



Town of Belmont, Massachusetts Select Board Presentation

Branding and Wayfinding for Belmont Center and Trapelo Road



Presented by Favermann Design

August 15, 2022



Branding and Wayfinding Designs and Concepts

Presented to Select Board on 6.27.22

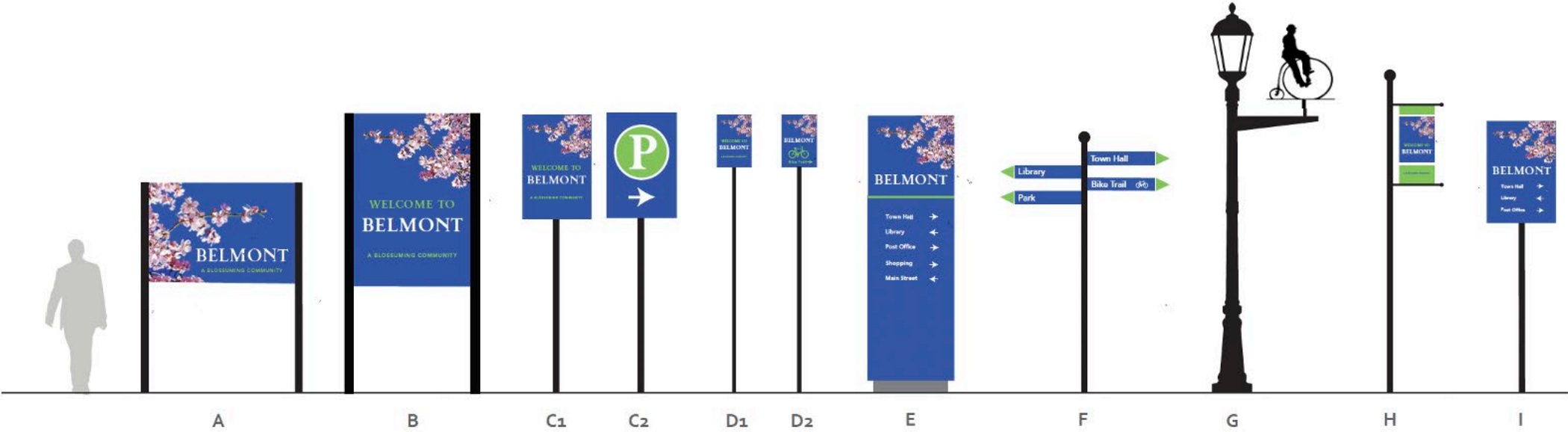
Option A



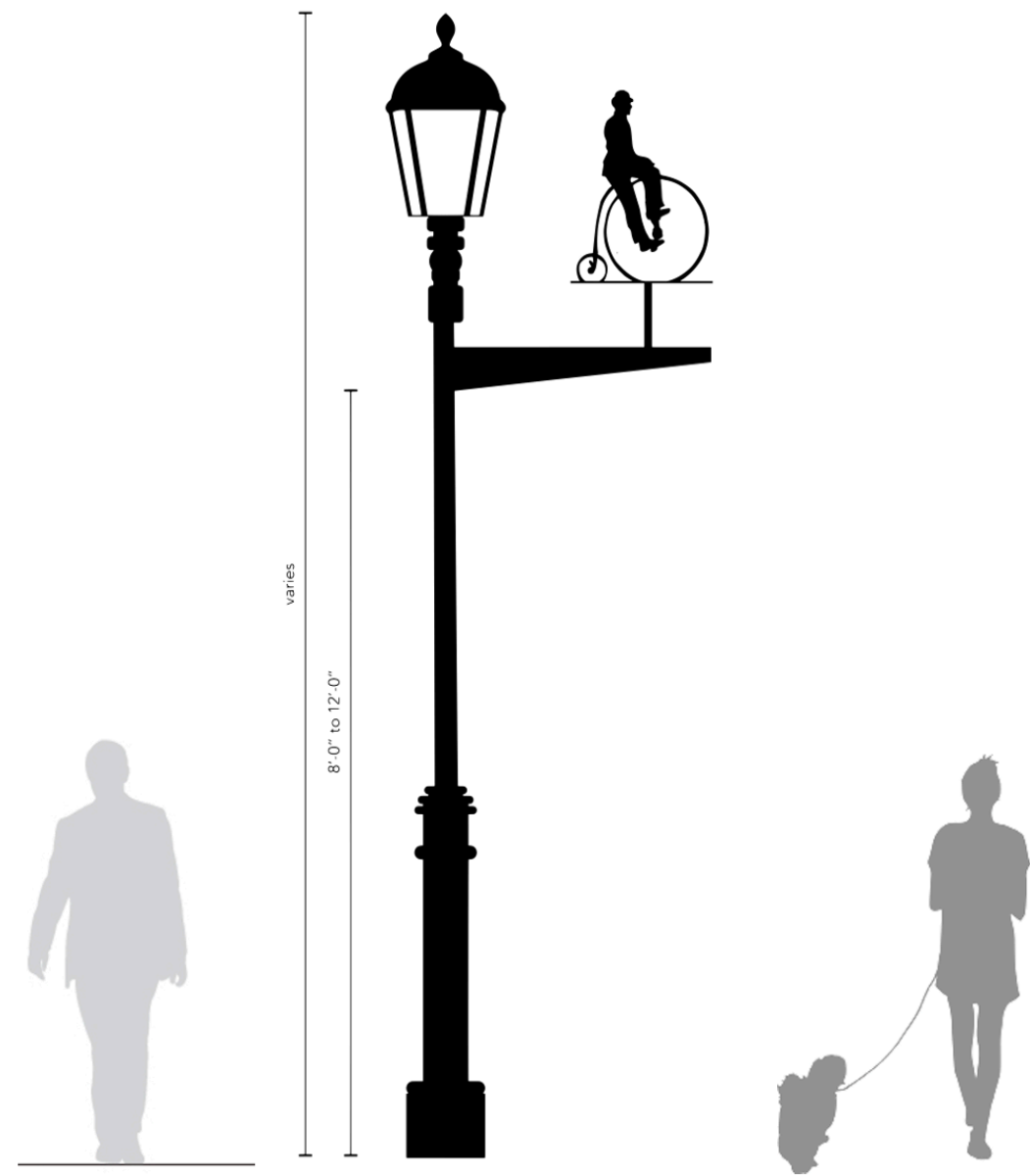
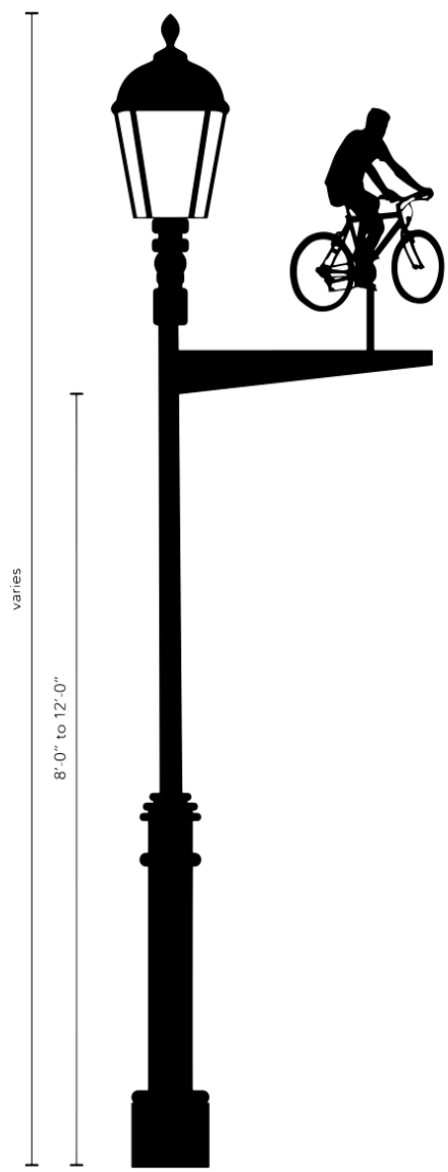
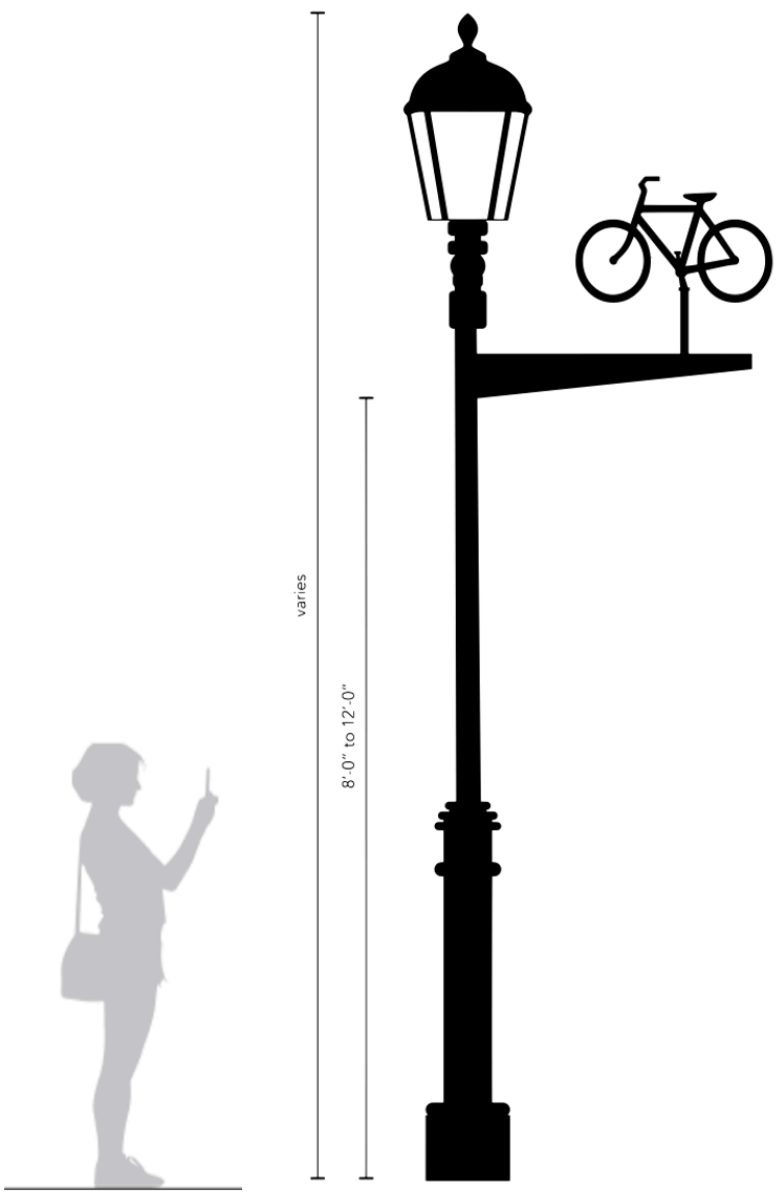
Option B



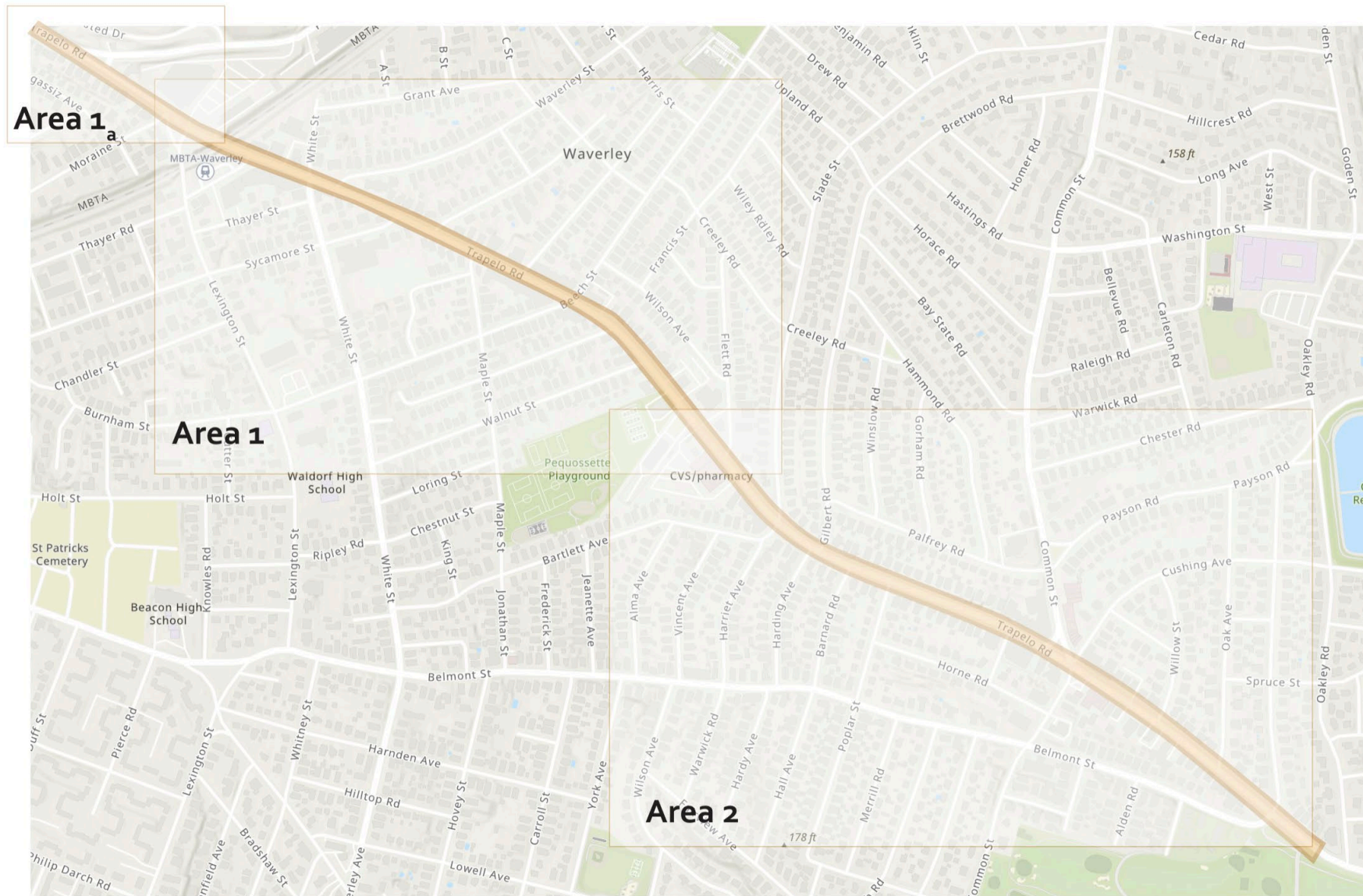
Family of Elements



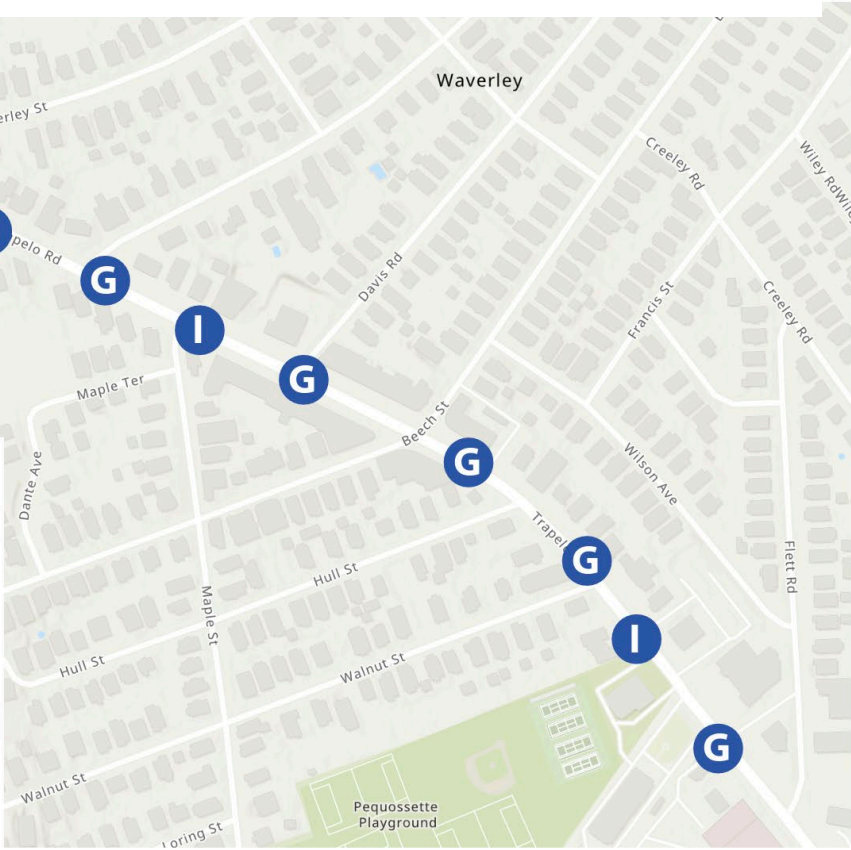
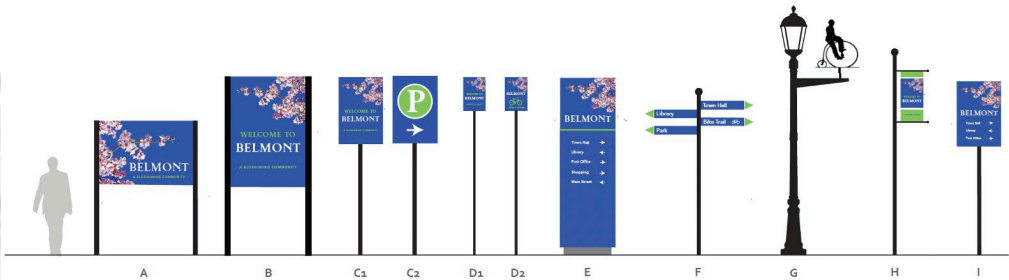
ARTWINGS



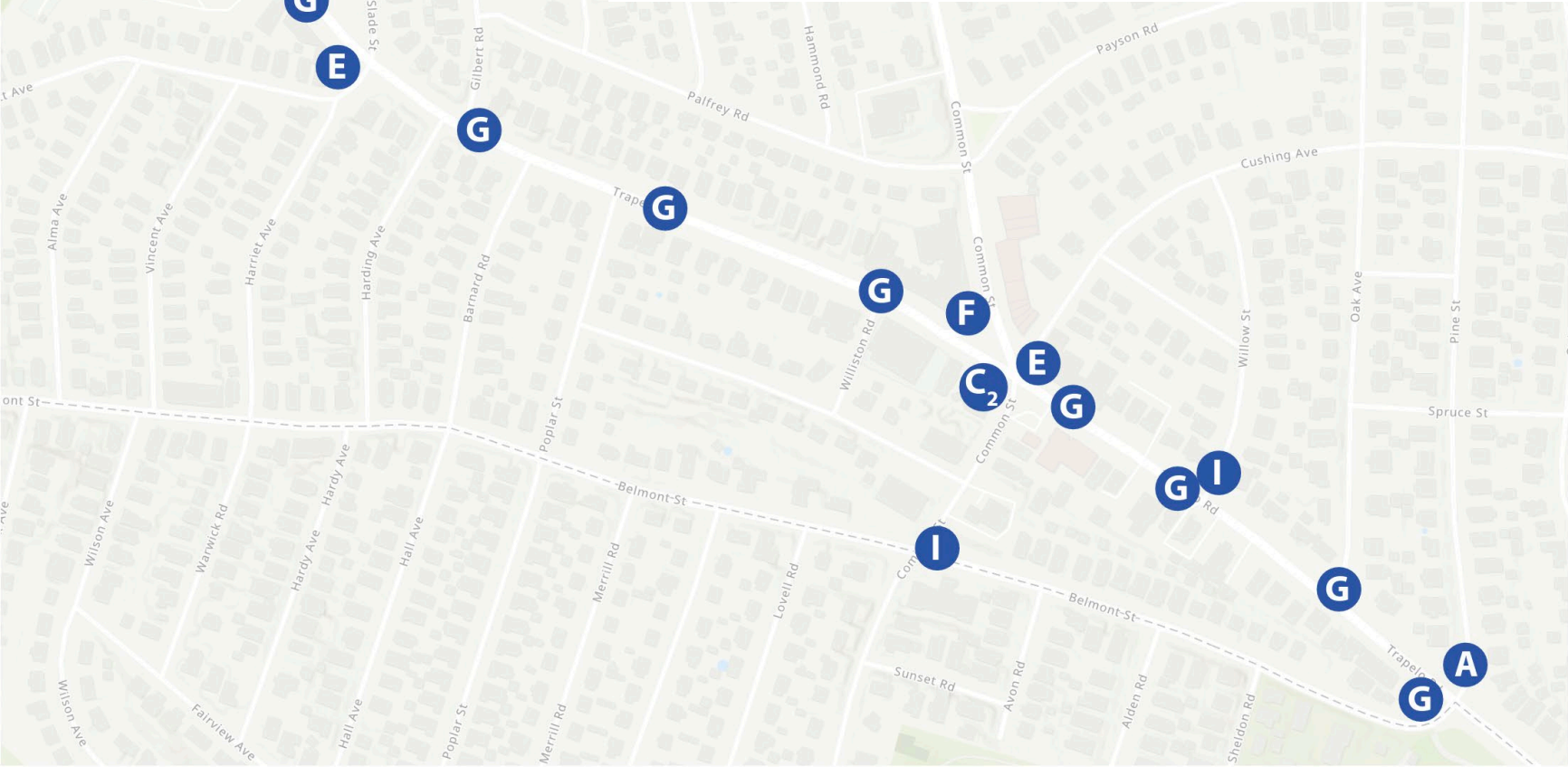
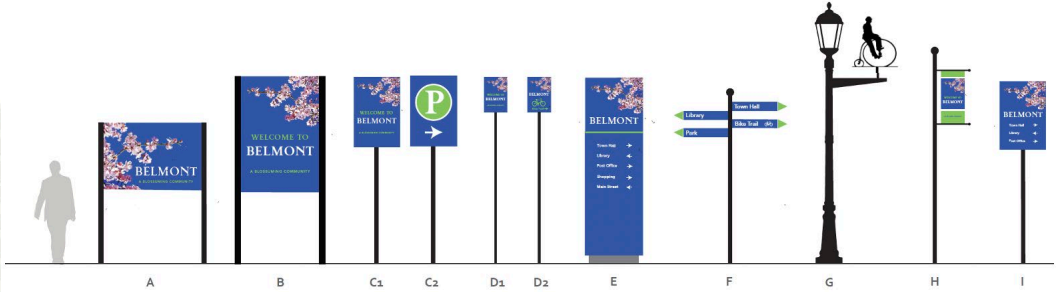
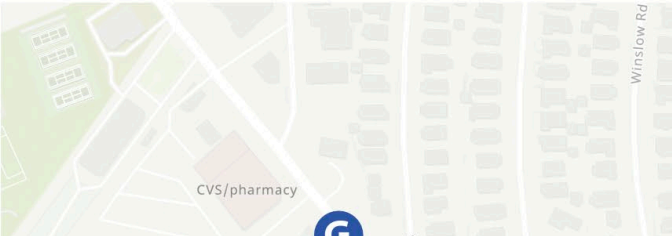
Locator Map | Trapelo Road



Area 1/1_a | Trapelo Road



Area 2 | Trapelo Road



Follow-up Designs after Select Board Presentation

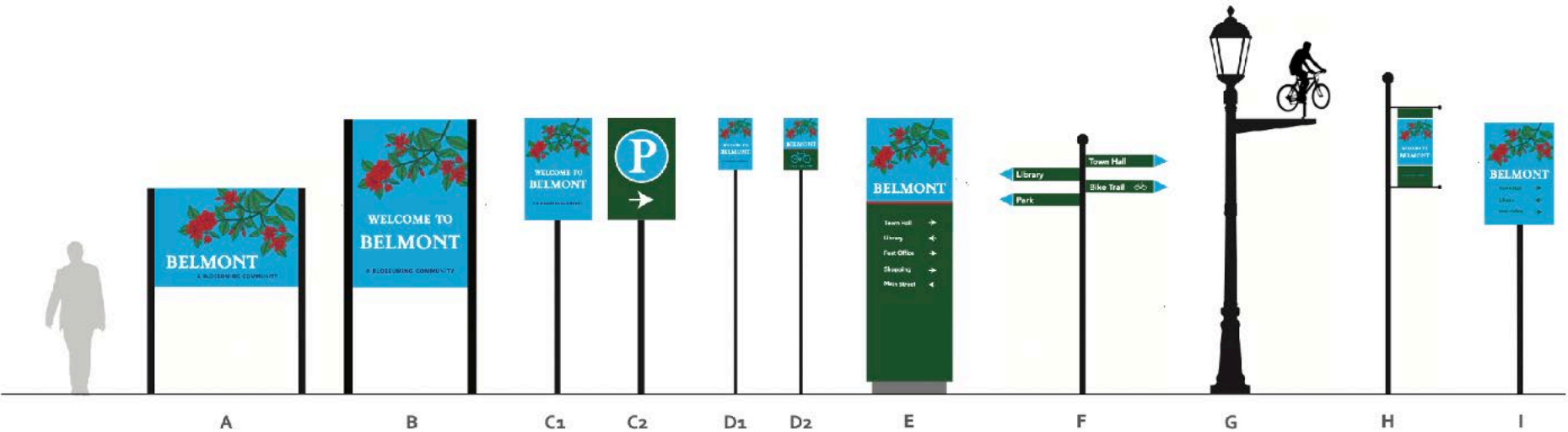
Historic Precedence



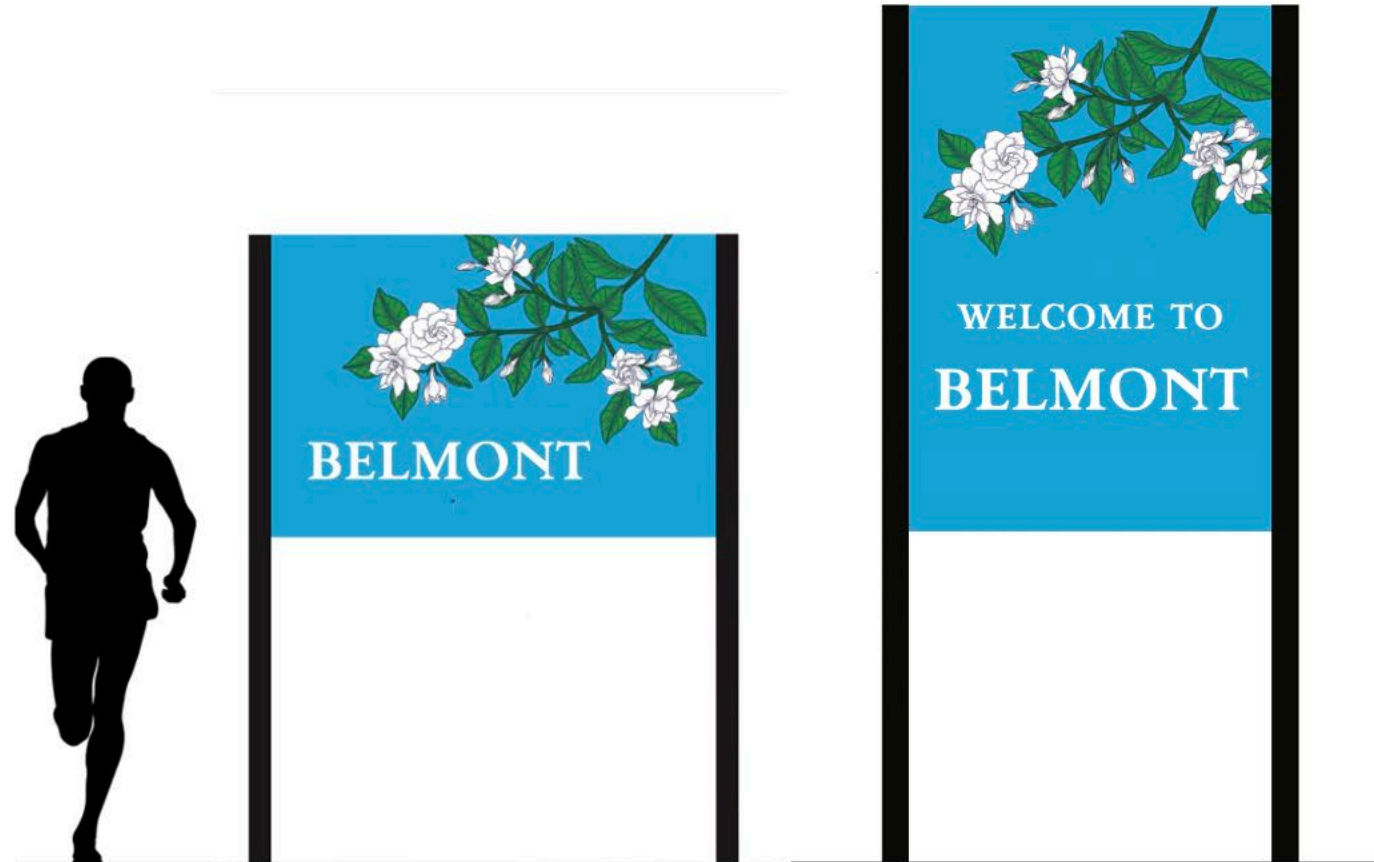
Option C



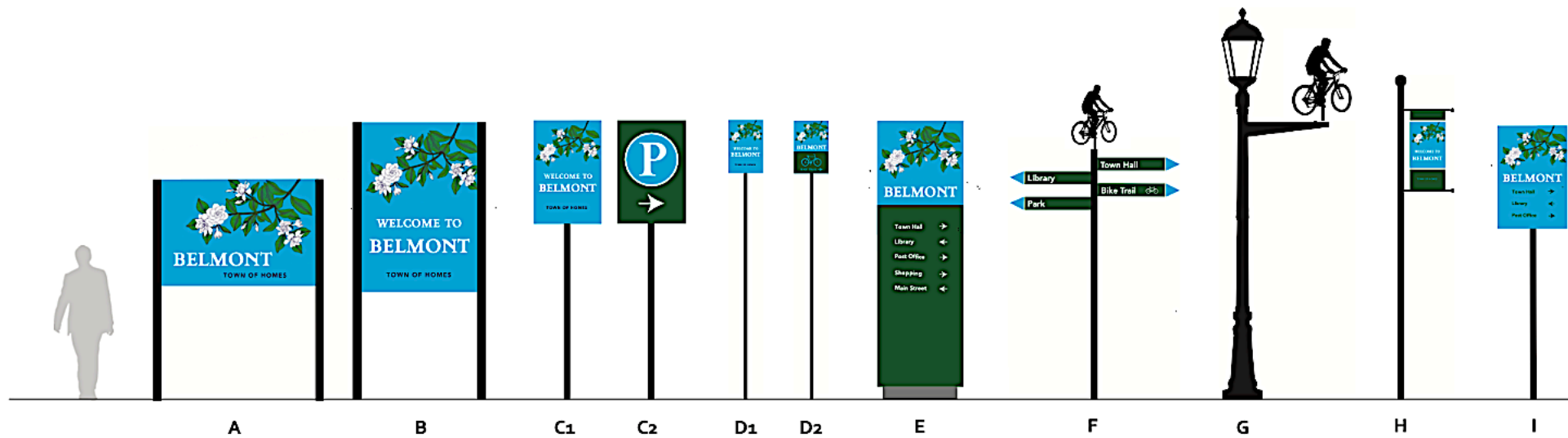
FAMILY OF ELEMENTS



Option D



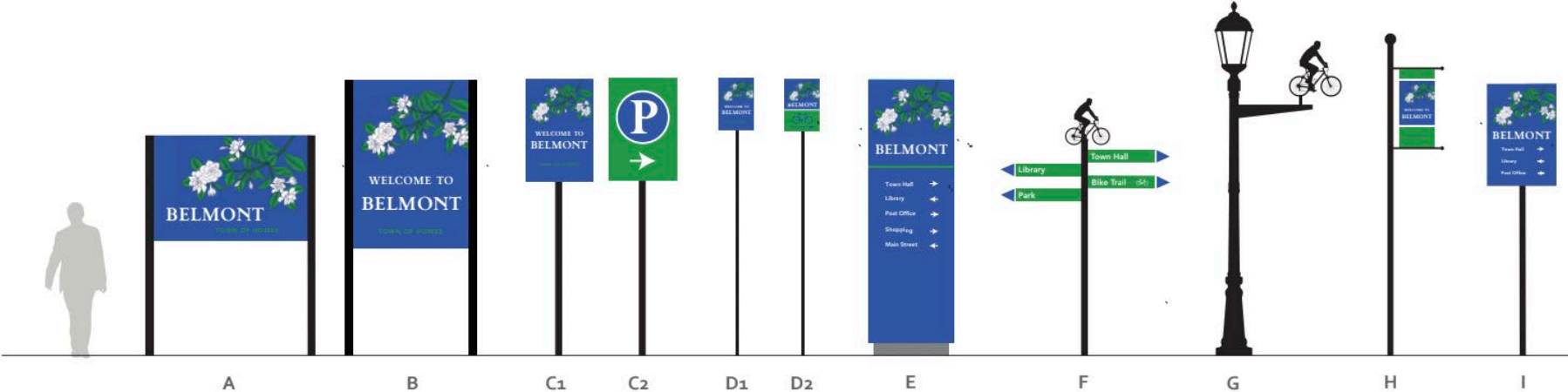
FAMILY OF ELEMENTS



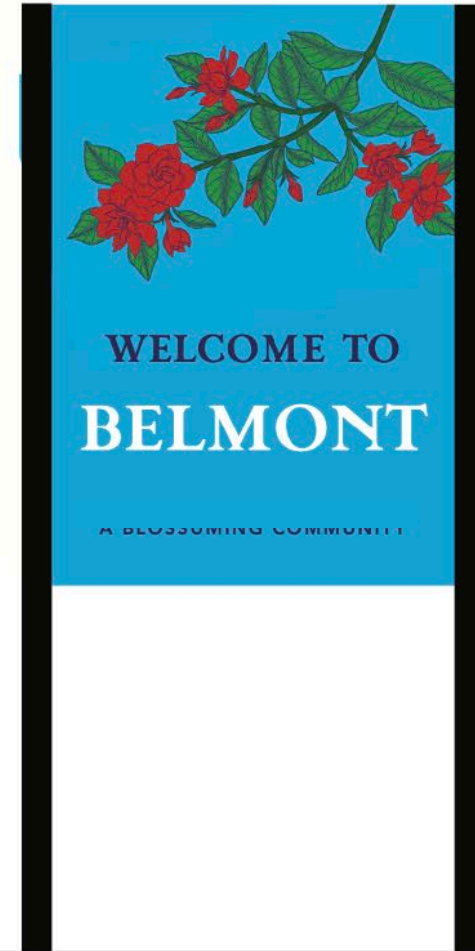
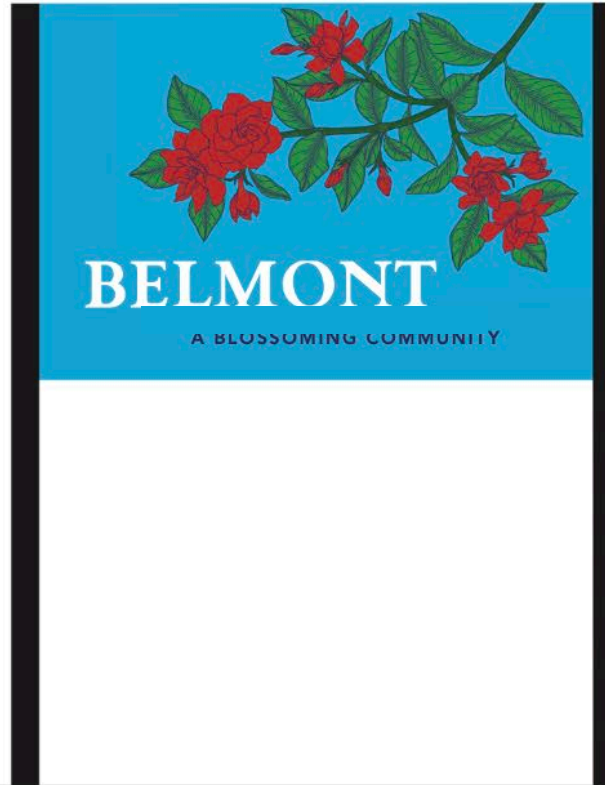
Option E



FAMILY OF ELEMENTS



C.



D.



E.

