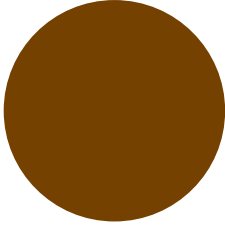
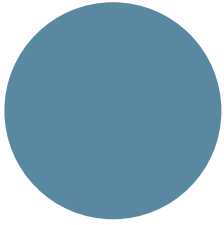
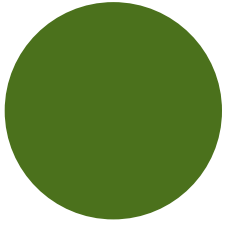


BELLEVILLE, WISCONSIN

Branding Document

FONTS		COLOR PALETTE	
HEADLINE	Font: PLATELET USE ALL UPPERCASE		
Sub Headline	Font: Rockford	Wood # 754200	Sky Blue # 5D87A1
Body	Font: Avenir Light		Moss # 4B721D
		Black # 000000	White # FFFFFFFF

LOGO



Original



Black & White

tone

When talking about Belleville, use a tone that is...

- Friendly
- Welcoming
- Small-town
- United