

- Official Seal
- Wordmark
- Lockups
- Letterhead
- Cards
- Typography
- Flag
- Use Cases



VILLAGE OF COLD SPRING NEW YORK

Seal & Identity System
June 2023

Official Seal

Wordmark

Lockups

Letterhead

Cards

Typography

Flag

Use Cases

Seal

Progression



Standard
Use black to set official tone.



One Color
Use any reasonable, dark color only when it makes sense.



On Color or Background
Place the seal on a white background and adapt the seal color to match the background color, or leave it black. Make sure the outer ring doesn't disappear with the color field.

For use on official letterheads and business cards, invitations, avatars and digital properties.

Official Seal

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Use Cases

Seal

Progression



1990s

Bitmapped raster graphic



2000s

Inversed raster graphic



2010s

Skeuomorphic raster graphic



2023+

Streamlined, scalable vector

Official Seal

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Flag

Use Cases

VILLAGE OF
COLD SPRING
NEW YORK

Three Line Standard 1:3.5

VILLAGE OF
COLD SPRING
NEW YORK

Three Line Reversed

VILLAGE OF COLD SPRING

One Line Standard

VILLAGE OF COLD SPRING

One Line Reversed

For use on signage and wayfinding, stationery, bills,
road signs, and other utilitarian applications.

Official Seal

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VILLAGE OF
COLD SPRING
NEW YORK



VILLAGE OF COLD SPRING
HIGHWAY
DEPARTMENT



VILLAGE OF COLD SPRING
HISTORIC
REVIEW BOARD



VILLAGE OF COLD SPRING
CLERK AND
TREASURER



VILLAGE OF COLD SPRING
WATER AND
WASTEWATER



VILLAGE OF COLD SPRING
ZONING BOARD
OF APPEALS



VILLAGE OF COLD SPRING
BUILDING
DEPARTMENT

Lockups of seal and department, board,
or official committee names.

Official Seal

Wordmark

Lockups

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Typography

Flag

Use Cases

All Staff

Personal

General Use

Boards

Departments

Watermark



VILLAGE OF COLD SPRING

85 MAIN STREET
COLD SPRING, NEW YORK 10516

TEL. 845-265-3611
WWW.COLDSRINGNY.GOV

KATHLEEN E. FOLEY, MAYOR

TWEEPS PHILLIPS WOODS, DEPUTY MAYOR
LAURA BOZZI, TRUSTEE
CATHRYN FADDE, TRUSTEE
ELIZA STARBUCK, TRUSTEE

JEFF VIDAKOVICH, CLERK, TREASURER
MICHELLE ASCOLILLO, ACCOUNTANT
LARRY BURKE, OFFICER-IN-CHARGE
MATTHEW KROOG, WATER SUPERINTENDENT
ROBERT DOWNEY JR, HIGHWAY DEPT CREW CHIEF



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VILLAGE OF COLD SPRING
**RECREATION
COMMISSION**

85 MAIN STREET
COLD SPRING, NEW YORK 10516



VILLAGE OF COLD SPRING
**ZONING BOARD
OF APPEALS**

85 MAIN STREET
COLD SPRING, NEW YORK 10516

Official Seal

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VILLAGE OF COLD SPRING
**BUILDING
DEPARTMENT**

85 MAIN STREET
COLD SPRING, NEW YORK 10516



VILLAGE OF COLD SPRING
**CLERK AND
TREASURER**

85 MAIN STREET
COLD SPRING, NEW YORK 10516

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85 MAIN STREET
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WWW.COLDSRINGNY.GOV



Official Seal

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Note Cards

Business Cards

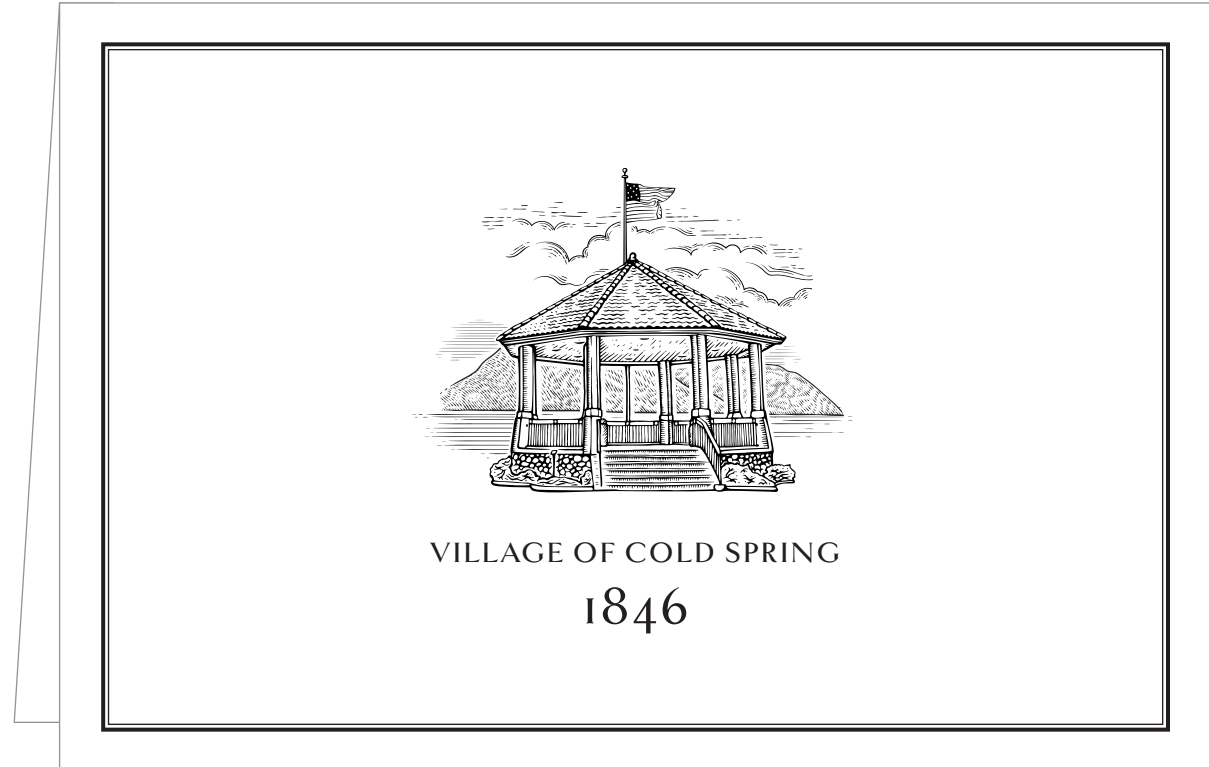


Illustration by Charmaine Choi

Official Seal

Wordmark

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Cards

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Note Cards

Business Cards

KATHLEEN E. FOLEY, MAYOR

VILLAGE OF COLD SPRING

85 MAIN STREET
COLD SPRING, NEW YORK 10516

TEL. 845-265-3611
MAYOR@COLDSRINGNY.GOV



Official Seal
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Goldenbook
Ringside

DOCKSIDE PARK THOMAS DAVENPORT
JULIA BUTTERFIELD PARROTT RIFLE
MOUNTAIN AVE HICHUGA LOOP
BANDSTAND WEST POINT FOUNDRY
FORGE GATE TINY TOTS

A B C D E F G H

WELCOME TO COLD SPRING
INC 1846

Goldenbook Regular & Bold

All Caps
Tracking +50
Optically Kerned

Available from
Adobe Fonts and
designer Mark Simonson

Official Seal
Wordmark
Lockups
Letterhead
Cards
Typography
Flag
Use Cases

85 MAIN STREET
BUILDING PERMITS
CODE UPDATE
ZIP 10516
NO PARKING
UPPER RESERVOIR
BOARD OF TRUSTEES
VILLAGE CLERK
HIGHWAY GARAGE
TUNNEL TO RIVER

Goldenbook
Ringside

A B C D E F G H

**WELCOME TO COLD SPRING
INC 1846**

Ringside Regular & Wide

All Caps
Tracking +50
Optically Kerned

Available from
Typography.com

Official Seal

Wordmark

Lockups

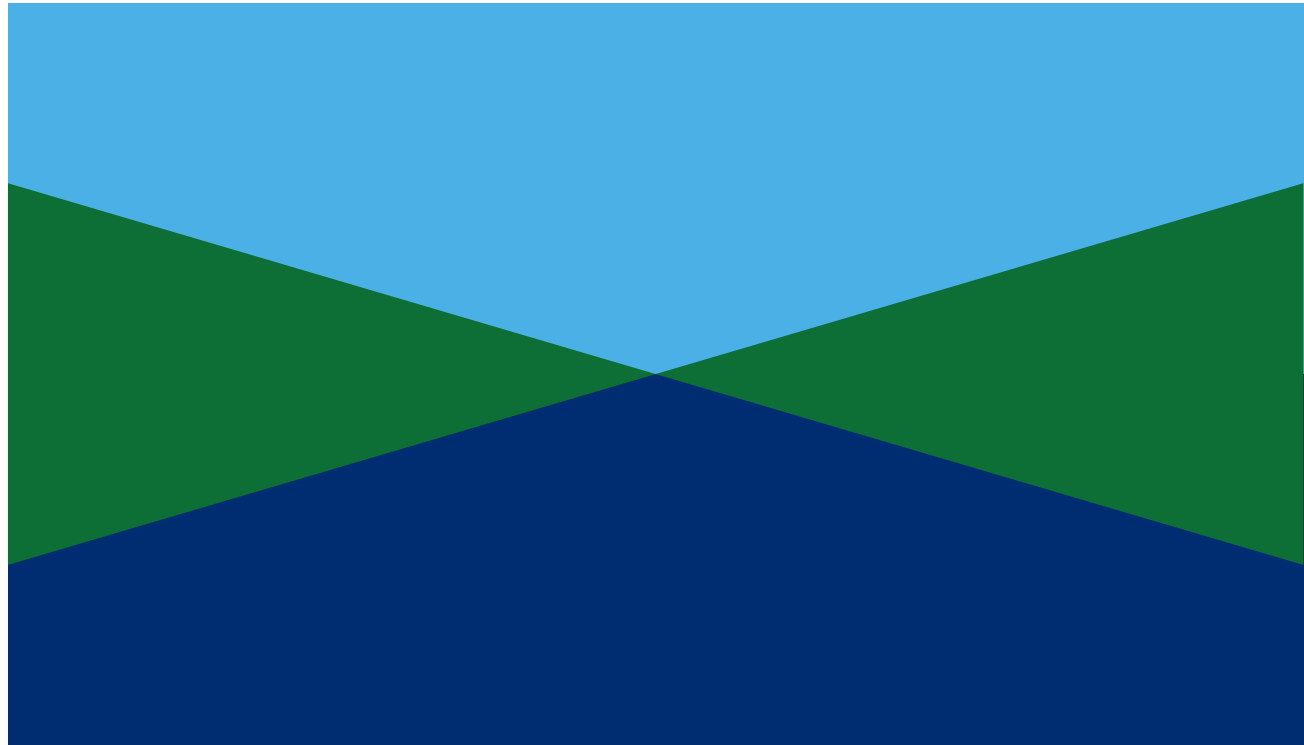
Letterhead

Cards

Typography

Flag

Use Cases



Principles of Municipal Flag
Design from the North American
Vexillological Association:

- ✓ Keep it simple
- ✓ Use meaningful symbolism
- ✓ Use two to three basic colors
- ✓ No lettering or seals of any kind
- ✓ Be distinctive

Empire Blue
#002D72

Sky Blue
#49B0E6

Highlands Green
#0D6E35

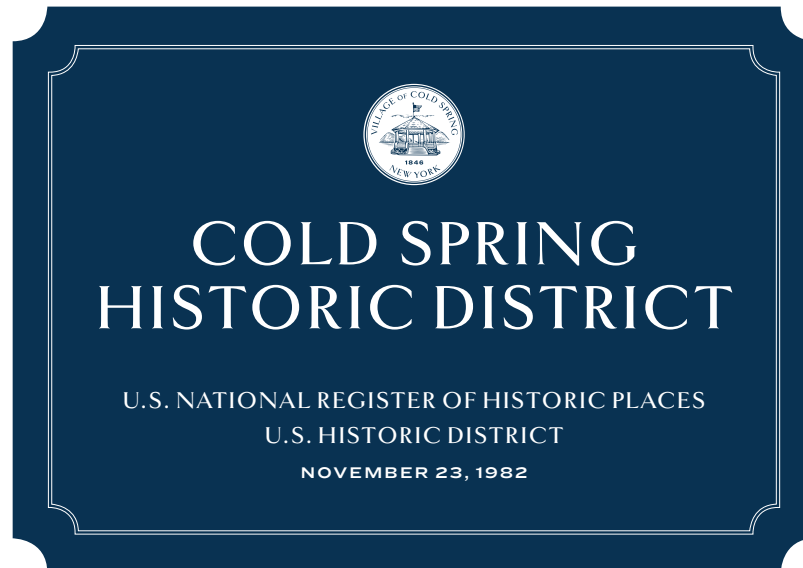
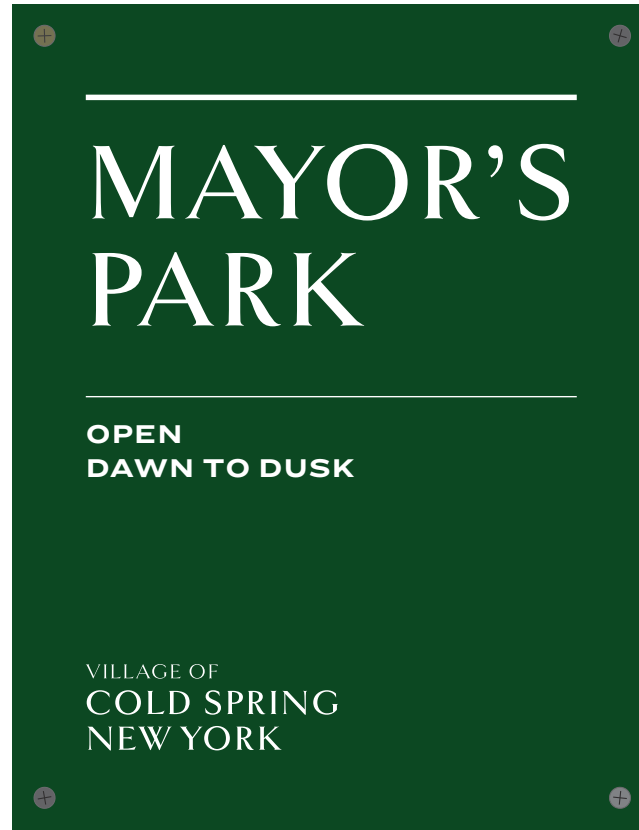
The village flag is an abstraction of the Hudson Highlands looking north or south from the River and pulls from the same color palette as the New York State flag.

by Eleonora Zorzi

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Use Cases

Parking
Signage
Wayfinding
Posters
Social
Water Bill
Permit
Vehicles
Utility



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- Parking
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- Vehicles
- Utility



COLD SPRING CHAMBER

VILLAGE OF COLD SPRING NEW YORK 1048

Discover PUTNAM NEW YORK

Additional support provided by the Village of Cold Spring & Putnam County Tourism.

© 2024 Cold Spring Chamber of Commerce

Directory www.coldspringnychamber.com
 Contact Us info@coldspringnychamber.com
 Follow Us [@coldspringnychamber](https://twitter.com/coldspringnychamber)
 Map Credits Alex Wilcox Cheek, Teresa Lagerman, Michael Turton

NORTH

North Ridge 1116
 Storm King 1348
 Newburgh N.Y. 218
 Sugarloaf 899
 Breakneck 1260

Storm King State Park Hudson Highlands State Park

Target Point Little Stony Point

RIDE THE TROLLEY \$2 Discover PUTNAM NEW YORK



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Use Cases

- Parking
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- Utility



Village of Cold Spring

2.2K Followers • 2 following



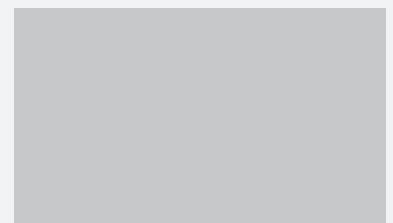
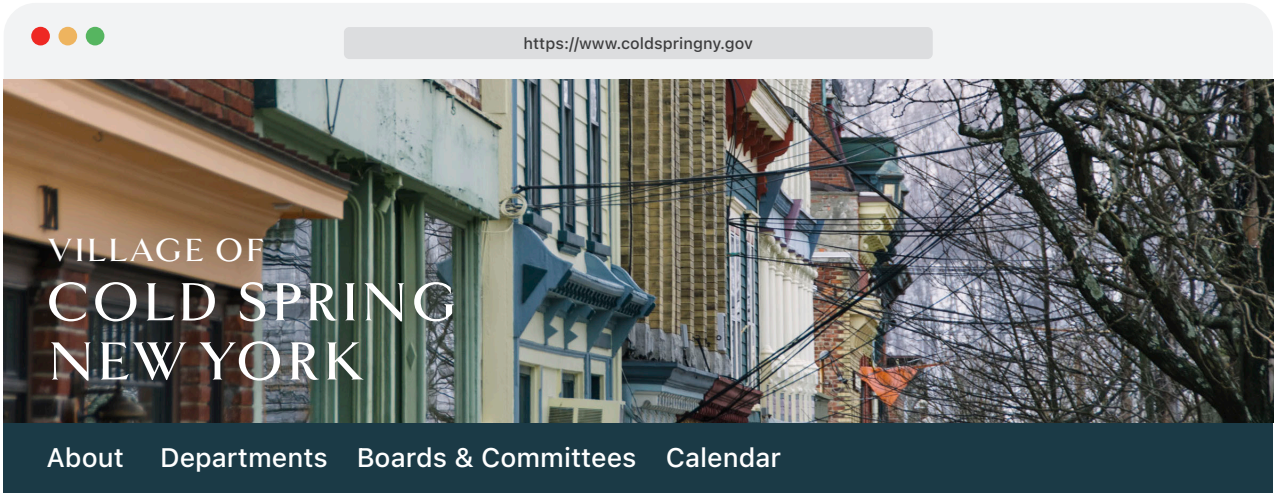
village_of_coldspring_ny

90 posts 696 followers 11 following

Official instagram for municipal government information and updates from Cold Spring Village Hall.

Follow

Message



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VILLAGE OF COLD SPRING
**WATER AND
WASTEWATER**

85 MAIN STREET
COLD SPRING, NY 10516

	PREVIOUS READING	PRESENT READING	TOTAL UNITS	NET CHARGE
WATER	566,664	579,369	12,705	\$40.66
SEWER	423,455	409,221	9,236	\$32.98
FLAT CHARGES				\$112.50
FIXED CHARGES				\$179.27
PAST DUE				\$0.00
TOTAL DUE				\$348.18

ACCOUNT	SERVICE RANGE	DATE DUE
12098244	01/01/23 - 03/31/23	05/19/23

PUTNAM NY 10
24 APR 2023



PLEASE RETURN THIS STUB WITH PAYMENT

GAYLE EBERHARDT
2468 STONE ST.
COLD SPRING, NY 10516



Official Seal
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VILLAGE OF COLD SPRING BUILDING PERMIT

85 MAIN STREET
COLD SPRING, NEW YORK 10516

REFERENCE NUMBER 2023-02-003

ISSUE DATE February 16, 2023

OWNER 123 Main Street LLC

ADDRESS 123-456 Main Street, Cold Spring, NY 10516

PHONE 845 265 0000

TAX MAP 50.0-0-11

APPLICANT CS Roofing LLC

ADDRESS 246 Route 9, Cold Spring 10516

PHONE 845 265 5555

PROPERTY LOCATION 123-456 Main Street, Cold Spring, NY 10516

PROJECT DESCRIPTION Install new roof

INSPECTION SCHEDULE Must call one week ahead to schedule inspections.

See attached inspection schedule.

All work shall be performed in accordance with the construction documents submitted and accepted. Permitted work shall be required to remain accessible and exposed until inspected and accepted by the Building Department. The Building Department shall be notified immediately in the event of changes occurring during construction. Building permits shall be required to be visibly displayed at the work site and to remain visible until the project has been completed. The accepted plans must be kept at the work site until the project has been completed.

A handwritten signature in black ink, appearing to read "Hal Greenspan".

Hal Greenspan
Code Enforcement Officer

Official Seal

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Use Cases

Parking

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Posters

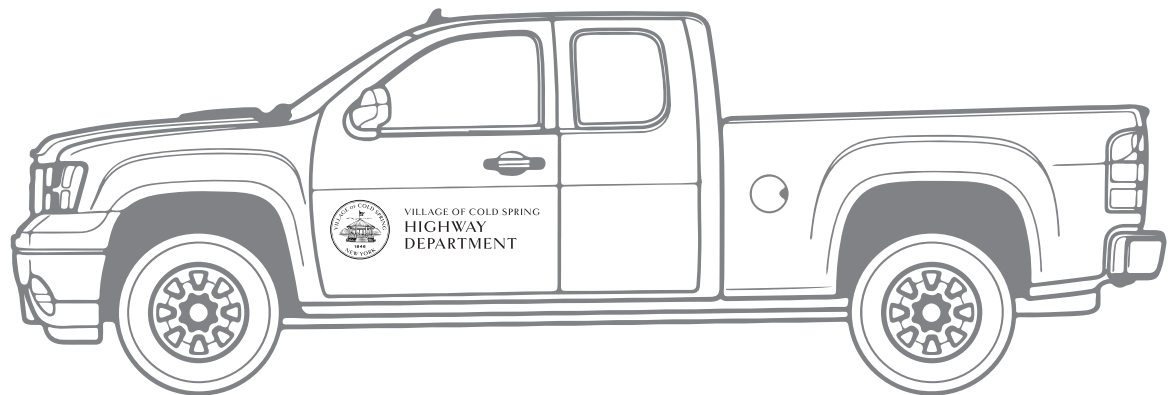
Social

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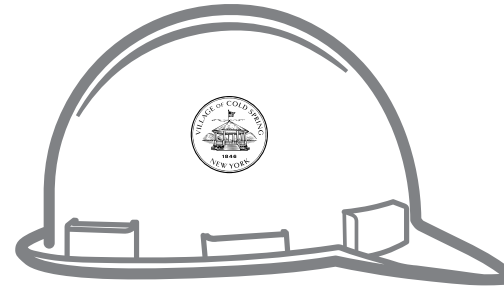
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Explorations



Cold
Spring

VILLAGE OF
COLD SPRING
NEW YORK

INC 1846



Inspiration



Design team

**Alex Wilcox Cheek, Charmaine Choi,
Brent Lagerman, Eleonora Zorzi**

Presented to Board of Trustees

July 12, 2023

Adopted by Board of Trustees

September 27, 2023

A pro bono project for the Village of Cold Spring by residents

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