



DRCOG | BRAND | **2016**

# A new brand – built on a solid foundation

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## 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 (DRCOG) 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 new mission and vision statements, providing the impetus for creation of a refreshed DRCOG brand identity.

## Mission and vision – a foundation for a new brand

The new 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 over 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 new mission and vision statements in 2015, the DRCOG team set out to develop a new 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 nine-county 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 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.

## Through the years

1955



1977



Denver Regional Council of Governments

1994



Denver Regional Council of Governments

2001



2010



2016



# Yep, we' ve got personality

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Our history represents a remarkable legacy. We've had a hand in such notable projects as I-70 and I-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.

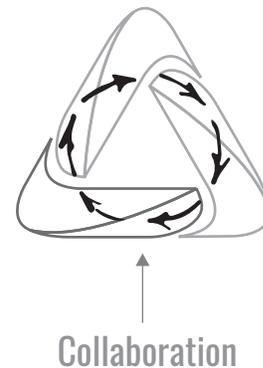


## Putting it all together – a new brand

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It's challenging to refine DRCOG's long history and multifaceted identity into a cohesive, yet simple, visual identity. The road to refreshing our brand starts with a new logo, incorporating both a graphic element (mark or icon) as well as a wordmark.

Our refreshed 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.



# Putting it all together – a new brand

Each of the sections of the triangle may also be identified with one of our three key focus areas:

**Transportation and mobility** - blue

**Growth and development** - green

**Older adults and people with disabilities** - orange – 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, reflecting 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.

## Summary

The new logo represents a refreshed visual identity for Denver Regional Council of Governments. The logo is just a part of our visual identity which helps define the DRCOG brand.

Transportation  
and personal  
mobility



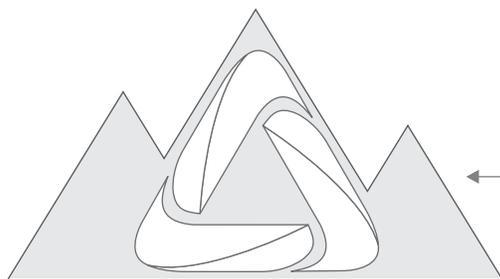
Growth and  
development



Aging and  
disability resources



Colorado



Symbolizing the  
Rocky Mountains