



**2TON**

# **Town of Lantana**

Brand Refresh & Community Input

11.03.25

# Agenda

Welcome & Introduction

Branding 101

Where we are today?

Activity: What is Lantana?

Activity: Taglines

Open Forum

Next Steps





# Team Introductions

## Who We Are

2TON is a full-service agency that mixes the perfect balance of creativity and technical chops. We write code and copy with equal enthusiasm and can run a video shoot as efficiently as a digital ad campaign. Our clients serve up your favorite sports, beers, coffee, music festivals, Broadway shows, art classes, burgers, and even paperclips to local, regional and national markets. So chances are, even if you hadn't heard of us before now, you've already interacted with our work somewhere along the way.

We are writers and designers and developers.

We are strategists and thinkers and doers.

**We are 2TON.**

# 2TON

### Agency

2TON | A Creative Agency  
(561) 440-4046 | 2TON.com

### 2TON HQ

1300 Elizabeth Ave, Suite 102  
West Palm Beach, FL 33401

### 2TON Contact

hello@2TON.com | (561) 440-4046



# We Are 2TON

When you work with 2TON, you gain a team of coders, creatives and copywriters.  
You get fruitful, lasting relationships. In-person collaborators. Hugs, not handshakes.



**Jason Emmett**  
Owner



**Sam Nielsen**  
COO & Managing  
Partner



**Ryan Boylston**  
Founder &  
Brand Consultant



**Nicole Childs**  
Director of  
Business Development



**Stephen Compton**  
Senior Digital Consultant



**Starr Courakos**  
Project Manager



**Lindsey DiGiovanni**  
Content Strategist &  
Copywriter



**Annelise Dominguez**  
Visual Designer



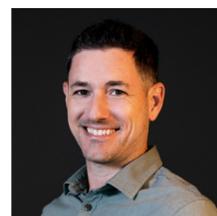
**Tyler Fegley**  
Senior  
Graphic Designer



**Madeline Gorman**  
Project Manager



**Bradley Hale**  
Director of  
Interactive Design



**Andrew Heist**  
Senior Creative Lead



**Paris Huckaba**  
Digital Marketing  
Manager



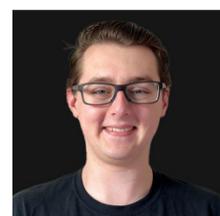
**Jonathan Jimenez**  
Controller



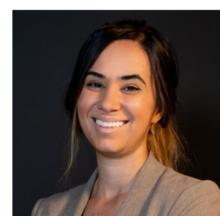
**Marissa Kosiec**  
Senior Project Manager



**Sydney Linthicum**  
Technical Project  
Manager



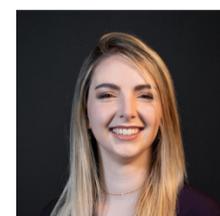
**Derek Reed**  
Interactive Designer



**Melissa Rodrigues**  
Creative Content  
Marketing Lead



**Ken Roscoe**  
Senior Creative Lead



**Stephanie Roy**  
Director of  
Operations



**Aram Tchividjian**  
Director of Development

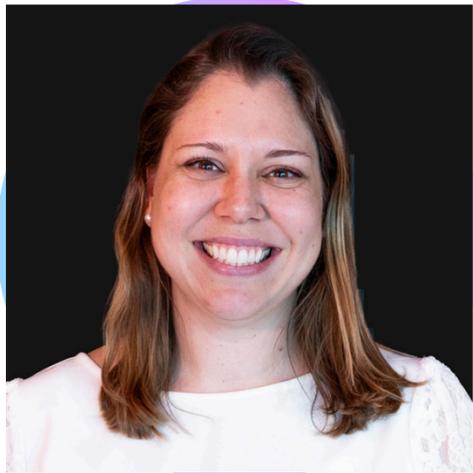


**Falyn Tover**  
Project Consultant



**Cecey Zhang**  
Creative Director

# Your Team



**Marissa Kosiec**

Project Manager



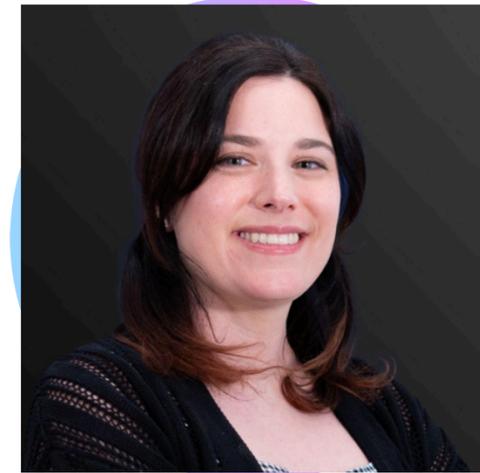
**Ryan Boylston**

Founder / Brand Consultant



**Ken Roscoe**

Senior Creative Lead



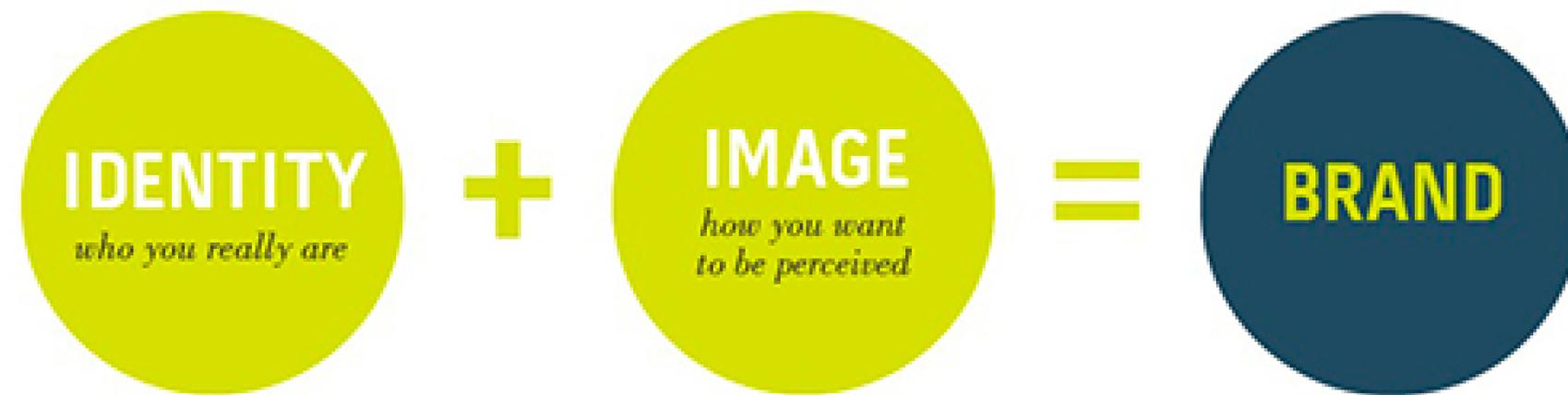
**Annelise  
Dominguez**

Visual Designer



# What is Branding?

*what is a* **BRAND?**







What is a great brand  
**Without a great logo?**







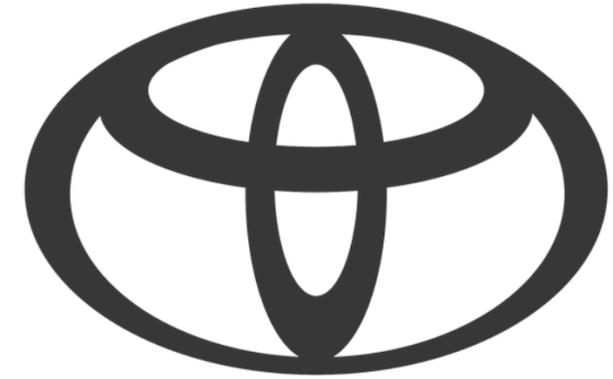








Great logos  
are simple and have stories.





# Town of Lantana



*Town of* \_\_\_\_\_  
**LANTANA**  
\_\_\_\_\_ **Florida**



# Logo Family



Municipal Seal



Centennial Municipal Seal



Library Logo



Police Department Patch

# Our Goals



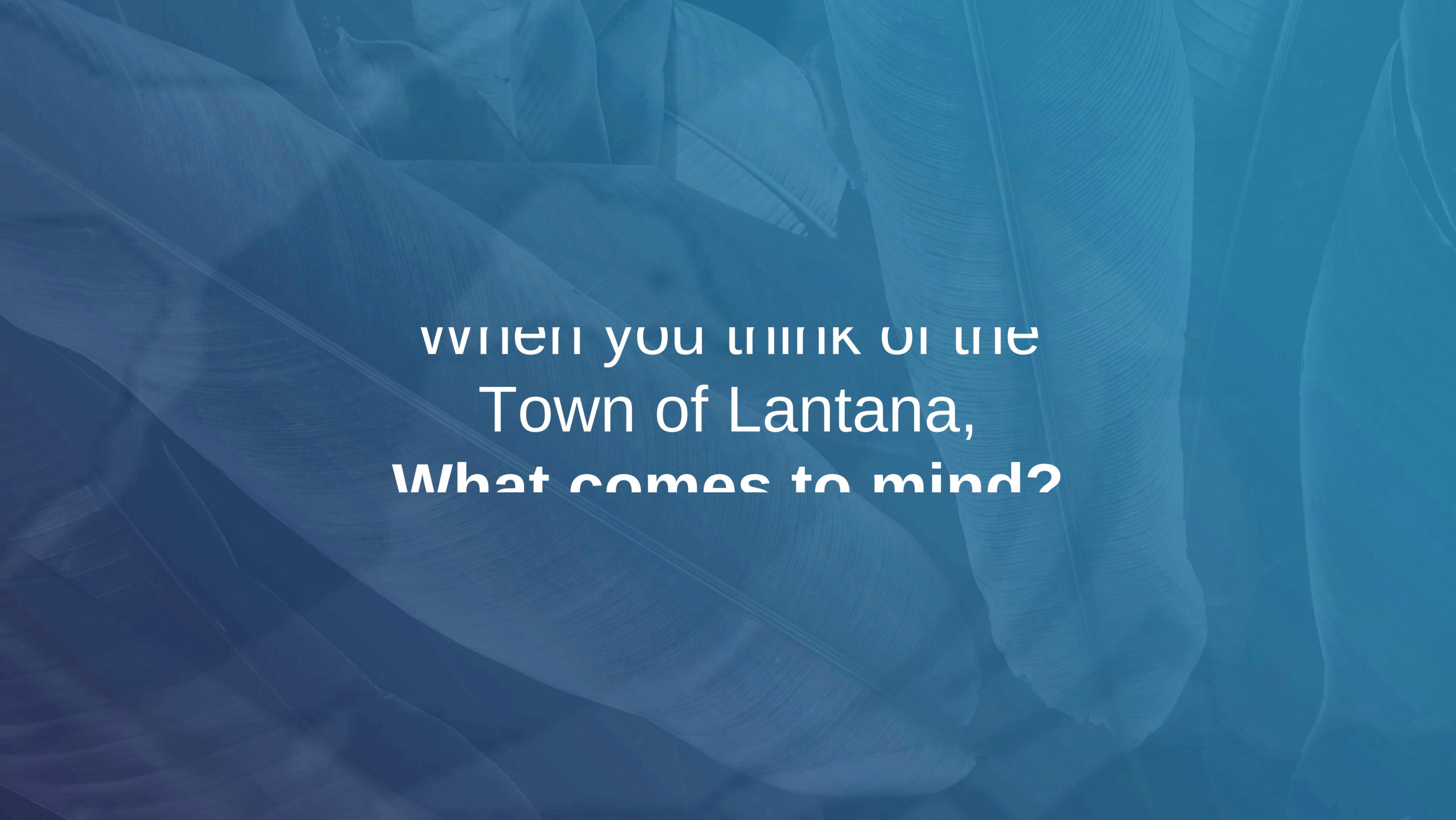
1. Establish Brand Consistency
2. Adopt Brand Guidelines
3. Develop Brand Family Rules and Assets
4. Align Brand Elements with Stakeholders' Vision
5. Position the for the Future
6. Design some great swag\*

“

Remember to be  
**consistent, cohesive and  
cool.** In that order.

Ryan Boylston

”

The background of the image is a close-up photograph of Lantana leaves, which are characterized by their serrated edges and prominent veins. The entire image is overlaid with a semi-transparent blue filter, creating a monochromatic effect. The text is centered in the middle of the frame.

when you think of the  
Town of Lantana,  
**What comes to mind?**

# Lantana in a word...

**Quaint**  
**Laid-Back**  
**Close-knit**  
**Hidden Gem**  
**Small-town Feel**  
**Off the radar**  
**Breezy**  
**Relaxed**

**Coastal**  
**Easygoing**  
**Low-key**  
**Sunkissed**  
**Inviting**  
**Comfortable**  
**Simple**  
**Community**



**DISCOVER**  
**THE PALM BEACHES**  
**FLORIDA**

*The individual leaves on the upper side of the palm frond represent the various districts, urban, suburban, and natural centers of Palm Beach County.*



*The spine of the palm frond that arches from left to right represents the collective aspirations and efforts to grow the tourism industry and become a one-of-a-kind brand.*

*The waves segment on the underside of the Palmscape represents the waterways, lakes, Everglades, and ocean that grace The Palm Beaches.*



# Tagline Activity

# Taglines

**South Florida, the way you remember it.**

**Relax, you're in Lantana**

**Relax and Live the Lantana Way**

**The Heart of Coastal Florida**

**Tranquility & Charm by the Beach**

**A Quiet Slice of Coastal Paradise**

**Beachfront Charm. Small Town Heart.**

**A Smile and a Wave. *(play on beach waves)***

**Quiet. Coastal. Retreat.**

**Your Own Peace of the Beach**

**Near to the Heart**

**Closer to the Heart**

**Another Time. Another Place.**

**Old Florida, Today.**

**Small Town. Big Smiles.**

**Proper attire not required.**

*(more of an ad headline)*



# **Community Logo Vision Sharing & Open Forum**



**One last thing...**

Town of Lantana  
*Florida*



TOWN HALL - GREYNOLDS CIRCLE, LANTANA, FLORIDA 33462

December 10, 1981



**Thanks A Ton!**