

SEPTEMBER 2022

A.4

BRAND IDENTITY

Schoolfield

Cohere®





SCHOOLFIELD 'S' ICON

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

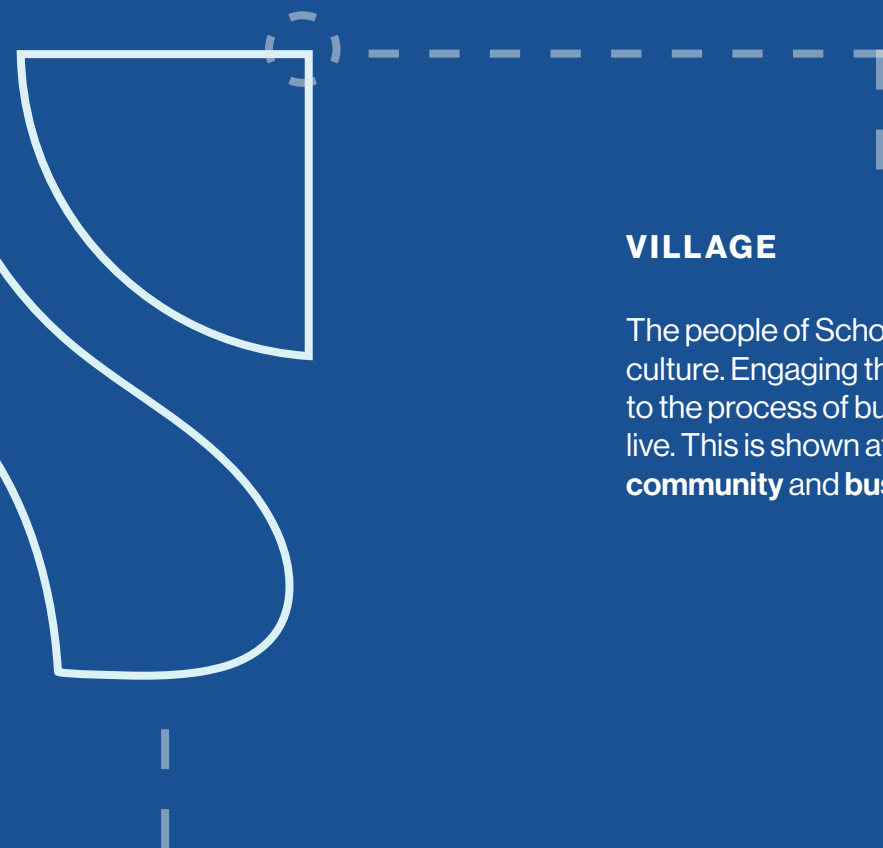
FABRIC

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 geographic feature of the area. We represent it through a stylized, abstract mark in graphic design.



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
phical collateral items.



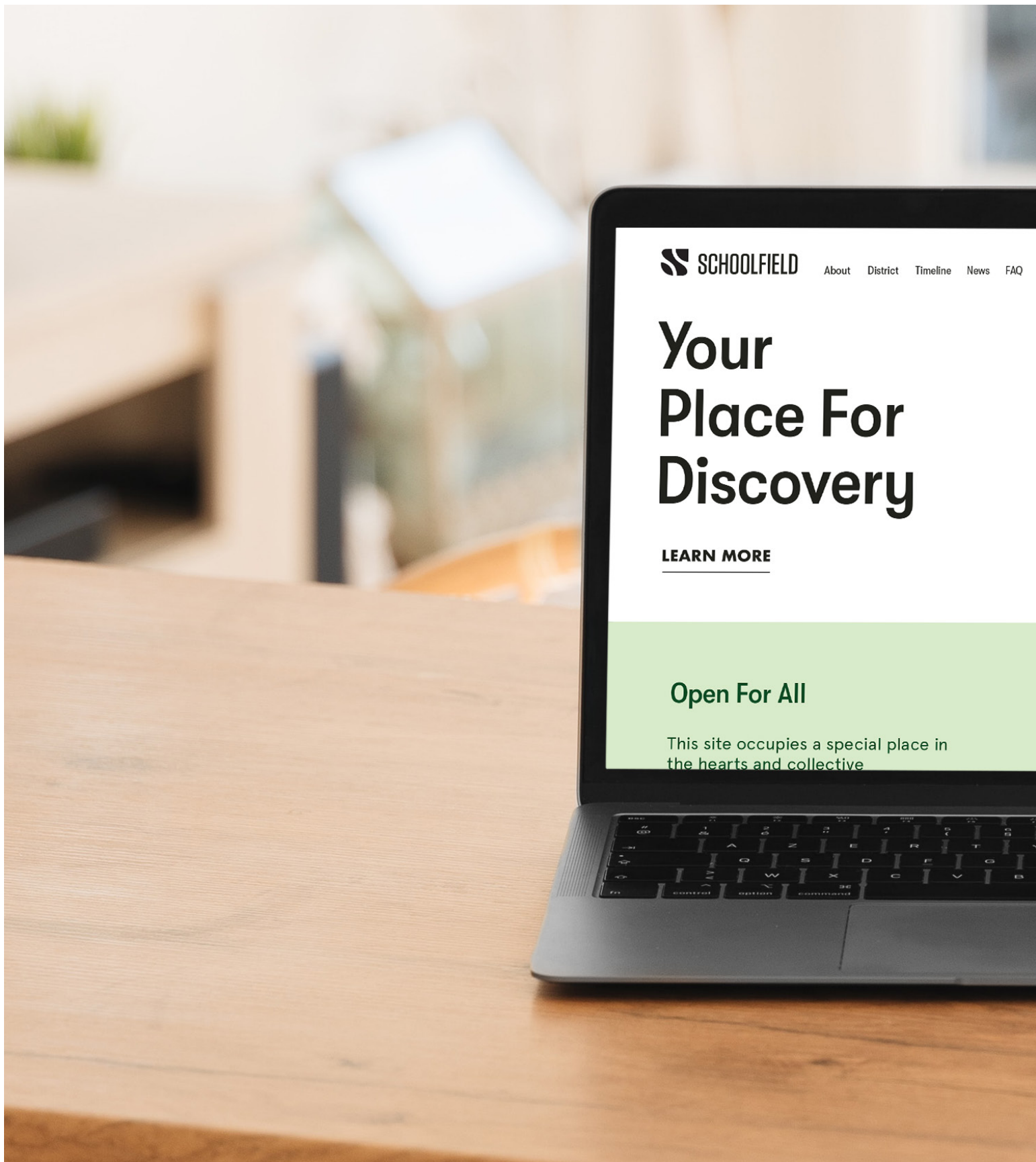




SCHOOLFIELD

DANVILLE, VA













Schoolfield is a place to **EXPLORE.**

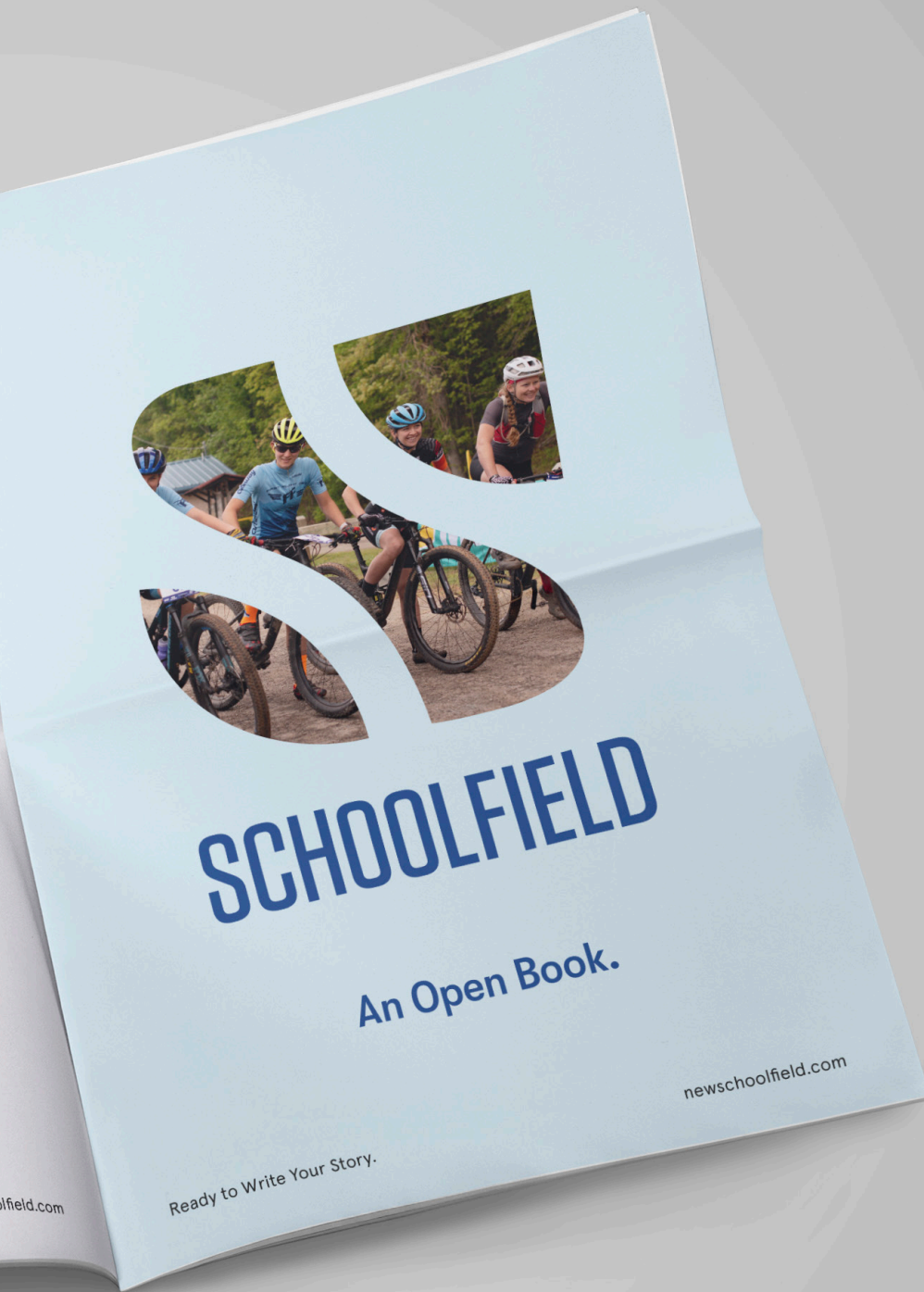
I It's no secret that we enjoy
leisure time in Danville, VA.

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.

newschoo





TO GROW.
A PLACE

SCHOOLFIELD

Ready to Write Your Story.

newschoolfield.com

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



SCHOOLFIELD

Ready to Write Your Story.

newschoolfield.com

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





COLOR PAIRINGS

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

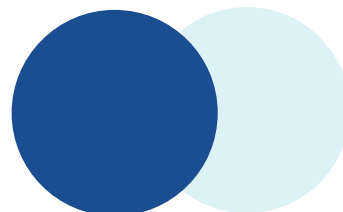
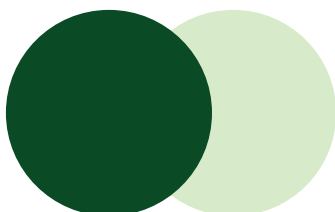
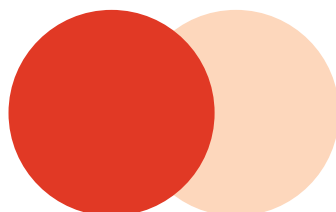
GROW.

E.

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

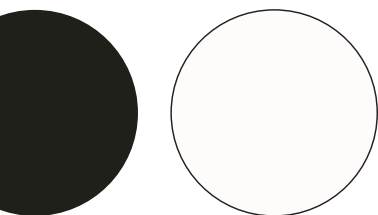
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Maecenas dignissim mi ut magna accumsan, non finibus dui dapibus. Etiam at ullamcorper ante. Integer tempor viverra

LOGO



EMBLEMS





LFIELD



SCHOOLFIELD

GRAPHIC ELEMENTS

SCHOOLFIELD ICON



LOGO



PARTNER LOGOS



COOLFIELD

Danville
VIRGINIA

