

TOWN OF DRACUT BUSINESS DISTRICTS v.1.0

06-14-21

Map, Symbols, Rationale.



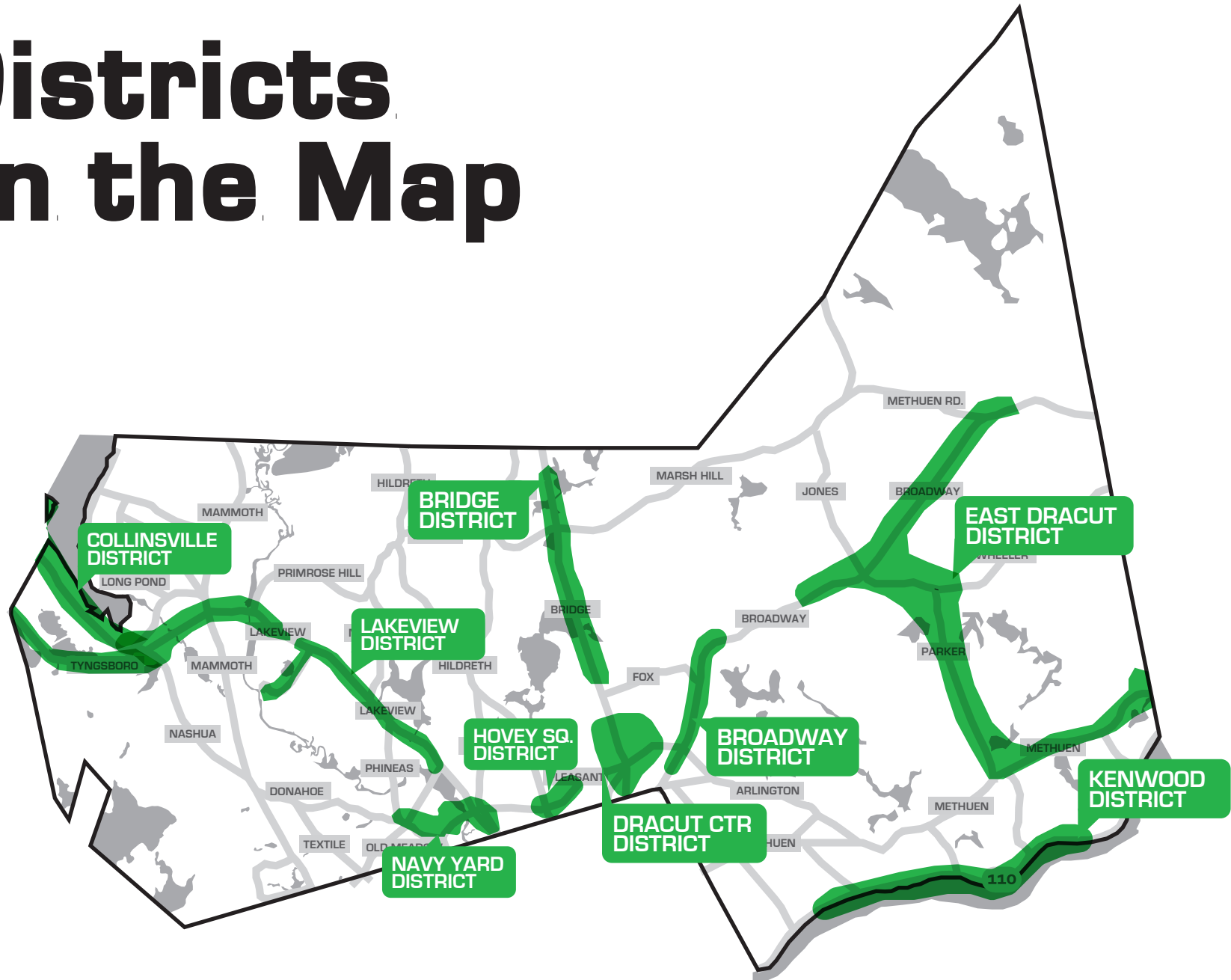
Intro to Districts & Symbols

These districts are defined by areas with concentrations of businesses, and vary by size & density. While several do correlate to historic neighborhoods, not all of them do. The symbols can be used for both if desired.

NOTES ON VISUALS:

- Uniformity is important, and helps these identities feel more cohesive.
- This is achieved by using a letter, and modifying it to fit the theme, using matching line widths
- Where possible, geographic features are shown
- Making them public domain removes barriers to usage

Districts on the Map





This is a stylized “B” that is integrated with a “38”, which is the route number for Bridge St. The actual “Bridge” from Bridge St is the Cox Bridge in Lowell, which isn’t appropriate for a Dracut symbol.



Broadway is around the corner from Dracut Center. It features several plazas that extend toward East Dracut.



Collinsville has a history of industrial factories off Beaver Brook, as well as leisure and fishing at Long Pond & Lake Mascuppic. This has a sun rising over water to represent these water features.



Dracut Center is where the Library & Town Hall are located, as well as the Yellow Meeting House. The visual shows an intersection, with the bottom arrow mirroring the roofline of Town Hall, the Library, and the town's barns.



Hovey Sq is home to Dracut's grocery store, as well as several small biz. It was also historically a popular stop on carriage routes. It has an H for Hovey with a square in place of the crossbar.



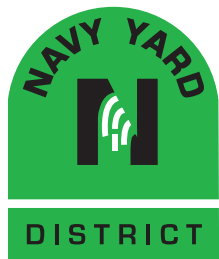
East Dracut is the more Ag-heavy section of town. This has an arrow at the center of the D, which also forms an E while pointing east. This also represents rows in a field.



Kenwood is along route 110, and has a natural geography of a hill that meets the Merrimack River at the bottom. It also has an agricultural and camping history.



Lakeview covers the biz center between Navy Yard & Collinsville. Beaver Brook runs alongside a portion of the road.



Navy Yard gets its name from timber floating down river making it look like a "Navy Yard" as well as parachutes that were made here in during wartime.

Symbol Variations

Symbols can be used inside a containing shape or stand-alone. They are designed to work in color as well as gray-scale. We recommend using the Town's green, black, and blue for consistency.



Usage

makeitdracut.org/districtsymbols

These symbols are fair use and free to use or modify by anyone!

You can download them from the town website above, We include PDFs with the primary artwork that can be used by designers directly. If there is a format not listed that you'd like, let us know! Email us at econ-dev@dracutma.gov with the subject "District Symbols"

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!

Questions?

econdev@dracutma.gov

Have a business district you want the committee to consider and create a symbol made for?

Want to use the symbols for your small business?

Just want some general info about our committee? Send us an email at the above address!

Symbol Ref.



BROADWAY
DISTRICT



BRIDGE
DISTRICT



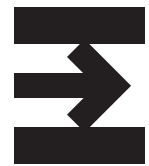
COLLINSVILLE
DISTRICT



DRACUT CTR
DISTRICT



HOVEY SQ.
DISTRICT



EAST DRACUT
DISTRICT



KENWOOD
DISTRICT



LAKEVIEW
DISTRICT



NAVY YARD
DISTRICT