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NEW LOGO FOR AN EVOLVING ORGANIZATION

Jan. 20, 2016 (DENVER) – The Denver Regional Council of Governments (DRCOG) is unveiling a new logo, forming the foundation of a refreshed brand identity. The new logo uses DRCOG’s mission statement as the primary basis for a design that represents a meaningful, relevant and striking symbol of an organization which has shaped our region since 1955.

The mark (icon) presents a triangle formed by three vibrantly-colored sections, emblematic of diverse communities collaborating to make life better. Each section also symbolically highlights the organization’s three key areas of focus: Green represents growth and development; blue represents transportation and personal mobility; and orange represents aging and disability resources. The triangle shape is also an abstract nod to one of the region’s most iconic geographic features, the mountains to our west.



“DRCOG is the third-oldest council of governments in the country. At the same time, we are also viewed as one the most forward-looking and innovative organizations of our kind. Our new logo speaks to what we do, why and how we do it, and where we work,” notes Jennifer Schaufele, DRCOG executive director. “We are excited to introduce a logo that communicates the essence of our identity.”

In addition to the colorful icon, the typeface elicits a more casual, approachable identity, reflecting the organization’s commitment to the people of the region. The weight of the letters represents stability and trustworthiness, showcasing DRCOG’s 60-year legacy. The wordmark uses green type to highlight the “co” in “drcog,” reinforcing the organization’s place in Colorado.

The logo is just the first step, although a very important one, in refreshing the DRCOG visual identity. Please follow DRCOG for more updates throughout 2016 as it continues to change the face of an organization that has changed the face of our region for so many years.



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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; and aging and disability resources.