

COMPONENTS

Consistent use of these components will support the overall branding of the I-70 Mountain Corridor Interpretive Plan and make identifying Interpretive Locations easier for visitors to the corridor.

LOGO



A logo is a name, symbol, or trademark designed for easy and definite recognition.

TAGLINES



The three themes and corresponding graphic representations connect individual sites of interpretation to the overall brand.

COLOR SCHEME



Consistent colors within the branding create a cohesive identity throughout the I-70 Mountain Corridor.

PANEL MOUNTS



Envirosigns National Park Service (NPS) Style Multi-Panel Upright Mounting Option



KVO Industries National Park Service (NPS) Style Single Panel Double Leg Pedestal Option



KVO Industries National Park Service (NPS) Style Single Panel Double Leg Pedestal Option

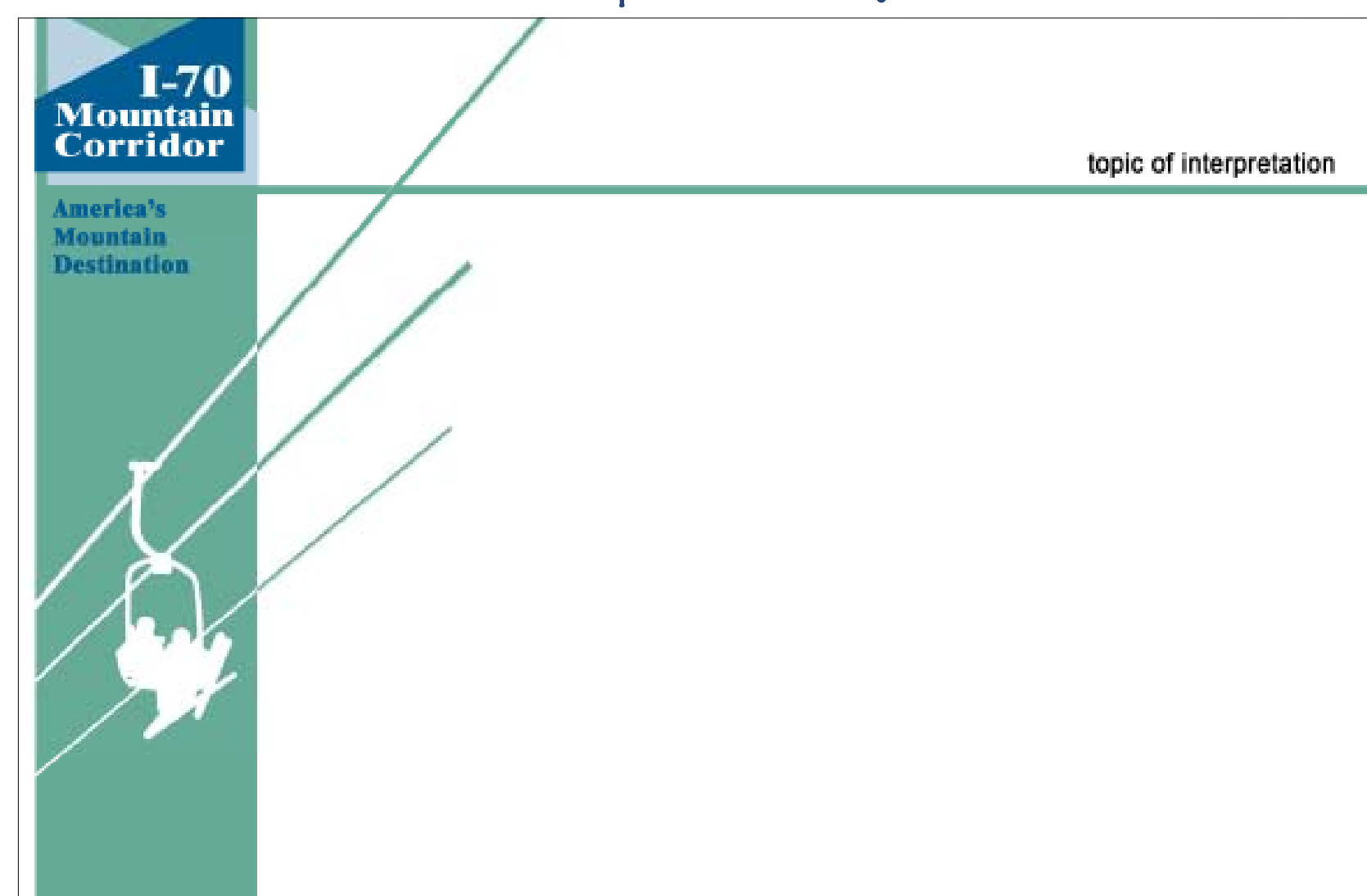
I-70 Mountain Corridor

BRANDING & IDENTITY



SIGN GRAPHIC EXAMPLE

America's Mountain Destination
Topic: Ski Industry



SIGN GRAPHIC EXAMPLE

Colorado Rockies Wild and Close
Topic: Ecosystems

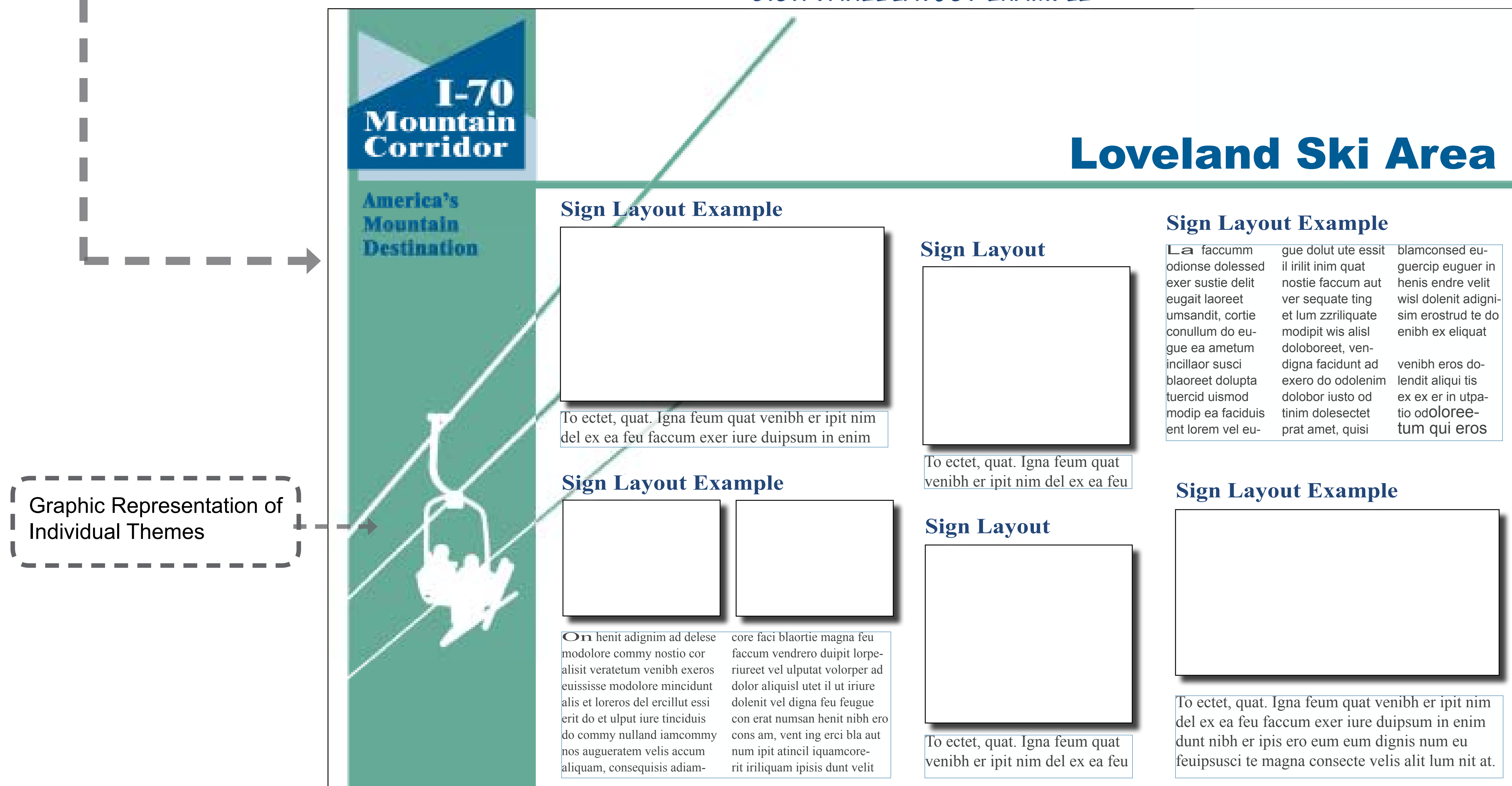


SIGN GRAPHIC EXAMPLE

The I-70 Mountain Corridor Connects You
Topic: Railroad Transportation



SIGN PANEL LAYOUT EXAMPLE



Graphic Representation of Individual Themes

SIMILAR EXAMPLE: AMERICA'S BYWAYS

America's Byways has recently completed a successful branding initiative. The consistent use of the approved Logo, Color Scheme and Tagline on roads designated by the U.S. Secretary of Transportation has built recognition within their consumer base.

LOGO



A logo is designed for easy and definite recognition. It helps build consistency, recognition and cohesiveness when used in the appropriate way.

TAG LINE



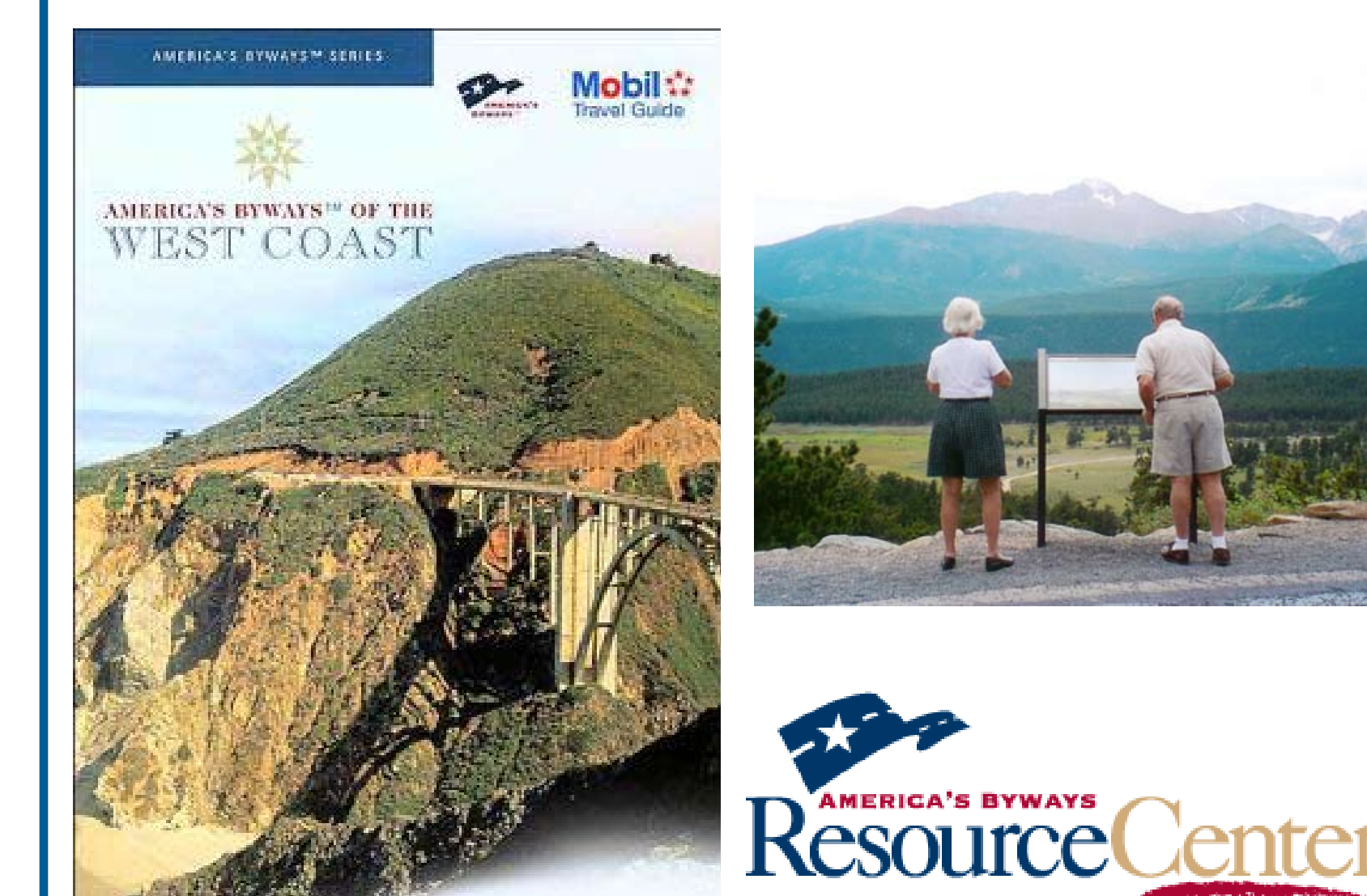
The "Come Closer" theme/tagline and its graphic representation connects individual byways to national brand.

COLOR SCHEME



Consistent colors within the branding create a cohesive identity.

SUCCESSFUL BRANDING IN ACTION



A variety of options are available for access to information created within a brand. Multiple access option connect the consumer to the brand. In a busier world the brand becomes important for the public's connection to the initiative.

BENEFITS OF A STRONG BRAND

- Brand strength attracts new visitors
- 70% of customers (visitors) want to use a brand to guide their purchase decision (travel plans)*
- Strong brands lend credibility to new products (new destinations)
- Loyalty drives repeat business (repeat visitors)
- Loyal visitors base is more likely to forgive a poor experience and return in the event of a mistake (heavy traffic, road construction, poor weather)

* America's Byways Graphic Standards Manual