

MAKE IT DRACUT USAGE INFO v.1.0

06-14-21

Artwork, colors, etc



What is Make It Dracut?

It is a slogan developed by the Economic Development Committee to provide a catchy shorthand for activities in town.

NOTES ON VISUALS:

- While developed by our committee, it is not limited to just Econ Dev. Anyone can (and should!) use it.
- Color is matched to the newest Dracut visual guidelines. But! Creativity is encouraged.
- All artwork created by us in this document is fair use - no permission needed

Standards

GREEN & BLACK, WHITE BORDER

This is the original standard version. The white border lets it pop from the background in cases like bumper stickers or other colored backgrounds.



**MAKE IT
DRACUT**

Standards

SINGLE COLOR OUTLINE

Good for simple things, can be changed to white to work on dark colors.



**MAKE IT
DRACUT**

GREEN & BLACK, BLACK BORDER

Good for white backgrounds & more general use cases where the white border won't work.



**MAKE IT
DRACUT**

Get “creative”

While most versions you see from our committee and the town will be green to match our colors, you can be creative!

This is an example of one we did for the Dracut Middies – it keeps the text, but adjusts to use a blue color instead.



Courtesy
Dracut PS



Courtesy
Dracut Threads

**MAKE IT
DRACUT**

Usage

makeitdracut.org/makeityours

This design is fair use and free to use or modify by anyone!

You can download the latest from the town website above,

Your designer can open this PDF and copy the artwork directly. If not, please reach out and we can provide other formats!

If you get creative, share what you make!

Email us at econdev@dracutma.gov with the subject “Make It Dracut Design Uses”

Questions?

econdev@dracutma.gov

Have questions about using this artwork, or just Economic Development in general? Just want some general info about our committee? Send us an email at the above address!

LIKE IT? WEAR IT!

<http://store.makeitdracut.org>

All profits (approx \$4 to \$8 depending on the item) go towards funding of economic development tasks in the Town of Dracut!

In writing!

You can also choose to eschew the symbol and purely use the tagline. It was made to be flexible.

If a singular word is used (PIZZA vs PIZZAS) add an S to MAKE so it sounds right.

We recommend highlighting the word you're focusing on in some way.

Plural

**OUR
FARMS
MAKE IT
DRACUT**

**OUR
PIZZAS
MAKE IT
DRACUT**

Singular

**OUR
DINING
MAKES IT
DRACUT**

**OUR
FOOTBALL
MAKES IT
DRACUT**