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Adams County District Plan Brand Development

BRAND STRATEGY + NAMING

OVERVIEW OF PROJECT PHASES

- Research
 - Analysis
 - **Strategy + Naming**
 - Design
 - Implementation
- DRAFT

BRAND STRATEGY

Final Naming Filters & Objectives

FINAL NAMING FILTERS & OBJECTIVES

- **Is there historic reference/inspiration that may contribute to the naming rationale or provide precedent for the name itself?**
- **Is there sensitivity or potential risk related to wording?**
- **Is the naming concept and corresponding rationale representative of internal and external stakeholder insights and concerns from both Brighton and Adams County?**
- **Is the naming concept equally relevant to both Brighton and Adams County, given that 2/3 of the land is in Adams County?**
- **Does the naming concept promote feasibility of future trademark registration through the U.S. Patent and Trademark Office?**
- **Is a brand name URL available? What is the landscape for similarly named places, businesses, farms, etc.**
- **Is there the basis for a story we can tell through marketing communication?**

FINAL NAME SELECTION PROCESS

- **Following review of Commission survey results, naming has been refined to incorporate feedback, new findings, and considerations.**
- **Due to timeline, preliminary logo artwork has also been developed for each option.**
- **Rationales have been developed on multiple levels to support each brand naming concept through two lenses: stakeholder lens, and historical lens.**
- **Desired outcome: selection of a recommended naming concept with associated conceptual artwork suitable for further graphical refinement.**

Final Brand Naming Options

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CONCEPT A

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HISTORICAL RATIONALE

The town of Brighton was founded by railroad man and real estate developer Daniel F. Carmichael at the junction of the Denver Pacific (now Union Pacific) and the Denver and Boulder Valley Railroads.

Carmichael determined, “There should be a town here that would do credit to the splendid valley.” The junction, originally named Hughes after the first president of the Denver Pacific Railroad, had a long history as a crossroads of the West. The name was later changed from “Hughes” to “Brighton” when Carmichael filed the first plat for the town of Brighton on February 16, 1881. Then Brighton was incorporated as a town in 1887.

Source: Wagner, Albin. Brighton, Colorado (Images of America Series), 2009 Arcadia Publishing. Print.

STAKEHOLDER RATIONALE

- **Splendid: Magnificent; very impressive.** (Oxford Dictionary)
- **Stakeholders commented that the farmland is a mechanism for education about food, farming, nature, water, and history, etc. Splendid Valley aims to be inclusive of all of these aspects.**
- **The farmland acts as an open oasis amongst a sea of encroaching development. It is a welcomed breath of fresh air amongst development. The approximately 1,200 acres west of Sable has always been used as farmland.**
- **The brand must pay tribute to the past, but also communicate an optimistic future. This was expressed during interviews and surveys.**
- **The South Platte River Valley is eclectic. It is an important area for birds and pollinators, has a history of diversity, and is home to a growing array of activities. The different types of products grown and raised in the area is equally diverse.**

STAKEHOLDER RATIONALE

- **Opportunities exist for people to establish a close connection with their food and authentic experiences. Stakeholders identified young families who desire to pick their own produce, shop local, and get away from their urban environments as likely visitors to the area.**
- **Emphasizing the high-quality, nourishing aspects of the products as well as celebrating farming within the community is a stakeholder aspiration.**

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CONCEPT B

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HISTORICAL RATIONALE

When Walt Whitman came to Colorado in 1879, he sang the praises of the Platte Valley, “irrigated by mountain streams, one way looking east over the prairies for a thousand miles, and having the other westward, in constant view by day, draped in their violet haze, mountain tops innumerable...

Source: The Brighton Genealogy Society, Brighton, Colorado and Surround Area, 2006 Brighton Historic Preservation Commission. Print.

HISTORICAL RATIONALE

OUT WHERE THE WEST BEGINS

Out where the handclasp's a little stronger,
Out where the smile dwells a little longer,
That's where the West begins.

Out where the sun shines a little brighter,
Where the snows that fall are a trifle whiter,
Where the bonds of home are a wee bit tighter,
That's where the West begins.

Out where a fresher breeze is blowing,
Where there's laughter in every streamlet flowing,
Where there's more of reaping and less of sowing,
That's where the West begins.

Out where the world is still in the making,
Where fewer hearts with despair are breaking,
That's where the West begins.

Where there's more of singing and less of sighing,
Where there's more of giving and less of buying,
And a man makes friends without half trying,
That's where the West begins.

by Arthur Chapman

Source: The Brighton Genealogy Society, Brighton, Colorado and Surround Area, 2006 Brighton Historic Preservation Commission. Print.

STAKEHOLDER RATIONALE

- **Seeing the farm fields with vibrant colors as you enter Brighton/ District Plan area from I-76 was identified by stakeholders as being iconic.**
- **The South Platte River and unique irrigation system allowed agriculture to flourish. Stakeholders remarked that channeling river water to fields was critical in shaping the area.**
- **The South Platte River has contributed to creating nutrient-rich soil for growing high-quality produce. Many stakeholders said this was unique to the area when compared to the soil types of surrounding areas.**
- **Birding, the “Pollinator Highway,” other wildlife, and the ability for the area to stimulate all the senses was considered important and a major opportunity for the area. These stimuli are nearly impossible to experience in a city environment due to sirens, traffic, development etc. The brand conveys this.**

STAKEHOLDER RATIONALE

- **“The concept of ag land for ag production is exemplified here. Something we’ve been successful in conserving.”**

In addition, stakeholders desired to have see an optimistic brand that communicates that there are new programs and opportunities in farming to strengthen the agricultural economy.

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~ BRIGHTON, CO ~



~ ADAMS COUNTY, CO ~

NEXT STEPS:

- **Focus Group Validation**
- **Brand Logo Finalization**
- **Signage Design**
- **Brand Guidelines**