



DOMOTO

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Adams County District Plan Brand Development

BRAND STRATEGY + NAMING

OVERVIEW OF PROJECT PHASES

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

BRAND STRATEGY

Methodology Overview



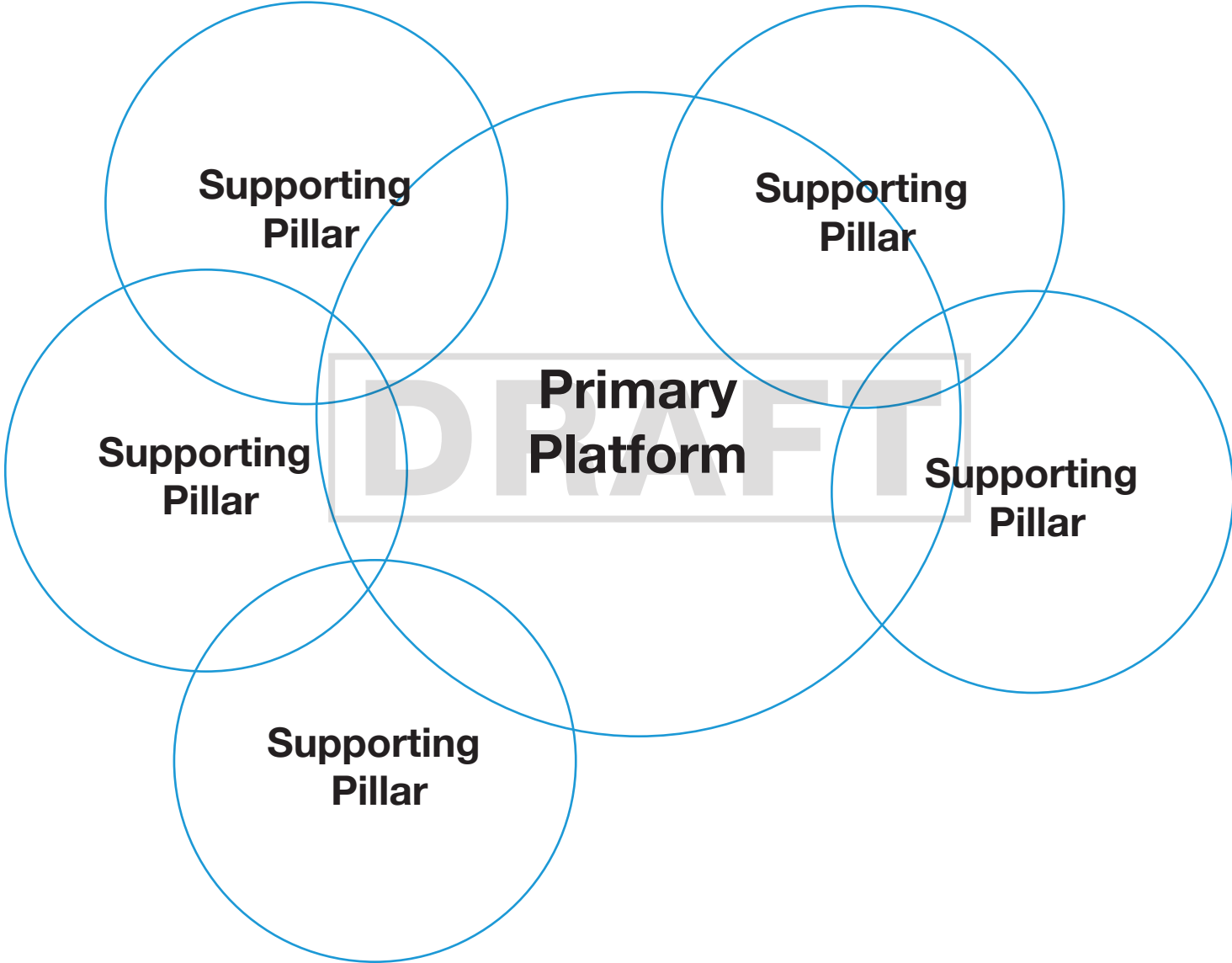
BRAND STRATEGY OBJECTIVES

- **Determine primary value drivers that resonate with both internal and external stakeholders**
- **Develop a finite, yet flexible structure allowing for communication of different messages to diverse audiences**
- **Develop a firmly anchored brand platform from which all future touchpoints may be derived**

Value Pillars

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PURPOSE OF BRAND VALUE PILLARS



BRAND VALUE PILLAR: **LEGACY**

- **Future**
- **Generational**
- **Gratitude**
- **Heritage**
- **History**
- **Heirloom**
- **Identity**
- **Roots**
- **Storytelling**
- **Tradition**

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BRAND VALUE PILLAR: **CULTIVATION**

- **Education**
- **Expansion**
- **Growth**
- **Investment**
- **Nurturing**
- **Optimism**
- **Vision**
- **Wholesomeness**

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BRAND VALUE PILLAR: **RESILIENCY**

- **Character**
- **Commitment**
- **Dedication**
- **Devotion**
- **Diligence**
- **Effort**
- **Experience**
- **Fortitude**
- **Integrity**
- **Overcoming**
- **Persistence**
- **Steadfastness**

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BRAND VALUE PILLAR: STEWARDSHIP

- **Conservation**
- **Healthfulness**
- **Management**
- **Perpetuity**
- **Preservation**
- **Protecting**
- **Responsible**
- **Safekeeping**
- **Sustainability**
- **Watchful**

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BRAND VALUE PILLAR: **ABUNDANCE**

- **Bountiful**
- **Diversity**
- **Flourishing**
- **Harvest**
- **Natural Beauty**
- **Plentiful**
- **Prolific**
- **Splendor**
- **Variety**
- **Vibrant**
- **Vigor**

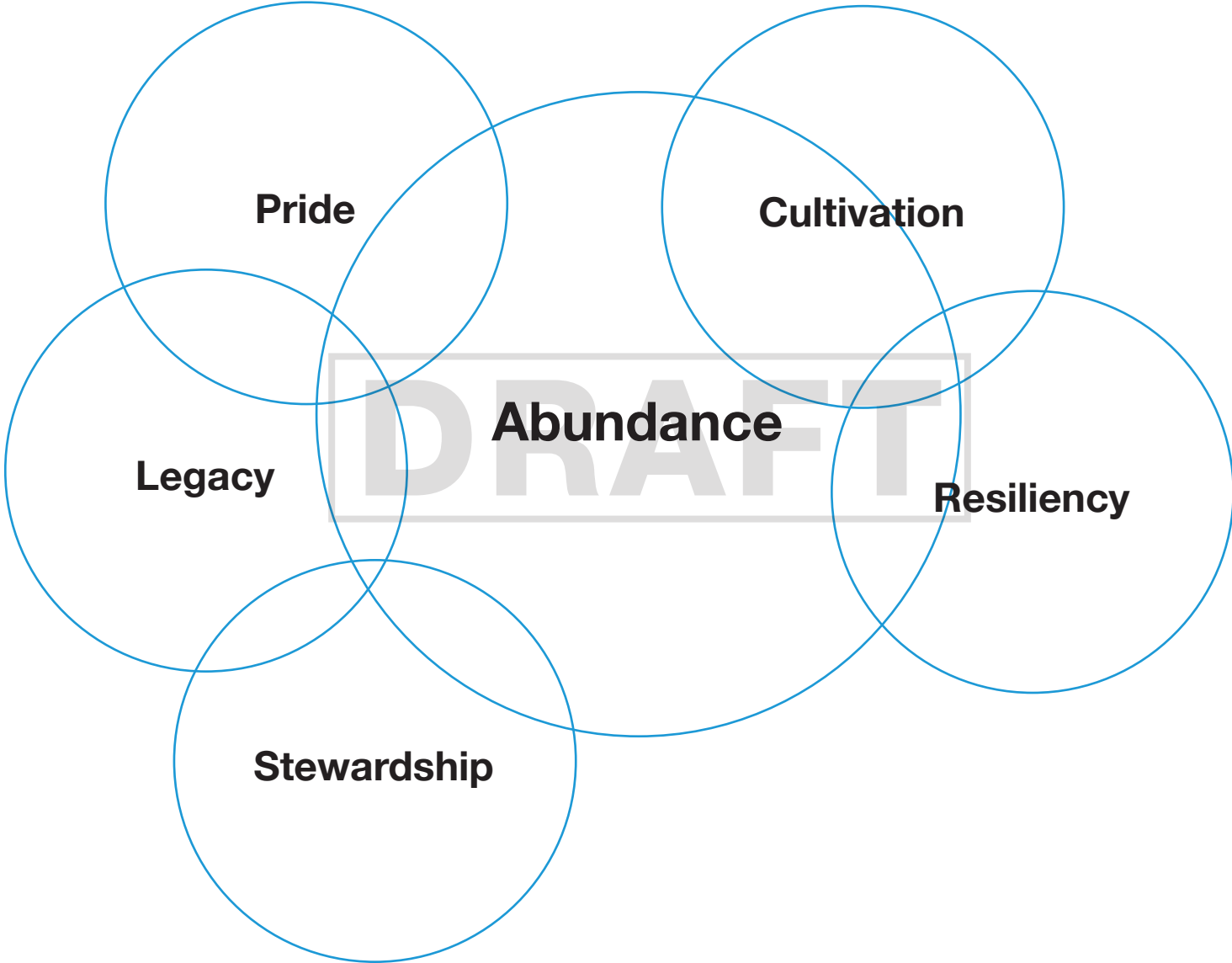
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BRAND VALUE PILLAR: **PRIDE**

- **Achievement**
- **Fulfillment**
- **Gratification**
- **Honor**
- **Local**
- **Quality**
- **Respect**
- **Satisfaction**

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PURPOSE OF BRAND VALUE PILLARS



Brand Naming

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TOPICS/IDEA SOURCES

- **Brighton and Adams County history, including names of important people and events**
- **Ways to celebrate and acknowledge diversity**
- **Ways to articulate the geographic area accurately and distinctively**
- **Ideas that promote quality, health, wellness, and nutrition**
- **Ideas that convey the unique aspects of the area including the river, birding, bees, etc.**
- **Tested a variety of naming applications, such as promoting produce, etc.**

Pollinator Path

DRAFT

VISIT

Pollinator

Path

COLORADO, USA

GROWN ALONG

Pollinator

Path

COLORADO, USA

DRAFT

RATIONALE

- **I-76 from Denver to Nebraska recently designated the Colorado Pollinator Highway.**
- **Pollinators are crucial to maintaining agricultural systems and humanity's way of life.**
- **Pollinators are diverse including insects and even birds.**
- **Preserving pollinators (and their habitat) is becoming more important with implications ranging from farming methods to tourism to policy.**
- **The Pollinator Path could define the geographic area included in the District Plan, working in conjunction with the Fulton Ditch Trail to connect agritourism destinations.**

Wholesome Homestead

VISIT
**Wholesome
Homestead**
COLORADO, USA

PRODUCT OF
**Wholesome
Homestead**
COLORADO, USA

DRAFT

RATIONALE

- **Produce and agricultural products from the District Plan Area contribute to nourishing society in a healthy way.**
- **The “wholesome” qualities of the area evoke a sense of nostalgia that may contribute to attracting agritourists.**
- **“Wholesome Homestead” reflects the small-town, working-class value system of the area. In many ways this differentiates and juxtaposes the urban sprawl of the Denver Metro Area.**

Hearth of the Harvest

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VISIT
Hearth of
the Harvest
COLORADO, USA

DRAFT

PRODUCED IN
Hearth of
the Harvest
COLORADO, USA

RATIONALE

- **A hearth of a fireplace is a traditional symbol of home, recalling a simpler time where strong connections between people, the earth, and food were more commonplace.**
- **The district plan area is a hotbed for agricultural activity. The name “Hearth of the Harvest” helps to define the area as the epicenter of agricultural activity.**
- **Hearth of the Harvest promotes the idea that warmth, nutrition, and products are distributed throughout the area to benefit others.**

Color Wheel Valley

DRAFT

VISIT
Color Wheel
Valley
COLORADO, USA

PRODUCT OF
Color Wheel
Valley
COLORADO, USA

DRAFT

RATIONALE

- **Amongst the most beautiful aspects of the area are the different colors and crops that cover the valley. The abundance of color is truly a living color wheel.**
- **The people, and their respective interests are eclectic, as are the types of product and agricultural products that are cultivated in the area.**
- **The Color Wheel Valley builds on the “Colorful Colorado” message.**
- **The agricultural heritage of the area is rich and diverse. Native Americans, Mexican-Americans, Japanese-Americans, German-Americans and many others played, and continue to play, important roles in the agricultural way of life. Color Wheel Valley celebrates this diversity.**

Farmer's Pocket

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VISIT
**Farmer's
Pocket**

COLORADO, USA

PRODUCT OF
**Farmer's
Pocket**

COLORADO, USA

DRAFT

RATIONALE

- **The South Platte River Valley including Brighton and Adams County has a unique history ranging from gold-seeking to railroads to ranching. However, the pocket of rich, loamy soil, perfect for farming made all of this possible.**
- **The Farmer's Pocket paints a unique visual that can be applied to brand identity design and messaging.**
- **The concept recognizes the blue collar approach to farming, agriculture, and life native to the Brighton area.**
- **The Farmer's Pocket is able to accommodate a wide-spectrum of agritourism experiences, food, farming, ranching and retail possibilities.**

Perennial Valley

DRAFT

VISIT

Perennial
Valley

COLORADO, USA

PRODUCT OF

Perennial
Valley

COLORADO, USA

DRAFT

RATIONALE

- **“Perennial” is defined as continuing without interruption, standing the test of time, and present at all times of the year. These characteristics accurately describe the people, soil, and production of the District Plan Area.**
- **Agriculture has been a perennial staple of the area since its earliest days, allowing an agrarian culture to set down roots that are both deep and wide.**
- **By preserving farmland, the people of Brighton, Adams County and those from other areas will be able to experience the products, flavors and attractions for generations to come.**

Storyview Valley

DRAFT

VISIT

**Storyview
Valley**

COLORADO, USA

PRODUCT OF

**Storyview
Valley**

COLORADO, USA

DRAFT

RATIONALE

- **If you lose the farmland, you lose the most visible representation of the area's roots and culture. This is Brighton and Adams County's story.**
- **From places like the Bromley Farm one can see the entirety of the area's landscape including the mountain views, plains, and fields.**
- **Stories can include all that goes on in the District Plan Area, as well as in the surrounding areas. Stories are inclusive of all activities, including farming and can be featured on various signs placed throughout the District Plan Area.**

Heirloom Basin

DRAFT

VISIT
Heirloom
Basin

COLORADO, USA

PRODUCT OF
Heirloom
Basin

COLORADO, USA

DRAFT

RATIONALE

- **An heirloom is defined as a valuable object handed down from one generation to another. In many cases farms have been this heirloom within the District Plan Area.**
- **The ability to preserve farmland and continue operating these lands as farms is a gift to future generations.**
- **In the future, the ability to experience agriculture and an enduring appreciation for farming will be a key to societal resiliency and ongoing preservation.**
- **The basin, created by the South Platte River is a collecting point for all things agriculture – whether that be the farms, animals, crops, and water, or the experiences one can have when visiting the Heirloom Basin**

Riversong Valley

DRAFT

VISIT

Riversong
Valley

COLORADO, USA

PRODUCT OF

Riversong
Valley

COLORADO, USA

DRAFT

RATIONALE

- **The close proximity to the South Platte River enabled the Native Americans and the earliest settlers to begin farming in the area.**
- **The South Platte River and unique irrigation system allowed cultivation of crops to flourish.**
- **The South Platte River has contributed to creating loamy, nutrient-rich soil which is ideal for growing the highest-quality produce.**
- **In addition to agriculture, the South Platte River Valley is one of the most important areas for birds and pollinators, who all contribute to the Riversong.**

NEXT STEPS:

Brand Logo Design

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