

A scenic landscape featuring a range of mountains with snow-capped peaks in the background. The sky is filled with warm, orange and pink hues of a sunset. In the foreground, there is a lush green meadow dotted with small yellow and blue wildflowers.

TOWN OF FRASER

The Brand

# LIMITATIONS OF CURRENT BRAND

- 1 INFLEXIBLE LOGO**  
Limited horizontal format and overly detailed design is difficult to use in many communication materials
- 2 NOT REPRESENTATIVE**  
Does not reflect our current Town organization nor the aspirations of our leadership
- 3 LACK OF BRAND GUIDELINES**  
Creates inconsistent materials and messaging across platforms and mediums
- 4 DOESN'T SUPPORT OUR GOALS**  
Our economic development goals will be better served by a more professional, modern, logo

# A NEW SUCCESSFUL BRAND TOOLKIT WILL...

-  Provide **new fonts for digital and print formats** that are widely accessible by all departments
-  Create a **new color palette to bring consistency and approachability to the brand** and community marketing
-  Contain **versions of the logo in black and white, vertical and horizontal**, with department names, and with 'Colorado' for use outside of the region.
-  Contain **key messaging for Town staff** to utilize in every interaction with each other, residents, and other stakeholders, further strengthening the Town's brand
-  Introduce a brand that captures how **Fraser as a community** is now and how it will be in the future

# THE BRAND COMMITTEE'S ROLE:

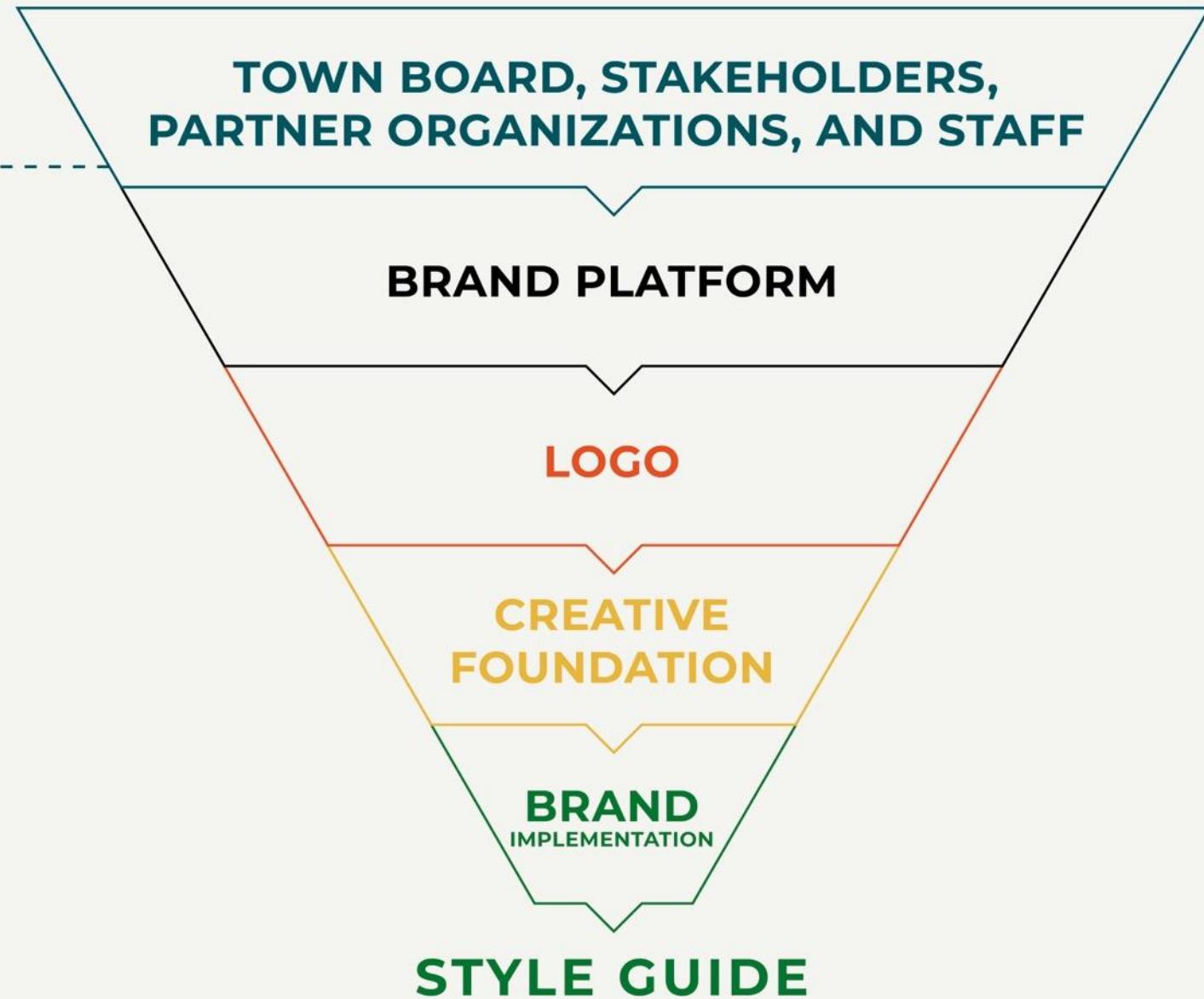
Review  
Board,  
Stakeholder  
and  
Community  
Feedback

Critique  
existing  
brands and  
provide  
creative  
direction

Share key  
character-  
istics to aid  
in the de-  
velopment  
of the brand  
platform

Critique  
multiple  
rounds  
of logo  
designs and  
recommend  
the final  
three

# THE PROCESS



# FIVE KEY TAKEAWAYS

The following common themes emerged after discussions with the Town Board, Town staff, stakeholders, and community partners.

- 1 Most Fraser residents move and stay to the area to be surrounded by natural beauty and outdoor recreation activities.
- 2 The Town has no real brand to create consistency in communications materials, and the current logo seems outdated.
- 3 The Fraser community is viewed as authentic and down to earth and has been able to set itself apart from other mountain communities by investing in arts and culture.
- 4 The Fraser River is a major amenity for the region, and Fraser. With future developments and plans centering on the river, it should be a featured element of the brand.
- 5 Fraser is changing with new developments and plans for growth in both commercial and residential spaces.

WHAT WE HEARD FROM THE  
BOARD OF TRUSTEES, STAFF,  
COMMUNITY PARTNERS, AND  
STAKEHOLDERS

THE  
CHARACTER  
OF FRASER  
IS...



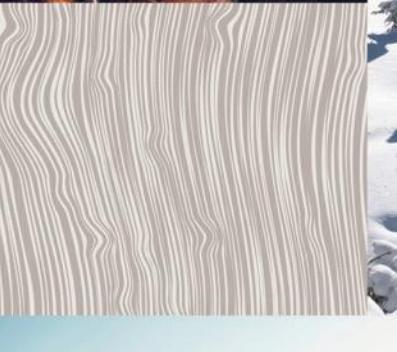
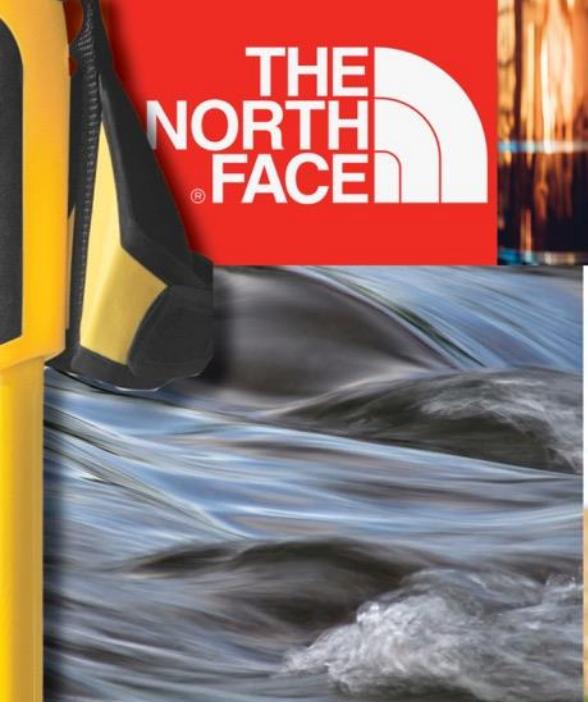
**OUTDOORSY**  
**AUTHENTIC**  
**ARTISTIC**  
**LAID-BACK**  
**FUNKY**  
**DOWN TO EARTH**  
**CLOSE-KNIT**  
**RUGGED**

WHAT WE HEARD FROM THE  
BOARD OF TRUSTEES, STAFF,  
COMMUNITY PARTNERS, AND  
STAKEHOLDERS

**THE TOWN  
OF FRASER  
ORGANIZATION  
IS...**



**APPROACHABLE**  
**FRIENDLY**  
**COMMUNICATIVE**  
**ACCESSIBLE**  
**PROFESSIONAL**  
**TRUSTWORTHY**  
**OPEN TO NEW IDEAS**  
**COLLABORATIVE**



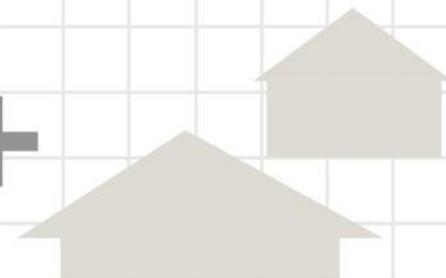
## LOGO OPTION A



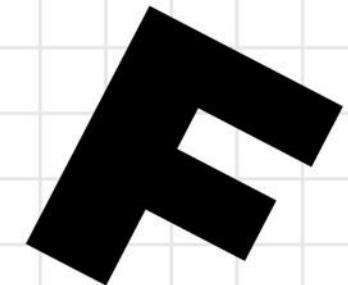
Current  
Logo



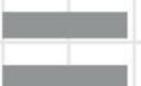
Fraser  
River



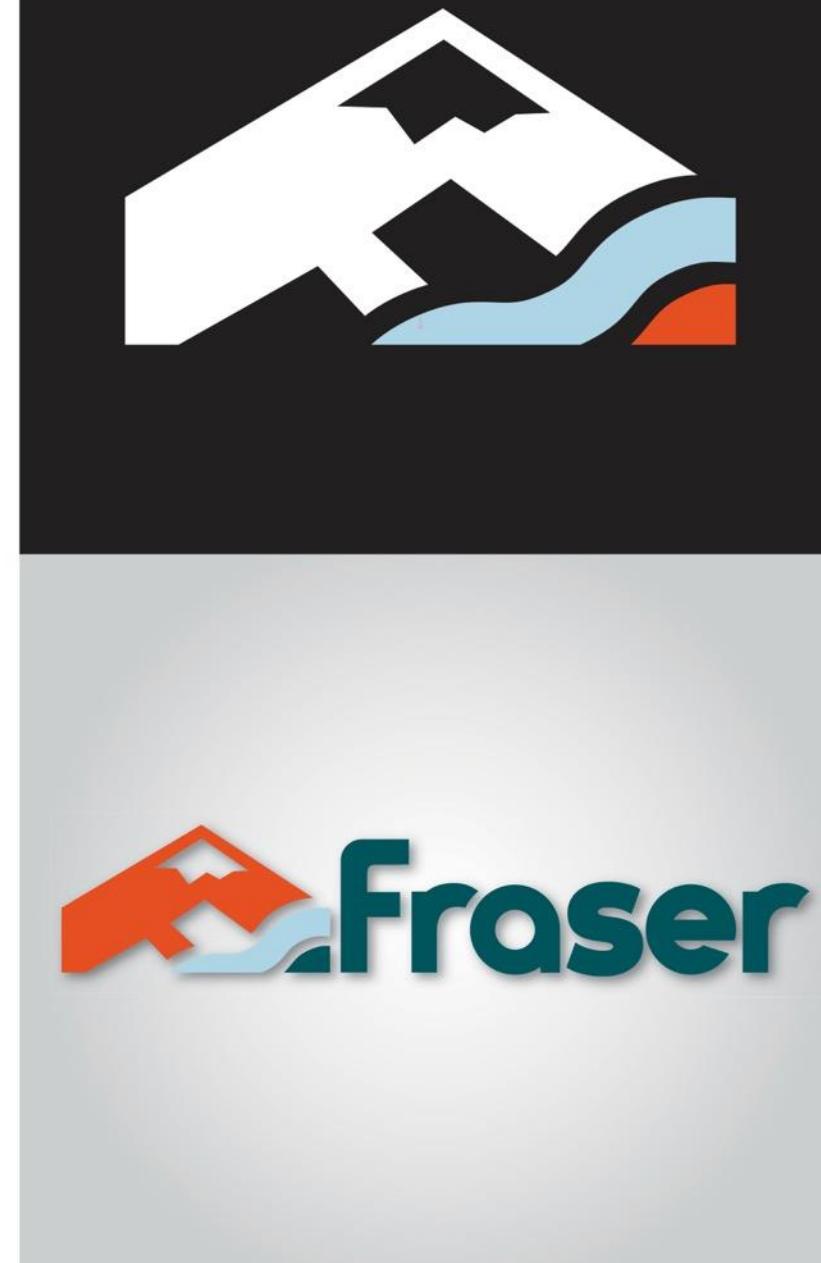
Close-Knit  
Community



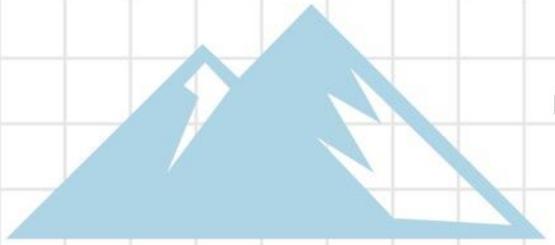
The Letter  
"F"



A



## LOGO OPTION B



+



+



+



Byers  
Peak

Alpenglow

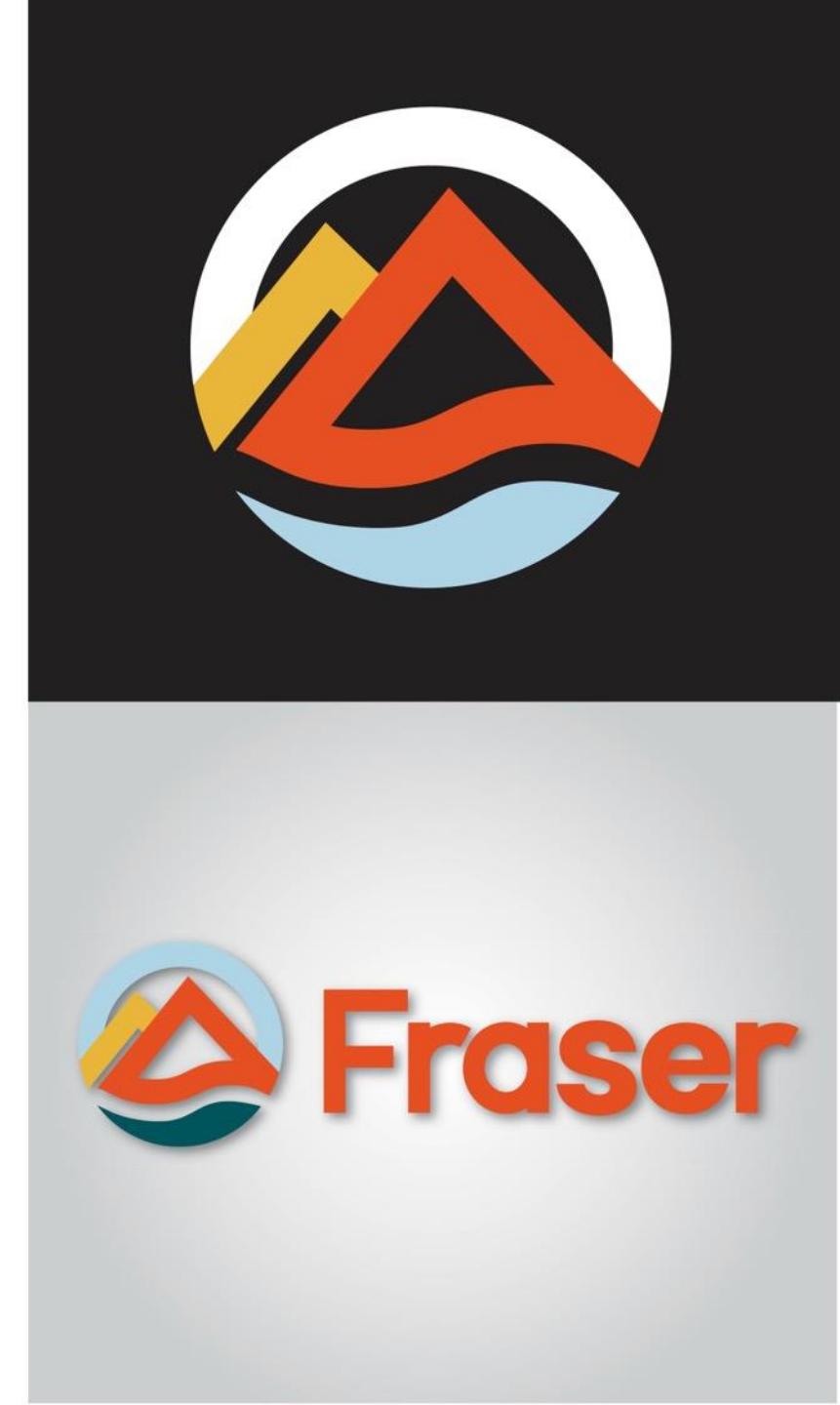
Fraser  
River

Outdoor  
Gear Brand

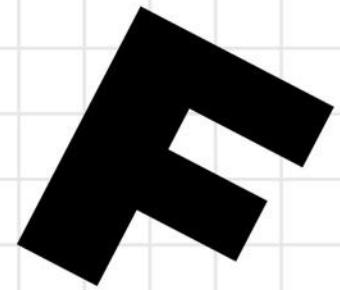
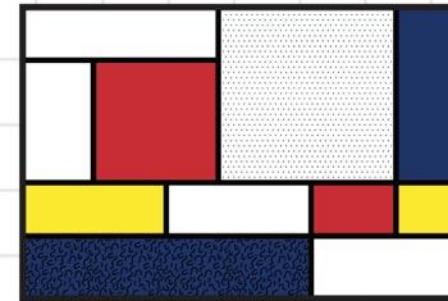
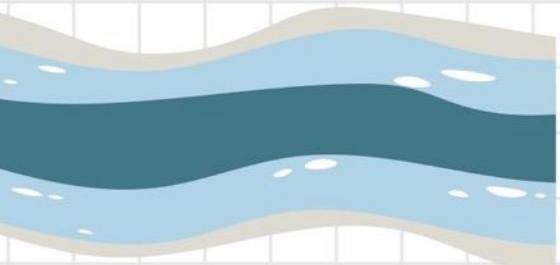
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B



## LOGO OPTION C

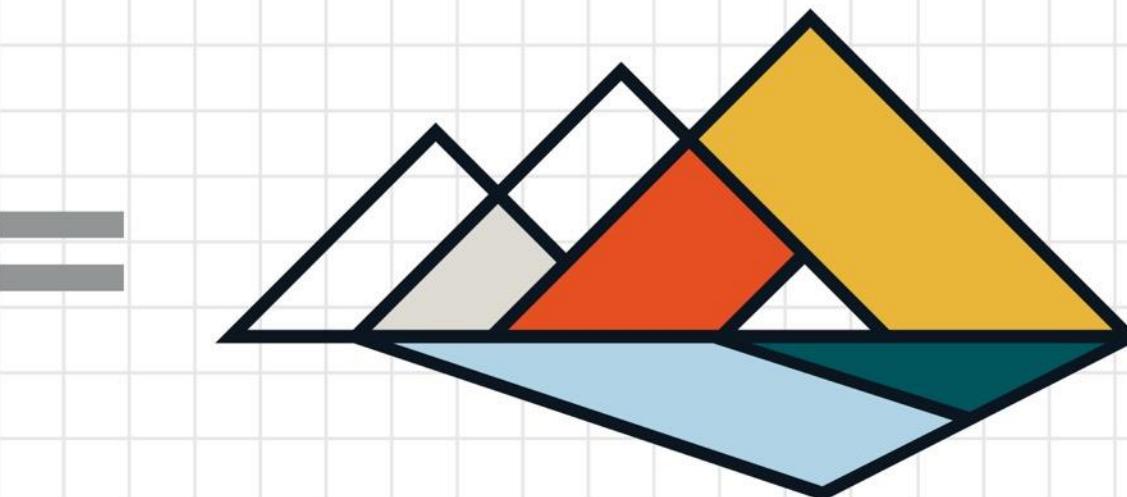


Byers  
Peak

Fraser  
River

Fraser  
Arts

The Letter  
"F"



C



**PLACEHOLDER:**  
**COMMUNITY LOGO OPTION SURVEY RESULTS**  
**CLOSE END OF DAY ON 12/4**

**BRAND COMMITTEE'S  
LOGO OPTION  
RECOMMENDATION  
(TO BE PRESENTED ON 12/6)**



A



B



C