



BLOOMFIELD TOWNSHIP
Brand Style Guide



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Brand Identity

Mission & Vision

Our Mission

Bloomfield Township delivers best-in-class services in a fiscally responsible manner, fostering a premiere community where all can thrive, while protecting our natural resources.



Our Vision

Bloomfield Township is a safe, inviting, and vibrant community where residents' quality of life is enhanced with outdoor recreation opportunities, well-maintained infrastructure and natural spaces, leading-edge technology, and an exemplary Township government.

Values

Stewardship

We are committed to careful management of public funds and resources to ensure long-term financial viability.

Excellence

We strive for best-in-class service and continuous improvement through visionary leadership that places the needs of the community first.

Integrity

We uphold honesty and transparency in all our interactions by fostering trust and respect within our organization and throughout the community.

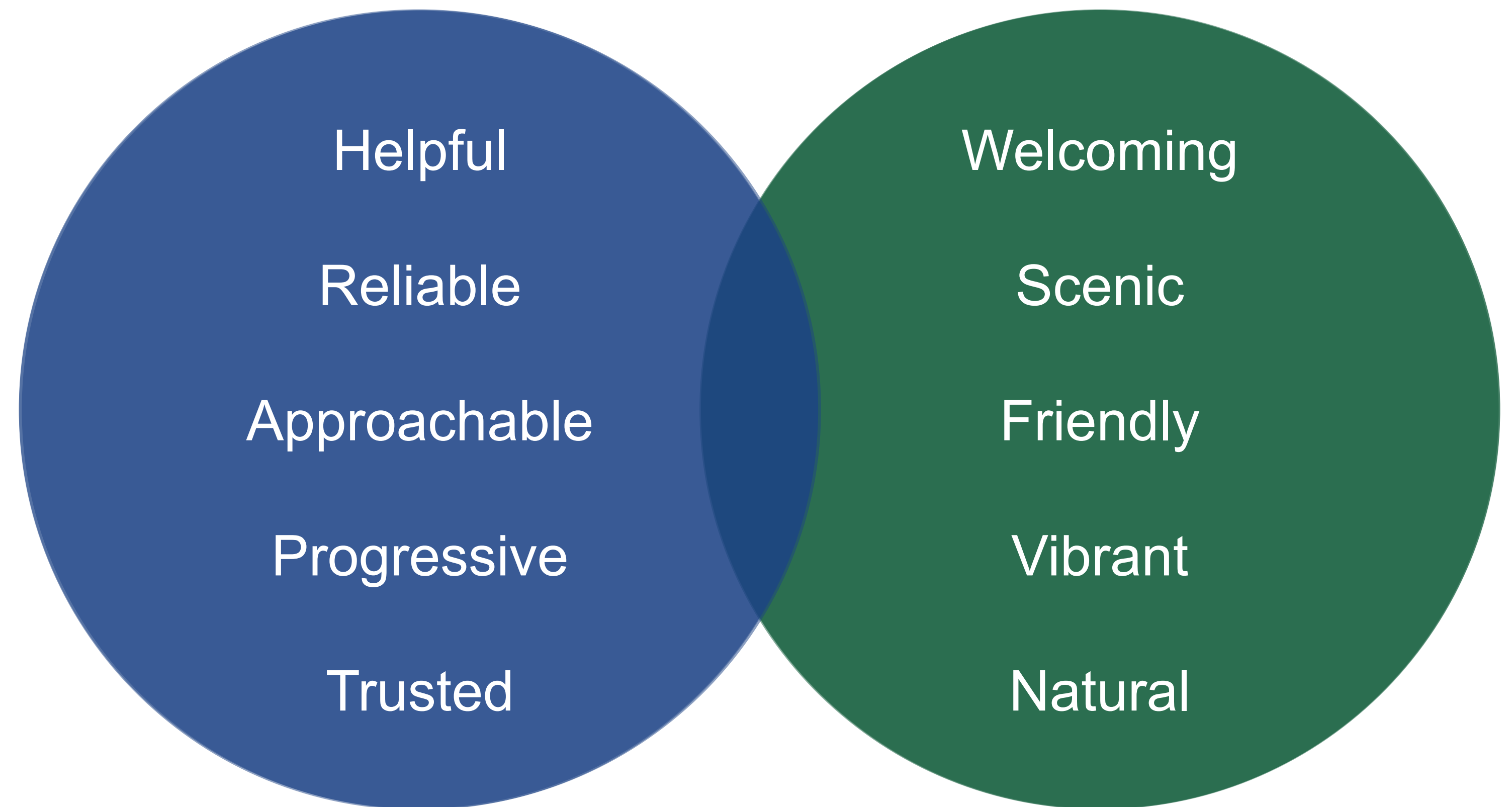
Innovation

We embrace forward-thinking, aspirational solutions and positive change to continually enhance our service and community impact.

Collaboration

We work together with approachability and friendliness to build strong partnerships and effectively address community needs.

Personality



Logo

Logo Design

Our logo is the most recognizable part of our brand. Each piece is carefully thought out to provide strong visual impact.

- Full color should be used when possible.
- Proper clear space surrounding the logo should be used at all times.
- Vector files (EPS, PDF, & SVG) allow for scaling indefinitely and are ideal for printing.
- Raster files (JPG and PNG) are best for web and digital use.
- The logo should not be edited, stretched, condensed, or modified in any way. The proportions should never be altered.



Wordmark

Bloomfield Township
Bloomfield Township

This wordmark is approved to represent Bloomfield Township.

*Font: University Roman
Color: Green or Blue as outlined in the color section of this guide.*

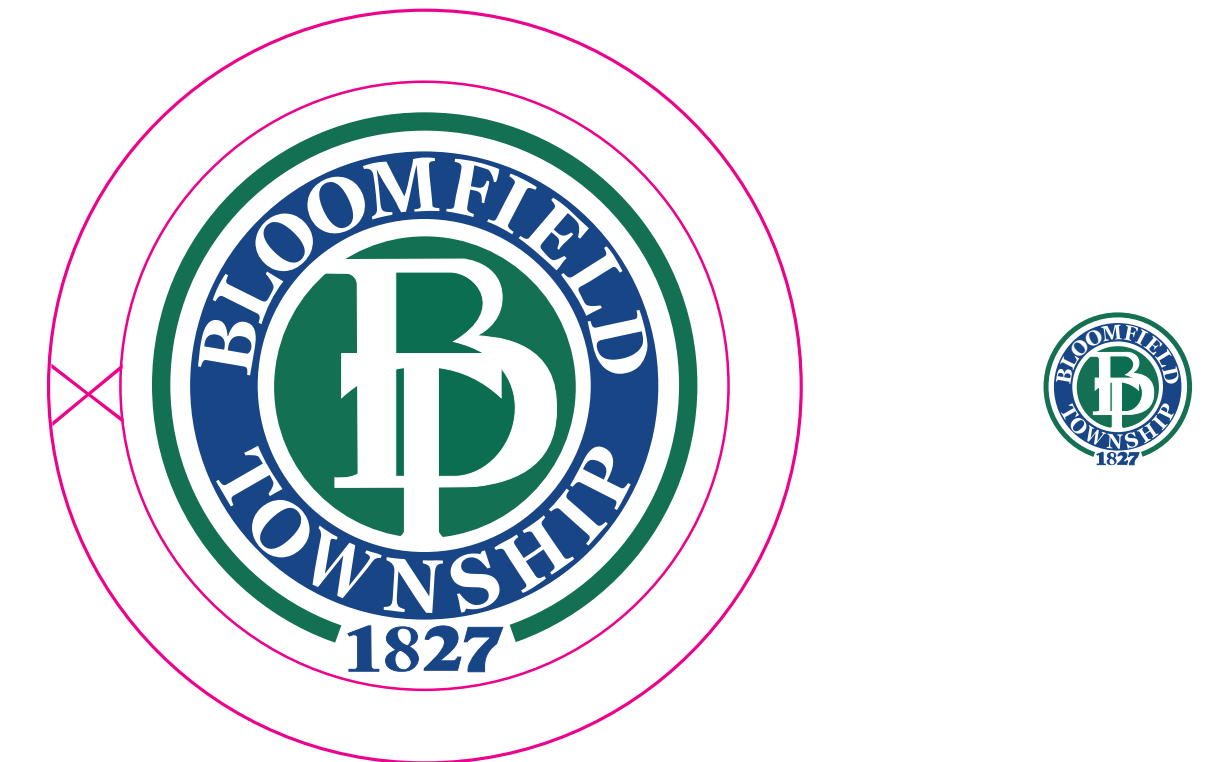
Spacing & Sizing

Clear Space

As the primary visual representative of Bloomfield Township, the logo should stand out from other graphic elements. Whenever the Bloomfield Township logo is used, it must be surrounded by at least a minimum area of clear space. No illustrative matter, words, symbols or marks are to intrude upon this area. This clear space is indicated by the x-unit below. The x-unit is based on the width of the blue radius.






Minimum Size Usage

The Bloomfield Township logo should never appear smaller than 0.65"/47 pixels in height, whether standing alone or combined with other approved nomenclature.



Usage Guidelines

The logo should be used in four color application whenever possible. Greyscale, black and white logos should be used infrequently. Additionally, using the white logo on top of other colors that are not approved by this style guide is discouraged. Avoiding dark colored backgrounds prevents the need for the white or greyscale logos. Individual departments without their own logo should not alter or modify the Township logo to make a new logo.

<p>PRINT All files should be SVG format in CMYK</p> <p>DIGITAL All files should be PNG format in RGB, Black logo is NOT approved for digital use.</p>	 <p>FOUR COLOR</p>	 <p>BLACK <i>Only use for black and white applications.</i></p>	 <p>WHITE <i>Only use on top of a photo or when one-color application is necessary.</i></p>
<p>DEPARTMENTS Individual departments without their own logo should use one of these modified logos if they require their own identifier.</p>	 <p>PLANNING, BUILDING & ORDINANCE DEPARTMENT</p>	 <p>PLANNING, BUILDING & ORDINANCE DEPARTMENT</p>	

Incorrect Use of Logo

STRETCHED



COMPRESSED



NON-BRAND COLORS



NON-CIRCLE



BUSY BACKGROUND



ANY COLOR STROKE
AROUND LOGO

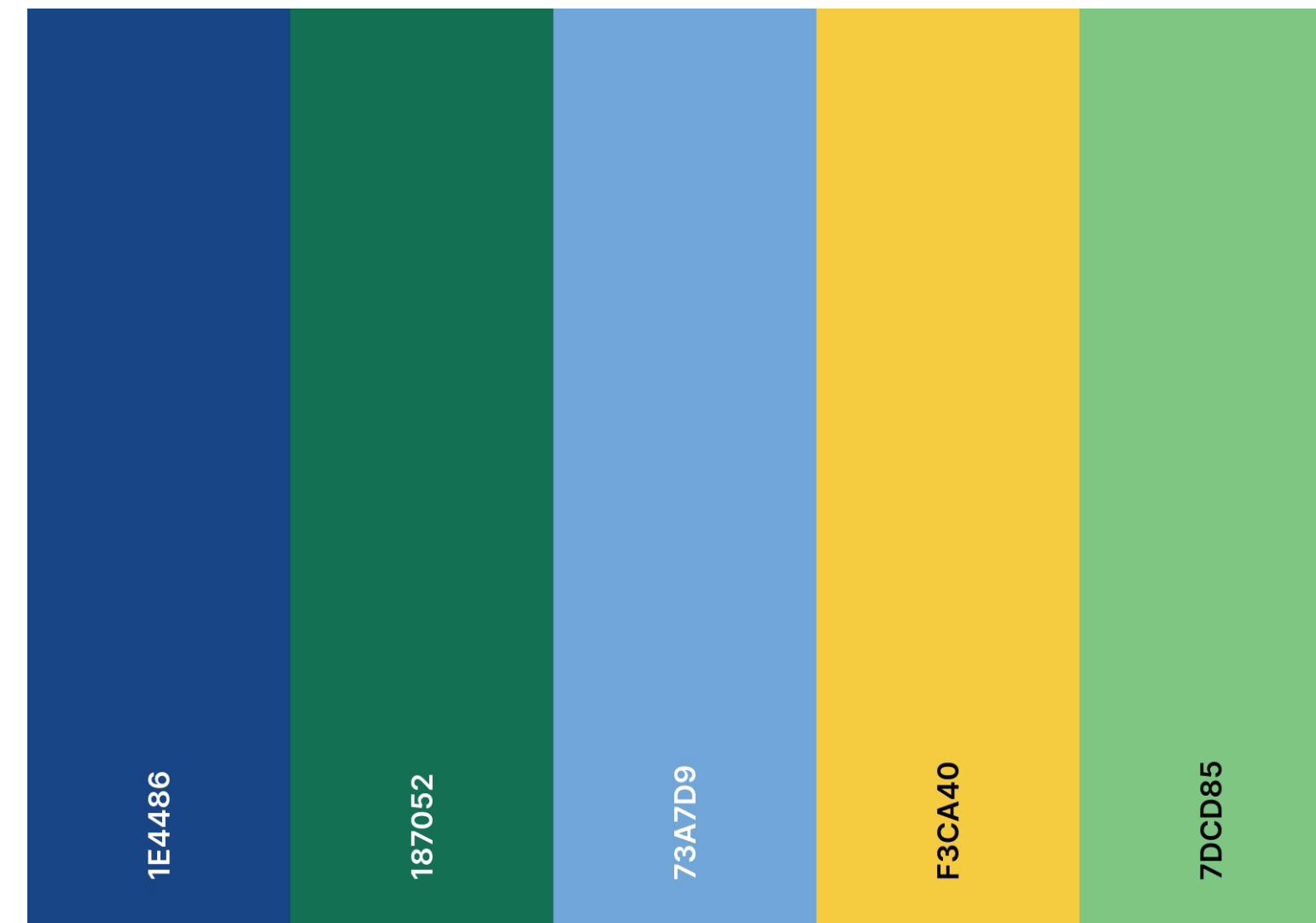


Color

Inspired by Bloomfield Township's Environment



Color Palette



Twp colors w Saffron

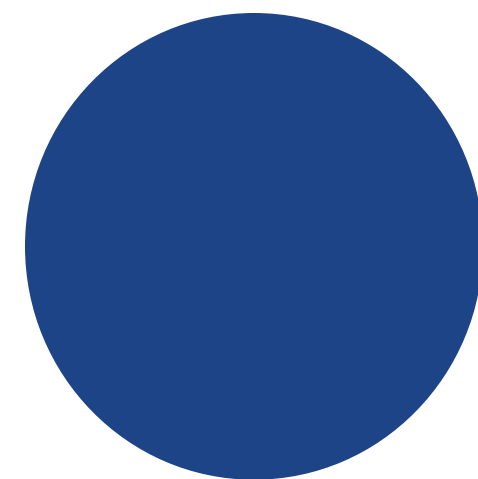
coolors

Brand Colors

These colors are the core of our brand identity, and should appear prominently. Do not use colors other than those shown here. Choose color combinations carefully to ensure high contrast, especially for text. Consistent color use across all Township departments contributes to a highly recognizable brand with a strong identity.

Main Colors

The primary color palette consists of blue and green as well as black and white.

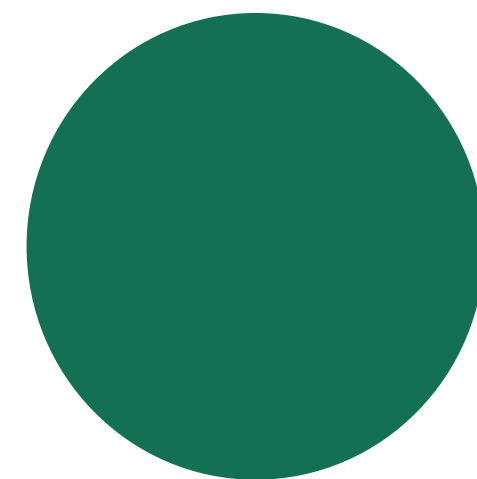


Marine Blue

CMYK
100, 85, 17, 3

RGB
30, 68, 134

HEX
#1e4486



English Ivy

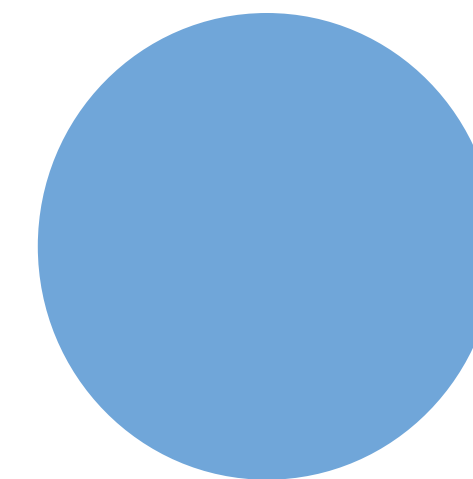
CMYK
86, 33, 77, 21

RGB
24, 112, 82

HEX
#187052

Supporting Colors

The secondary colors may be used as backgrounds, accents and highlights.

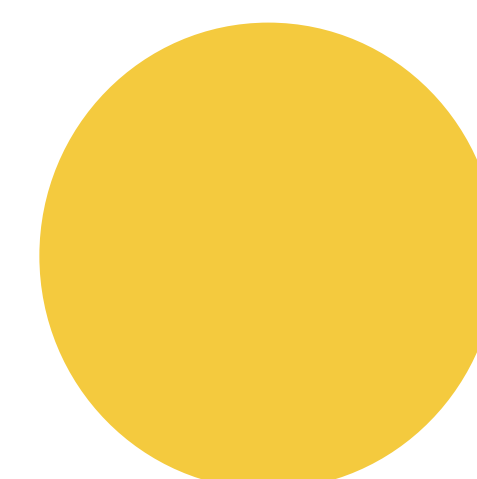


Blue Sky

CMYK
54, 24, 0, 0

RGB
115, 167, 217

HEX
#9cbee1

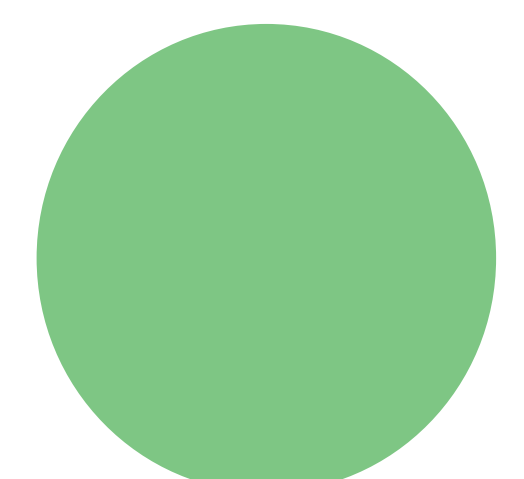


Sunshine

CMYK
5, 18, 87, 0

RGB
243, 202, 64

HEX
#f3ca40



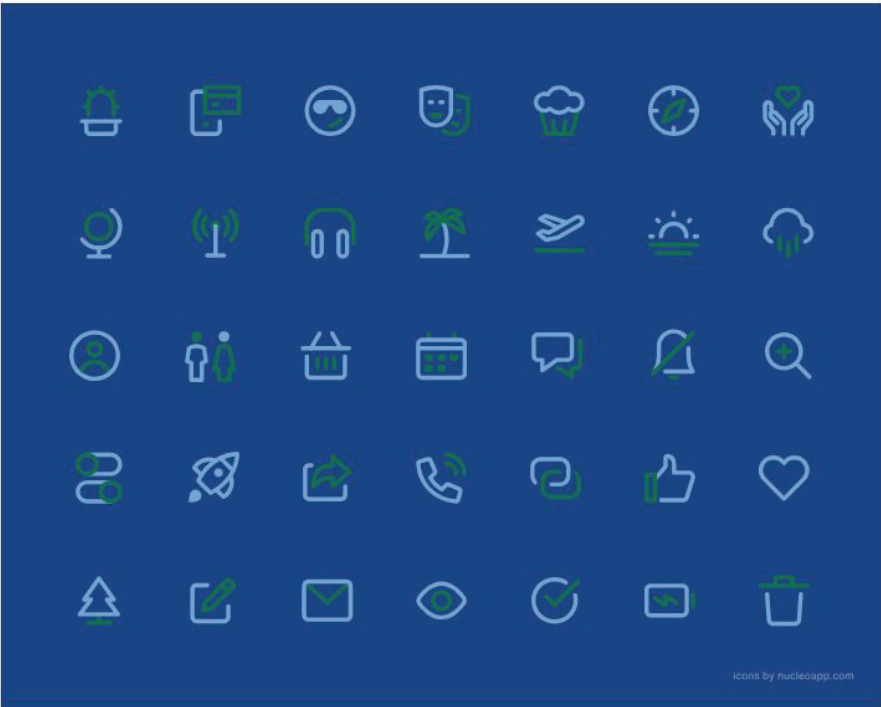
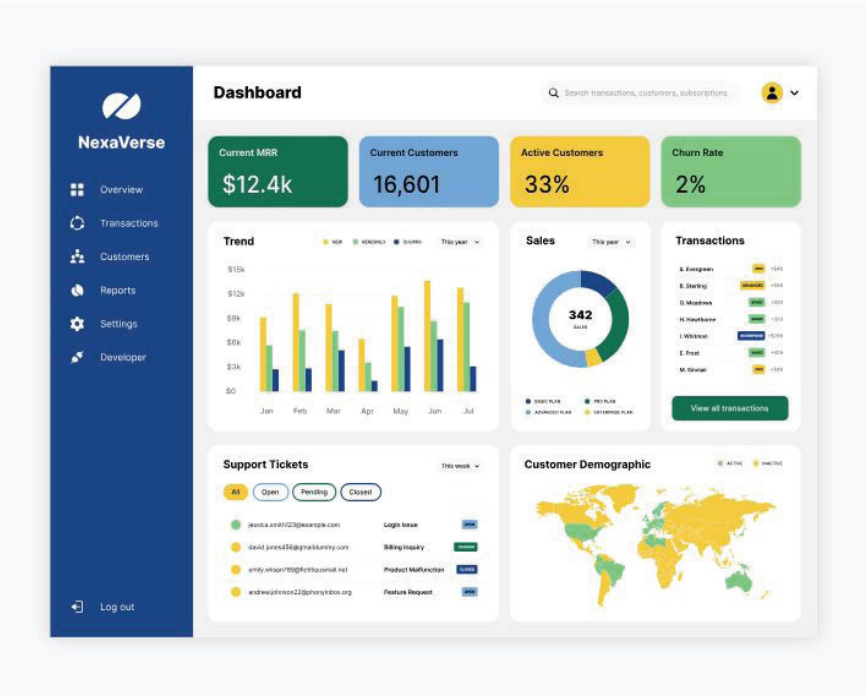
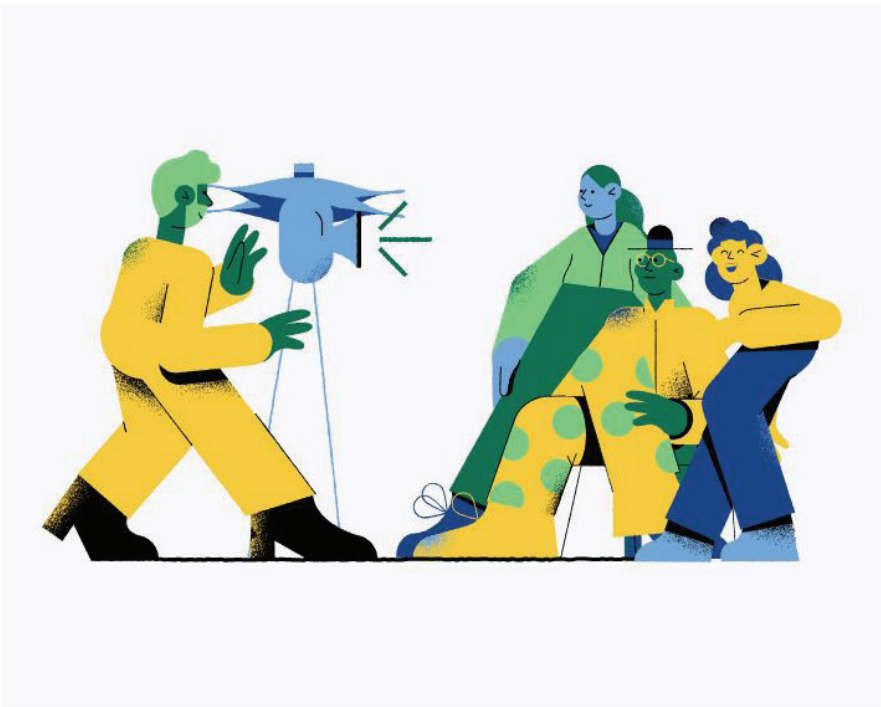
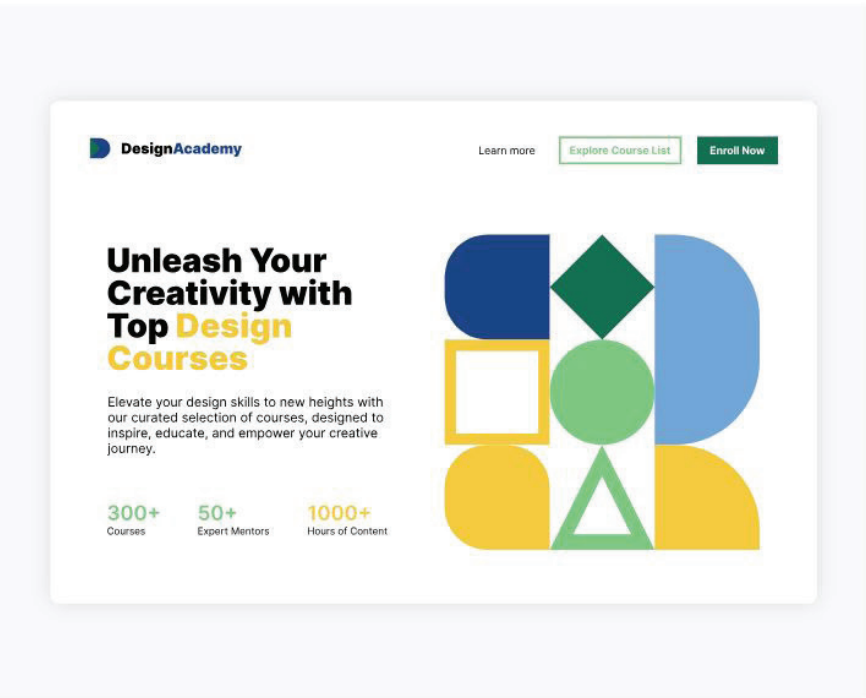
Putting Green

CMYK
52, 0, 64, 0

RGB
125, 205, 133

HEX
#7dcd85

Palette Visualizer



Color Combinations

Blue Sky	Putting Green	Sunshine
Blue Sky	Putting Green	Sunshine
Marine	English Ivy	
English Ivy	Marine	
Marine	English Ivy	

ADA Compliance

Local governments are now required to comply with Website Content Accessibility Guidelines (WCAG). Color contrast is one of the criteria. Color contrast ratio measure the difference in brightness between foreground and background colors. In order to meet the criteria, the **color contrast ratio must be at least 4.5:1**.

The image shows a web-based 'Contrast Checker' tool. At the top, it has a breadcrumb trail: 'Home > Resources > Contrast Checker'. Below this, there are two main sections: 'Foreground' and 'Background'. Each section contains a 'Hex Value' input field, a 'Color Picker' (a horizontal bar with a color gradient), and an 'Alpha' input field. For the Foreground, the hex value is '#F3CA40', the color picker shows a yellow-orange gradient, and the alpha is '1'. For the Background, the hex value is '#1E4486', the color picker shows a dark blue gradient, and the alpha is '1'. Below these sections, a 'Contrast Ratio' box displays the result '5.98:1' in a large, bold font, enclosed in a green border.

When in doubt, use this contrast checker tool:
<https://webaim.org/resources/contrastchecker/>

Passing Color Application

The following color combinations
meet **WCAG** standards for contrast ratio 4.5:1.

Blue Sky	Putting Green	Sunshine
Marine		
English Ivy	Marine	
Marine		

Conditional Color Application

The following color combinations meet WCAG standards for **large text and graphic objects only**.

Blue Sky	Putting Green	Sunshine
	English Ivy	
	English Ivy	

Incorrect Color Applications

The following color combinations DO NOT meet WCAG standards for contrast ratio 4.5:1 and should not be used.



Secondary brand colors should not be used exclusively. Primary brand colors (Marine & English Ivy) should serve as predominant colors on all applications.



Typography

Approved Typefaces

Aa

University

Serif

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv
Ww Xx Yy Zz 1234567890,.,?!

Aa

Gill Sans

Sans Serif

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss
Tt Uu Vv Ww Xx Yy Zz 1234567890,.,?!

Aa

Arial

Sans Serif

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss
Tt Uu Vv Ww Xx Yy Zz 1234567890,.,?!

Main Typography Styles

Aa

Gill Sans Bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii

Jj Kk Ll Mm Nn Oo Pp Qq

Rr Ss Tt Uu Vv Ww Xx Yy

Zz 1234567890,.?!

Aa

Arial Bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll

Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww

Xx Yy Zz 1234567890,.?!

Aa

Arial

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr

Ss Tt Uu Vv Ww Xx Yy Zz 1234567890,.?!

The two main typefaces are Gill Sans and Arial. The University Font listed on the previous page is reserved for special applications, such as the Bloomfield Township wordmark. Using different or custom fonts is discouraged.

Gill Sans

Arial

Arial

Recommended Typography Applications

The use of color, size, and weight should be used to achieve contrast and hierarchy for best readability.




Typography at Work

LIVING IN BLOOMFIELD

INSIDE THIS ISSUE:

- ✦ New Supervisor's Vision
- ✦ Celebrating Election Inspectors
- ✦ Understanding Your Tax Bill
- ✦ Podcasts Available in App
- ✦ Successful 'Fill the Boot' Event
- ✦ Seasonal Reminders
- ✦ Prioritizing Safety
- ✦ New Senior Programs
- ✦ 2024 Highlights for BCTV
- ✦ Upcoming Events



bloomfieldtwp.org

Spring 2025

TOWNSHIP NEWS

TOWNSHIP

Experience and Vision Will Define Next Four Years

First 100 Days of Term Prepares Community for Success

 I want to thank all the voters in Bloomfield Township for exercising their right to vote and entrusting me with the role of Supervisor. I am honored to serve the community I call home by bringing my prior experience in government to the Township. I grew up in Bloomfield Village and graduated from Seaholm High School. Then while running a small business I served on the Bloomfield Hills City Commission including stints as Mayor and Mayor Pro-Tem. From there, I served three terms in Michigan House representing the residents of Bloomfield Township in addition to other communities. Since, I've worked in roles of economic development for both Oakland County and the City of Novi.

This experience has prepared me well to better serve Township residents for the next four years. The job of the Board of Trustees is simple: insure residents have first-class service that provides a safe, clean, prosperous and fun place to live. From public safety to public works and beyond - if you live or work here, we should be considered the gold standard. I write this column three weeks into my term and am already hard at work on what I've dubbed my listening tour.

That means listening to residents, business owners, government partners, department heads, employees, and more on what is being done well and what can be done better. I'm planning to attend HOA meetings, conduct ride-alongs with our public safety and road crews, and have an open-door policy for all. As Supervisor, my role is to lead this community and lead it with great services that our residents expect. Fundamental to great service is great staff who share a common vision. I know we have hard working departmental directors and the board needs to empower them to carry out their functions. I get the pleasure of working with the other elected officials as a group to see this happen.

I took office in the midst of a compensation study. Recruitment, retention, and compensation are the keys to healthy work environment. This board needs more information on how the Township compares to other municipalities of similar size and scope to know how to best recruit, retain, and compensate. Especially in public safety, we can't experience a revolving door of employees. We need the right information to attract and keep the best employees for each department and fulfill the vision of a premier government.

As I campaigned this summer, I heard many comments from residents about our roads and water and sewer rates. I plan to build relationships at the state and county level that will help achieve the replacements and repairs needed. I also know that economic development is important to growing the community and attracting future homeowners. I've heard requests for a downtown, public parks, and gathering spaces. We'll explore all options of how this might be achieved or providing a comparable experience.

Want to participate in my listening tour? Reach out to my office so I can hear your ideas and questions. If residents have questions, I want to get them comprehensive and complete answers as quickly as possible. I am so excited to get to work for the residents, but I'm also focused on initiating great and lasting change for our community.

On the Cover: A boy scout pets K9 Vince during a Bloomfield Township Police Department K9 demonstration. Photo credit: Zayda Schneider, Bloomfield Township Cable & Community Relations Assistant. For a chance to have your photo featured on the cover of a future Living in Bloomfield, email photo to: cable_dept@bloomfieldtwp.org.

TOWNSHIP NEWS

ADMINISTRATION

Election Officials and Inspectors Celebrated in 2024

 On November 25, 2024, the Township celebrated election officials and inspectors for their hard work with a reception and proclamation presented at the Board of Trustees meeting. We recognize that without these dedicated individuals, elections could not be held. I want to thank all election workers for their tireless efforts throughout 2024 culminating with November's General Election.

To learn more about the work of election officials and inspectors, as well as the entire Clerk's Office staff, I highly recommend BCTV's video Accuracy over Speed available at bloomfieldtwp.org/elections. You'll also find photos from the reception and proclamation.

We had just under 80% turnout among the 38,587 registered voters in the Township. Approximately 1.28% less than the 2020 November General Election. That places our community 14th for highest turnout among the 130 municipalities in Oakland County. Absentee and Early Voting numbers continued to rise this election.

While the election season is over, the audit season is just beginning for the Clerk's office. One part of the ongoing effort to ensure accuracy and security is the post-election audit process. Audits occur throughout the state of Michigan. We review processes, procedures, and double check

335 Election Workers for the 2024 Election Cycle.

74% Voted Early 55% of voters voted absentee, while 19% went to an early voting site.

79.69% Voter Turnout Consistent with past Presidential Elections.

53% Used Drop Box 21% of voters returned their absentee ballot in person, while only 26% mailed theirs.

Thank You for Voting

Treasurer's Turn: Explaining Your Tax Bill

As winter sets in, it marks the start of another tax season in the Township Treasurer's Office. Winter tax collection is notably different from summer tax collection earlier in the year because the Township collects all its millages during the winter. These millages account for approximately 70% of the revenue in our annual budget, funding critical services and operations. Here's a breakdown of the millages we collect and how they are used:

- **General Millage (2.1305 mills):** Funds the general operations and administrative functions of the township, ensuring smooth day-to-day management.
- **Roads Millage (0.6654 mills):** Supports the maintenance, repair, cleaning, and snow plowing of neighborhood roads.
- **Library Millage (1.8564 mills):** Funds our exceptional public library, which is overseen by a separately elected Library Board of Trustees.
- **Safety Path Millage (0.4489 mills):** Provides for the installation and maintenance of sidewalks and public safety paths throughout the township.
- **Public Safety Millage (6.3809 mills):** Supports police, fire, and dispatch services to keep our community safe. Bloomfield Township is proud to have 65 active-duty firefighters and 72 sworn police officers serving our residents.
- **Senior Services Millage (0.3314 mills):** Supports the township's senior center and its outstanding programs for older residents.
- **Drains Millage (0.0778 mills):** Repays bonds issued for township drainage improvement projects.
- **Capital Projects Millage (0.3293 mills):** Repays bonds used to construct and improve buildings within the Township Hall campus, completed in 2008.

Taxes Due by Friday, February 14, 2025

 **IN PERSON**
Extended Office Hours
Feb 14 & 28: 8 a.m. to 5 p.m.

 **DIRECT DEPOSIT**
Free option.

 **CREDIT CARD**
Convenience charge applies.

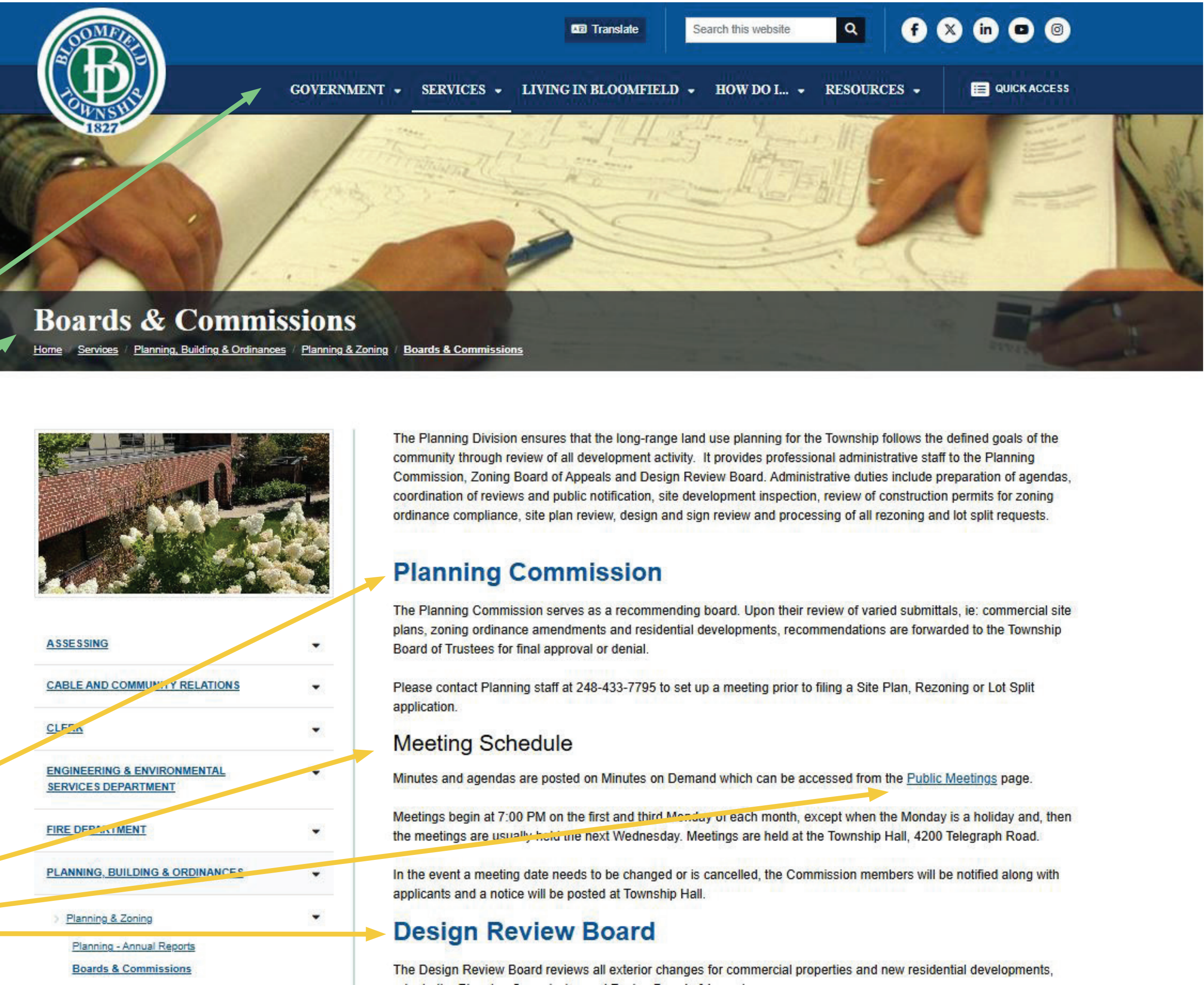
For more information visit www.bloomfieldtwp.org/paymentoptions.

It's important to note that as a township, we are limited to a maximum of 10 mills for operating millages, unlike cities, which are permitted to levy higher millages.

Our commitment to fiscal responsibility and strategic planning ensures we provide exceptional services while maintaining a tax rate that compares favorably with neighboring communities. Bloomfield Township takes pride in efficient budgeting and maximizing the impact of every dollar. We also prioritize voter input, ensuring residents have a say in the services they value most.

Website Update

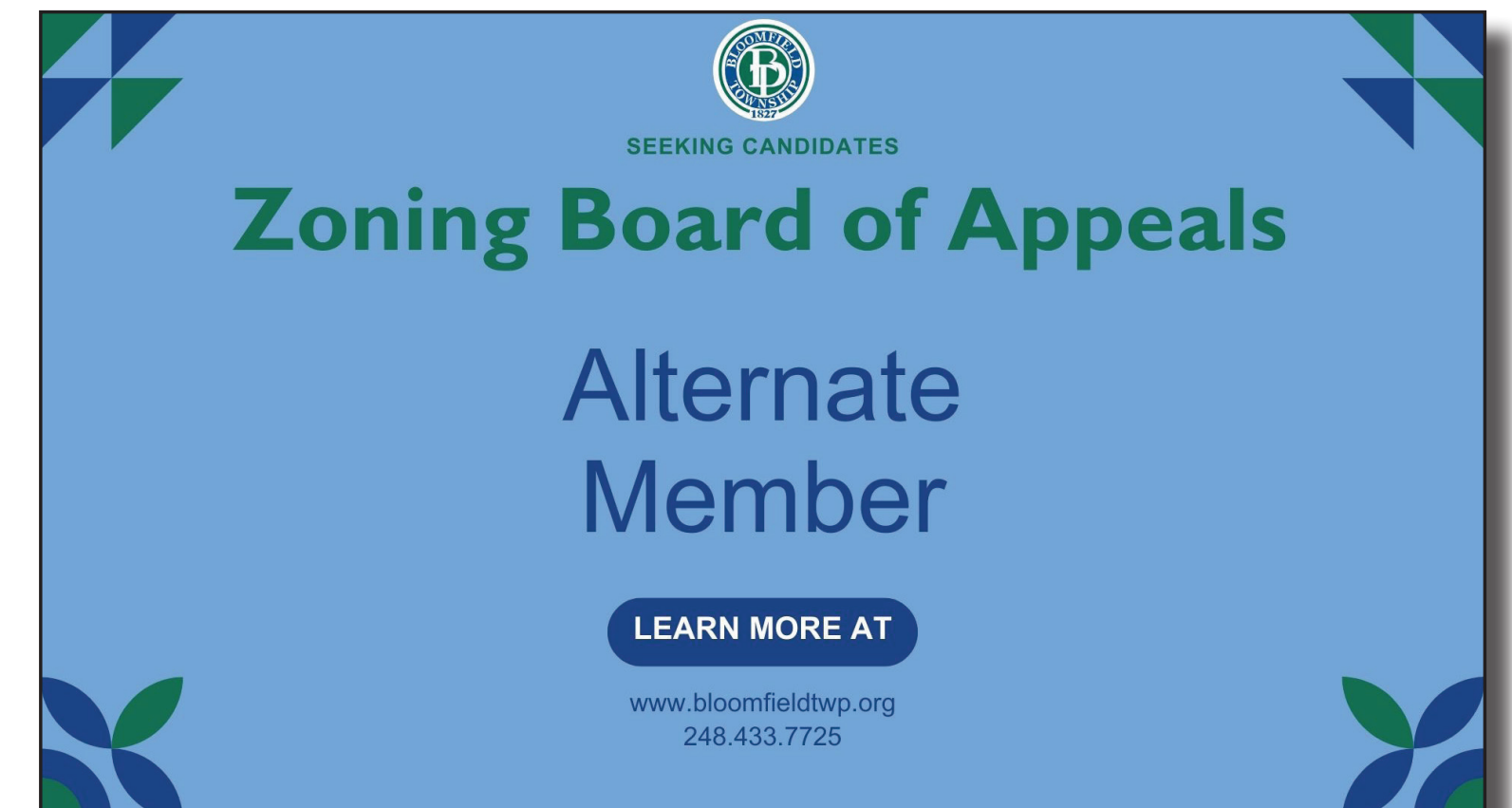
Various headers, subheaders and hyperlinks will be updated with better use of styles and colors for improved readability and ADA compliance.



Brand Asset Usage

Examples

The color palette and fonts at work.



Brand Consistency



MORE INFO



Food Truck

Wednesdays

#BTFOODTRUCK



SERVING FROM 11 AM - 1 PM

Schedule

JUNE 19 DOS LOCOS BURRITOS	JUNE 26 TWISTED BBQ	JULY 3 NO TRUCK THIS WEEK	JULY 10 SONNY'S HAMBURGERS	JULY 17 DOS LOCOS BURRITOS
JULY 24 EL GUERO TAQUERIA	JULY 31 TWISTED BBQ	AUG 7 EGG ROLL DIVA	AUG 14 LA ROTISSERIE	AUG 21 THE GREAT GREEK FOOD TRUCK

Behind Bloomfield Community
Television Building, 4190 Dublin Rd.





A Friendly Reminder

WINTER TAX BILLS ARE DUE

by close of busi

Visit bloomfieldtp.org/tre



Township App Help Desk

Have your questions answered
and learn what the Bloomfield
Township App has to offer!

10 a.m. - 11 a.m.
September 26

Senior Center



BLOOMFIELD
IN FOCUS

MIKE MCCREADY

BLOOMFIELD TOWNSHIP SUPERVISOR

New Program!



CAREGIVER CONNECT

at Bloomfield
Township
Senior Center





Our caregiver-guided program offers respite, information and programs for care receivers are engaged in complimentary full day service. Relief or respite improves caregivers' well-being and ability to care for others. This program offers valuable support to "take a breath" and is funded by Exhale grant.

Calling All Family Caregivers of Bloomfield Township



UPCOMING EVENT

Grant Goals and How to Meet Them
November 20, 2024
1:00 p.m.

We invite your input on the goals for this caregiver respite and resource program.



Christine Turchio
Senior Services Director
cturchio@bloomfieldtp.org

Email to RSVP or request more information!

Location: Senior Center, 4315 Andover Rd. Bloomfield Twp.

Phone: 248-723-3500

Contact Us

Imagery

Imagery Style

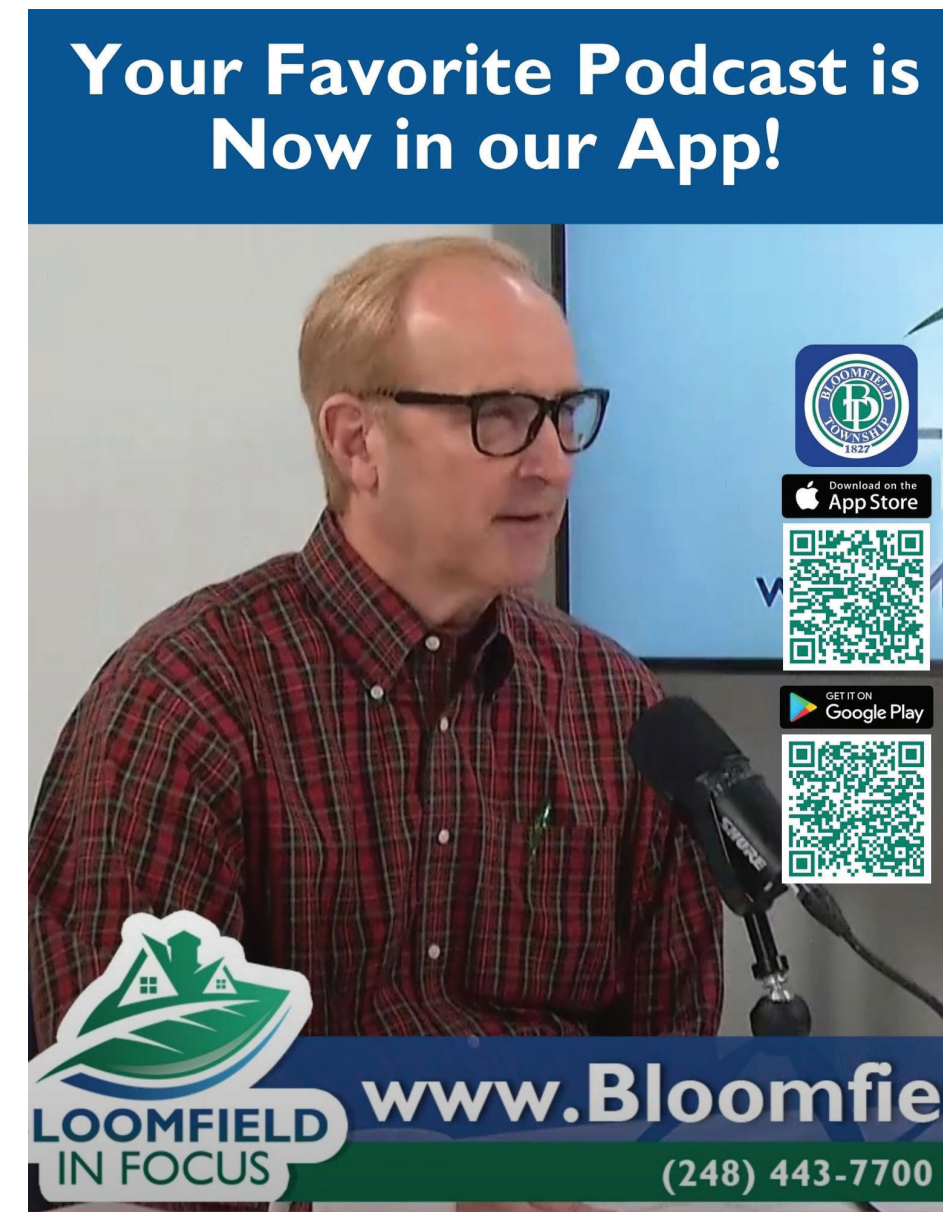
Image content should showcase the Township's many assets, including lakes, beautiful estates, golf courses, rolling hills, scenic safety paths, luxurious landscapes, thriving businesses, historic sites, popular destinations, Township services, and of course our diverse community members.



Photography

Authenticity

It is encouraged to use people or a human element in photos. When including people in an image, try to capture them in dynamic and active ways. Select images that reflect our brand personality. Keep lighting bright and warm for a friendly, inviting tone.



Please follow these guidelines when selecting photos:

- Make sure to use photos that are high resolution.
- Use recent photos (within the last five years preferably). Photos should reflect current vehicles, uniforms, and equipment. Photos with historical significance are the exception to this rule, such as former Police Chiefs, historical events, etc.
- Photos should feel genuine and not too posed. Stock photo usage should be kept to a minimum, and must be licensed.

Imagery to Avoid

Follow these guidelines to keep imagery professional, genuine, and reflective of the brand personality.

PHOTOS SHOULD FEEL GENUINE
AND NOT TOO POSED



STOCK PHOTOS SHOULD
LOOK AS IF THEY WERE
TAKEN IN THE TOWNSHIP

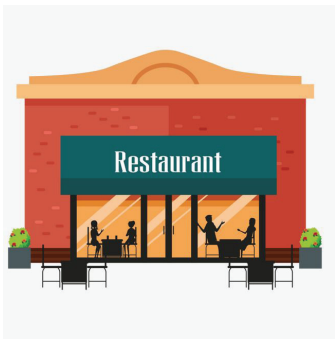
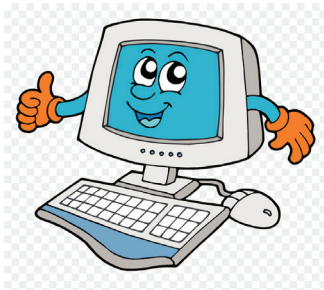


STOCK PHOTOS SHOULD
BE AVOIDED IF A TOWNSHIP
IMAGE EXISTS



AND SHOULD ALWAYS BE LICENSED

AVOID USING CLIP ART



NEVER USE AN IMAGE WITH THE
TRANSPARENCY GRID VISIBLE



Next Steps

Brand Family

Extention of Brand Family

Several Township departments and initiatives have unique branding, and therefore should not be using the main Township logo. Police, Fire, and Bloomfield Community Television all follow unique standards which need to be established.



Shared Resources

Locate brand assets, Style Sheet, and complete Guidelines at
S: Bloomfield > Brand Guidelines



BLOOMFIELD TOWNSHIP

Brand Style Sheet



Font Guide

Aa Gill Sans Bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii
Jj Kk Ll Mm Nn Oo Pp Qq Rr
Ss Tt Uu Vv Ww Xx Yy Zz
1234567890,.?!
Aa Arial Bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk
Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz
1234567890,.?!
Aa Arial Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1234567890,.?!
Aa Arial Regular

Font Usage Guidelines

Headlines & Titles

Subheadings & Captions

Body Copy

Brand Assets



Primary logo to be used as full-color without any modification.

Color Palette

Primary Color Palette



Marine Blue
CMYK
100, 85, 17, 3
RGB
30, 68, 134
HEX
#1e4486



English Ivy
CMYK
86, 33, 77, 21
RGB
24, 112, 82
HEX
#187052

Secondary Color Palette



Blue Sky
CMYK
54, 24, 0, 0
RGB
115, 167, 217
HEX
#9cbee1



Sunshine
CMYK
5, 18, 87, 0
RGB
243, 202, 64
HEX
#f3ca40



Putting Green
CMYK
52, 0, 64, 0
RGB
125, 205, 133
HEX
#7dcd85

Color Usage Guidelines

Primary Colors

Secondary Colors

Verify at: <https://webaim.org/resources/contrastchecker/>

COMPLETE BRAND STYLE GUIDE AND ASSET FILES: S: Bloomfield > Brand Guidelines

BLOOMFIELD TOWNSHIP BRANDING GUIDE

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BLOOMFIELD TOWNSHIP
Brand Style Guide

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