

**Town of Lovettsville**  
**List of Official Logos and Branding Materials**

Adopted January 23, 2025

The Town of Lovettsville’s logos and branding materials play a crucial role in representing the Town's identity, values, and heritage.

To maintain a consistent and professional image, it is essential to follow the guidelines outlined in the “Town of Lovettsville Policy and Application for Use of Town Seal, Logos, and Branding Materials.” This policy, authorized by Town Code Section 1-14, Use of Town Seal and Town Logo/Branding Materials, applies to all staff, partners, residents, and businesses using the Town’s seal or logos for commercial, educational, or promotional purposes.

For more details, refer to the Town of Lovettsville Policy and Application for Use of Town Seal, Logos, and Branding Material and Town Code Sections 1-13 and 1-14.

**LOGOMARK:** A logomark is an identifying mark or symbol that doesn’t contain the business name. Derivative of the Town of Lovettsville logomark is depicted below:

(A):



**WORDMARK:** A wordmark refers to words or the name of a business that is designed in a special way. Derivatives of the Town of Lovettsville wordmarks are depicted below:

(A):

*Town of Lovettsville*

(B):

*Lovettsville*

**LOGO:** A logo is the combination of the logomark and logotype along with the tagline to graphically convey the identity of the community. Derivatives of the Town of Lovettsville logos are depicted below:

(A):



(B):



(C):



(D):



(E):



(F):



(G):



(H):



(I):





(J):



(K):



(L):



(M):



(N):



(0):

