

Brand Promise

We believe in leaving the table full, telling fuller stories and **LIVING LIFE TO THE ABSOLUTE FULLEST.** Spend a little time with us, and we'll have you feeling the same.

Brand Values

COMMUNITY-MINDED

accepting • inclusive • kind to each other

COLLABORATIVE

work together • share ideas • forward-thinking

CONNECTED

fuller stories • legacy • rooted

RESPECT

values • tradition • belonging

TRUE

authentic • faith • preservation

We are...

ALWAYS

fun
inviting
hospitable
relaxed
trustworthy
classic
authentic

NEVER

boring
exclusive
unapproachable
stuffy
disappointing
trendy
folksy

Brand Tone

Visit Franklin's brand assets are influenced by the colors, buildings, signs, and typography found in the historic district. We aim to reinforce the classic and historic design elements Franklin is known and loved for through our logo, typography, color palette, photography, and brand tone.



Lexicon

These are words that underscore our community values and reinforce the values our communities embody. As you share the story of this unified community, let the words of its residents guide you.

community	connection	relationships	small town	relevant
history	respect	collaborate	family	land
heart	storytelling	believe	fullness	innovative
local	together	us	growth	people
preserving	belonging	opportunity	adapt	pride

Typography

MAIN

Quincy
H1
Main header typeface
Extrabold weight preferred

KARLA
H2
Subhead typeface
Bold, all caps
100pt tracking

Karla
Body
Body copy typeface
Regular (may use other
weights when appropriate)

SECONDARY

Heritage
H1
Main header typeface
Combined with Ranch
Water subhead

RANCH WATER
H2
Subhead typeface
Bold, all caps
100pt tracking

COMMUNITIES

ARRINGTON PARIS TEXAS
REGULAR

BRENTWOOD PRINT AD

FAIRVIEW LAKE HIGHLANDS

LEIPER'S FORK OLD PEGASUS

NOLENSVILLE OTTINE

SPRING HILL HEWITT

**THOMPSON'S
STATION** GOLDANA
BASTROP

Color Palette



**HARPETH
BLUE**

PMS 7697C
CMYK 73 37 27 2
RGB 77 134 160 HEX
4D869F



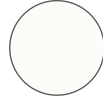
**STONE-
WASH**

PMS 7695C
CMYK 54 24 19 0
RGB 122 165 186
HEX 7AA5BA



**WHISKEY
BARREL**

PMS 727C
CMYK 14 30 46 0
RGB 218 179 141
HEX DAB28D



**BUTTERMILK
BISCUIT**

CMYK 0.5 1 3 0
RGB 252 250 245
HEX FCF5F5



**FACTORY
BRICK**

PMS 7599C
CMYK 20 89 100 10
RGB 183 61 37
HEX B63D24



**SHOTGUN
SHELL**

PMS 7597C
CMYK 11 89 100 2
RGB 214 65 35 HEX
D54022



GRAPHITE

PMS 425C
CMYK 65 56 53 29
RGB 85 87 89
HEX 555759

Logos

MAIN

Franklin
TENNESSEE

SECONDARY



**FRANKLIN
TENNESSEE**



Welcome
to
Franklin
TENNESSEE