



**BRAND BOOK** 1.0

# TABLE OF CONTENTS

---

## INTRODUCTION

Message from Mayor John Clark.....	3
The Role of Brand Identity.....	4
How to Use this Brand Book.....	5

## BRAND IDENTITY ELEMENTS

Key Messages.....	8
Vision	
Values	
Tagline	
Name in Text	
Boilerplate Language.....	9
Logo Usage.....	10
Correct Usage	
Design Guide.....	11-13
Fonts & Typography: Print & Internet	
Color Palette	
Illustration	

## BRAND ARCHITECTURE

Entity Relationship Diagram.....	15
Town Hall.....	16
Council	
Departments & Staff	
Programs & Committees	
Primary Partners.....	17
Chamber	

## BRAND EXAMPLES

Correspondence.....	19-20
Letterhead & Envelopes	
Business Cards	
Email Signatures	
Word Letterhead Template	
Notepads & Notecards	
Signage.....	21
Street & Highway Signage	
Park & Point of Interest Signage	
Banners	
Vehicles.....	22
Marshall's office	
Public Works	
Equipment	
Apparel.....	23

# INTRODUCTION

Message from Mayor John Clark

The Role of Brand Identity

How to Use this Brand Book



---

## MESSAGE FROM MAYOR JOHN CLARK

The Town of Ridgway has had a fascinating evolution over its 125-year history. Founded in 1891, we were originally a railroad town, situated at a crossroads between Montrose to the north, Ouray to the south, and Telluride to the west. The town was named for Robert M. Ridgway, superintendent of the Denver & Rio Grande Railroad. Over the last 75 years, Ridgway first went through a serious decline after the mining and railroad industries fell out of favor, and then was almost inundated by a reservoir project. It's no wonder we've been referred to as "The Town that Refused to Die".

In more recent decades, Ridgway has survived as a sleepy little ranching community. Then, over the course of the last decade, we've slowly established ourselves as a blossoming arts community. Ridgway was formally designated a Colorado Creative District in 2013. At the same time, we've been touted as one of the best locations in the state for access to all types of outdoor recreation, featuring world-class skiing in Telluride and Silverton, amazing ice climbing in Ouray, a rapidly expanding mountain bike trail system within a few miles of Ridgway, not to mention easy access to the vast canyoneering and whitewater rafting opportunities in Utah, New Mexico and Arizona.

A branding effort took place in 2013 as well, resulting in our new logo and tagline: "Think Outside". I think that phrase does an excellent job of conveying both our emphasis on creative thinking and innovative economic development endeavors, as well as our rich and diverse outdoor recreational opportunities. This Brand Book will serve to establish the appropriate uses for our logo and tagline for years to come.

John I. Clark  
Mayor, Ridgway, Colorado

---

## **THE ROLE OF BRAND IDENTITY**

A brand is more than a logo or an ad campaign: it's an identity. A strong brand can make an organization more recognized, more effective, and more compelling.

When building a successful brand, consistency is key. The Town of Ridgway uses specific language and a distinct photographic style—as well as a prescribed color palette, typographic family, and logo system—to represent our brand across all communications, from internal memos to public-facing outreach.

Every citizen, staff member and elected official plays a part in representing the Town of Ridgway. This book provides guidelines, templates, and examples to illustrate how the brand is used in various communications — so you can help keep our brand strong.

---

## HOW TO USE THIS BRAND BOOK

The Town of Ridgway Brand Brand Books is intended to help staff, partners, advertisers, designers and other vendors to convey the town's image in a consistent and distinctive manner.

*This Brand Book helps to ensure:*

- Appropriate use of the Town of Ridgway logo and tagline that are valuable assets
- Visual cohesion that makes it clear who is communicating
- Consistent messaging that results in less confusion and memorable impressions

By meeting with communications contributors to discuss their project objectives and supplying them with a copy of this Brand Book, we will be better prepared to create communications assets that work as a cohesive unit and build lasting value for the Town of Ridgway.

# BRAND IDENTITY ELEMENTS

Key Messages

Boilerplate Language

Logo Usage

Design Guide

TOWN OF RIDGWAY  
**KEY MESSAGES**

---

**COMMUNITY VISION**

Ridgway is a welcoming, community-minded, rural town situated in a beautiful mountain valley. We support learning, creativity and culture. We share a deep connection to the outdoors. We are committed to being economically sustainable and ecologically responsible.

**COMMUNITY VALUES**

- Civility, Diversity and Inclusivity
- Creativity, Innovation and Lifelong Learning
- Responsible Economic and Environmental Practices
- Our Incredible Natural Surroundings and the Opportunities they Provide
- A Viable Agricultural Community
- Vibrant and Sustainable Businesses
- A Pedestrian-Friendly Environment

**TAGLINE**

Think Outside: This phrase is intended to convey Ridgway's emphasis on creative thinking, innovative economic development endeavors, as well as our rich and diverse outdoor lifestyle.

**REFERRING TO THE TOWN OF RIDGWAY IN TEXT**

- On first reference, use the Town of Ridgway.
- On subsequent references, repeat the organization's full name: the Town of Ridgway
- For variety and where appropriate, use the first-person plural: we, our, us.
- Do not use the initials TOR.
- Do not shorten name to "The Town."



## BOILER PLATE LANGUAGE

---

**Ridgway is nestled in the picturesque Uncompahgre Valley and surrounded by the majestic snow capped peaks of the Cimarrons and San Juans, some of the most photographed mountains in the world.** The town is located at the northern entrance of the San Juan Scenic and Historic Byway, one of America's most spectacular highways. With nearly 300 glorious days of sunshine, it is the perfect town to enjoy and explore a broad spectrum of outdoor activities and year-round cultural events.

**A quiet western town with charismatic energy – Ridgway is a way of life.** The town was founded in 1890 as the headquarters of the world famous Rio Grande Southern narrow gauge railroad serving the area's rich silver and gold mines, ranches and farms. Today the railroad is gone, but its memories remain at the acclaimed Ridgway Railroad Museum. The ranches still dot the valley, preserving open space so special to the area. There is also an amazing wildlife presence throughout the region. Most famous are the bald eagles, which nest in the cottonwoods along the Uncompahgre River.

**Ridgway, as a designated Creative Arts District, is also known for it's vigorous arts community.** The town boasts a new concert stage in Hartwell Park which is home to the summer outdoor Concert Series. In addition, the newly restored Sherbino Theater offers music, movies and much more. Several studios, galleries, and sculptures are here to discover. Dozens of one of a kind, family-owned shops and several award-winning restaurants plus a local brewery make this an exciting place to settle in and spend some time.

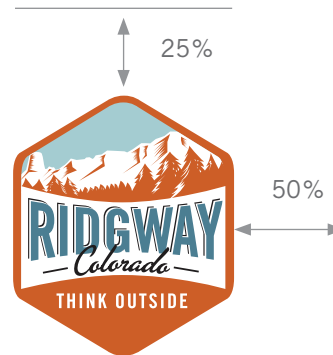
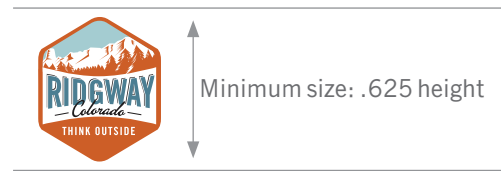
TOWN OF RIDGWAY  
**LOGO USAGE**

**CORRECT USE OF THE MARK**

**Typography:** DO NOT change, take apart or manipulate “Ridgway”, “Colorado” or “Think Outside”.

**Color:** DO NOT change color palette, must be maintained as is.

**Illustration:** Can be used in other applications such as signage, vehicle or banner graphics.



Logo in relation to other elements:  
Distance must be aligned to 50% of  
logo width and 25% logo height  
proportional to logo usage.

## FONTS & TYPOGRAPHY

---

### CORRECT USE OF FONTS & TYPOGRAPHY



**Ridgway:** Langdon

**Colorado:** Las Vegas

**Think Outside:** Trade Gothic Bold Condensed

### PRINT USAGE

---

#### HEADLINES: TRADE GOTHIC BOLD - ALL CAPS

##### Subheads: Trade Gothic Bold

**Body Content: Trade Gothic Regular.** This is body copy placeholder text esed magnate disitatis cullia volorischiis res est et ipsant. Ullaut rem hit expelitiae. Bus, necto qui voloria tem re pe ni rem antia dolum quae net lacerit eum volut voluptius, corias eos soluptasimi, sinulpariam fugitium quo conse rescias dolest lam quiasin etur? Litae nimintiorit aliaepaerum volorit et porehenime labore et esciis excestias re accum esciatat.

### INTERNET EQUIVALENT

---

#### HEADLINES: OSWALD BOLD - ALL CAPS

##### Subheads: Oswald Bold

**Body Content: Lato.** This is body copy placeholder text magnate disitatis cullia volorischiis res est et ipsant. Ullaut rem hit expelitiae. Bus, necto qui voloriatem re pe ni rem antia dolum quae net lacerit eum volut voluptius, corias eos soluptasimi, sinulpariam fugitium quo conse rescias dolest lam quiasin etur? Litae nimintiorit aliaepaerum volorit et porehenime labore et esciis excestias re accum esciatat.

# COLOR

---

## CORRECT USE THE COLOR PALETTE



### RED

cmyk: 15/75/100/4  
rgb: 204/94/40  
hex: #cc5e28

### BLUE

cmyk: 74/41/33/5  
rgb: 76/125/145  
hex: #4c7d91

### BLACK

cmyk: 70/67/64/74  
rgb: 34/31/31  
hex: #221f1f

### BLUE

cmyk: 35/8/16/0  
rgb: 165/204/208  
hex: #a5ccd0

TOWN OF RIDGWAY  
**ILLUSTRATION**

---

**CORRECT USE OF THE ILLUSTRATION**

Can be used as is or simplified (if medium dictates) and resized for: banners, signage, outdoor installations, vehicles and equipment



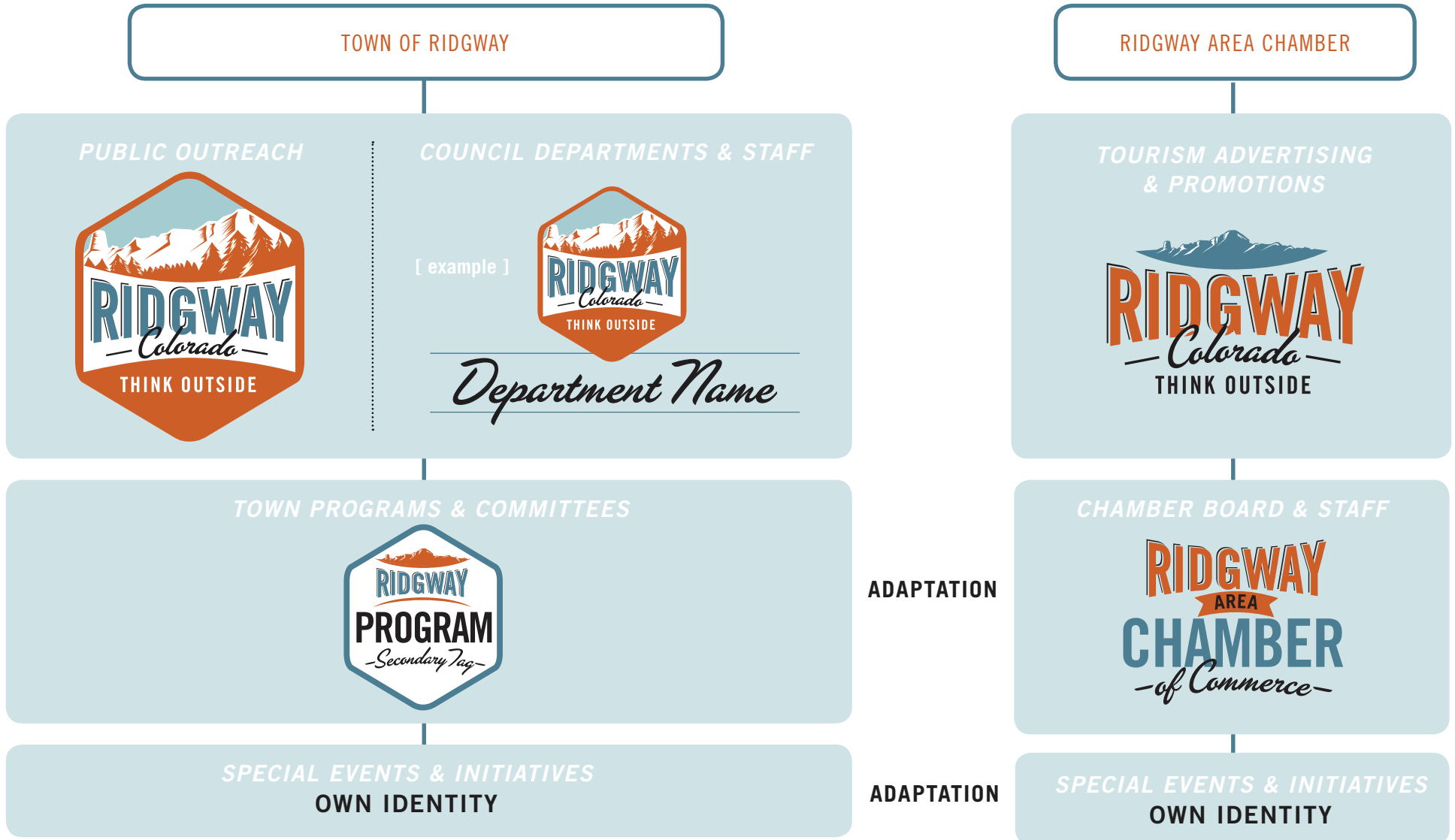
# BRAND ARCHITECTURE

Entity Relationship Diagram

Town Hall

Primary Partners

TOWN OF RIDGWAY  
**ENTITY RELATIONSHIP**



TOWN OF RIDGWAY  
**TOWN HALL**

---



PUBLIC OUTREACH



COUNCIL DEPARTMENTS & STAFF

---

*Department Name*

---



TOWN PROGRAMS & COMMITTEES



TOWN OF RIDGWAY  
**PRIMARY PARTNERS**

---

RIDGWAY AREA CHAMBER OF COMMERCE



TOURISM ADVERTISING, WEBSITE & PROMOTIONS



CHAMBER BOARD & STAFF

# BRAND EXAMPLES

Correspondence

Letterhead & Envelopes

Street Signage

Vehicles

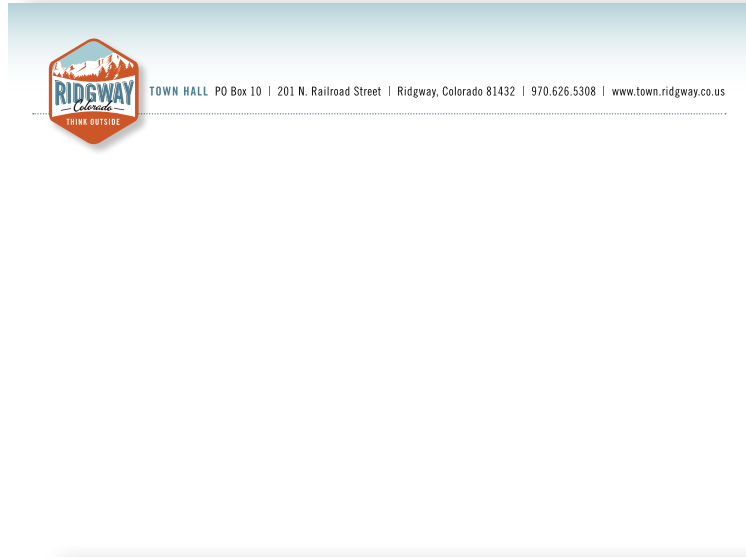
Apparel

TOWN OF RIDGWAY  
**IDENTITY COLLATERAL**

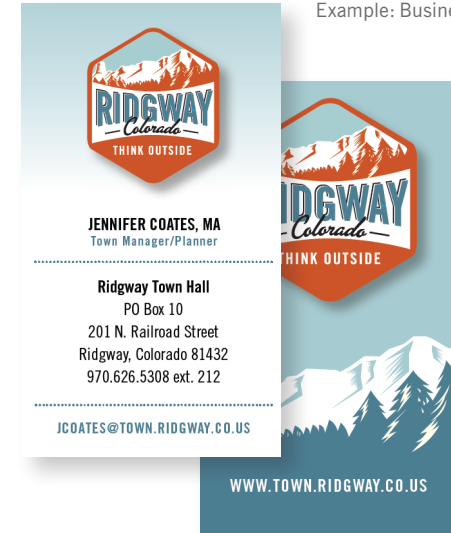
**FORMAL CORRESPONDENCE**

Includes: Letterhead, Envelopes & Business Cards & Email Signatures

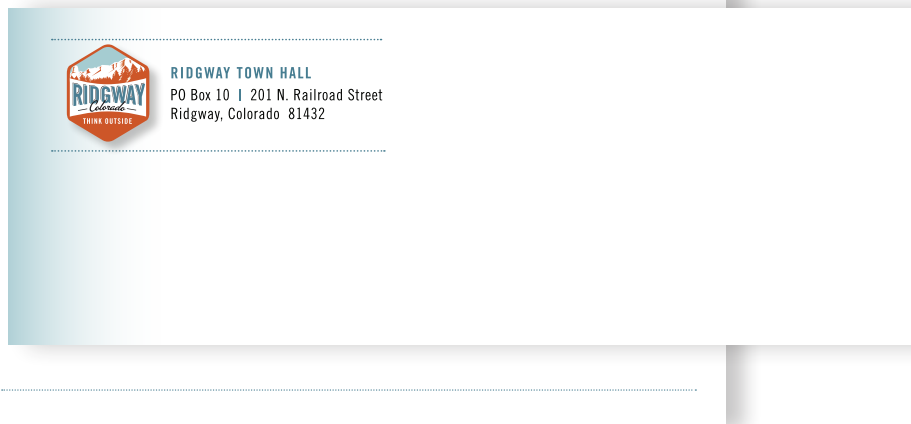
Example: Letterhead



Example: Business Cards



Example: A10 Envelope



Example: Email Signature  
(Note Arial Narrow font used for compatibility)



**JENNIFER COATES, MA**  
Town Manager/Planner

**Ridgway Town Hall**  
PO Box 10 | 201 N. Railroad Street | Ridgway, Colorado 81432  
970.626.5308 ext. 212 | [jcoates@town.ridgway.us](mailto:jcoates@town.ridgway.us)

**TOWN.RIDGWAY.CO.US**

(A digital copy of the signature can found in the asset library titled:  
Town of Ridgway Digital Signature.docx)

# IDENTITY COLLATERAL

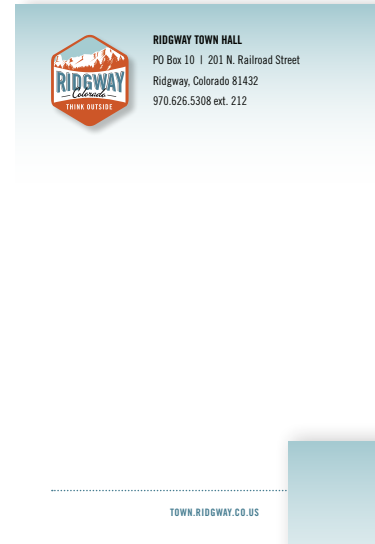
## INFORMAL CORRESPONDENCE

Includes: Word Letterhead Template, Notepads & Notecards

Example: Word Letterhead Template



Example: Notepads



Example: Notecards

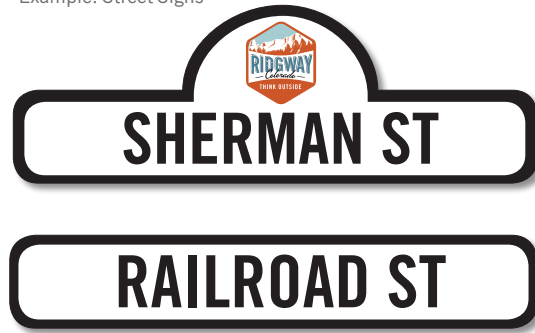


TOWN OF RIDGWAY  
**STREET SIGNAGE**

---

Includes: Street & Highway Signage, Park & Point of Interest Signage and Banners

Example: Street Signs



Example: Outdoor Banners (Note use of extended and simplified illustration)



# VEHICLES & EQUIPMENT

---



Example: Vehicles (Note illustration simplified for medium and application)



---

*Public Works Dept*

---

Example: Vehicle and Equipment graphics with department name (Note Las Vegas font used)

# APPAREL

## TOWN & INTERDEPARTMENTAL

Example: Hats with Department listed on side of hat (or back if desired)



back



front



Example: T-shirt graphics with department name (Note Las Vegas font used)