

## **New Colorado Springs Logo Process FAQ**

### **Who created the new logo?**

Fixer Creative Co., Troy and Sara DeRose, owners and Colorado Springs residents.

### **Was the decision for new creative a direct result of public feedback and media attention?**

The “Rebrand the Springs” Facebook page and media coverage heightened our awareness of the issues with the logo. But it was the meeting with local designers and copywriters that was instrumental in guiding us to this decision. We received a series of professional, yet direct critiques that helped us better understand the opportunities for improvement. In the spirit of transparency and openness, the Task Force decided to tap into our local creative community through an open RFP process.

### **Why wasn't this approach taken with the local community from the beginning?**

The efforts of the Branding Task Force have been transparent and community focused from the beginning. From the initial kickoff to the brand launch, the brand development process included over 200 diverse people and organizations from the community. This was a well thought out, researched and vetted process. Ultimately, there were over 500 participants and countless hours that went into the released strategy and creative execution. In the spirit of continued transparency and collaboration, the Task Force was eager to tap into our local creative community in order to take all of the prior effort to the next level. Ultimately, this may have been the best way for it to unfold – it highlighted the need for collaboration throughout the entire process, including the rollout.

### **How was the design firm chosen?**

The Branding Task Force sought further input from the local design community to develop a process for selecting a design firm. The design community collaborated and presented the Task Force with a plan that was adopted with very few changes. The Curator Team was created by the Task Force and consisted of designers and marketing executives with logo creation experience. An open Request for Proposals was made to designers in El Paso, Teller and Fremont Counties. Of the 27 proposals received, four firms were chosen to create up to three logo concepts each and present to the Curator Team. After this process, Fixer Creative Co. was selected to design the final logo.

### **How was the Curator Team Chosen?**

The team was strategically put together to include local leaders who have strong and time-proven backgrounds in the design, strategic planning, branding and business development fields. People from various industries and diverse backgrounds were chosen as a representative cross section of the community. Heavy emphasis was placed on client-side branding experience as well as technical design skills. Finalists from the first round of the branding firm selection process were also approached for inclusion.

### **Why was a contract awarded to one design firm instead of showing some or all of the concepts to the public as originally planned?**

The four finalist designers all brought their best ideas to the table and the range of work was exciting and diverse. When the presentations concluded, one group's work and strategy stood out from the others. Fixer Creative Co. had thoroughly considered the problem and presented options that were visually attractive and reflected the brand strategy. The Curator Team was aware of the public's desire to stay informed and be part of the process, but through various discussions, it was decided that multiple logo concepts would be made available for public comment only if each of them was a concept that the Curator Team could stand behind as being a potential candidate as the final logo. After the first round, none of the concepts was ready for public viewing and comment. Instead, Fixer Creative Co. was retained to integrate Curator Team feedback to create the final logo.

### **Why was the logo up for a redesign, but not the tagline?**

The Branding Task Force chose to keep “Live it up” as one of the creative assets because it captures the essence of the brand strategy. However, based on public comment and recommendations from Fixer Creative Co, some adjustments have been made. While the phrase will still be used in various ways, it has

been recast as an element of the current campaign rather than as a permanent tagline. When the phrase is used, it will not include an exclamation mark as originally designed and will appear as a cohesive complement to the logo in both design, layout and font.

### **How many logo concepts were presented to the Curator Team by Fixer Creative Co.?**

When Fixer Creative Co. was retained to create the logo, they received extensive feedback from the Curator Team on the strengths and weaknesses of the original two concepts they presented. They were invited to present one or multiple ideas to the Curator Team. Logo creation does not follow a set formula. With some projects, a designer will have multiple concepts that they feel are equally strong. In others, one design stands out among the rest. Such was the case with Fixers Creative's revised design – a single direction that combined the best elements from previous concepts into a strong and focused mark. There was discussion about which font or font combination would best reflect the brand, and the Curator Team participated in that discussion with Fixer Creative Co. and the Curator Team reached a unanimous decision on the logo that would be recommended to the Branding Task Force.

### **What if there is negative feedback on the new logo?**

There will never be 100% consensus on creative. Members of the Task Force and Curator Team are confident that the process used resulted in an excellent logo that meets high design and marketing standards, even if a percentage of the population does not care for it on a subjective level. While the public is an important stakeholder in the process, the Task Force is confident about the people who led the community through this logo redesign process. Between the Branding Task Force and the experts on the Curator Team, the best decision was made to have Fixer Creative Co. develop the new logo.

### **Why were these colors chosen?**

Fixer Creative Co. designed the logo to capture the look and feel of living in view of a majestic mountain, and the energy that comes from living in such a setting. The vibrant colors we see in the logo are the same colors we find outside—a visual reminder of our truly beautiful setting and of all of the unique lives, activities, and stories that unfold here. The light blue represents our blue skies and clean air, the terracotta represents the vibrant red rocks of Garden of the Gods and the dark blue with a hint of purple represents the “mountain majesty” of Pikes Peak. By carefully choosing the various tones of blue, the logo transcends any connection to logos of other destinations within our competitive set or other Colorado organizations such as the Denver Broncos.

### **Why is the “C” included behind the mountain?**

Using a “C” that is similar to the mark in the state flag was intentional. Without infringing upon that mark, the Colorado Springs logo strongly declares that this is a city and region that represents the best that Colorado has to offer.

### **How much did the extension of the project cost and where did the funds come from?**

The budget for the extension of the brand deliverable totaled \$6,000, funded by various community organizations and private companies. None of the funds came from the City, CVB or tax dollars. Each of the four firms that presented concepts to the Curator Team was paid \$1,000. The firm selected to create the logo and usage guidelines was paid an additional \$2,000.

### **How will organizations and citizens use the logo?**

Not just a logo for visitors, the new Colorado Springs logo has always been intended as an identity that residents can display proudly and use to promote our city. Each organization and business has the ability to integrate the brand assets and logo as they see fit for their various audiences.\* The CVB has already started incorporating the brand strategy, imagery and logo in their advertising to leisure visitors in such publications and sites as:

*Living Magazine* (Texas)

*Redbook, Good Housekeeping, Women's Day* (Texas)

Airport advertising – Denver International Airport and Kansas City International Airport

*Journal Getaways* (Colorado and Kansas travel publication)

\*If you are interested in using the brand assets and logo in an official capacity, please contact the CVB for guidelines. Everyone is encouraged to download the existing assets for personal use without distortion.

**What does success look like for the brand and the logo?**

Success is when the creative assets are adopted by a variety of community organizations as they communicate with audiences outside and inside the Colorado Springs region. Whether it is downtown merchants or large corporations adopting the brand strategy, those using the assets realize they will offer continuity to the destination's message when marketing to visitors, relocating businesses and potential residents.

**If someone wants to use the new logo, how can get they obtain it?**

Various brand workshops will be hosted in the coming months to educate the community on how the strategy and new logo can be utilized in communications. To download assets, please visit [www.LiveltUpCS.co](http://www.LiveltUpCS.co).