



**National Western Center – Branding**  
**Citizens Advisory Committee Meeting**  
**September 28, 2017**



# WHAT IS BRANDING?

*“The purpose of branding is knowing and consistently living from a true identity, from a real story, so that executive leadership, sales, marketing, product, support, operations, and corporate culture all align and mature in a compelling manner that is meaningful to anyone who encounters the collection of people who make up a brand. A brand is the story of people headed in a direction, inviting you to journey with them.” – Pete Gall, What is the Purpose of Branding?*

# BRAND OBJECTIVES

- Represent the mission and vision of the new, redeveloped site
- Increase awareness locally, regionally, nationally and internationally
- Speak to a broad and diverse group of stakeholders
- Inspire companies and individuals to engage and partner with the site

# BRANDING RESEARCH

- Feedback from 386 individuals familiar with the site through surveys and face-to-face interviews
  - NWSS Members
  - NWSS Volunteers
  - National Western Center Employees
  - Colorado State University
  - Citizen's Advisory Committee (CAC), also presented live on May 25
  - World Trade Center
  - Denver Chamber of Commerce
  - Visit Denver
  - NDCC
  - History Colorado
  - Denver Museum of Nature and Science
  - Clinica Tepeyac
  - GES Neighborhoods
  - RiNo Art District
  - Denver Water

# CREATIVE CONSIDERATIONS – KEY THEMES

1. Balance the “spirit of the west” and the history of the site with the future focus on innovation, technology and food security
2. Maintain authenticity – NO DISNEYLAND!
3. Build on the strong sense of regional pride in our history and our strong agricultural industry – showcasing the benefits and uniqueness of Denver and the surrounding region
4. Be action focused, representing a vibrant, dynamic, complex, multi-purpose, connected, collaborative, learning environment
5. Represent inclusiveness, collaboration and accessibility – be culturally sensitive to local communities

# Where Heritage Meets Horizon

Since its early days, Denver has been a vibrant crossroads of ideas and culture in the pioneering pursuit of something more. Adventurous heart meets resourceful know-how. Cutting-edge development meets rustic livelihood. Wild innovation meets proud tradition. This convergence of hardworking values and big-idea vision has long inspired the desire to chase the horizon, together.



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## MOUNTAINS

Recognizable Colorado backdrop - establishes our unique pride of place

## WHEAT STALKS

A nod to the deep agricultural roots and the innovative global food solutions to come

## HORIZON LINE

Alluding to the region's long tradition of pioneering spirit, the horizon line promises the discoveries ahead

## WAGON WHEEL

Celebrates the region's western heritage

## GES

A nod to Denver's historic Globeville-Elyria-Swansea neighborhoods which host the center





# IMAGINE

## THE ADRENALINE

**2018 RODEO ALL-STAR**  
APRIL 14 - 15, 2018

NATIONAL  
**WESTERN**  
CENTER

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**REGENCY**

253

THE FARMER NEXT DOOR  
**DISCOVER**



**LOCAL  
FARMERS  
MARKET**

**FRIDAYS 2-7  
MAY - OCTOBER**



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