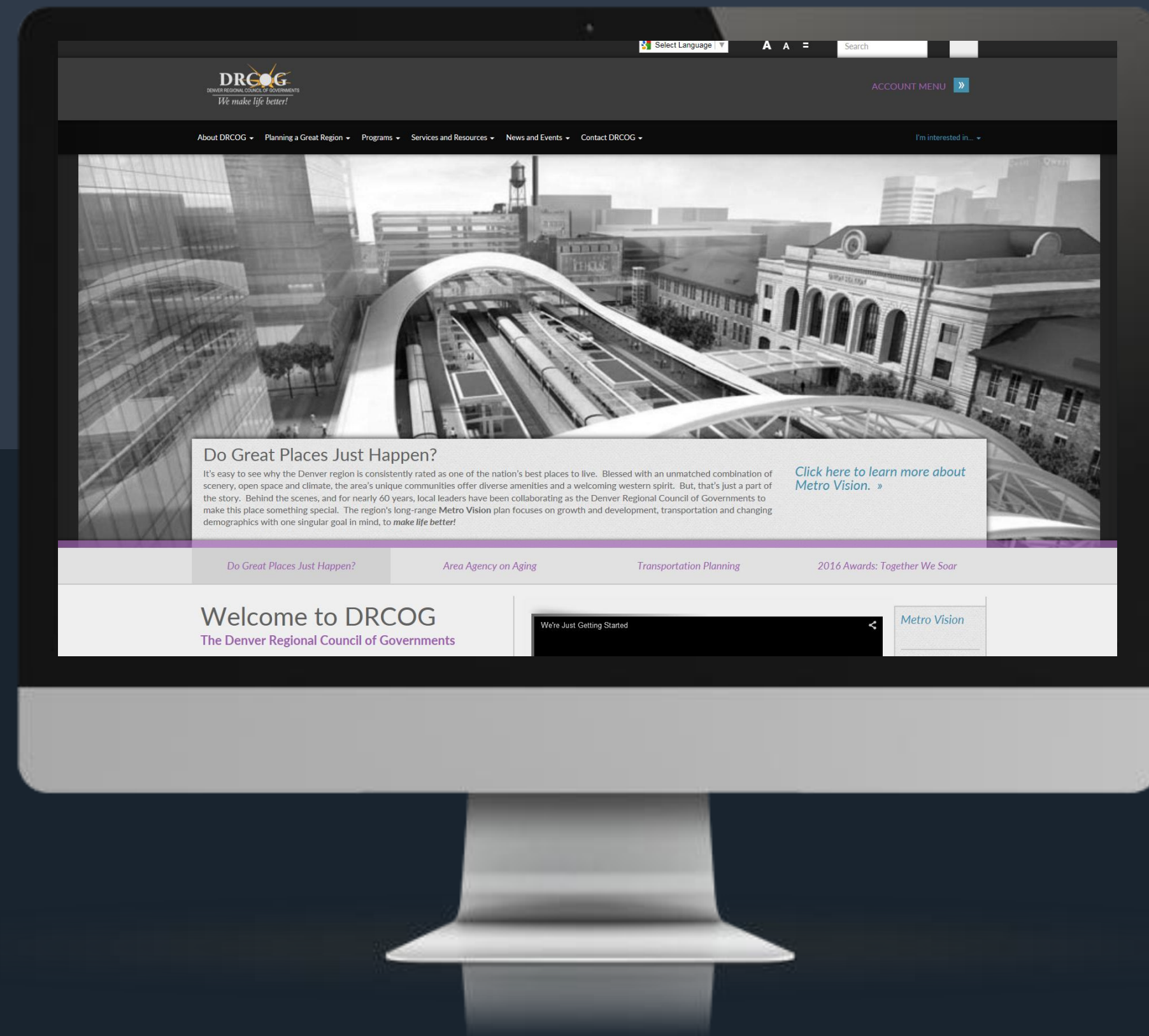


Refreshing our visual identity

61 years in the making ...



# | A new partnership



# | Sharpening our focus

- Board adopted new mission and vision statements to better define our purpose.
- Our strategic planning process (Balanced Scorecard) will provide a framework for continuous improvement
- Not surprisingly one of the key strategic objectives: “improve internal and external communications”

# Visual identity

- Color palette
- Fonts
- Style guidelines
- Design templates
- Photos and graphics, signage
- Logo

# | A well-designed logo



relevant  
and  
meaningful



versatile



simple



unique



contemporary  
yet timeless



# Through the years

From 1955 to 2015



**DRCOG**  
Denver Regional Council of Governments

**DRCOG**  
DENVER REGIONAL COUNCIL OF GOVERNMENTS



**DRCOG**  
Denver Regional Council of Governments

**DRCOG**  
DENVER REGIONAL COUNCIL OF GOVERNMENTS  
*We make life better!*

“

# THE SECRET OF CHANGE

is to focus all of your energy, not on fighting the old, but on building the new.

-Socrates-

”



# Defining DRCOG's identity

## What we do:

- Collaborate
- Transportation and Personal Mobility
- Growth and Development
- Aging and Disability Resources

## Where we are:

- The Denver Region
- Colorado

## Why we're here:

- We make life better!
- Human element

# Our Identity - perception

steady, strong  
and solid  
(for 61 years)

collaborative

innovative  
and bold

trustworthy  
and fair

community-  
focused and  
responsive –  
making life  
better

responsible  
stewards of  
financial  
resources

# The challenge

How do we put it all together?

## Our Identity

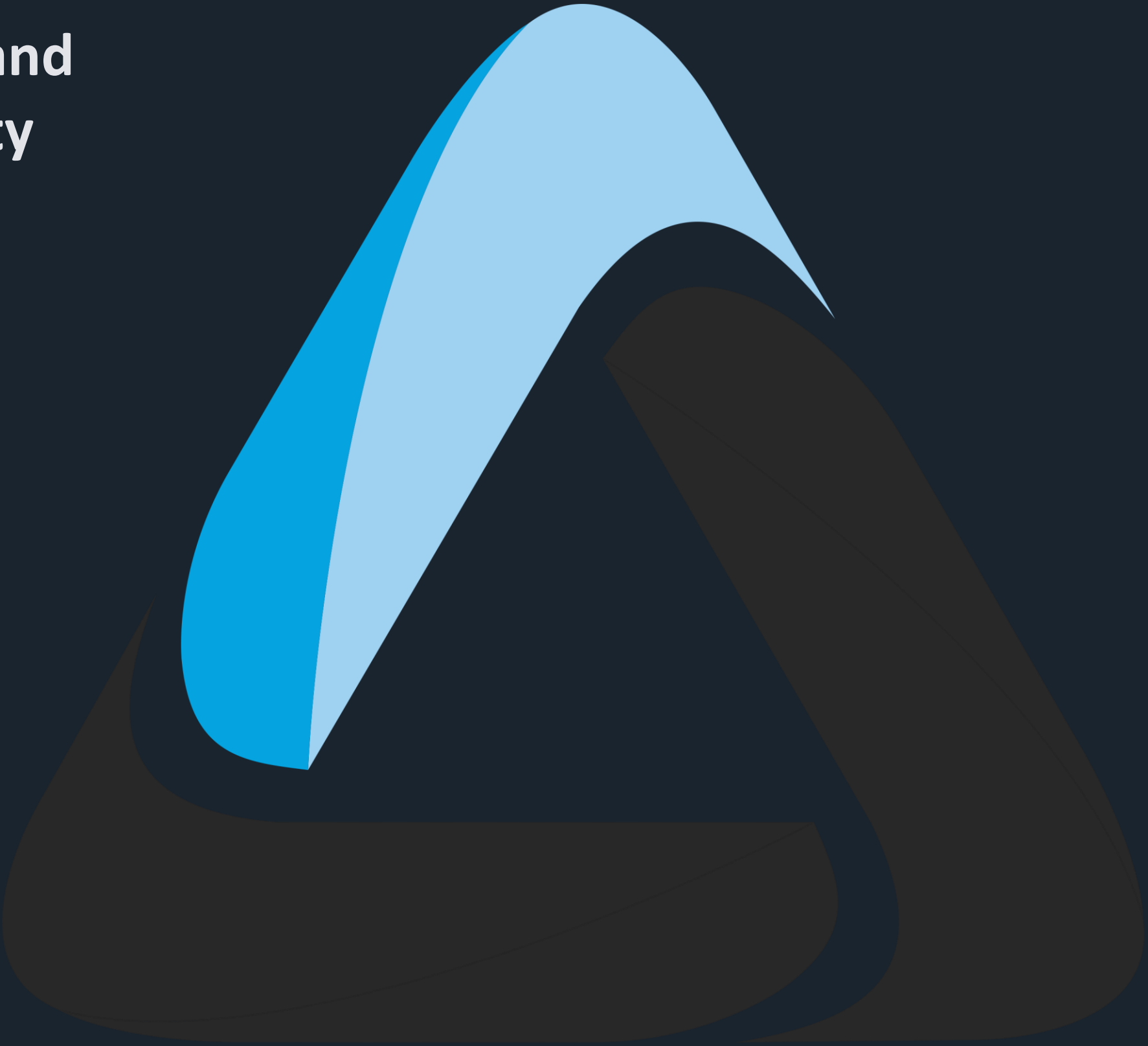
- Collaboration
- Three distinct areas of focus
  - Transportation and personal mobility
  - Growth and development
  - Aging and disability resources
- Our geography
- Solid
- Trustworthy
- Improving lives for people in our region







**Transportation and  
personal mobility**



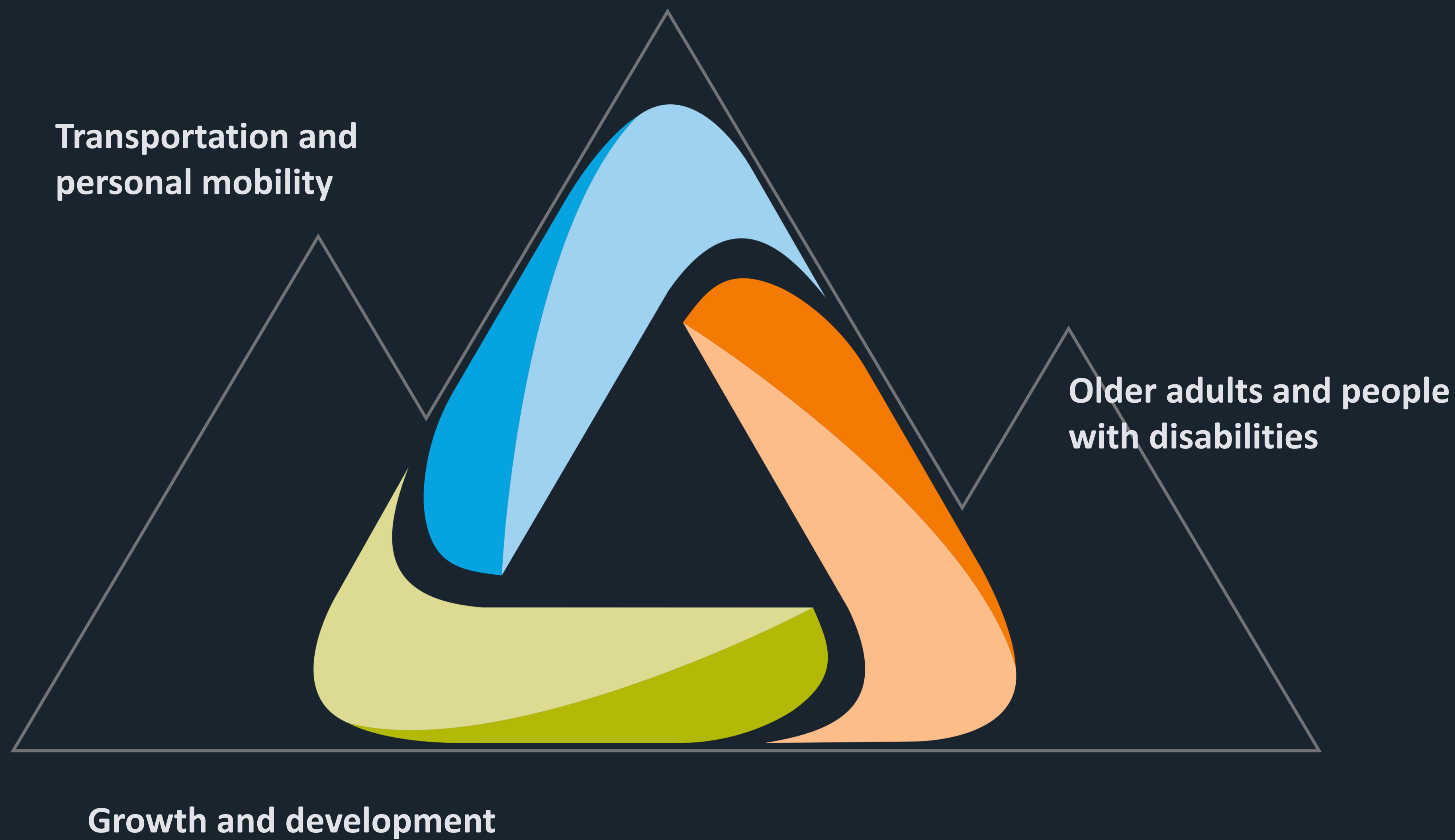


**Growth and development**





**Older adults and people  
with disabilities**



verizon✓

sears

amazon



ebay

citi

drcoog



wayto go



| It's just the beginning ...

