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**Adams County/City of Brighton
District Plan Area
Brand Development**

DRAFT

BRAND STRATEGY + NAMING

OVERVIEW OF PROJECT PHASES

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

MEETING AGENDA

- **Process Recap**
- **Focus Group & Survey Results**
- **Marketing Support Possibilities**
- **Historical Updates**
- **Logo Design Updates**
- **Next Steps**

BRAND STRATEGY
Process Recap DRAFT

PROCESS RECAP (WHERE WE'VE BEEN)

- **Have met five times during the lifespan of the project to review findings, make decisions and push progress.**
- **Conducted over 23 in-person or phone interviews totaling 20+ hours of insights with a variety of stakeholders including farmers, business owners, the commission, City/County staff, etc.**
- **Completed driving tour of the District Plan Area with City staff**
- **Analyzed stakeholder feedback to uncover key findings and informational insights.**
- **Created a strategic brand platform based on the aspect of abundance, supported by value drivers including cultivation, legacy, pride, resiliency and stewardship.**
- **Developed approximately 120 naming concepts both internally and via at-large submissions. Edited and utilized various filters to evaluate the feasibility, ability to promote brand ownership, and potential risks.**

PROCESS RECAP (WHERE WE'VE BEEN)

- **Visited Brighton historical archives to gain insight into historical relevancy/inspiration of concepts.**
- **Developed design concepts associated with viable naming options.**
- **Voted to select “Splendid Valley” as naming selection.**
- **Presented naming and design concepts via in-person focus groups in the local Brighton/Adams County area and in Denver using Denver-area participants.**
- **Developed and deployed a survey to local stakeholders as an opportunity to communicate feedback on the brand.**
- **Aggregated findings from both focus groups and surveys.**
- **Conducted brand design refinements based on feedback.**

BRAND STRATEGY
Focus Group & Survey Results

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BRIGHTON/ADAMS COUNTY FOCUS GROUP

- **“Splendid Valley” did not immediately communicate farming for local focus group participants, or sounded like “Splenda.” Positive reception to the female figure.**
- **As a whole, participants did like the basket of vegetables and the logo’s ability to create a sense of bountifulness. The female figure was discussed as not being specific to farming when compared to items such as catalogs for fertilizer, seed or other products which often feature fields, tractors or more ag-specific imagery.**
- **If “Splendid Valley” were to gain traction it may be an advantage that helps to further identify produce as local. With that said, it might be less advantageous to those farmers with an already established brand name**
- **The historic component of the logo was generally well received by the focus group and added more meaning to the area.**
- **However, historic mention of “Splendid Valley” in Daniel Carmichael’s obituary did little to improve overall naming like-ability.**

BRIGHTON/ADAMS COUNTY FOCUS GROUP

- **Most participants attributed the historic aspects of the area to select historic buildings (many outside the District Plan Area) and the land itself, which participants remarked had become scarce.**
- **A primary concern of focus group participants is the possibility of disappointment given the existing landscape and availability of attractions and other experiences.**
- **Horizontal lines were less expressive as crops and the Platte river in one-color versions.**
- **Participants expressed that visitors might expect an abundance of farms based on the logo with the potential to go from farm to farm, similar to the Red Rooster Route.**

Note: Focus group comprised of four individuals of similar age from similar industries. Three male participants, one female participant.

DENVER FOCUS GROUP RESULTS

- **Overwhelmingly positive immediate reception to the name and associated artwork.**
- **The female figure evoked different interpretations around the context, whether she was a woman working the farm, a woman attending a farmer's market from the city, etc.**
- **Participants described the logo as feeling “authentic,” not contrived or “too kitschy” or designed for the sole purpose of social media. Described as “serene, peaceful, local.”**
- **Participants said the logo could drive some additional trust around products grown in the area. However, the brand might more effectively drive awareness around locally grown food and one's ability to spend dollars to support local farms.**
- **Strong positive reception to the “historic” element of the logo. The historical evidence from Daniel Carmichael's obituary only strengthened this sentiment.**

DENVER FOCUS GROUP RESULTS

- **Mention of desire to visit Barr Lake, then Splendid Valley.**
- **Focus group participants expressed that they would expect to find a variety of agritourism and complimentary attractions – historical buildings such as a barn or one-room school house, or post office. Wedding venues, perhaps antique shop(s), a “lovely” bed and breakfast, farmers markets, farm experiences, or you could go to a corn maze. You might expect events such a music, a Fall Festival, hayrides, or visit a winery or brewery, etc. They expected to see small town agribusiness that’s close to the Denver area.**
- **Expected that there would be a block with 3-4 things to do, then you could hop in the car and do another activity.**
- **Participants were very excited to visit and felt the brand aligned tightly with their values and interests. They realize people are losing their farms and that the farming business is difficult. Maintaining the history, culture and farming industry is important to them.**

Note: Focus group comprised of four individuals of varying ages from different industries, residing in different parts of the Denver Metro Area. All were female participants. Two with children.

SURVEY RESULTS

- **Critical of either the “Splendid” or “Valley” components of the name based on immediate reaction. “Splenda” again mentioned.**
- **Generally liked the logo from a graphical perspective.**
- **Younger respondents (under 46+) responded more positively to the name, particularly after reading the historical passage.**
- **Older respondents (over 46+) responded more negatively to the name, even after reading the historical passage.**
- **Female respondents reacted very positively to the concept of having a woman as the focal point of the logo.**
- **Terms used to describe the subject matter: homesteading, farming, bountiful harvest, lush harvest, hard working, old fashioned, fresh, farm-to-table, open-plains, young woman, bountiful basket, opportunities to grow produce, harvesting from fields with water nearby, harvesting, hard work, conservancy, stewards of resources.**

Note: Survey participation comprised of seven individuals of varying age from different industries. Two male participants, five female participants. One with children.

KEY TAKEAWAYS

- **Positive focus group sentiment primarily with the Denver focus group and younger survey participants locally with regard to the name “Splendid Valley.”**
- **Strong positive response to subject matter by women especially.**
- **Older, locally-based focus group and survey participants were more critical of the words “Splendid” and “Valley.” Overall most local respondents did not think of the Brighton area as being in a valley.**
- **Overall, “historic” resonated positively with focus group and survey participants, particularly once they understood the context of the naming based on historical precedent.**
- **The choice of color palette and silhouette of the woman were generally regarded as the most successful elements of the logo.**
- **Local focus group and survey participants voiced concern over “lofty” expectations for the area and the ability to fulfill those expectations once people are attracted to the area.**

BRAND STRATEGY
Marketing Support Possibilities

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***BLUE RIBBON
SPORTS***

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MARKETING SUPPORT OPPORTUNITIES

Community Launch/Kickoff Event

- Celebrate the launch of the brand with a local community event featuring food, drinks, etc.
- Communicate brand goals and objectives.
- Provide a situational assessment conveying “why” the area is important to the community and culture of Brighton and Adams County.
- Describe process and provide important quotes and testimonials, focusing on supportive community members.
- Tell the story behind the brand and historical relevance.
- Educate the community on where they can expect to see the brand.
- Provide guidance on how the community can do their part to support the brand.
- Leave the community with branded merchandise/informational takeaways as a token of appreciation for their contributions.

MARKETING SUPPORT OPPORTUNITIES

Website and Social Media

- Strong focus on storytelling, highlighting the history and heritage in an authentic way. Video storytelling would be ideal.
- Educate people on the importance of agriculture in Colorado, the opportunities that exist, as well as the challenges confronting farming that drive the need for areas like this.
- Provide content highlighting local farms and businesses contributing to the area's ecosystem. Educate consumers on where they can find specific produce and ag products from the area in retail stores.
- Provide potential visitors with guidance on existing attractions, ancillary attractions, tips for their visit, and set expectations on what they can expect from their trip. Highlight close proximity to Denver.
- Produce downloadable PDF maps and itinerary recommendations in order to drive people to venues conducive to agritourism using all available modes of transportation.

MARKETING SUPPORT OPPORTUNITIES

Other Important Touchpoints

- Signs throughout the area creating a sense of place.
- Informational brochures helping to market and inform the area, distributed to high-traffic destinations in the District Plan Area and surround regions.
- Public relations new releases, interviews on different television and radio stations.
- Email newsletters and participation on message boards to highlight news, new attractions, and upcoming events going on in the area.
- Merchandising such as stickers, pins, postcards, etc.
- Identification signage for restaurants and other businesses partnering/sourcing produce and products from the area.
- Produce stickers working to identify products grown in the area.
- Build relationships/partnerships to bring exposure to the area.

Historical Rationale Update

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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.

CARMICHAEL, DANIEL F.

F82

Brighton City Father

How do you go about starting a town? Daniel F. Carmichael must have asked himself this question many times.

When the former railroad man filed the first plat (or official plan) for the new townsite of Brighton at the county court house in Denver Feb. 16, 1881 it was a little more than a railroad depot, a wind mill, a water tower, and a station master's house situated at a railroad junction on the open prairie.

It was an unlikely time to launch such an enterprise. 1880 was an exceptionally dry year. No rain fell until September. The Platte River dried up, the grass burned up, cattle from the surrounding ranches had to be moved to Wyoming, and the ditch companies that irrigated the tiny farms along the river had to settle claims from the farmers for water the companies were unable to deliver.

But Carmichael had faith in the future of the area. According to his obituary in the Brighton Blade March 3, 1911 he "took a fancy to the place and determined there should be a town here that would be a credit to the splendid valley of the Platte."

At that time Fort Lupton, north of the new townsite was already an established community and Island Station (now Henderson) was the center for the farms along the Platte and could boast of having had a substantial business establishment, including a hotel built in 1878.

Source: Brighton, Colorado and Surrounding Area: 1887-1987" by the Brighton Genealogy Society, Copyright 2006, Brighton Historic Preservation Commission

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Logo Design Update

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Original



PROPOSED LOGO REFINEMENTS

- Investigate making the rectangular aspects of the logo a bit softer, perhaps with the use of other shapes or rounded edges.
- Explore ways to make the horizontal lines more representative of farm fields with vegetables.
- Develop a strategy to further integrate Adams County, Brighton and Colorado in a version of the logo.
- Looked to make the border more “airy” and less “heavy.”
- Developed alternate color variation/composition to promote idea of enhanced “brightness.”
- Made minor adjustments to the woman’s profile in order to address assumptions of Caucasian ethnicity.

Revised A: Color Option A





Revised A: Color Option B





Revised B: Color Option A





Revised B: Color Option B





NEXT STEPS:

- **Brand Logo Finalization**
- **Signage Design**
- **Brand Guidelines**

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