

VISUAL

The Town of Medway believes it is important to maintain a consistent, identifiable brand. As such, the following guidelines have been developed to provide a consistent look throughout our social media campaigns,

Questions?

Contact Sandy Johnston
Communications Director
774-277-2497
sjohnston@townofmedway.org

The Town of Medway seal /logo
is a trademark of the Town. Use of
the logo must be authorized by the
Town Clerk.

Logo Guide



File formats and when to use

jpg – 300 dpi (pixel-based)

high end printing

desktop printing

white background

png – 72 dpi (pixel-based)

website

desktop printing

transparent background

eps* – 300 dpi (vector-based)

print vendor

high end printing

desktop printing

transparent background

* formats are not recognized by
Word or PowerPoint

Town of Medway Color & Font Guide



Approved Colors



RGB (red-green-blue)

0 - 50 - 98

Hex #

003232



RGB (red-green-blue)

196 - 39 - 43

Hex #

C4272B



RGB (red-green-blue)

0 - 135 - 62

Hex #

00873E

Approved Fonts

Book Antiqua

Lucida Handwriting

Arial

Medway Public Schools Font & Color Guide



Approved Colors

BLUE

RGB (red-green-blue)

0 - 50 - 98

Hex #

003232



TOWN OF MEDWAY
COMMONWEALTH OF MASSACHUSETTS
DEPARTMENT NAME

Medway Town Hall
155 Village Street
Medway, MA 02053
Phone (508) 533-3264
Fax (508) 321-4988
[Email: mboynton@townofmedway.org](mailto:mboynton@townofmedway.org)
www.townofmedway.org

Town Manager ← Approved font - Book Antiqua

Michael E. Boynton ← Approved font - Lucinda Handwriting

August 10, 2022 ← Approved font - Arial

(Body Text)

Committee Letterhead Template



TOWN OF MEDWAY
COMMONWEALTH OF MASSACHUSETTS
FINANCE COMMITTEE

Approved font - Book Antiqua

Medway Town Hall
155 Village Street
Medway, MA 02053
Phone (000) 000-0000
Fax (000) 000-0000
Email: abcdefghij@townofmedway.org
www.townofmedway.org

December 2, 2019

Committee Members

Frank Rossi, Chair

Todd Alessandri,
Vice Chair

Ellen Hillery, Clerk

Kevin Dickie, Member

Will Lane, Member

Jeff O'Neill, Member

Michael Schrader,
Member

Susan Segarra, Member

Jim Sullivan, Member

Jeanette Galliardt,
Night Board Secretary

Approved font - Lucinda Handwriting

Body Text ← Approved font - Arial

Business Card Template



TOWN OF MEDWAY
A Green Community

Michael E. Boynton

Town Administrator

mboynton@townofmedway.org

155 Village Street
Medway, MA 02053

Phone	(508) 533-3264
Fax	(508) 321-4988

www.townofmedway.org

Approved Email Signature

Sandy Johnston ← Name
Director of Communications ← Title
Town of Medway
155 Village Street ← Address
Medway, MA 02053
774-277-2497 (cell) ← Phone #



← Logo/Seal