

BRAND LAUNCH
FALL 2017



GRAPHIC STANDARDS

IMAGINE. DISCOVER. CULTIVATE.

MESSAGING & TONE

THIS IS OUR BRAND PROMISE.

The National Western Center offers a vibrant, dynamic, and accessible educational and entertainment environment in the heart of Denver that celebrates our western heritage and leads research and collaboration efforts to solve global food solutions.

TAGLINE

IMAGINE. DISCOVER. CULTIVATE.

The tagline uses provocative action words to inspire the audience to envision what this site might have in store for them. Please see page 9 for usage guidelines appropriate to the National Western Center identity.

BRAND PERSONALITY

Vibrant & Active
Inclusive & Accessible
Engaging & Friendly
Modern & Innovative
State-of-the-Art
Authentic & Historic
True-to-its-Roots

BRAND CONCEPT

WHERE HERITAGE MEETS HORIZON

Since its early days, Denver has been a vibrant crossroads of ideas and culture in the pioneering pursuit of something more. Adventurous heart meets resourceful know-how. Cutting-edge development meets rustic livelihood. Wild innovation meets proud tradition. This convergence of hardworking values and big-idea vision has long inspired the desire to chase the horizon, together.

The National Western Center brings together global thought leaders, curious students, and local community at an intersection of agriculture, education and entertainment. This first-of-its-kind hub of diverse perspective and common cultural interest continues a long tradition of pioneering spirit while highlighting innovations around the global issues of health, food systems and food security, and the environment.

IDENTITY

OUR IDENTITY CAPTURES WHAT WE STAND FOR AND WHERE WE'RE GOING.

Appropriate use of the National Western Center identity is imperative to unify all applications and promote consistency and memorability of the identity to your audience. Please adhere to these rules.



THE STORY BEHIND THE IDENTITY

MOUNTAINS

The mountains capture our recognizable Colorado backdrop while establishing our unique pride of place.

WHEAT STALKS

A nod to the deep agricultural roots, the wheat stalks symbolize the innovative global food solutions to come.

HORIZON LINE

Alluding to the region's long tradition of pioneering spirit, the horizon line promises the discoveries ahead.

WAGON WHEEL

The wagon wheel celebrates the region's western heritage and alludes to our journey of agricultural expertise.

GES

Like the mint notation on coins, GES nods to Denver's historic Globeville-Elyria-Swansea neighborhoods which host the center.

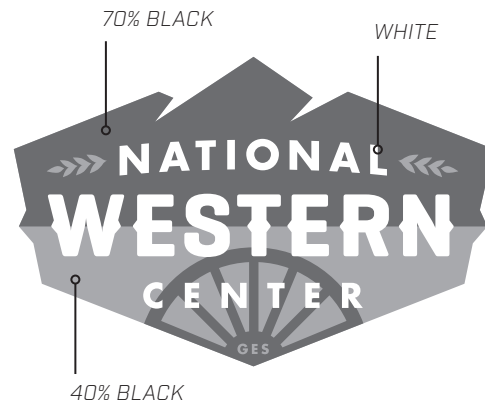


FULL COLOR

The full color identity should be used whenever possible.

The diagram at left specifies the colors for the identity; please use the Pantone matches or CMYK breakdowns referenced in the Color Palette section on page 12 to ensure color consistency.

Do not change the identity colors for any reason.



GRAYSCALE

The grayscale identity should be reserved for use when black and white production is the only option.

The diagram at left notes the tints of black for the identity; please use these specifications when using the grayscale version of the identity.

Do not change the percentages for any reason.



To ensure a consistent visual identity, the identity should only be used from existing digital asset files, **never** recreated manually.

HOW TO USE THE IDENTITY

PROPER USE AND CARE IS ESSENTIAL.

It is important to use the National Western Center identity as it was intended to establish recognition through consistency. Please adhere to these usage guidelines while creating materials for the brand.



CLEAR SPACE

The clear space is the amount of empty space that must appear around the identity in order to preserve its presence and fidelity. No other competing graphic elements, such as text, headlines or other marks, may intrude upon this space in any application. The only exception is the anchoring element, mentioned previously.

In this case, the clear space surrounding the identity is based on the width of the "W" in the name.



Total height
no less than 0.5"

MINIMUM SIZE

The identity has a minimum permitted size in order to maintain legibility and graphic integrity. The identity should never be used smaller than 0.5" in height, specified at left.

DON'T EVEN THINK ABOUT IT

BE A GOOD BRAND STEWARD – DON'T ABUSE THE IDENTITY.

Proper use of the National Western Center identity is imperative to establish recognition and preserve the integrity of the brand. Please do not misuse the identity, as illustrated by the following scenarios.

Do not stretch, distort or skew the identity



Do not use elements out of proportion



Do not use any colors other than those specified on page 5



Do not rotate the identity in any way



Do not remove any elements from the identity



Do not add effects or visual elements to the identity



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ANY QUESTIONS?

CREATIVE CONTACT

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