

DISTRICT PLAN COMMISSION

Agenda Packet
March 14, 2019
2:00 p.m.

(typically fourth Thursday of the month)

Adams County Government Center
5th Floor Study Session Room
4430 S. Adams County Parkway Brighton, CO 80601

COMMISSION MEMBERS

Alan Hale (Chair)

Amanda Griffin (Vice Chair)

Christy Dowling (Secretary)

Terry Cook

Kate Kielsmeier

Adam Kniss

Wayne Scott

Michelle Seubert

Wayne Walvoord

1. **Call to Order/Roll Call/Pledge of Allegiance**
2. **Presentation and discussion with Domoto Brands for District Plan Branding & Wayfinding Project (p. 2-6)**
3. **Public Comment**
4. **Adjournment**



adcogov.org/DistrictPlan

Please note: Contact Anneli Berube at aberube@brightonco.gov or (303)655-2252 with questions or if you require special accommodations.



DOMOTO

Building
Brands
People
Love.™

Adams County District Plan Brand Development

BRAND STRATEGY+NAMING

OVERVIEW OF PROJECT PHASES

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

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.
- The Commission will be presented up to three unique options.
- 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.