



Village of Farmersville

Visual Identity & Tagline Exploration
February 2026

Ohlmann Group has been tasked to design and revitalize the Farmersville visual identity. This is more than a refresh. The new identity must reflect the shared values of the community, the history and strong commitment to family.

Design Objectives

1. Design a strong conservative graphic that supports Farmersville core values
2. Consider a similar color pallet to the existing Farmersville identity
3. As a refresh, design a simpler more contemporary graphic
4. Design a graphic that is forward-looking and vibrant
5. Design an identity that respects Farmersville history (all most 200 years)

The Identity

The goal here is to migrate/refresh the Farmersville current visual identity, not reinvent it, but rather build on what exists while developing a more contemporary visual. Because the Farmersville logotype is very long (12 characters) we have to treat it with restraint. No trendy letterforms, but rather strong bold, powerful characters. The visual graphic needs to tell the message.

Current Identity





FARMERSVILLE

There is quiet sense of security, well being, even sophistication about this symbol. Sort of speaks to the soul of Farmersville. It's not as literal as other options are, but it says a whole bunch about the community.





VILLAGE OF
FARMERSVILLE

A simple structure that abstractly represents a snapshot of life in a farming community. Simple shapes that show a sunrise, that represents a new day or moving forward. The rows of crops seem to wrap around as they reach to interact with the type, thereby embracing tomorrow, together.





FARMERSVILLE

This graphic tells the whole story. A window into the past and the future. It's a story told in stained glass. A small community with six churches speaks to the very soul of Farmersville.



1.



FARMERSVILLE

2.



VILLAGE OF
FARMERSVILLE

3.



FARMERSVILLE

Tagline

Rooted in Community

1.



FARMERSVILLE
ROOTED IN COMMUNITY

2.



VILLAGE OF
FARMERSVILLE
ROOTED IN COMMUNITY

3.



FARMERSVILLE
ROOTED IN COMMUNITY