BRAND
STANDARDS

Adrcog
DENVER REGIONAL COUNCIL OF GOVERNMENTS

We make life better!

01

SECTION 01
OUR BRAND

Defining Our Brand

Personality

Putting it Together

Summary

BUILT ON A SOLID FOUNDATION

Do great places just happen?

Not a chance.

In 1955, when Denver Mayor Quigg Newton invited fellow elected officials from Adams, Arapahoe, Boulder and Jefferson counties to talk about joint issues and concerns, our region was in the midst of a post-World War II growth spurt. These leaders decided working together to enhance our region's quality of life was a much better approach than going it alone, and created the Denver Regional Council of Governments to foster collaboration and cooperation and to speak with one voice.

DRCOG endures today as one of the nation's three oldest councils of governments. Representatives of our region's counties, cities and towns work together to make life better for people of all ages, incomes and abilities. They are guided by the Metro Vision regional growth and development plan, which defines goals and actions needed to ensure the region remains a great place to live, work and play.

And while our history is an important aspect of our identity, we're also an organization that is constantly striving to improve. Recognized by our peer organizations around the country as innovative, progressive and effective, DRCOG continues to evolve in meaningful ways. In 2015 our Board adopted the mission and vision statements, providing the impetus for creation of a refreshed DRCOG brand identity.

Mission and Vision – A Foundation for a Brand

The brand was built on the best possible foundation, our mission and vision statements.

Mission: The Denver Regional Council of Governments is a planning organization where local governments collaborate to establish guidelines, set policy and allocate funding in the areas of:

- transportation and personal mobility
- growth and development
- aging and disability resources

Vision: Our region is a diverse network of vibrant, connected, lifelong communities with a broad spectrum of housing, transportation and employment, complemented by world-class natural and built environments.

Defining Our Brand
IDENTITY

DRCOG has evolved in many ways during the past 60 years, and now represents nine counties and more than half the state's population. The logo has evolved as well.

With the adoption of the mission and vision statements in 2015, the DRCOG team set out to develop a visual identity that is meaningful, relevant and reflects the attributes that make the organization stellar. So what are the absolute essentials that define DRCOG?

It all begins with collaboration. Leaders from throughout our region come together to make life better here. And while we speak with one voice on regional issues, we also celebrate the unique character of each community – our diversity makes us strong and vibrant.

Our three key areas of focus are also essential. We establish guidelines, set policy and allocate funding in the areas of **transportation and personal mobility, growth and development, and aging and disability resources**.

Colorado is, of course, a big part of our identity too. We represent more than half of the state's population. We live our lives in and around the iconic Rocky Mountains, enjoying the amenities of our world-class urban areas, as well as the open space and expansive nature transitioning to the plains. It's the best of many worlds and our brand reflects that.

1955

1977

1994

2001

2010

2016

Yep, We've Got
PERSONALITY

Our history represents a remarkable legacy. We've had a hand in such notable projects as Interstate 70 and Interstate 25, Denver International Airport and the Colorado Convention Center, and even the formation of the Regional Transportation District. We're solid, enduring and trustworthy, and excellent stewards of financial resources. At the same time, we're widely recognized as innovative, bold and effective – a leader among our peer organizations nationwide.

Ultimately you can't describe this organization without highlighting our purpose. We're working every day to make life better for the people of this region. Whatever you want to call it – caring, compassionate or responsible – a generous western spirit fuels much of what we do at DRCOG.
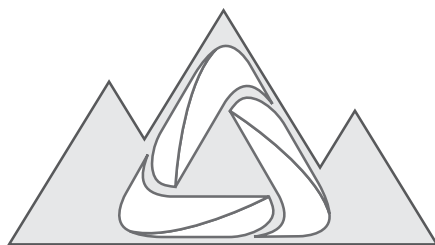
SYMBOLIZING THE COLORADO
ROCKY MOUNTAINS
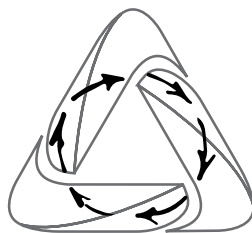
COLLABORATION: THREE AREAS OF
FOCUS WORKING TOGETHER

Putting It
All Together
A STRONG
BRAND

It's challenging to refine DRCOG's long history and multifaceted identity into a cohesive, yet simple, visual identity. Our logo incorporates both a graphic element (mark or icon) as well as a wordmark.

Our logo reflects the central defining attribute of DRCOG – collaboration. The mark (icon) is made up of three pieces joined to form a triangle. It symbolizes the diverse communities that make up the region, coming together to form a solid, stable unit. In geometry, the triangle is regarded as the most stable, solid and safe shape.

Each of the sections of the triangle may also be identified with one of our three key focus areas:
- **transportation and mobility** – represented by the blue section
- **growth and development** – represented by the green section
- **older adults and people with disabilities** – represented by the orange section – not coincidentally, this section uses the logo's only warm color.

Our mark has a third important association. Whether we live on the plains, in the foothills or in an urban center, the mountains define our landscape. Our logo's triangle is evocative of the mountainous horizon to our West, an abstract representation of an iconic geographic feature.

The typeface suggests a friendly and approachable nature, evoking our people-oriented purpose. At the same time it has weight, communicating a solid, enduring and trustworthy foundation. Coupled with the color scheme it represents growth, prosperity, trustworthiness and innovation.

Reflecting the sizable percentage of Colorado's population that resides in our region, we evoke state pride by using green for the "co" in DRCOG.

AGING AND
DISABILITY
RESOURCES

TRANSPORATION AND
PERSONAL MOBILITY

GROWTH AND
DEVELOPMENT

COLORADO

SOCIAL MEDIA

Twitter: @DRCOGorg
LinkedIn: Denver Regional Council of Governments
Facebook: Denver.Regional.Council.of.Governments
Instagram: @drcogorg

SUMMARY

The Denver Regional Council of Governments logo reflects its history, member governments and areas of focus. The logo is just a part of our visual identity which helps define the DRCOG brand.

The following brand guidelines define how and when you'll use the DRCOG logo. If you have questions, don't hesitate to contact Communications and Marketing.

02

SECTION 02
ELEMENTS

Typefaces

Color Palette

Logo Formatting

BRAND IDENTITY ELEMENTS

The DRCOG logo consists of three elements that should always appear together: the triangular icon, or mark, the acronym and the logotype. The configuration shown here is the preferred configuration. However, it is acceptable to use an alternative configuration at the discretion, or with the approval, of the senior graphic designer.

Official electronic art files can be downloaded from:
\\cogshare > DRCOG Graphic Resources > 2016 DRCOG Logo

MAIN LOGO ACRONYM

MARK

LOGOTYPE

drcog
DENVER REGIONAL COUNCIL OF GOVERNMENTS

LOGO WITH TAGLINE

drcog We make life better!
DENVER REGIONAL COUNCIL OF GOVERNMENTS

LOGO WITH SERVICES

Transportation Planning and Operations
drcog
DENVER REGIONAL COUNCIL OF GOVERNMENTS

TYPEFACES

Oswald

Oswald - Regular

ABCDEFGHIJKLMN
OPQRSTUVWXYZ

abcdefghijklmnopqrs
tuvwxyz 1234567890

Arial Narrow Bold

MAIN HEADLINES

Arial Narrow - Bold

ABCDEFGHIJKLMN
OPQRSTUVWXYZ

abcdefghijklmnopqrs
tuvwxyz 1234567890

Arial Narrow

SMALL SUBHEADS

Arial Narrow

ABCDEFGHIJKLMN
OPQRSTUVWXYZ

abcdefghijklmnopqrs
tuvwxyz 1234567890

Arial

BODY COPY

Arial - Regular

ABCDEFGHIJKLMN
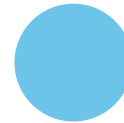OPQRSTUVWXYZ

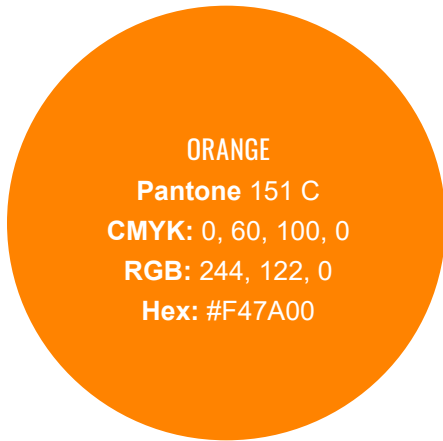abcdefghijklmnopqrs
tuvwxyz 1234567890

Color Palette
PRIMARY COLORS

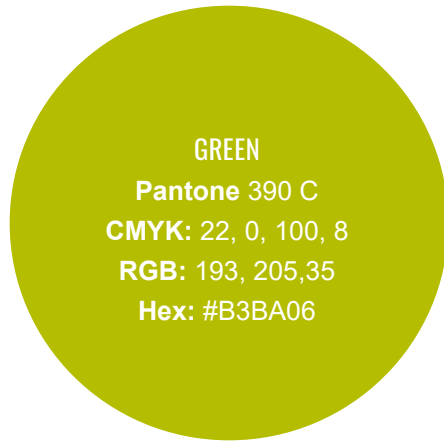**Pantone** 150 C
CMYK: 0, 35, 72, 0
RGB: 255, 178, 89
Hex: #FFB259

Pantone 380 C
CMYK: 18, 0, 87, 0
RGB: 218, 227, 67
Hex: #DAE343

Pantone 297 C
CMYK: 53, 5, 3, 0
RGB: 107, 196, 232
Hex: #6BC4E8

ORANGE
Pantone 151 C
CMYK: 0, 60, 100, 0
RGB: 244, 122, 0
Hex: #F47A00

GREEN
Pantone 390 C
CMYK: 22, 0, 100, 8
RGB: 193, 205,35
Hex: #B3BA06
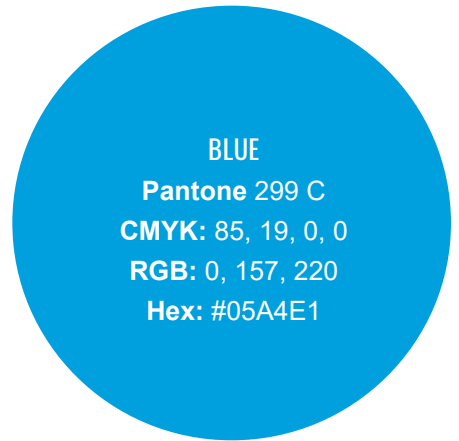
BLUE
Pantone 299 C
CMYK: 85, 19, 0, 0
RGB: 0, 157, 220
Hex: #05A4E1

Pantone 2349 C
CMYK: 0, 75, 100, 20
RGB: 204, 51, 0
Hex: #CC3300

Pantone 369 C
CMYK: 33, 0, 100, 40
RGB: 102, 153, 0
Hex: #669900

Pantone 2370 C
CMYK: 100, 67, 0, 40
RGB: 0, 51, 153
Hex: #003399

Pantone 484 C
CMYK: 0, 100, 100, 0
RGB: 153, 0, 0
Hex: #990000

Pantone 2280 C
CMYK: 50, 0, 100, 60
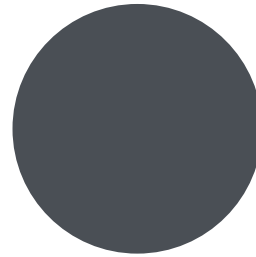**RGB:** 51, 102, 0
Hex: #336600

Pantone 289 C
CMYK: 92, 76, 44, 70
RGB: 4, 36, 77
Hex: #00244D

Color Palette

SECONDARY COLORS
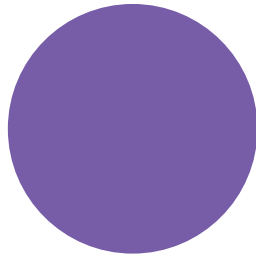
Pantone 2665 C
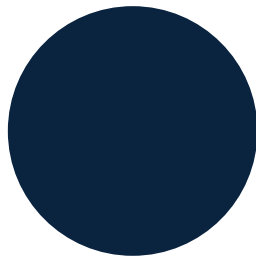**CMYK:** 62, 83, 0, 0
RGB: 135, 74, 191
Hex: #874ABF

Pantone 7540 C
CMYK: 73, 62, 53, 41
RGB: 73, 78, 84
Hex: #494E54
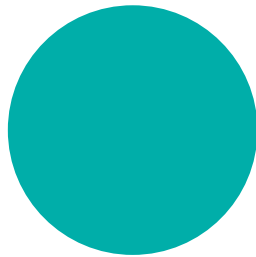
Pantone 326 C
CMYK: 82, 5, 39, 0
RGB: 7, 175, 173
Hex: #07AFAD
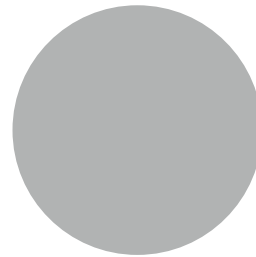
Pantone 421 C
CMYK: 33, 24, 26, 0
RGB: 177, 186, 179
Hex: #B1B4B3

Pantone 289 C
CMYK: 92, 76, 44, 70
RGB: 4, 36, 77
Hex: #03244D
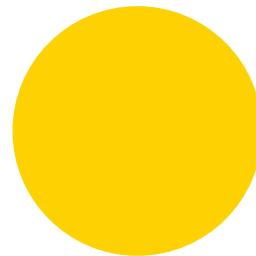
Pantone 109 C
CMYK: 0, 16, 100, 0
RGB: 255, 210, 0
Hex: #FFD200

Color Palette
WEB COLORS

RGB / Hex						
RGB: 250, 200, 156 **Hex:** #FAC89C	**RGB:** 248, 174, 104 **Hex:** #F8AE68	**RGB:** 246, 148, 52 **Hex:** #F69434	**RGB:** 244, 122, 0 **Hex:** #F47A00	**RGB:** 196, 98, 0 **Hex:** #C46200	**RGB:** 148, 74, 0 **Hex:** #944A00	**RGB:** 100, 50, 0 **Hex:** #643200
RGB: 227, 228, 156 **Hex:** #E3E49C	**RGB:** 211, 214, 106 **Hex:** #D3D66A	**RGB:** 195, 200, 56 **Hex:** #C3C838	**RGB:** 179, 186, 6 **Hex:** #B3BA06	**RGB:** 143, 148, 4 **Hex:** #8F9404	**RGB:** 107, 110, 2 **Hex:** #6B6E02	**RGB:** 71, 72, 0 **Hex:** #474800
RGB: 155, 218, 243 **Hex:** #9BDAF3	**RGB:** 105, 200, 237 **Hex:** #69C8ED	**RGB:** 55, 182, 231 **Hex:** #37B6E7	**RGB:** 5, 164, 225 **Hex:** #05A4E1	**RGB:** 3, 132, 179 **Hex:** #0384B3	**RGB:** 1, 100, 133 **Hex:** #016485	**RGB:** 0, 68, 87 **Hex:** #004457
RGB: 157, 223, 221 **Hex:** #9DDFDD	**RGB:** 107, 207, 205 **Hex:** #6BCFCD	**RGB:** 57, 191, 189 **Hex:** #39BFBD	**RGB:** 7, 175, 173 **Hex:** #07AFAD	**RGB:** 5, 139, 139 **Hex:** #058B8B	**RGB:** 3, 103, 105 **Hex:** #036769	**RGB:** 1, 67, 71 **Hex:** #014347
RGB: 207, 182, 227 **Hex:** #CFB6E3	**RGB:** 183, 146, 215 **Hex:** #B792D7	**RGB:** 159, 110, 203 **Hex:** #9F6ECB	**RGB:** 135, 74, 191 **Hex:** #874ABF	**RGB:** 107, 60, 153 **Hex:** #6B3C99	**RGB:** 79, 46, 115 **Hex:** #4F2E73	**RGB:** 51, 32, 77 **Hex:** #33204D
RGB: 248, 156, 212 **Hex:** #F89CD4	**RGB:** 244, 104, 188 **Hex:** #F468BC	**RGB:** 240, 52, 164 **Hex:** #F034A4	**RGB:** 236, 0, 140 **Hex:** #EC008C	**RGB:** 188, 0, 112 **Hex:** #BC0070	**RGB:** 140, 0, 84 **Hex:** #8C0054	**RGB:** 92, 0, 56 **Hex:** #5C0038
RGB: 153, 168, 185 **Hex:** #99A8B9	**RGB:** 103, 124, 149 **Hex:** #677C95	**RGB:** 53, 80, 113 **Hex:** #355071	**RGB:** 3, 36, 77 **Hex:** #03244D	**RGB:** 3, 28, 61 **Hex:** #031C3D	**RGB:** 3, 20, 45 **Hex:** #03142D	**RGB:** 3, 12, 29 **Hex:** #030C1D

COLOR
SAMPLES

LOGO COLORS

4 COLOR

2 COLOR

GREY
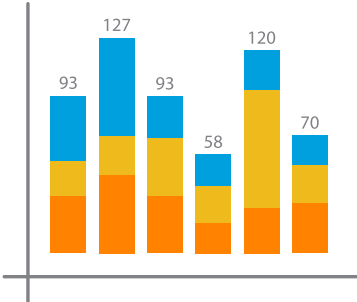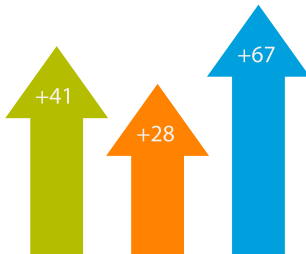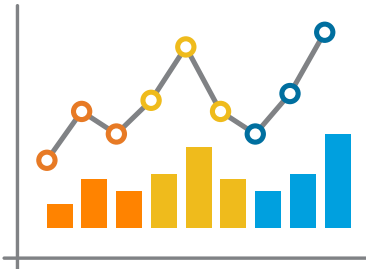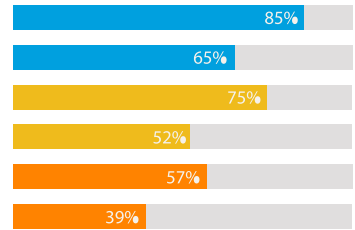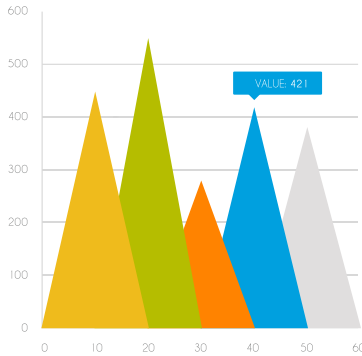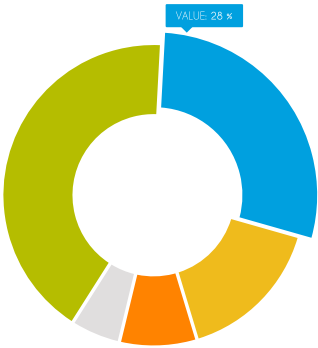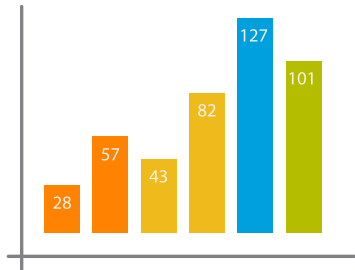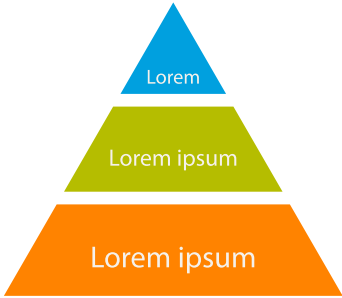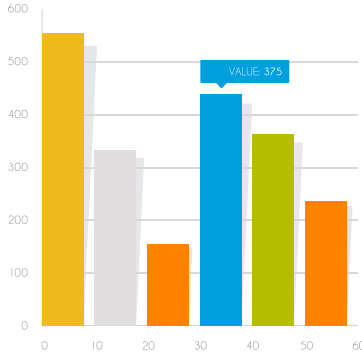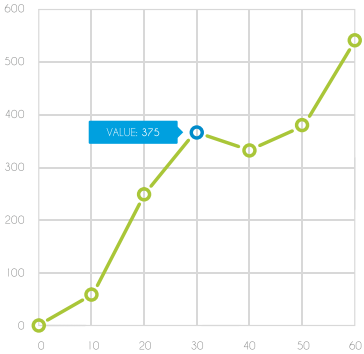
1 COLOR

LOGO SAFE AREA, COLORS & FONTS

In order to maintain its integrity, the DRCOG logo should always have a clear zone surrounding it.

Leave a clear zone equal to "x" or greater, where "x" is equal to two times the weight of the logo. When possible, leave more clear space than the minimum indicated here.

X

X

logo weight

"X" is equal to two times the weight of the logo.

DENVER REGIONAL COUNCIL OF GOVERNMENTS

X

X

Pantone 390C
100%

Pantone 151C
100%

Pantone 299C
100%

SharnayLight

Pantone 299C
50%

Pantone 390C
50%

Pantone 151C
50%

We make life better!

DENVER REGIONAL COUNCIL OF GOVERNMENTS

ArialReg/Uppercase

MINIMUM SIZE

1.5" LENGTH

1.5" LENGTH

2" LENGTH

DON'TS

Do not scale disproportionately.

Do not modify the logo.

Do not use the logo in an
unauthorized color.

Do not modify the size relationship of the
mark, acronym and the logotype.

Division
LOGOS

We make life better!

drcog
DENVER REGIONAL COUNCIL OF GOVERNMENTS

Administration
and Finance

drcog
DENVER REGIONAL COUNCIL OF GOVERNMENTS

Area Agency on Aging

drcog
DENVER REGIONAL COUNCIL OF GOVERNMENTS

Communications
and Marketing

drcog
DENVER REGIONAL COUNCIL OF GOVERNMENTS

Executive Office

drcog
DENVER REGIONAL COUNCIL OF GOVERNMENTS

Human Resources

drcog
DENVER REGIONAL COUNCIL OF GOVERNMENTS

Regional Planning
and Development

drcog
DENVER REGIONAL COUNCIL OF GOVERNMENTS

Transportation Planning
and Operations

drcog
DENVER REGIONAL COUNCIL OF GOVERNMENTS

drvr | DENVER REGIONAL
VISUAL RESOURCES

03

SECTION 03
SUBBRANDING

Brand Standards
WAY TO GO

Following are the approved Way to Go social media brand standards and social media campaigns for Bike To Work Day and Go-Tober. All partners, vendors, volunteers and sponsors are asked to adhere to the following guidelines:

Official Logos and Creative

When referring to Way to Go or Bike to Work Day, please use the following official logos and creative elements as appropriate. Current logos can be accessed by contacting Allison Redmon at aredmon@drcog.org.

FULL COLOR

ONE COLOR

BLACK & WHITE

SECONDARY LOGOS

TEAMED WITH DRCOG LOGO

BIKE TO WORK DAY - LOGO

BIKE TO WORK DAY - CIRCLE

GO-TOBER

Social Media Brand Standards
WAY TO GO

Official Profiles and Hashtags

All social content generated by or for DRCOG/Way to Go should tag/link to an official profile and/or include the approved and appropriate hashtag(s).

Facebook: @WaytoGoDenver
Instagram: @drcog_waytogo, @biketoworkday
Brand Hashtag: #WayToGoDenver
BTWD Hashtag: #BikeToWorkDay
Go-Tober Hashtag: #WayToGoTober

## Official Bike to Work Day and Go-Tober Social Media Campaigns

Following are official social media initiatives. We ask that all partners, vendors, volunteers and sponsors support the Way to Go social media campaigns and/or work directly with Way to Go to create any new social media initiatives/programs, including but not limited to contests, giveaways, games, etc. For questions or to propose a customized/proprietary social media campaign in support of Bike to Work Day or Go-Tober, please contact Allison Redmon at aredmon@drcog.

| Campaign	Overview	Dates
Bike to Work Day: Social Media Registration Referral Promotion	Reward Bike to Work Day advocates through a social media registration referral promotion that incentivias users to refer Bike to Work Day to friends and family to be entered to win a prize.	**May – June**
Go-Tober: Facebook Promotion	Encourage and educate Go-Tober employers and participants to use new modes and track their commutes on mywaytogo.org.	**August – October**

Branding
AREA AGENCY ON AGING
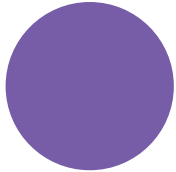
Pantone 151 C
CMYK: 62, 83, 0, 0
RGB: 135, 74, 191
Hex: #874ABF
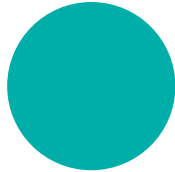
Pantone 326 C
CMYK: 82, 5, 39, 0
RGB: 7, 175, 173
Hex: #07AFAD
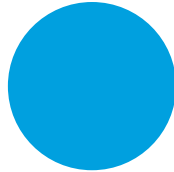
Pantone 299 C
CMYK: 85, 19, 0, 0
RGB: 0, 157, 220
Hex: #05A4E1

Pantone 390 C
CMYK: 22, 0, 100, 8
RGB: 193, 205, 35
Hex: #B3BA06

TYPEFACES

Circe Slab C - Bold
Circe Slab B - Narrow Medium

Gibson - Book
Gibson - Light

The above fonts are available via Adobe Fonts.

GRAPHIC ELEMENTS

EXAMPLE

drcog
Area Agency on Aging
DENVER REGIONAL COUNCIL OF GOVERNMENTS

**Older Adult
Case Management**

referral line:
303-480-6704

drcog.org
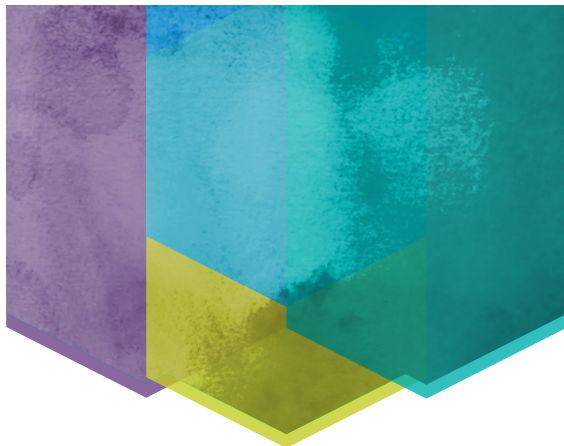
WE CAN HELP IF YOU:

1 are 60 or older

2 live in one of the following counties: Arapahoe, Adams, Broomfield, Clear Creek, Denver, Douglas, Gilpin, Jefferson

3 want to remain independent and safe in your home

4 want help making a plan to improve your overall well-being

¡Hablamos español! Llámenos si quiere ayuda de una trabajadora social.

AAA-BC-CASEMGMT-19-05-15

Logo
REGIONAL VISION ZERO

regional vision ZERO
SAFER STREETS FOR METRO DENVER

regional vision ZERO
SAFER STREETS FOR METRO DENVER

MINIMUM SIZE
1.5" LENGTH

drcog
DENVER REGIONAL COUNCIL OF GOVERNMENTS
regional vision ZERO
SAFER STREETS FOR METRO DENVER

TEAMED WITH DRCOG LOGO

TYPEFACE
gotham black - MODIFIED

BLACK	2 COLOR	REVERSED

regional vision ZERO
SAFER STREETS FOR METRO DENVER

regional vision ZERO
SAFER STREETS FOR METRO DENVER

regional vision ZERO
SAFER STREETS FOR METRO DENVER

⬡ *100% Pantone Black*

⬡ *100% Pantone 390C*
⬡ *100% Pantone 299C*

⬡ *100% Pantone White*

Logo
I-25 MYWAY

MINIMUM SIZE
.75" LENGTH

TEAMED WITH DRCOG LOGO

TYPEFACE

gotham bold - MODIFIED

BLACK	DARK BLUE	LIGHT BLUE	REVERSED

⬣ 100% Pantone Black

⬣ R=31, G=82, B=162
C=96, M=78, Y=0, K=0
#1F52A2

⬣ 100% Pantone 299C

⬡ 100% Pantone White

Logo
RIDE ALLIANCE

MAIN LOGO — RIDE ALLIANCE — MARK

MINIMUM SIZE
.75" LENGTH

TYPEFACE

OSWALD
EXTRA LIGHT (modified)

TEAMED WITH DRCOG LOGO

drcog | RIDE ALLIANCE
DENVER REGIONAL COUNCIL OF GOVERNMENTS

GREY

100% Pantone Black

2 COLOR

100% Pantone 300C
(#2A5AA4, rgb 42, 90, 164)

100% Pantone 485
(#D83F39, rgb 216, 63, 57)

100% Pantone Medium Yellow
(#FFD326, rgb 255, 211, 38)

100% Pantone 124C
(#F1B232, rgb 241, 178, 50)

50% Pantone 7540C

25% Pantone 7540C

REVERSED

100% Pantone White

Logo
COG CARES

MARK

MAIN LOGO

MINIMUM SIZE
.75" LENGTH

TYPEFACE
Gotham

TEAMED WITH DRCOG LOGO

DENVER REGIONAL COUNCIL OF GOVERNMENTS

GREY

2 COLOR

REVERSED

⬡ 100% Pantone 7540C
⬡ 50% Pantone 7540C

⬡ 100% Pantone 2665C
⬡ 100% Pantone 390C

⬡ 100% Pantone White
⬡ 50% Pantone 7540C

Logo
CITIZENS' ACADEMY

TEAMED WITH DRCOG LOGO

1 COLOR

● 100% Pantone 299C ● 60% Pantone 299C

● 100% Pantone 390C ● 60% Pantone 390C

B&W

● 100% Pantone Black

● 100% Pantone Black ● 60% Pantone Black

REVERSED

TYPEFACE
gotham black - MODIFIED

Logo
ADVANCED MOBILITY PARTNERSHIP

MARK

MAIN LOGO

TYPEFACE

GRAPHIE REGULAR
GRAPHIE BOLD

TEAMED WITH LOGOS

GREY

◆ 100% Pantone Black

◆ **RGB:** 147, 147, 147
CMYK: 45, 37, 37, 2
Hex: #939393

FULL COLOR

● **RGB:** 32, 55, 96
CMYK: 97, 84, 36, 26
Hex: #203760

● **RGB:** 146, 17, 239
CMYK: 62, 81, 0, 0
Hex: #9211EF

● **RGB:** 53, 196, 104
CMYK: 70, 0, 80, 0
Hex: #35C468

● **RGB:** 239, 69, 17
CMYK: 0, 88, 100, 0
Hex: #EF4511

● **RGB:** 239, 186, 17
CMYK: 7, 27, 100, 0
Hex: #EFBA11

● **RGB:** 15, 75, 242
CMYK: 84, 70, 0, 0
Hex: #0F4BF2

SINGLE COLOR

⬡ 100% Pantone White

⬡ 100% Pantone Black

We make life better!

Adrcog
DENVER REGIONAL COUNCIL OF GOVERNMENTS