

## Chapin, South Carolina

The Chapin logo and brand is made up of four elements, giving the town the tools they need to broadcast their branding any situation. The colors were inspired by the Chapin High School colors, along with a yellow accent to make things pop. The imagery of the sails and water are abstract, allowing some flexibility, and still positions Chapin as the lake's village. At the top of the page is the primary logo, which is horizontal. Then we show a vertical logo, a word type, and an icon. The Brand also works well in one color and black and white, for uses such as faxes and photocopied flyers.

