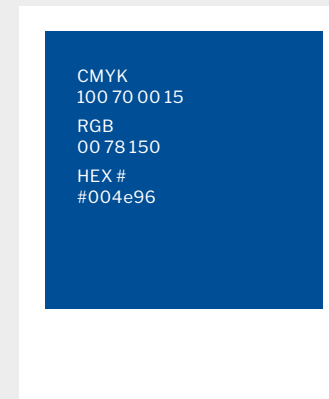
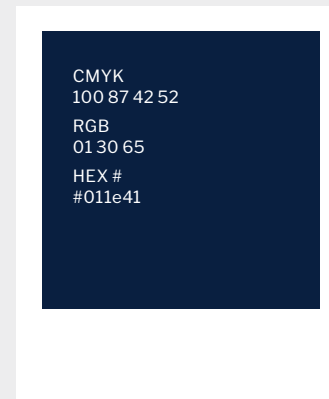
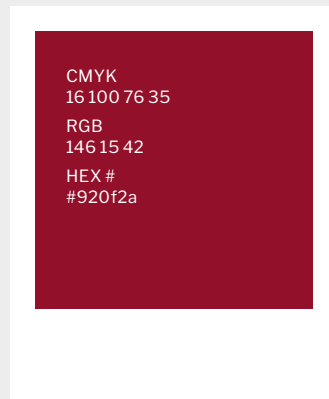
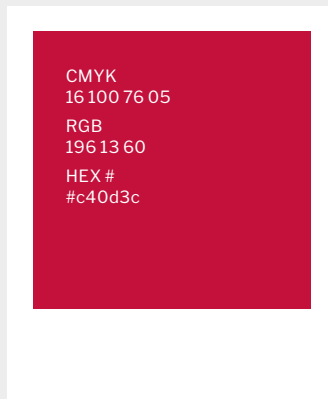


Knockout Version of Seal

Brand Colors

Our Color Palette

Our colors help to establish the Borough of Newtown brand,
an undeniable reflection of our proud American heritage.

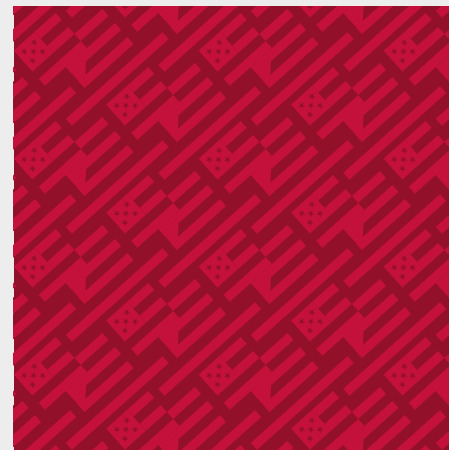
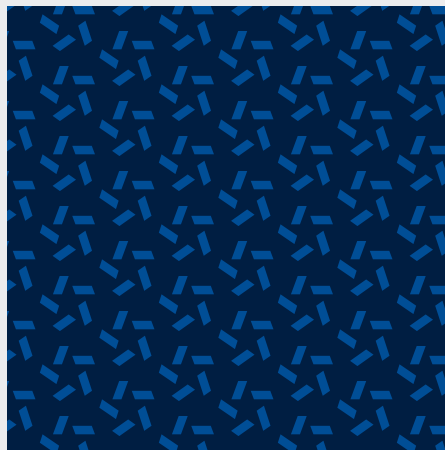
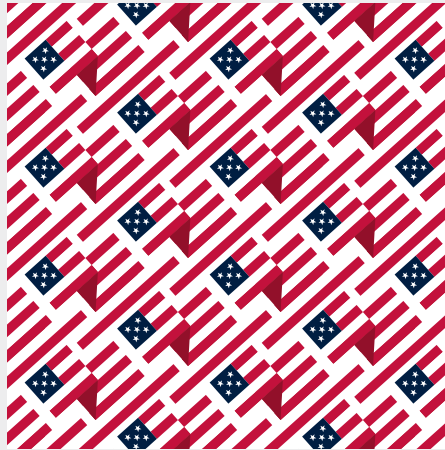


Brand Patterns

Brand Patterns

Our brand patterns can be used as backgrounds, or to help separate content.

[Download Patterns](#)



Typography

Our Typography

Our type is carefully selected to speak in the same voice as our brand.

Besley Regular

ABCDEFGHIJKLM
NOPQRSTUVWXYZ

abcdefghijklm
nopqrstuvwxyz

0123456789

[Download Fonts](#)

Headline

Headline Set in Initial Case
Without Punctuation

Body Copy - Besley Regular

Veremporum aut iunte lab ipsamet aut as aut optaspe llamend
ignimol uptaturibea que nem hiliberum rem que re volupientias ex
et magnisci cum ut perciis cum qui sitas incius, quosto il evelles
tiorporia exerferovit, cusdae coria volluptae rest maiorat.

Molo voluptur, saperspe ped quis exerisi corios resti derestia cum
idita videm harion experment et, ut quiat di de eostrum solor
molorum hil ellabo. Um sinciam fugit voloresedis eum andunto tem
eaquat anim hitium neceatem doluptur?

Iconography

Iconography

Each board and commission has their own brand icon made from the simple shapes used to create our logo.

[Download Icons](#)



**Board of
Burgesses**



**Zoning
Commission**



**Zoning Board
of Appeals**



**Historic
District**



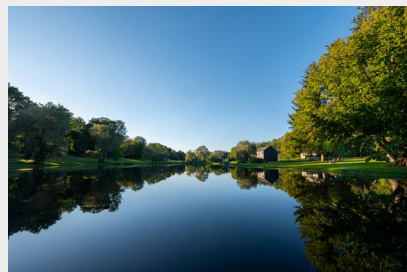
**Board of
Assessment Appeals**

Photo/Video

Photography

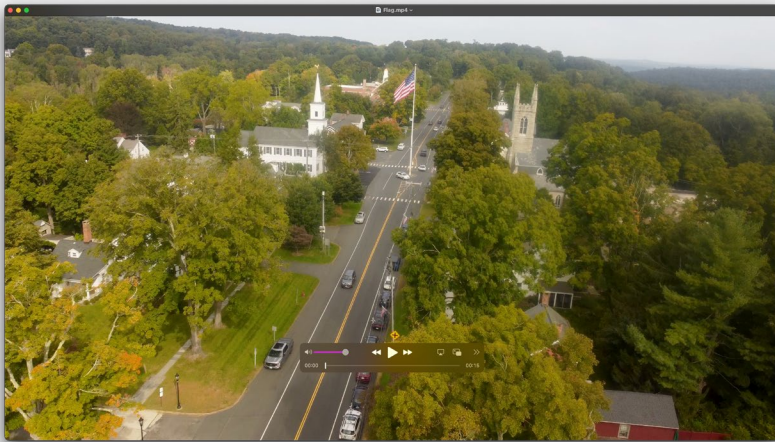
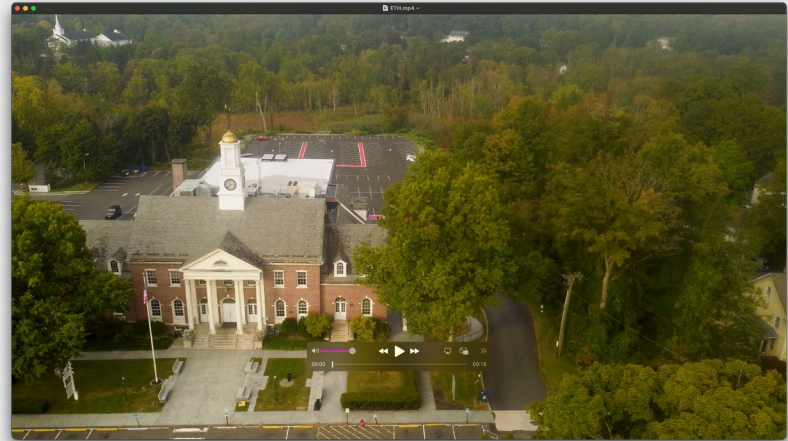
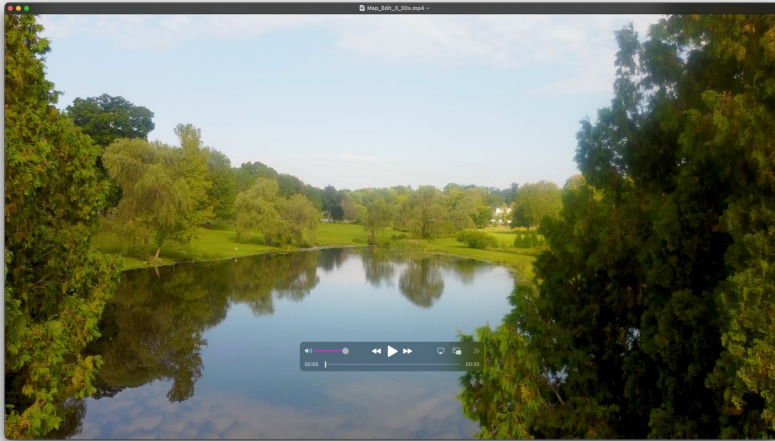
We rely on custom photography that represents our beautiful landscape and historic monuments. The images showcase River Bend in a way that is hard to describe with words.

[Download Images](#)



Video

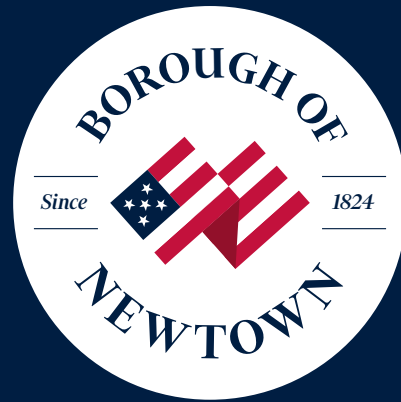
We have an archive of drone video footage that can be used in future communications and promotional materials as needed. For drone footage, please reach out to our design studio, Map Agency, at john@map-agency.com.





Questions?

Email clerk@boroughofnewtownct.gov to request any assets from this style guide.
We'd be happy to provide them to you at our earliest convenience.



Incorporated in 1824, the Borough has been a vital part of the Town of Newtown, and continues to provide unique services for the businesses and residents of the Village.

Borough of Newtown
P.O. Box 164
Newtown, CT 06470