SECTION 01
OUR BRAND

Defining Our Brand
Personality
Putting it Together
Summary
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.
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.
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.
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.
SECTION 02
ELEMENTS

Typefaces
Color Palette
Logo Formatting
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
TYPEFACES

MAIN HEADLINES, SMALL SUBHEADS, BODY COPY

Oswald - Regular
ABCDEFHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

MAIN HEADLINES

Arial Narrow - Bold
ABCDEFHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

SMALL SUBHEADS

Arial Narrow
ABCDEFHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

BODY COPY

Arial - Regular
ABCDEFHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890
Color Palette

PRIMARY COLORS

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

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

**BLUE**
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

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

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

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

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

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

**BLUE**
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

<table>
<thead>
<tr>
<th>RGB</th>
<th>Hex</th>
<th>RGB</th>
<th>Hex</th>
<th>RGB</th>
<th>Hex</th>
<th>RGB</th>
<th>Hex</th>
<th>RGB</th>
<th>Hex</th>
</tr>
</thead>
<tbody>
<tr>
<td>250, 200, 156</td>
<td>#FAC89C</td>
<td>248, 174, 104</td>
<td>#F8AE68</td>
<td>246, 148, 52</td>
<td>#F69434</td>
<td>244, 122, 0</td>
<td>#F47A00</td>
<td>196, 98, 0</td>
<td>#C46200</td>
</tr>
<tr>
<td>227, 228, 156</td>
<td>#E3E49C</td>
<td>211, 214, 106</td>
<td>#D3D66A</td>
<td>195, 200, 56</td>
<td>#C3C838</td>
<td>179, 186, 6</td>
<td>#B3BA06</td>
<td>143, 148, 4</td>
<td>#8F9404</td>
</tr>
<tr>
<td>211, 214, 106</td>
<td>#D3D66A</td>
<td>195, 200, 56</td>
<td>#C3C838</td>
<td>179, 186, 6</td>
<td>#B3BA06</td>
<td>143, 148, 4</td>
<td>#8F9404</td>
<td>107, 110, 2</td>
<td>#6B6E02</td>
</tr>
<tr>
<td>71, 72, 0</td>
<td>#474800</td>
<td>155, 218, 243</td>
<td>#9BDAF3</td>
<td>105, 200, 237</td>
<td>#69C8ED</td>
<td>5, 164, 225</td>
<td>#05A4E1</td>
<td>3, 132, 179</td>
<td>#0384B3</td>
</tr>
<tr>
<td>157, 223, 221</td>
<td>#9DDFDD</td>
<td>107, 207, 205</td>
<td>#BCFCD</td>
<td>57, 191, 189</td>
<td>#39BFBD</td>
<td>7, 175, 173</td>
<td>#07AFAD</td>
<td>5, 139, 139</td>
<td>#0588B8</td>
</tr>
<tr>
<td>157, 223, 221</td>
<td>#9DDFDD</td>
<td>107, 207, 205</td>
<td>#BCFCD</td>
<td>57, 191, 189</td>
<td>#39BFBD</td>
<td>7, 175, 173</td>
<td>#07AFAD</td>
<td>5, 139, 139</td>
<td>#0588B8</td>
</tr>
<tr>
<td>103, 124, 149</td>
<td>#677C95</td>
<td>103, 124, 149</td>
<td>#677C95</td>
<td>103, 124, 149</td>
<td>#677C95</td>
<td>103, 124, 149</td>
<td>#677C95</td>
<td>103, 124, 149</td>
<td>#677C95</td>
</tr>
</tbody>
</table>
COLOR SAMPLES
LOGO COLORS

4 COLOR

DENVER REGIONAL COUNCIL OF GOVERNMENTS

2 COLOR

DENVER REGIONAL COUNCIL OF GOVERNMENTS

GREY

DENVER REGIONAL COUNCIL OF GOVERNMENTS

1 COLOR

DENVER REGIONAL COUNCIL OF GOVERNMENTS
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.
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

<table>
<thead>
<tr>
<th>Division</th>
<th>Logo</th>
</tr>
</thead>
<tbody>
<tr>
<td>Administrative and Finance</td>
<td><img src="logo.png" alt="Logo" /></td>
</tr>
<tr>
<td>Area Agency on Aging</td>
<td><img src="logo.png" alt="Logo" /></td>
</tr>
<tr>
<td>Communications and Marketing</td>
<td><img src="logo.png" alt="Logo" /></td>
</tr>
<tr>
<td>Executive Office</td>
<td><img src="logo.png" alt="Logo" /></td>
</tr>
<tr>
<td>Human Resources</td>
<td><img src="logo.png" alt="Logo" /></td>
</tr>
<tr>
<td>Regional Planning and Development</td>
<td><img src="logo.png" alt="Logo" /></td>
</tr>
<tr>
<td>Transportation Planning and Operations</td>
<td><img src="logo.png" alt="Logo" /></td>
</tr>
<tr>
<td>Visual Resources</td>
<td><img src="logo.png" alt="Logo" /></td>
</tr>
</tbody>
</table>
03

SECTION 03

SUBBRANDING

Area Agency on Aging
Way to Go
COG Cares
Ride Alliance
Regional Vision Zero
I-25 My Way
Citizens’ Academy
Advanced Mobility Partnership
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.
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.

<table>
<thead>
<tr>
<th>Campaign</th>
<th>Overview</th>
<th>Dates</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bike to Work Day: Social Media Registration Referral Promotion</td>
<td>Reward Bike to Work Day advocates through a social media registration referral promotion that incentivizes users to refer Bike to Work Day to friends and family to be entered to win a prize.</td>
<td>May – June</td>
</tr>
<tr>
<td>Go-Tober: Facebook Promotion</td>
<td>Encourage and educate Go-Tober employers and participants to use new modes and track their commutes on mywaytogo.org.</td>
<td>August – October</td>
</tr>
</tbody>
</table>
Branding

AREA AGENCY ON AGING

COLOR PALETTE

- 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

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.
**Logo**

**REGIONAL VISION ZERO**

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**REGIONAL VISION ZERO**

SAFER STREETS FOR METRO DENVER

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**REGIONAL VISION ZERO**

SAFER STREETS FOR METRO DENVER

---

**DRCOG**

DENVER REGIONAL COUNCIL OF GOVERNMENTS

---

**REGIONAL VISION ZERO**

SAFER STREETS FOR METRO DENVER

---

**MINIMUM SIZE**

1.5” LENGTH

---

**TEAMED WITH DRCOG LOGO**

---

**TYPEFACE**

**gotham black** - MODIFIED

---

**BLACK**

- 100% Pantone Black

---

**2 COLOR**

- 100% Pantone 390C
- 100% Pantone 299C

---

**REVERSED**

- 100% Pantone White
Logo

I-25 MYWAY

MINIMUM SIZE
.75” LENGTH

TEAMED WITH DRCOG LOGO

TYPEFACE

**gotham bold** - MODIFIED

BLACK

- 100% Pantone Black

DARK BLUE

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

LIGHT BLUE

- 100% Pantone 299C

REVERSED

- 100% Pantone White
Logo

RIDE ALLIANCE

MINIMUM SIZE
.75” LENGTH

TYPEFACE
OSWALD
EXTRA LIGHT (modified)

TEAMED WITH DRCOG LOGO

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

MINIMUM SIZE
.75" LENGTH

TYPEFACE
Gotham

TEAMED WITH DRCOG LOGO

GREY

100% Pantone 7540C
50% Pantone 7540C

2 COLOR

100% Pantone 2865C
100% Pantone 390C

REVERSED

100% Pantone White
50% Pantone 7540C
**Logo**

**CITIZENS’ ACADEMY**

![DRCOG Brand Standards](image)

**1 COLOR**
- 100% Pantone 299C
- 60% Pantone 299C

**B&W**
- 100% Pantone Black
- 60% Pantone Black

**REVERSED**

**TYPEFACE**

*gotham black* - MODIFIED

---

DRCOG Brand Standards | 27
Logo
ADVANCED MOBILITY PARTNERSHIP

MARK
ADVANCED MOBILITY PARTNERSHIP

MAIN LOGO

TYPEFACE
GRAPHIE REGULAR
GRAPHIE BOLD

TEAMED WITH LOGOS

GREY
ADVANCED MOBILITY PARTNERSHIP

- 100% Pantone Black
- RGB: 147, 147, 147
- CMYK: 45, 37, 37, 2
- Hex: #939393

FULL COLOR
ADVANCED MOBILITY PARTNERSHIP

- 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: 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: 146, 17, 239
  CMYK: 62, 81, 0, 0
  Hex: #9211EF
- RGB: 53, 196, 104
  CMYK: 70, 0, 80, 0
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  Hex: #EF4511
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  Hex: #9211EF
- RGB: 53, 196, 104
  CMYK: 70, 0, 80, 0
  Hex: #35C468
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  Hex: #EF4511
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  CMYK: 62, 81, 0, 0
  Hex: #9211EF
- RGB: 53, 196, 104
  CMYK: 70, 0, 80, 0
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- RGB: 239, 69, 17
  CMYK: 0, 88, 100, 0
  Hex: #EF4511
- 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: 146, 17, 239
  CMYK: 62, 81, 0, 0
  Hex: #9211EF
- RGB: 53, 196, 104
  CMYK: 70, 0, 80, 0
  Hex: #35C468

SINGLE COLOR
ADVANCED MOBILITY PARTNERSHIP

- 100% Pantone White
- 100% Pantone Black