



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



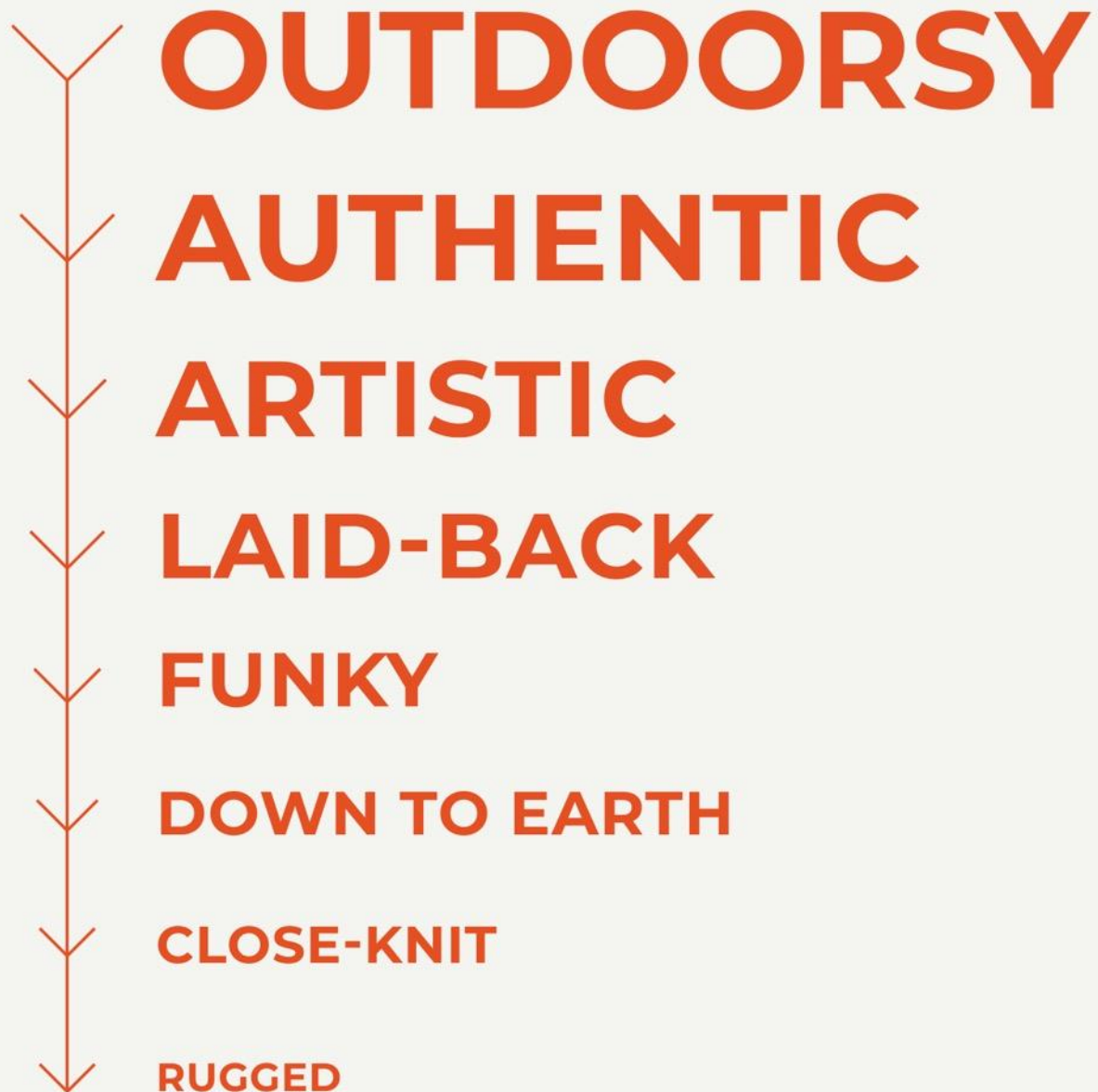
FIVE KEY TAKEAWAYS

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2	The Town has no real brand to create consistency in communications materials, and the current logo seems outdated.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.

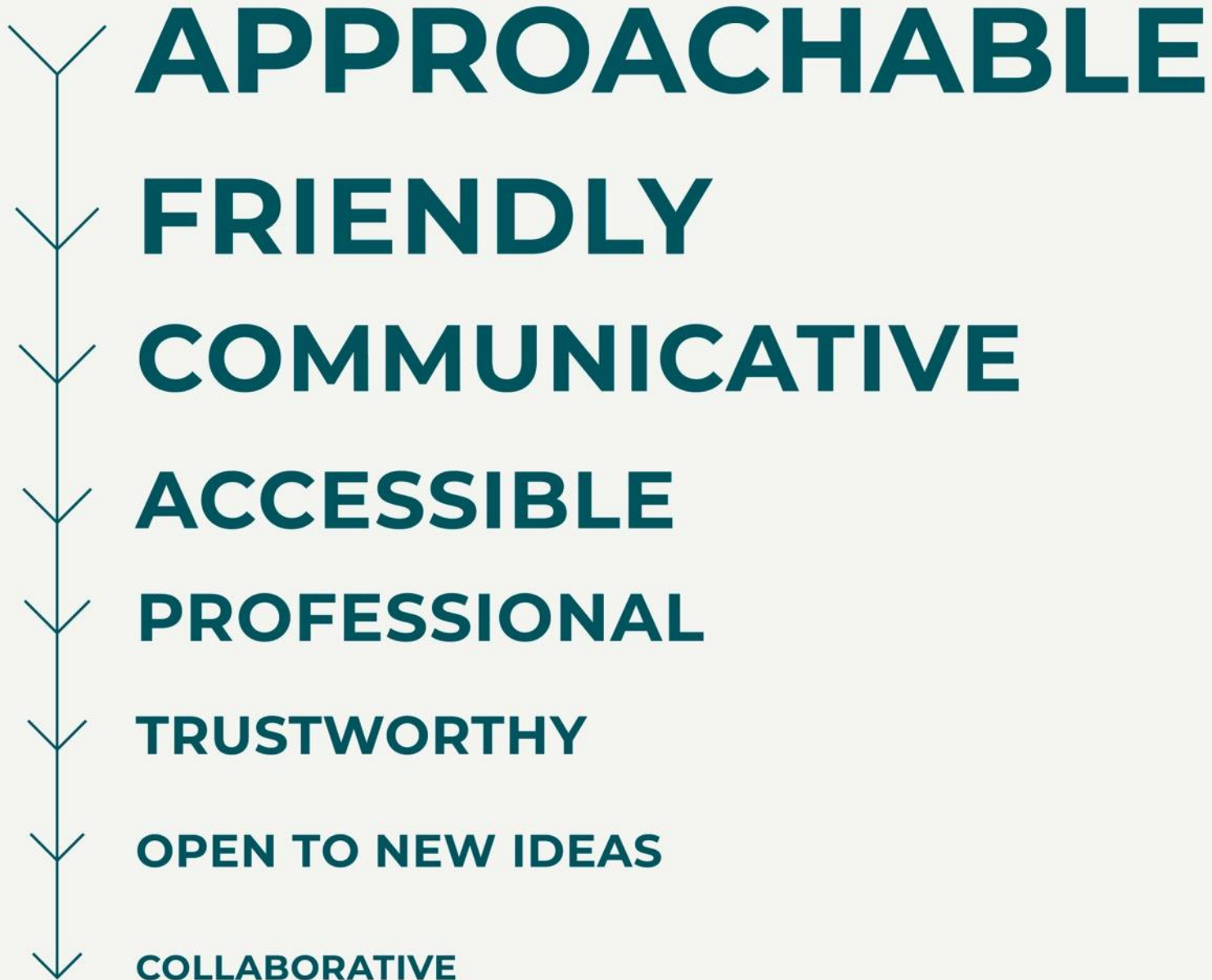
WHAT WE HEARD FROM THE
BOARD OF TRUSTEES, STAFF,
COMMUNITY PARTNERS, AND
STAKEHOLDERS

THE CHARACTER OF FRASER IS...



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

THE TOWN OF FRASER ORGANIZATION IS...



THE
NORTH
FACE



A NEW
FONT DUO:
*the Wild
Things*



NORTH
FORK



PANTONE 7527 CP

PANTONE 3165 CP



PANTONE 173 CP

PANTONE 6004 CP

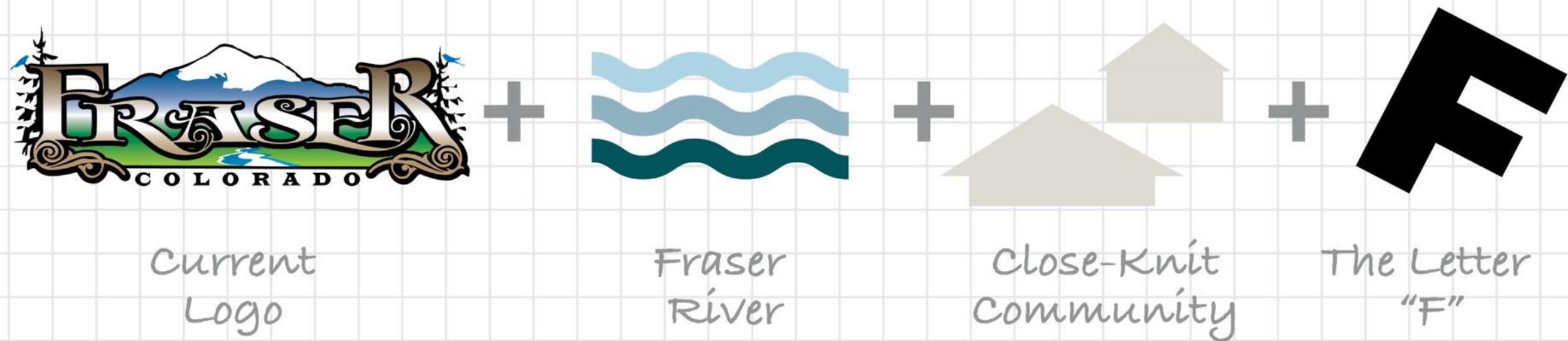
PANTONE 2204 CP

PANTONE 2465 CP

PANTONE 433 CP



LOGO OPTION A



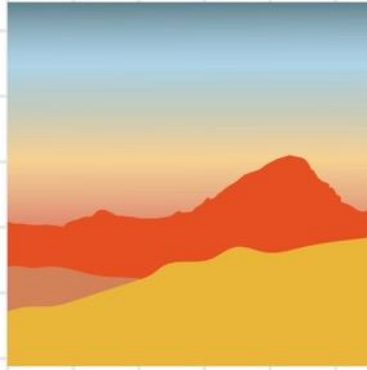
A



LOGO OPTION B



Byers
Peak



Alpenglow



Fraser
River



Outdoor
Gear Brand



B

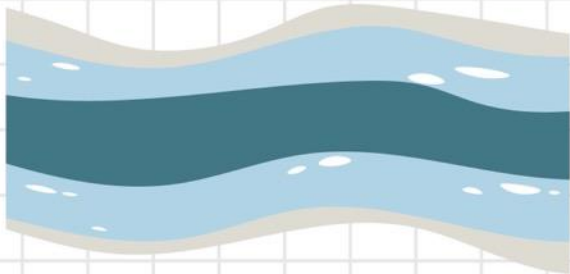


LOGO OPTION C



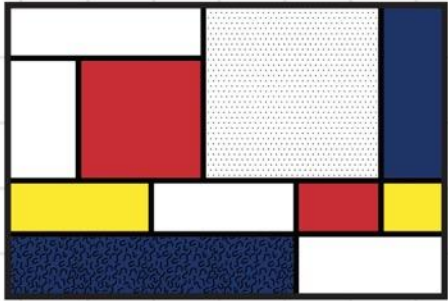
Byers
Peak

+



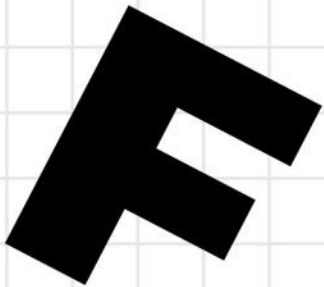
Fraser
River

+



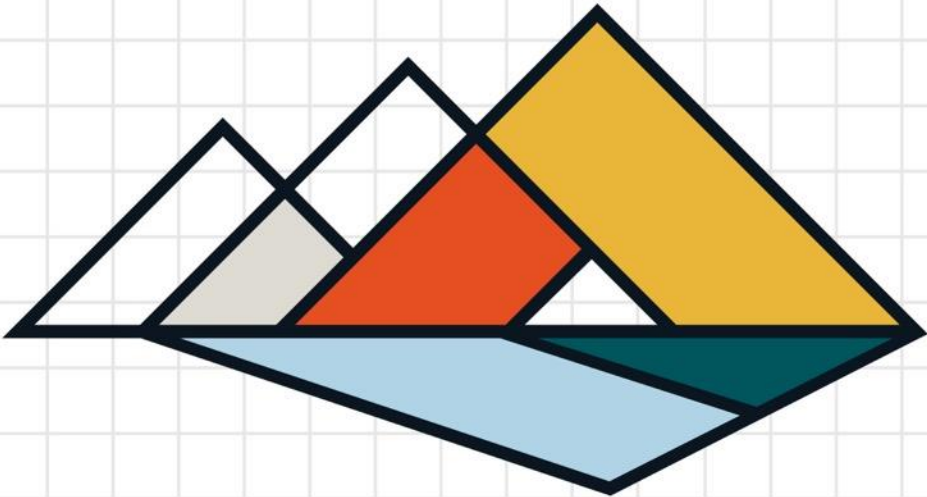
Fraser
Arts

+

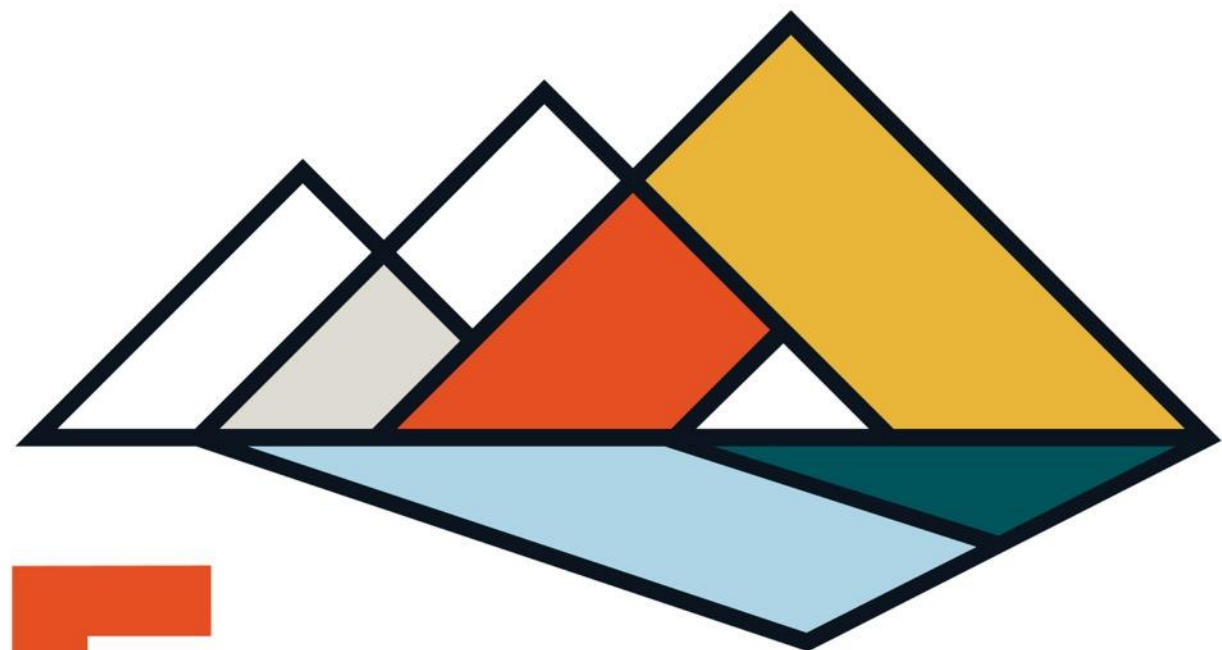


The Letter
"F"

=



C



Fraser



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