

Colorado

Tourism Office

brand platform

2010 - 2011

brand pillars

- the rugged beauty of the mountains is a constant backdrop
- nature is here for all to appreciate, experience and enjoy
- authenticity rooted in pioneering spirit
- diversity in in experiences, cultures and activities

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brand personality

- down-to-earth
- rugged, yet inviting
- playful, yet sophisticated
- straightforward and uncomplicated, yet stylish
- friendly, caring and warm

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brand positioning

For those who desire an authentic escape, Colorado is one-of-a-kind destination where the beauty of the landscape and abundant experiences create a wondrous playground that captivates and transforms the mind, body and spirit.

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reasons to believe

- the mountains are the heart and soul of the Colorado experience
- Colorado is diverse in its seasons and tourism products
- towns and cities offer a sophisticated, progressive lifestyle
- authentic experiences lead to personal realization

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brand promise

This land of natural beauty and casual sophistication will awe the senses and invigorate the soul.

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brand experience

- wonder + awe
- a feeling of being connected
- invigorating + inspirational
- an incredibly diverse offering of things to see, do and experience
- new perspective

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brand essence

Colorado experiences transform you.

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