

SEPTEMBER 2022

**A.4**

BRAND IDENTITY

Schoolfield

Cohere®



SCHOOL



OLFIELD

## SCHOOLFIELD 'S' ICON

The letter 'S' is reimagined in an abstract mark that represents Schoolfield as a place of **discovery**, **food** and **entertainment**.



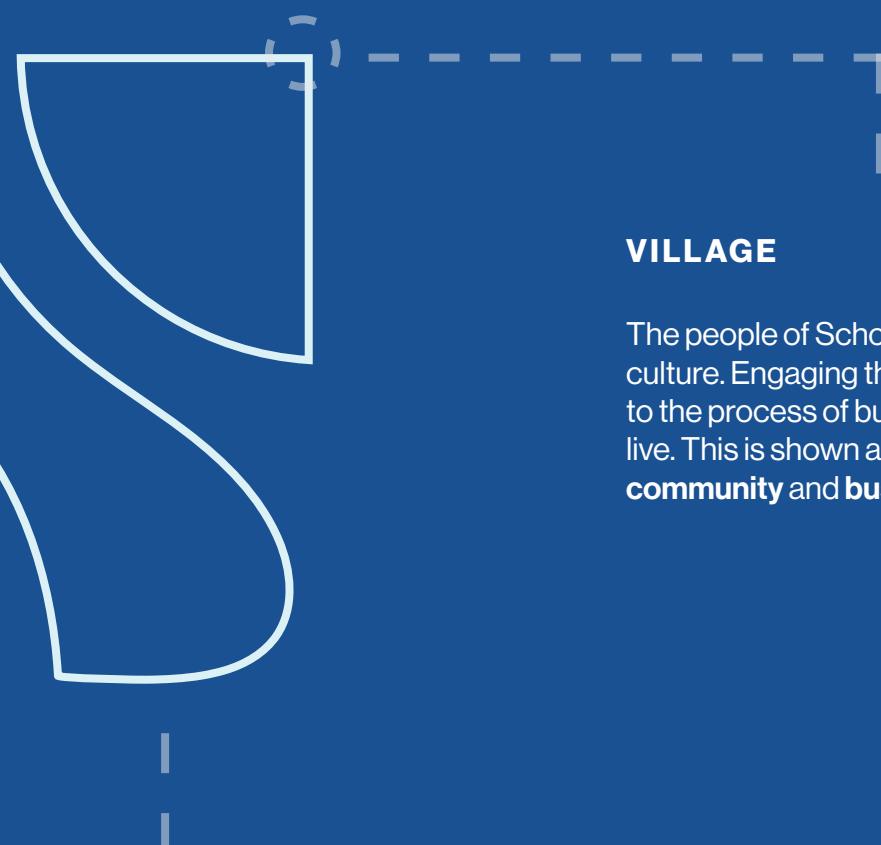
## FABRIC

From seed to shirt, creating textiles through fabric was the beginning of Schoolfield. We represent this part of history through a seed to symbolize **beginnings** and **growth**.



## WATER

The Danville River has always been an important part of our community. We represent it through this abstract graphic.



## VILLAGE

The people of Schoolfield are the heartbeat of its culture. Engaging the community has been vital to the process of building the place they want to live. This is shown at the intersection point where **community** and **business** join.

er has historically been and will remain to  
geographical component for Schoolfield.  
through this flowing element to be used  
ographical collateral items.



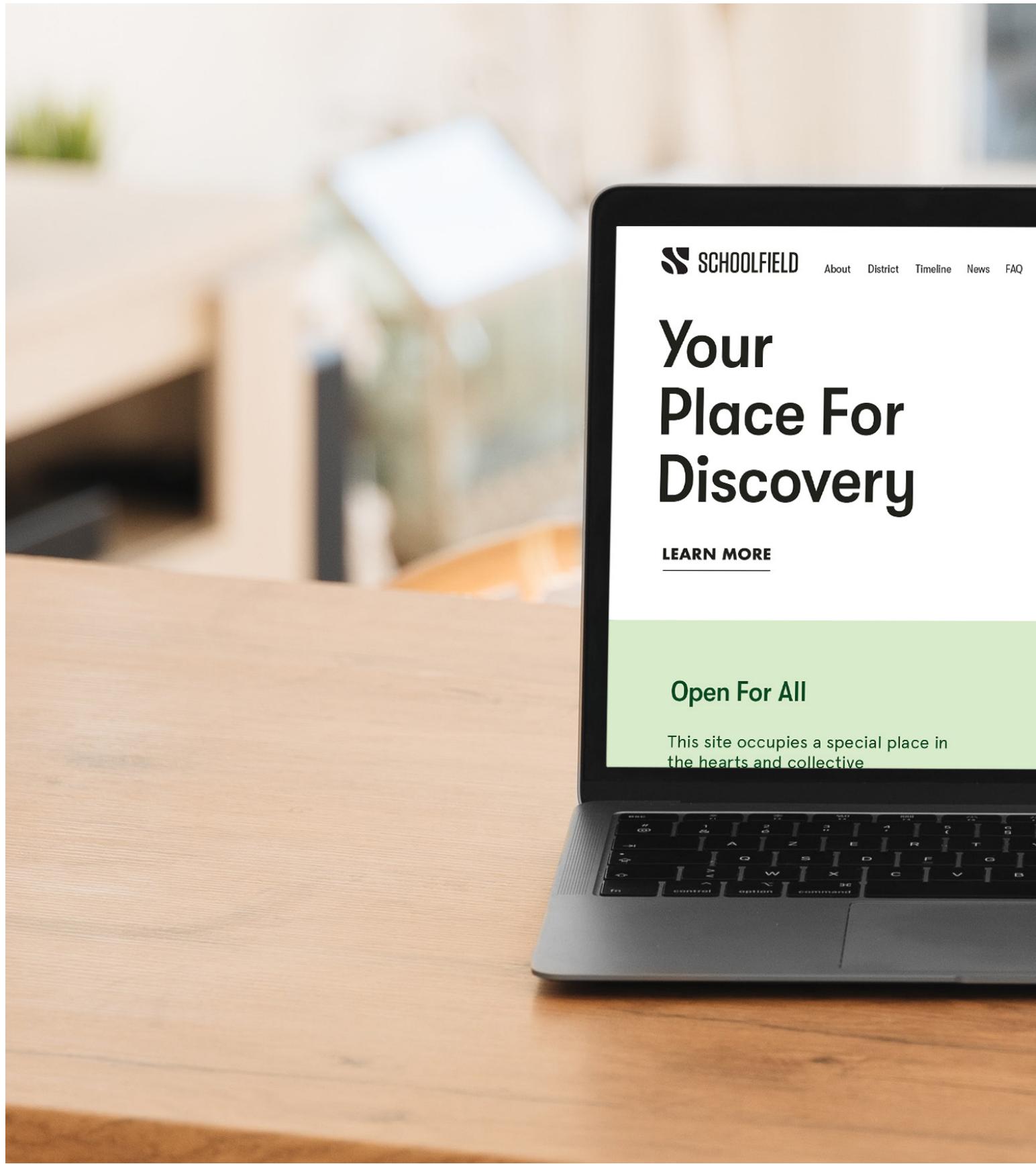




# SCHOOLFIELD

DANVILLE, VA













## Schoolfield is a place to **EXPLORE.**

**I**t's no secret that we enjoy leisure time in Danville, VA.

We love to explore our local rivers, lakes, historical sites and the beautiful terrain of Southern Virginia. We shop in our boutique stores and area malls, socialize in our numerous wineries, breweries, distilleries, or parks and enjoy our festivals and events. In addition to the best in class resort amenities coming to Schoolfield, our city has a bounty of wonderful nooks and crannies to explore on your own, with a team, or with the whole family.

SCHOOLFIELD

Ready to Write Your Story.

newschool





A PLACE  
TO GROW.

# SCHOOLFIELD

Ready to Write Your Story.

[newschoolfield.com](http://newschoolfield.com)

From its industrial past, Schoolfield knows what it means to drive an economy.



# SCHOOLFIELD

Ready to Write Your Story.

[newschoolfield.com](http://newschoolfield.com)

A real place for all  
and a real place to  
call home. Life is  
good in Schoolfield!





## COLOR PAIRINGS

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The color palette coordinates with a specific messaging block; presenting Schoolfield as a place to **enjoy**, **explore** and **grow**.



**ENJOY.**

Nature  
Food  
Discovery

Entertainment  
Community  
History

**EXPLORE**

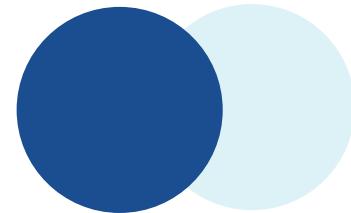
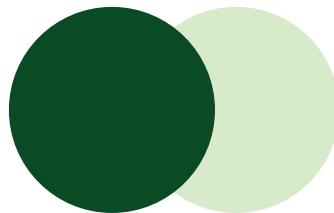
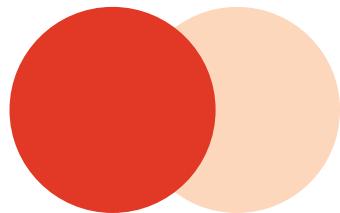


**GROW.**

Development  
Engagement  
Living

## COLOR

### BRAND COLORS



## TYPE

DISPLAY: GT Walsheim Condensed Medium

# This is display.

HEADLINE: GT Walsheim Condensed Reg

## This is a headline.

SUBHEADER: Futura Bold

**THIS IS A SUBHEADER.**

BODY: Apercu Regular

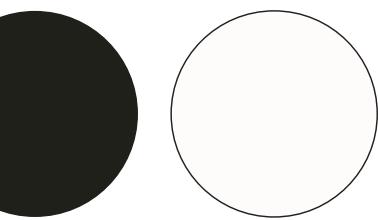
Lorem ipsum dolor sit amet, consectetur adipiscing elit.  
Maecenas dignissim mi ut magna accumsan, non finibus dui  
dapibus. Etiam at ullamcorper ante. Integer tempor viverra

## LOGO



## EMBLEMS





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LFIELD



SCHOOLFIELD

## GRAPHIC ELEMENTS

### SCHOOLFIELD ICON

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**LOGO**



**PARTNER LOGOS**



# DOOLFIELD

Danville  
VIRGINIA

