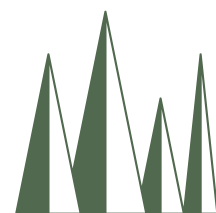




COLORADO IDENTITY

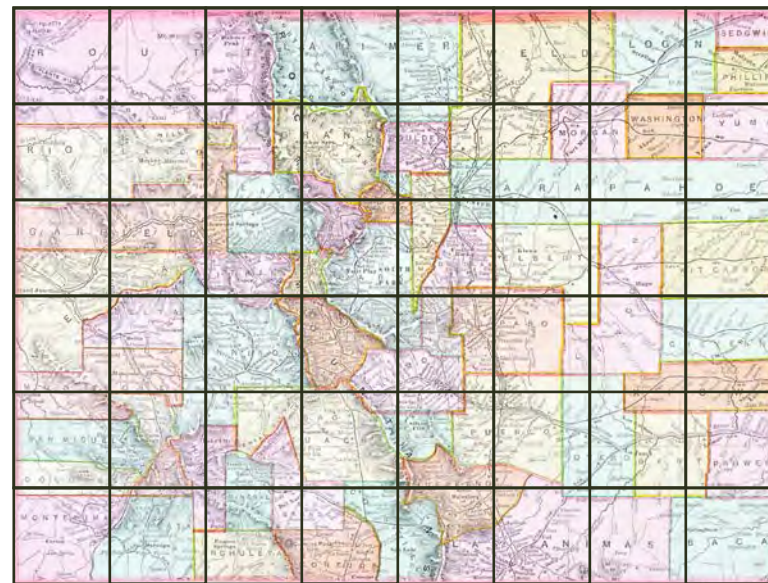
JUNE 10, 2013

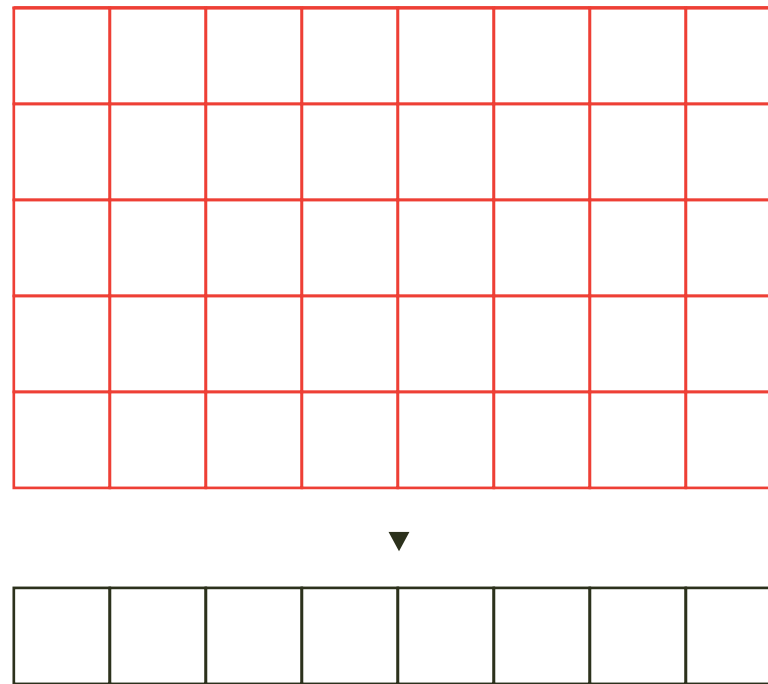
MAKING COLORADO



J.RIPPY

THE SYMBOL

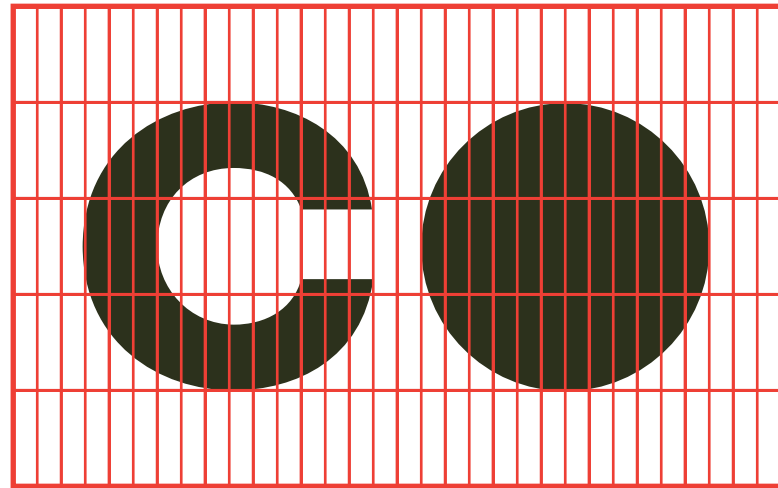
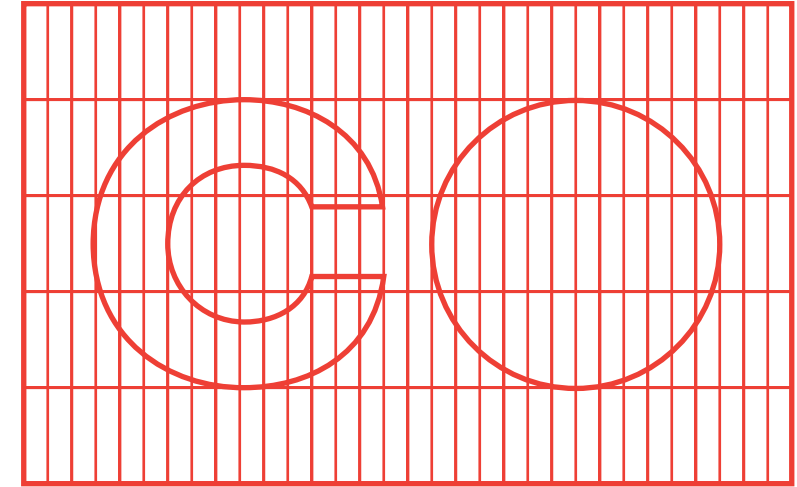
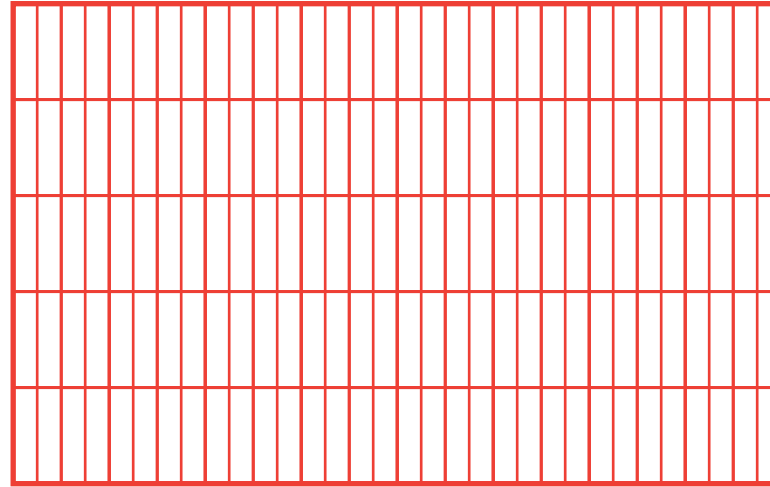
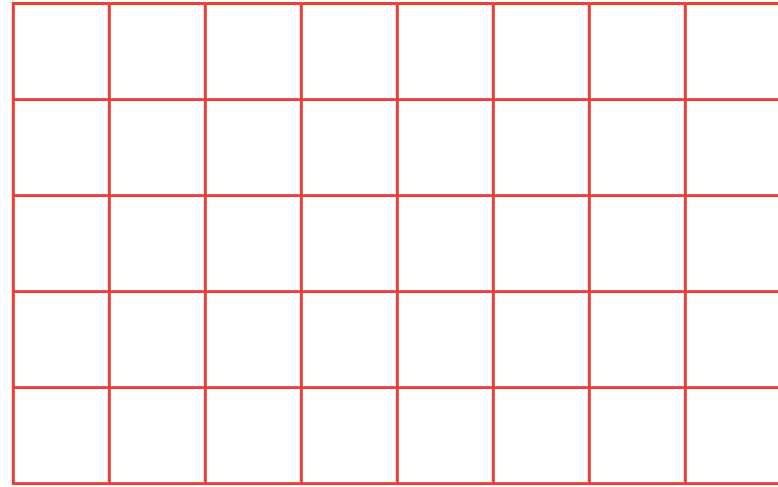




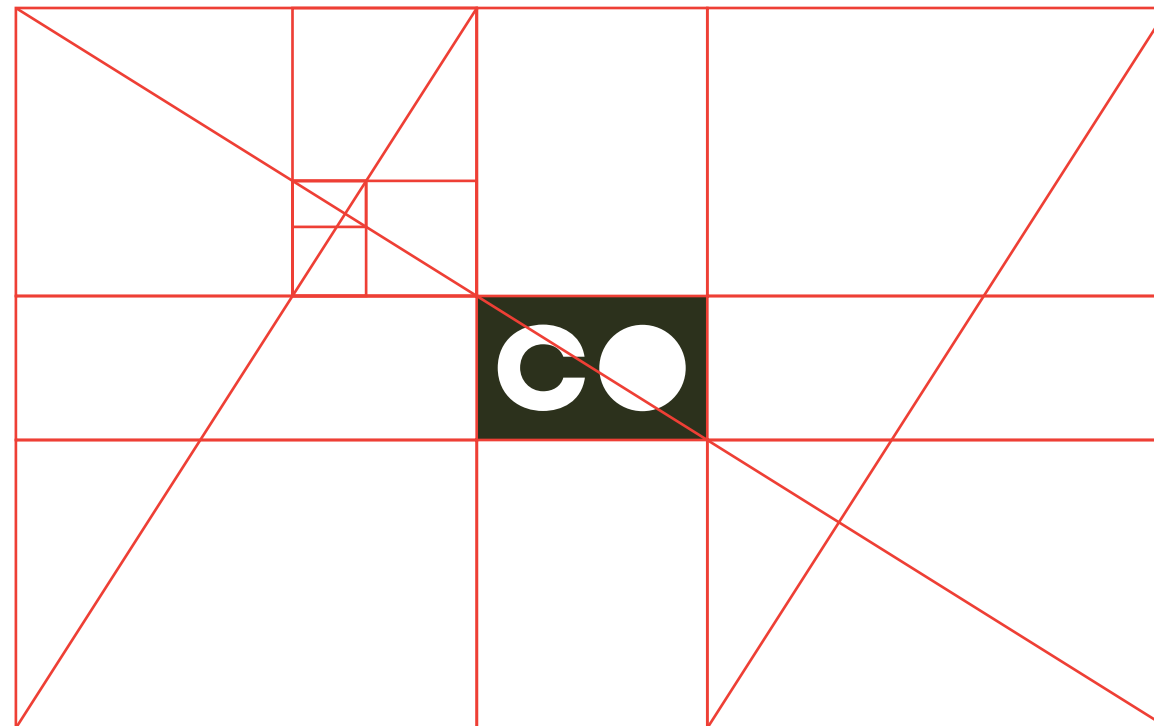
MAKING COLORADO

THE SYMBOL

J.RIPPY



CREATING MARGINS AND GRID



GOLDEN RATIO BREAKDOWN

PHOTOGRAPHY

All photography would be shot by nominated Colorado based photographers, the nominee would be responsible for all brand photography for a 1 yr. term. The nominee would be a hired contractor. The following are CO folks I would love to see receive nomination. Each has an uncanny eye for mood that is subdued by the stoic nature of the subject matter. Also, each have a unique view of light.



CO

LUCA VENTER ©



JAMIE KRIPKE ©

USAGE

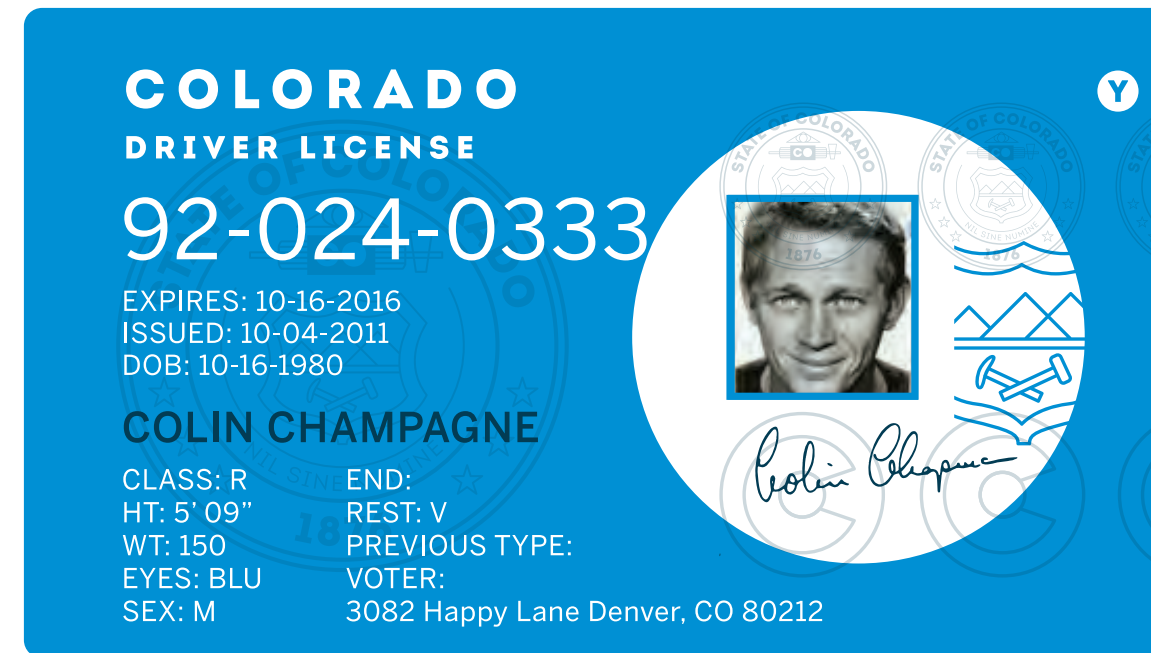
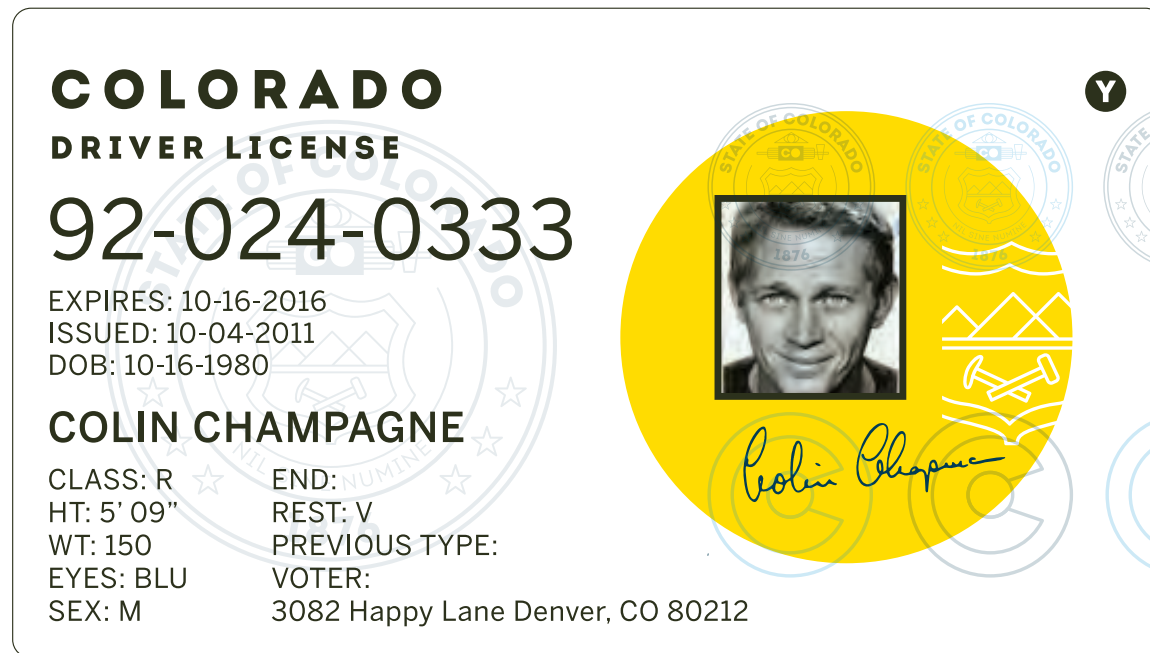
Examples for usage of the new Colorado identity system, showing the versatility of the system and flexibility for future iteration.



LICENSE PLATE – Regular Plate Mountains Green



LICENSE PLATE – Regular Plate Alternate FIREFIGHTER



DEPT. OF
NATURAL RESOURCES
Division: Parks & Wildlife

PARK PASS
2014

cpw.state.co.us

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Division: Public School Capital Construction Assistance



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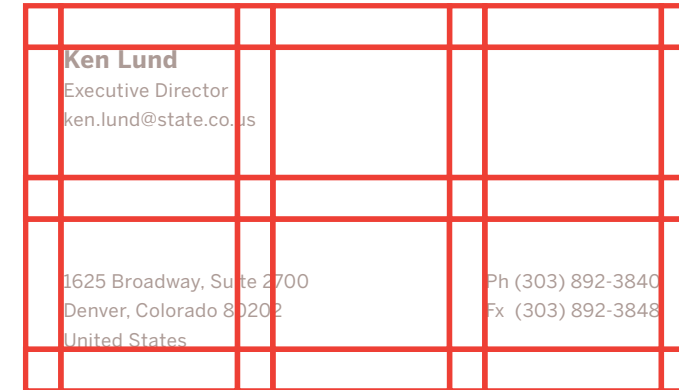
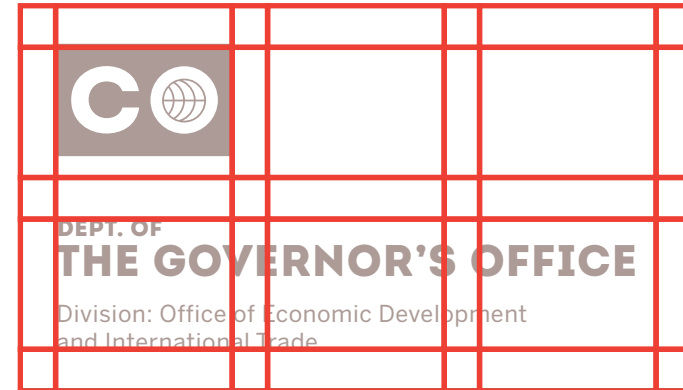
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JUN 2013

JUNE 18, 2013

8:00 am - 12:00 pm
Brand Board Meeting
Department of Agriculture
Location: Breckenridge CO

GO TO EVENT

10:00 am - 12:00 pm
Executive Meeting



Gov. John Hickenlooper

John Hickenlooper, a self-described "recovering geologist now on loan to public service," was elected Governor in 2010.

LEARN MORE





CITY LIMIT SIGNAGE

