

FRANKLIN COUNTY

NEW LOGO PROPOSAL

FRANKLIN COUNTY

Logo 1 | description

This option has several elements that pay homage to the county's history. Little Mountain represents the geographic location and the first establishment in the state of Idaho. Mountains are icons for adventure, escape, and freedom. The sunbeams represent spokes of a wagon wheel. This is a tribute to the county's pioneer history, the grit and perseverance it took to survive in those early days.

FRANKLIN COUNTY

Logo 1 | full color, white, and black logo options



FRANKLIN COUNTY

Logo 1 | full color, white, and black department options



FRANKLIN COUNTY

Logo 1 | brand components

typography

FRANKLIN COUNTY

**FRANKLIN
COUNTY**

The **HEART** *of*
IDAHO'S
PIONEER COUNTRY

Established
1913

fonts

ESPIRITU REGULAR

ESPIRITU CONDENSED

ESPIRITU EXPANDED

Espiritu Script

color palette



FRANKLIN COUNTY

Logo 1 | alt options



FRANKLIN COUNTY

Logo 2 | description

This version has similar elements as the previous, but rotates the sunbeams, which can hold double representation of a wagon wheel and agriculture. The color palette is slightly altered.

FRANKLIN COUNTY

Logo 2 | full color, white, and black logo options



FRANKLIN COUNTY

Logo 2 | full color • horizontal & vertical department options



**FRANKLIN
COUNTY**

Department Name



**FRANKLIN
COUNTY**

Department Name

FRANKLIN COUNTY

Logo 2 | white and black • horizontal & vertical department options



FRANKLIN
COUNTY
Department Name

FRANKLIN COUNTY

Logo 2 | brand components

typography

FRANKLIN COUNTY

FRANKLIN
COUNTY
Idaho

The HEART *of*
IDAHO'S
Pioneer Country

Established
1913

fonts

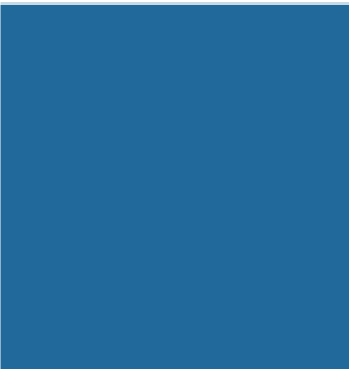
ARKHIP

Calder LC

CALDER DARK SHADOW

Madre Script

color palette



FRANKLIN COUNTY

Logo 2 | alt options



FRANKLIN COUNTY

Logo 3 | description

This third option combines the initials of FC to create a simple mark with a basic, single-color palette for the County logo and a secondary palette for department segmentation.

FRANKLIN COUNTY

Logo 3 | full color · square & horizontal options



**FRANKLIN
COUNTY**
EST.1913



**FRANKLIN
COUNTY**
EST.1913

FRANKLIN COUNTY

Logo 3 | white and black · square & horizontal department options



FRANKLIN COUNTY

Logo 3 | full color · square & horizontal department options



FRANKLIN COUNTY

Logo 3 | brand components

typography

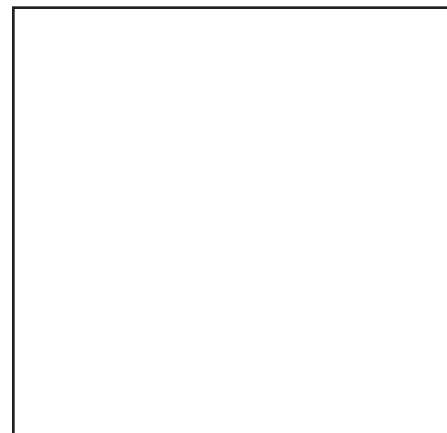
FRANKLIN COUNTY

**FRANKLIN
COUNTY**
IDAHO

the **HEART** of
IDAHO'S
pioneer country

established
1913

primary color palette



fonts

FIRELLI BOLD

FIRELLI REGULAR

FIRELLI LIGHT

secondary color palette



FRANKLIN COUNTY

Logo 3 | alt options



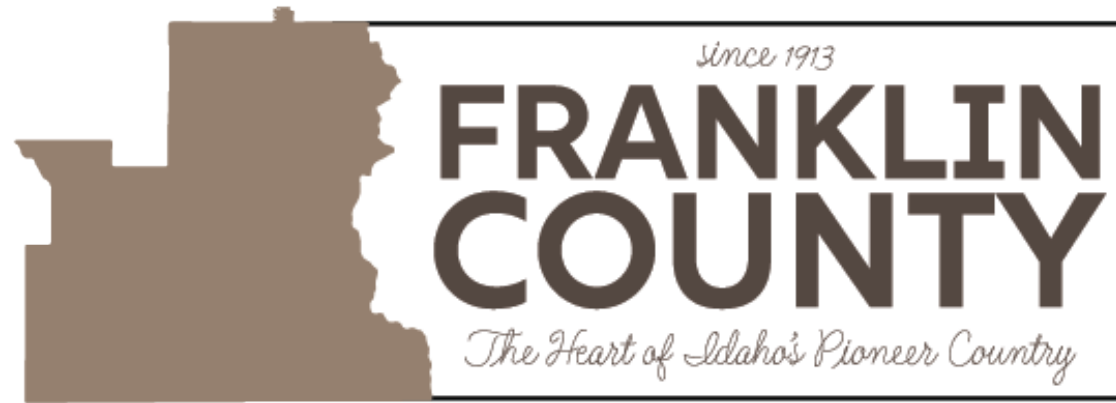
FRANKLIN COUNTY

Logo 4 | description

The final idea utilizes the shape of the county. The color palette combines two neutral browns. There is also a secondary option for departments, which can help organize the different county entities.

FRANKLIN COUNTY

Logo 4 | full color, vertical & horizontal options



FRANKLIN COUNTY

Logo 3 | white and black · vertical & horizontal options



FRANKLIN COUNTY

Logo 3 | full color · square & horizontal department options



FRANKLIN COUNTY

Logo 3 | brand components

typography

FRANKLIN COUNTY

**FRANKLIN
COUNTY**
Idaho

the **HEART** *of*
IDAHO'S
pioneer country

established
1913

primary color palette



fonts

RIG SANS REGULAR

RIG SANS REGULAR

Flirt Script

secondary color palette



prepared on 09/05/23 by



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