



BRAND USAGE GUIDELINES | AUGUST 2025

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Purpose of Brand Guidelines

The Town of Milton is committed to upholding a strong and consistent brand identity that reflects the Town's unique character, values, vision, and mission.

The Town's brand serves as an important tool for establishing trust and fostering a sense of unity among residents, businesses, and visitors. Proper and consistent use of the Town's brand and its various elements is paramount for maintaining a strong sense of identity and credibility.

**Marketing and communication materials
should have a consistent quality and
character that accurately and honestly
reflect the Town and its aims.**

Application of Brand Guidelines

Branding is a combination of many factors, including:

- name
- logo
- fonts
- colors
- design elements
- imagery (illustrations and photographs)

To be effective, branding elements should be used consistently across all marketing materials, such as:

- business cards
- letterheads
- envelopes
- advertising
- government documents
- uniforms
- vehicles
- signage
- videos
- etc.

Primary Logo – Text Only (Horizontal)

Description

This text-only horizontally oriented version is the primary logo upon which all other variations are built.

Usage Guidelines:

- No components of this logo shall be altered in any way (this includes spacing, font, font size, boldness, etc.) without authorized approval as defined in the Brand Policy.
- Rely on this primary logo before using secondary marks.
- The primary logo should be used in full color whenever possible, as shown here with the two color combination against white and light backgrounds.
- It can also be used in one color, such as the example shown in white on a navy background. If one color is used, limit this to a high contrast color from the primary color palette against the background color.



Full Color, Horizontal



Black on White, Horizontal



Dark Backgrounds



Light Backgrounds

Primary Logo – Text Only (Stacked)

Description

This variation on the primary logo is to be used for applications requiring less horizontal width and a more vertical orientation.



Full Color, Stacked



Black on White, Stacked



Dark Backgrounds



Light Backgrounds

Town Seal



Purpose:

The Town of Milton's seal serves as an official emblem to certify official Town records and instruments. It is used on legal documents and formal Town business such as ordinances and resolutions. The Town Clerk is the official custodian of the Town seal.

Description:

The Town of Milton Seal features a disk with the inscription, "Town of Milton, Vermont" and "Chartered 1763". The primary image on the disc depicts a water feature (representing Arrowhead Mountain Lake), a waterfall/dam, a red barn-like building labeled "Ira Allen Mill" and the distinctive shape of Arrowhead Mountain in the far distance.

Significance:

Like other town seals, Milton's seal is an important and official part of the Town's history, typically not updated often as it honors the community's origin and legacy.

Town Logo



Purpose:

The Town's logo is used as a graphic symbol to identify Town programs, initiatives, partnerships and sponsorships. It's more versatile and modern than the seal, intended to build the Town's brand and be used in marketing, events, and community outreach.

Variations:

The Town Manager retains the right to create variations of the Town's logo and adopt other official variations of the Town's logos, such as centennial seals.

Significance:

A Town's logo, or community brand, helps tell the community's story in a contemporary and resonant way, important for resident, business, and talent attraction. It can be resized for various applications without detracting from its effectiveness.

Logo with Town Seal (Horizontal)

Description

The Town seal (alone or with the text-only primary logo) shall be used on official, formal Town documents, such as resolutions, ordinances, public notices, etc.

Usage Guidelines:

- The Town seal can be used without the logo in certain applications, when all words are clearly legible.
- Do not print the multi-color version in gray-scale or black and white. Use the one-color version in those instances.
- The seal shall not be smaller than 1" in diameter on printed materials to ensure readability.
- The seal/logo combination shall be positioned as shown with relative proportions as shown. A graphic file for the one-color and multi-color variations can be found in the brand asset library. Do not re-type the words "Town of Milton VT". The graphic file shall be used.



town of
miltonvt

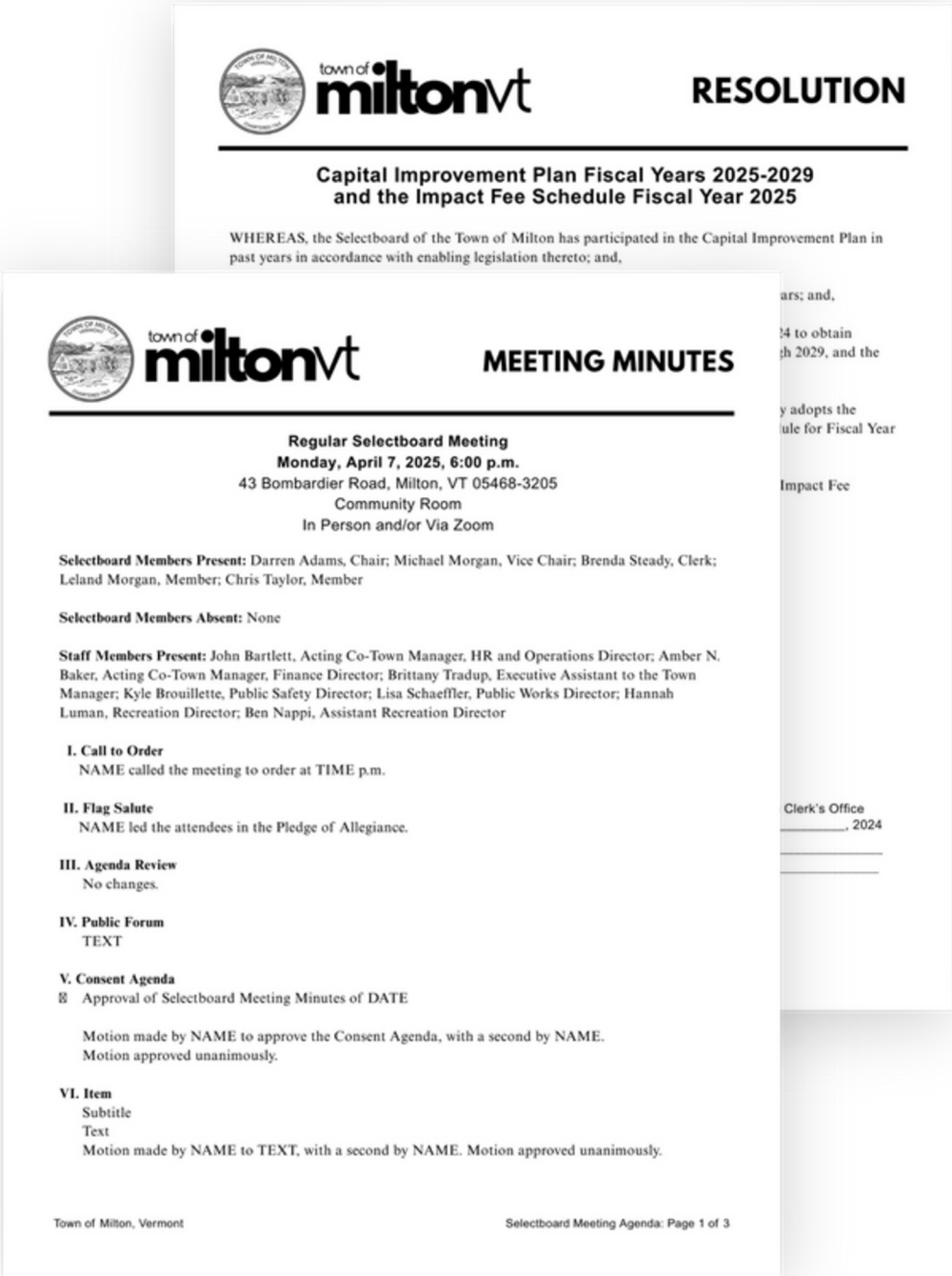
Multi-Color



town of
miltonvt

One-Color

minimum size 1"



Staff should use document templates with applied branding from the brand management site.

Logo with Town Seal (Stacked)

Description

The Town seal (alone or with the text-only primary logo) shall be used on official, formal Town documents, such as resolutions, ordinances, public notices, etc.

Usage Guidelines:

- The Town seal can be used without the logo in certain applications, when all words are clearly legible.
- Do not print the multi-color version in gray-scale or black and white. Use the one-color version in those instances.
- The seal shall not be smaller than 1" in diameter on printed materials to ensure readability.
- The seal/logo combination shall be positioned as shown with relative proportions as shown. A graphic file for the one-color and multi-color variations can be found in the brand asset library. Do not re-type the words "Town of Milton VT". The graphic file shall be used.



town of
milton
vermont

Multi-Color

minimum size 1"



town of
milton
vermont

One-Color

Square Logo

Description

These versions of the logo are for use in spaces requiring square or circular dimensions.



Circular Logo

Multi-Color



One-Color



Department Logos

Description

Occasionally, certain departments may require a version of the logo with the department name. The name should be placed under the primary Town logo, as shown.

It is permissible to experiment with elements that reference the department, as long as the font and placement of the original primary logo remain unchanged. Any alterations must be approved by the Town Manager or the designated Communications Manager.

EXAMPLES



Department Logos

Description

Occasionally, certain departments may require a version of the logo with the department name. The name should be placed under the primary Town logo, as shown.

It is permissible to experiment with elements that reference the department, as long as the font and placement of the original primary logo remain unchanged. Any alterations must be approved by the Town Manager or the designated Communications Manager.

EXAMPLES



Fonts

Description

The primary fonts for the Town should be used, when possible, on marketing and communications materials.

For official documents, such as meeting minutes, resolutions, policies, etc., the secondary fonts are acceptable alternatives.

PRIMARY FONTS

Aa

HEADER FONT

League Spartan

abcdefghijklmnopqrstuvwxyz 1234567890

Aa

BODY TYPE

Poppins

abcdefghijklmnopqrstuvwxyz 1234567890

SECONDARY FONTS

For use in MS Word document templates for official documents, such as meeting minutes, resolutions, policies, etc.

Aa

HEADER FONT

Arial (Bold)

abcdefghijklmnopqrstuvwxyz 1234567890

Aa

BODY TYPE (SERIF)

Times New Roman

abcdefghijklmnopqrstuvwxyz 1234567890

Aa

BODY TYPE (SANS-SERIF)

Arial

abcdefghijklmnopqrstuvwxyz 1234567890

Colors

Description

The primary palette shall be used when possible for marketing and communications materials. The secondary palette may be used for accents or to improve readability (contrast).

PRIMARY PALETTE

DARK BLUE	MEDIUM GREEN	MEDIUM BLUE	NAVY	SKY BLUE	LIGHT GRAY
#4D4949	#2A8E48	#4881BB	#073866	#E2F5FF	#F4F4F4

SECONDARY PALETTE

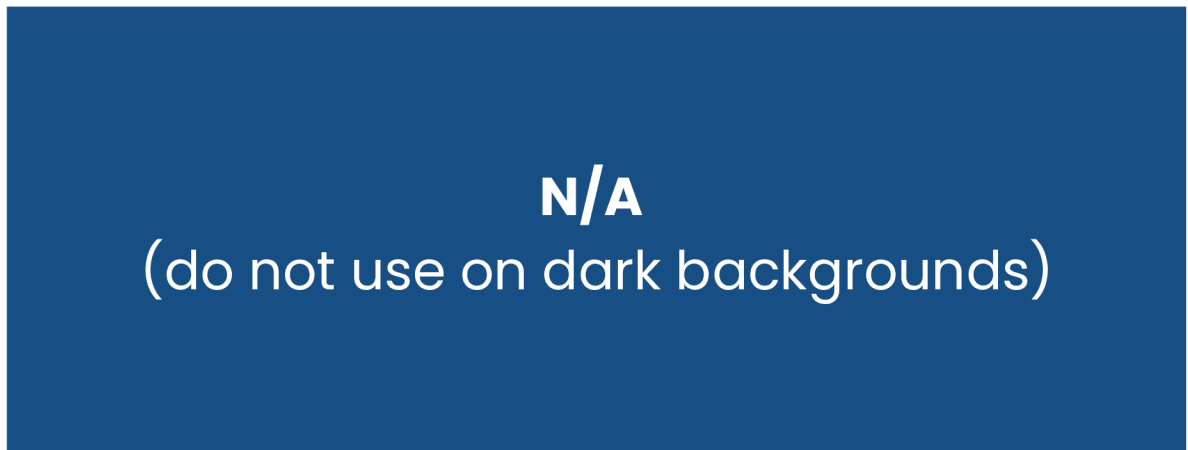
USE SPARINGLY AS ACCENTS

#AE0705	#ADD9BA	#67B67E	#177734	#C2C2C2	#272727
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Example Applications – Decorative Logo 1

Description

This is an example of a more decorative version of the secondary logo featuring Arrowhead Mountain, and may be used in limited cases when the logo is used as a decorative element, such as on presentation covers, web or social media uses, etc.



Dark Backgrounds



Light Backgrounds

Example Applications – Decorative Logo 2

Description

This version of the logo, featuring the silhouette of Arrowhead Mountain, can be used when the logo is a decorative mark, such as on promotional items (t-shirts, pens, etc.)



Multi-Color



One-Color



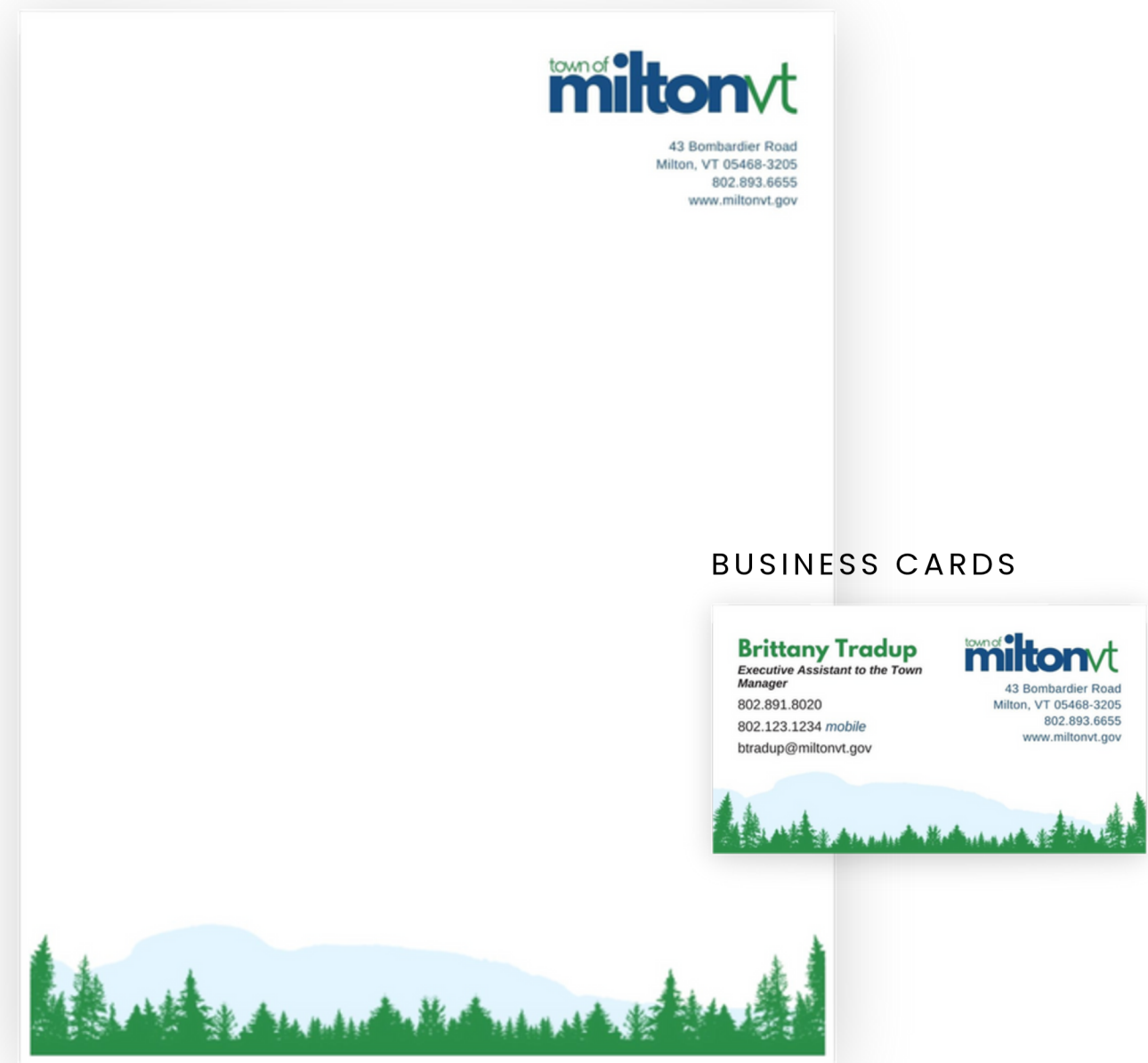
Dark Backgrounds



Light Background

Example Applications – Stationery

LETTERHEAD

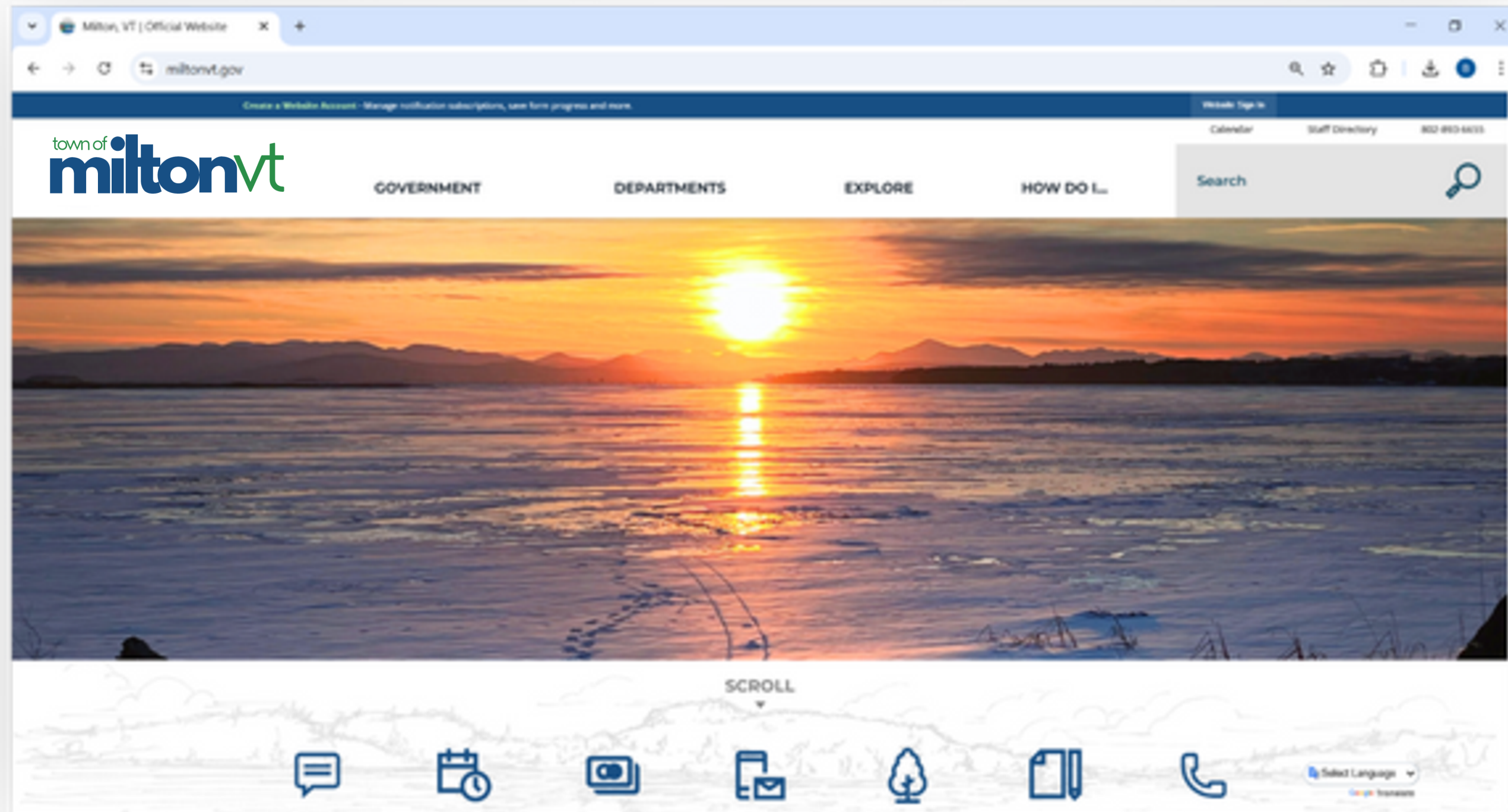


BUSINESS CARDS



ENVELOPES

Example Applications – Website Homepage



Example Applications – T-Shirts



Example Applications – Other Apparel



Example Applications – Document Templates



town of
miltonvt

MEETING MINUTES

Regular Selectboard Meeting
Monday, April 7, 2025, 6:00 p.m.
43 Bombardier Road, Milton, VT 05468-3205
Community Room
In Person and/or Via Zoom

Selectboard Members Present: Darren Adams, Chair; Michael Morgan, Vice Chair; Brenda Steady, Clerk; Leland Morgan, Member; Chris Taylor, Member

Selectboard Members Absent: None

Staff Members Present: John Bartlett, Acting Co-Town Manager, HR and Operations Director; Amber N. Baker, Acting Co-Town Manager, Finance Director; Brittany Tradup, Executive Assistant to the Town Manager; Kyle Brouillette, Public Safety Director; Lisa Schaeffler, Public Works Director; Hannah Luman, Recreation Director; Ben Nappi, Assistant Recreation Director

I. Call to Order
NAME called the meeting to order at TIME p.m.

II. Flag Salute
NAME led the attendees in the Pledge of Allegiance.

III. Agenda Review
No changes.

IV. Public Forum
TEXT

V. Consent Agenda
B Approval of Selectboard Meeting Minutes of DATE

Motion made by NAME to approve the Consent Agenda, with a second by NAME.
Motion approved unanimously.

VI. Item
Subtitle
Text
Motion made by NAME to TEXT, with a second by NAME. Motion approved unanimously.

Town of Milton, Vermont

Selectboard Meeting Agenda: Page 1 of 3



town of
miltonvt

RESOLUTION

Capital Improvement Plan Fiscal Years 2025-2029
and the Impact Fee Schedule Fiscal Year 2025

WHEREAS, the Selectboard of the Town of Milton has participated in the Capital Improvement Plan in past years in accordance with enabling legislation thereto; and,

WHEREAS, the Selectboard of the Town of Milton wishes to continue in subsequent years; and,

WHEREAS, the Selectboard of the Town of Milton held a public hearing on June 3, 2024 to obtain comments on the contents of the Capital Improvement Plan for Fiscal Years 2025 through 2029, and the Impact Fee Schedule for Fiscal Year 2025.

NOW, THEREFORE BE IT RESOLVED, the Selectboard of the Town of Milton hereby adopts the Capital Improvement Plan for Fiscal Years 2025 through 2029 and the Impact Fee Schedule for Fiscal Year 2025, as presented.

FURTHER, the Capital Improvement Plan for Fiscal Years 2025 through 2029, and the Impact Fee Schedule for 2025 shall become effective on July 1, 2024.

Dated at Milton, Vermont this 3rd day of June, 2024.

MILTON SELECTBOARD

Darren Adams, Chair

Michael Morgan, Vice Chair

Brenda Steady, Clerk

Leland Morgan, Member

Chris Taylor, Member

Filed with the Milton Town Clerk's Office
this _____ day of _____, 2024

Attest: _____

Resolution - Town of Milton, Vermont
CIP 2025-2029 and Impact Fee Schedule FY25: Page 1 of 1