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

Denver Regional Council of Governments
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)
- innovative and bold
- collaborative
- 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
Growth and development

Transportation and personal mobility

Older adults and people with disabilities
It’s just the beginning ...