

THE TOWN OF
BUENA VISTA
BRAND GUIDELINES



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THE TOWN OF BUENA VISTA BRAND

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HOW TO USE THE BRAND AND GUIDELINES

The Brand and Logo Guidelines book is designed to establish and strengthen brand equity through unified messaging, repetition, and frequency. The Brand Analysis, Brand Essence, and Brand Attributes are a guide to actively managing Buena Vista's reputation.

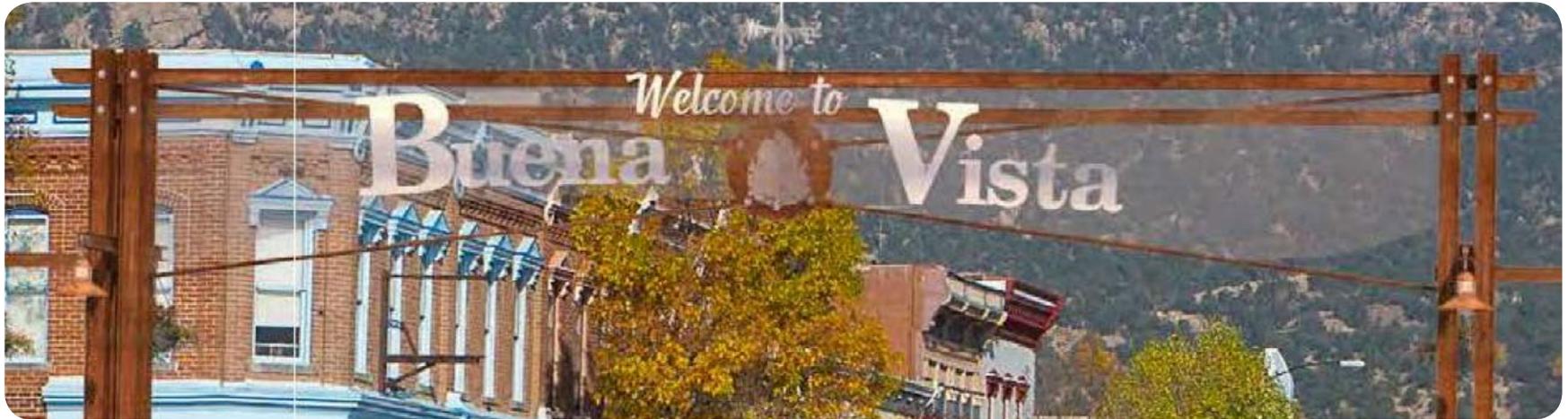
The Buena Vista brand is more than just a location. It's the perception of the town, its strengths, differentiators, and everything that encompasses how the town is described. Ultimately the brand is defined by residents, business owners, and visitors and how they perceive these elements working together. While Buena Vista cannot control people's opinions, the Brand and Logo Guidelines book ensures a greater level of communication success by staying true to these elements in order to actively influence Buena Vista's reputation.

THE TOWN OF
BUENA VISTA

BRAND

THE TOWN OF BUENA VISTA BRAND

INTRODUCTION



For the outdoor enthusiast hungry to connect with nature and discover a genuine sense of place, Buena Vista offers unlimited recreational opportunities, unobstructed views, and a rich local heritage supported by a welcoming, laid-back community where people take care of one another.

Unrivaled access to the Arkansas River, Brown's Canyon National Monument, and an impressive collection of fourteeners add to the natural allure.

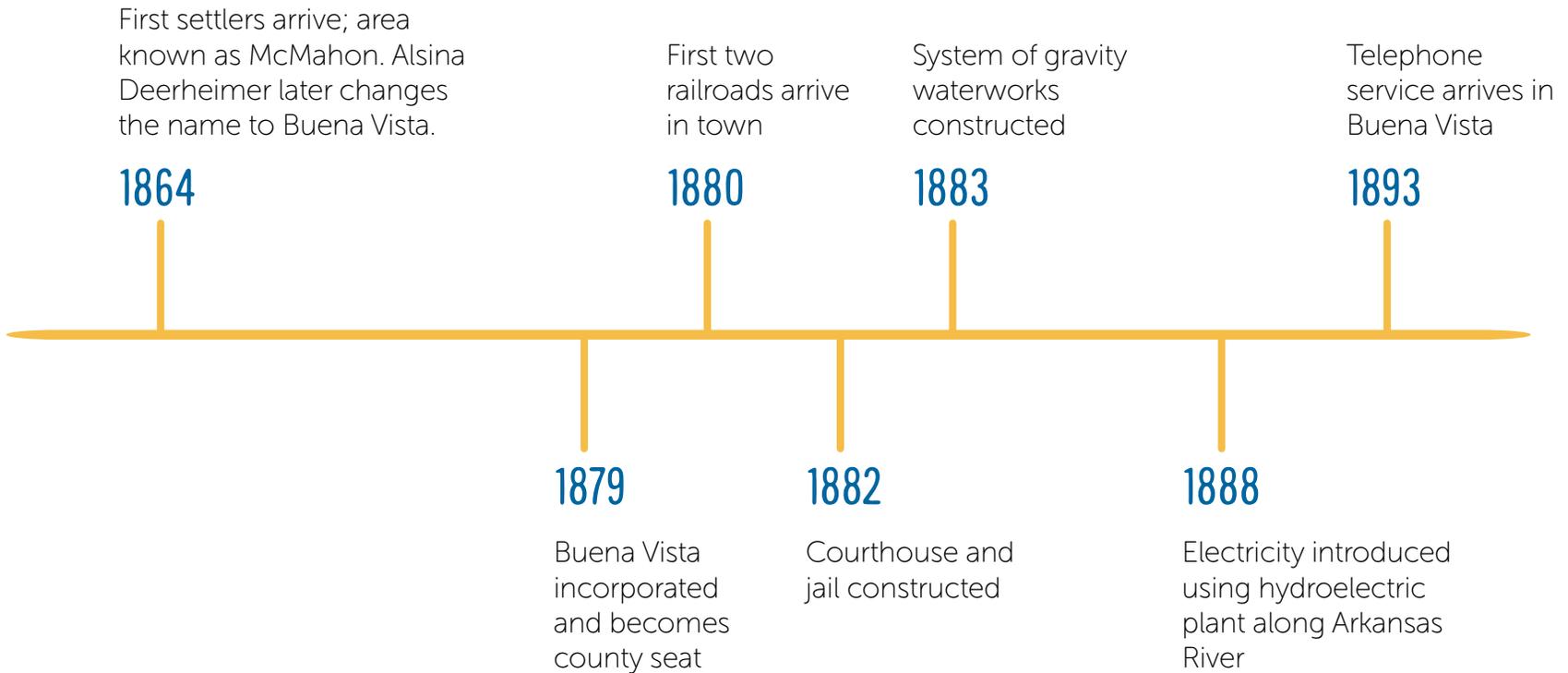
Buena Vista's commitment to health and wellness, its distinct entrepreneurial spirit, and a firmly rooted community make it a place locals love to call home and others love to visit.

THE TOWN OF BUENA VISTA BRAND



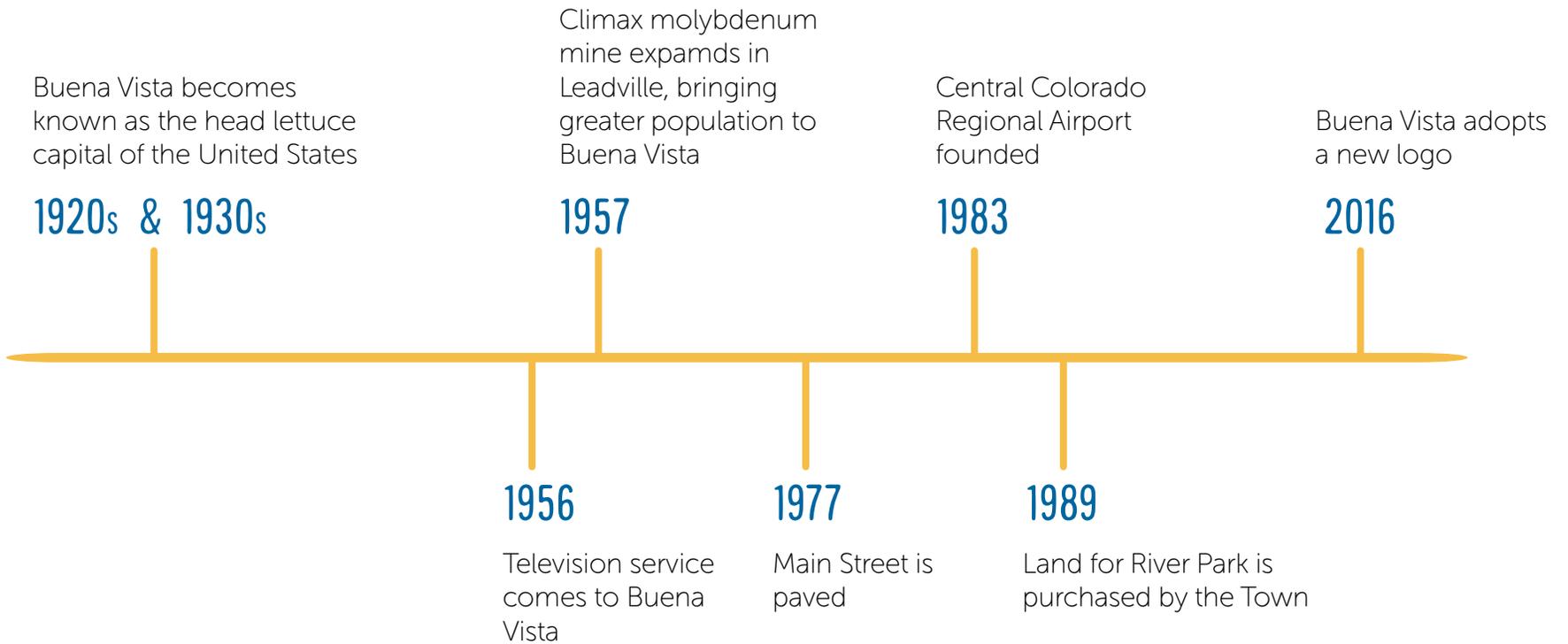
THE TOWN OF BUENA VISTA BRAND

TIMELINE



THE TOWN OF BUENA VISTA BRAND

TIMELINE



THE TOWN OF BUENA VISTA BRAND

TOWN SEAL & HISTORICAL LOGO



The Town Seal



Until it was replaced with the new logo in 2016, the Buena Vista logo depicted a mountain goat standing on a bluff with mountains and trees in the background.

THE TOWN OF BUENA VISTA BRAND

TOWN SEAL & HISTORICAL LOGO

The old tagline, which one can still run across from time to time in town, was the product of a 'town slogan contest' that took place in 2005. The winning entry was submitted by a resident of Pleasanton, California.



"Buena Vista: 8,000 Feet Above Average"

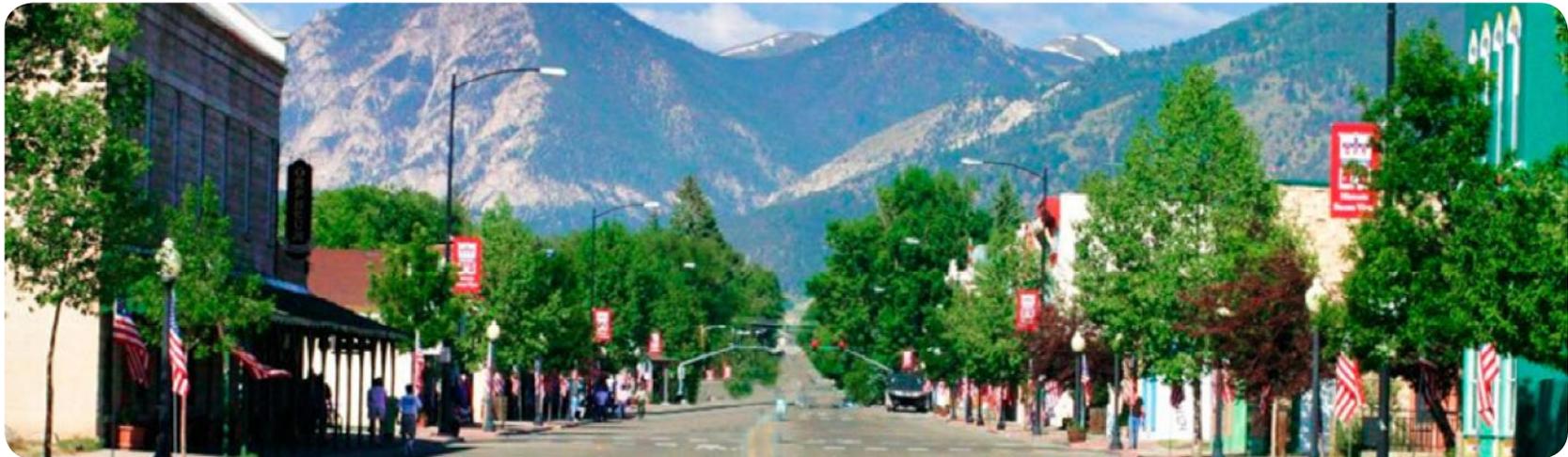
THE TOWN OF
BUENA VISTA

KEY MESSAGES

KEY MESSAGES

POSITIONING STATEMENT

For Buena Vista, the positioning statement is an internal guide to weigh business goals, town planning, development opportunities, marketing initiatives, and event/partnership strategies. All decisions should be measured by the degree to which they meet the positioning statement's brand attributes.



Located in the Upper Arkansas Valley of central Colorado, the Town of Buena Vista embodies community spirit and a strong sense of place, offers high-quality services, and supports a well-planned environment where citizens can enjoy financial prosperity and great recreational opportunities.

KEY MESSAGES

COMPETITIVE LANDSCAPE



Buena Vista embodies many characteristics attractive to its 2,700+ residents, close to 500 businesses, and thousands of annual visitors: access to outdoor recreation, mountains, and the Arkansas River; a strong sense of community; and a rich heritage with a lovely historic downtown.

KEY MESSAGES

COMPETITIVE LANDSCAPE



CITY NAME	BUENA VISTA	SALIDA	DURANGO
POPULATION	2,724	5,236	16,887
SIZE	3.4 SQUARE MILES	2.6 SQUARE MILES	6.8 SQUARE MILES
WHAT DO THEY HAVE THAT BV DOESN'T?		MORE RESTAURANTS/SHOPS 20 MINUTES TO SKI AREA HOSPITAL MORE CHAIN BUSINESSES AMPHITHEATER STEAMPLANT EVENT CENTER CREATIVE DISTRICT	RAILROAD NATIONAL PARK WITHIN 40 MIN. VALLECITO LAKE 2 NEARBY SKI RESORTS CHAPMAN HILL REC AREA TWO COLLEGES THEATER, MUSEUMS, HOSPITAL
TOURISM MARKET	COLORADO, TEXAS, CALIFORNIA, OKLAHOMA, KANSAS, NEVADA, LOUISIANA	COLORADO, TEXAS, CALIFORNIA, OKLAHOMA, KANSAS, NEVADA, LOUISIANA	NEW MEXICO, COLORADO, ARIZONA, TEXAS
BIGGEST EMPLOYERS	BV CORRECTIONAL COMPLEX	REGIONAL MEDICAL CENTER REAL AMERICAN ACTIONWEAR WALMART AND SAFEWAY	LA PLATA COUNTY GOVT DURANGO MOUNTAIN RESORT WALMART

KEY MESSAGES

COMPETITIVE LANDSCAPE



CITY NAME	WOODLAND PARK	PAGOSA SPRINGS
POPULATION	7,163	1,750
SIZE	5.66 SQUARE MILES	4.88 SQUARE MILES
WHAT DO THEY HAVE THAT BV DOESN'T?	LARGER COMMUNITY PIKES PEAK/TRAIN CLOSE TO LARGE CITY DINOSAUR RESOURCE CENTER FOSSIL BEDS NAT'L MONUMENT	HOT SPRINGS IN TOWN PERFORMING ARTS COMPANY MOVIE THEATER ICE RINK HOT AIR BALLOONING
TOURISM MARKET	COLORADO, TEXAS, OKLAHOMA, KANSAS, CALIFORNIA	COLORADO, NEW MEXICO, TEXAS, OKLAHOMA, CALIFORNIA, ARIZONA
BIGGEST EMPLOYERS	GOLD MINING COMPANY WALMART PIKES PEAK REGIONAL HOSPITAL	SCHOOL DISTRICT CITY MARKET HOSPITAL DISTRICT

KEY MESSAGES

COMPETITIVE LANDSCAPE: OUTDOOR RECREATION



KEY MESSAGES

COMPETITIVE LANDSCAPE: MOUNTAINS & RIVER



KEY MESSAGES

COMPETITIVE LANDSCAPE: COMMUNITY



KEY MESSAGES

COMPETITIVE LANDSCAPE: HERITAGE



KEY MESSAGES

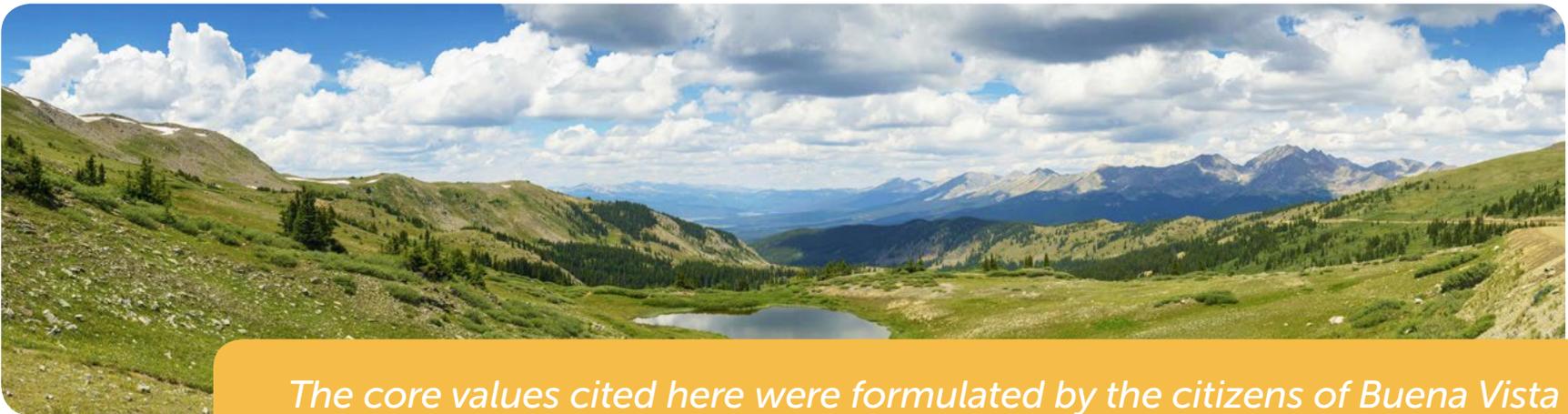
CORE VALUES

The Core Values are how we describe our brand personality in written form. They're how we communicate who we are and the words that we use to "shape thought" about our brand. Through consistent and frequent repetition of these values, a brand plays an active role in managing its reputation by influencing people's thoughts, feelings, and emotions.

KEY MESSAGES

CORE VALUES

- A safe, quiet community in which to live, work, and play
- Friendly people with a spirit of self-determination
- A defined sense of place, expressed in the town's history and architecture
- Accountability, visibility, and efficiency in getting things done
- Environmental responsibility and sustainability
- Economic diversity and stability that ensure all residents feel welcome



The core values cited here were formulated by the citizens of Buena Vista during the Comprehensive Plan updating processes in 2008 and 2016. They represent a succinct formulation of the aspirations of Buena Vista's residents.

KEY MESSAGES

OVERALL MESSAGE

Key messages build a foundation to describe an initial perception of Buena Vista and what it embodies. These messages will be used to articulate Buena Vista's core values during interactions with residents, business owners, visitors, media, and the community. The overall message encompasses all of Buena Vista's core values. These messages should be incorporated into all collateral materials, the town website, and media interviews.



Buena Vista is a humble, friendly, genuine, outdoor community where people take care of each other, prioritize health and wellness, and foster a flexible entrepreneurial spirit that seeks to make the most of this beautiful town. It is a quiet, sometimes even sleepy place where you rarely have to fight a crowd and can escape from the bustle of major resorts. Whether you're a resident or a visitor, there is always something new and special to discover.

THE TOWN OF
BUENA VISTA

TARGET AUDIENCE

TARGET AUDIENCE

SEGMENTS

Each market segment has different needs when it comes to their reasons for visiting Buena Vista. Below is an overview of customized marketing messages that will help match the town's value with the specific needs of that individual segment.

NEW RESIDENTS - SURROUND YOURSELF WITH

- Opportunity
- Support
- Inspiration

VISITORS - SURROUND YOURSELF WITH

- Community
- Nature
- Solitude

NICHE - SURROUND YOURSELF WITH

- Balance
- Fresh air
- Happiness

TARGET AUDIENCE

NEW RESIDENTS

New Residents (age 25 -40): Young families looking for entrepreneurial opportunities

New residents are seeking economic opportunity, community and educational support, and inspiration. Buena Vista can draw them in with business incentives and the excellent local school system.



TARGET AUDIENCE

VISITORS

Visitors (age 35-55): Colorado residents who know better than to visit busy tourist spots

Visitors are seeking community, nature, and solitude. Buena Vista's authenticity, small-town vibe, and slow pace will appeal to those seeking a relaxing respite from the usual routine.



TARGET AUDIENCE

NICHE

Niche (age 45-65): People seeking an active lifestyle through health and wellness

Buena Vista's niche audience is hoping to discover lifestyle balance, a connection to nature, and happiness. They will be drawn by the beautiful surroundings and local outdoor amenities such as hot springs and the extensive trail system.



THE TOWN OF
BUENA VISTA

LOGO

LOGO

OVERVIEW

A logo is your visual ambassador to the world, and must be both memorable and distinct. It is also the central element of any identification system and the most recognizable representation of your brand.

The following section will lay out the foundation to support Buena Vista's key messages and identity. It will provide specific guidelines on how to use the logo effectively and consistently throughout all marketing collateral related to the Buena Vista brand. The Buena Vista logo must appear in the following formats.

LOGO

OVERVIEW

A circular shape is traditional and suggests community and endurance. The color palette draws from our beloved state flag and reflects Buena Vista's pleasant climate and numerous days of sunshine and blue skies. The darker blue, three-peaked mountain depicts the majestic Mt. Princeton as seen on the descent from Trout Creek Pass. The smaller peaks on either side represent the 14ers flanking Mt. Princeton on each side, and commemorate the year that the Town of Buena Vista was incorporated. The water element located at the bottom of the logo represents the Arkansas River and the forward-thinking momentum that carries Buena Vista into the future. The typographic element is humble, handwritten, and friendly and exists in harmony with the graphical elements.

The logo combines a historical feel with a modern aesthetic and seeks to update the public persona to depict the town more accurately.



LOGO

CLEAR SPACE & MINIMUM SIZE

Minimum Clear Space

To protect the integrity and clarity of the Town of Buena Vista logo, at least 1/4" of clear space should surround it.

Minimum Size

To maintain the legibility of the logo, the minimum size at which it can be reproduced is 3/4". When using the minimum size, use the truncated version of the logo which depicts "BV" in place of "The Town of Buena Vista" for optimum visibility.

Color Usage

In most instances, the color version will be the logo of preference. For certain printed materials, the grayscale or black and white logo may be a more attractive option. Do not alter the logo colors.



LOGO

SMALL LOCKUP

When using the logo in smaller spaces, use the small logo lock containing the letters “BV” rather than “The Town of Buena Vista” for better visibility and clarity. Examples include website favicon, the corner of presentations for repetition, social media profile pictures, etc.)

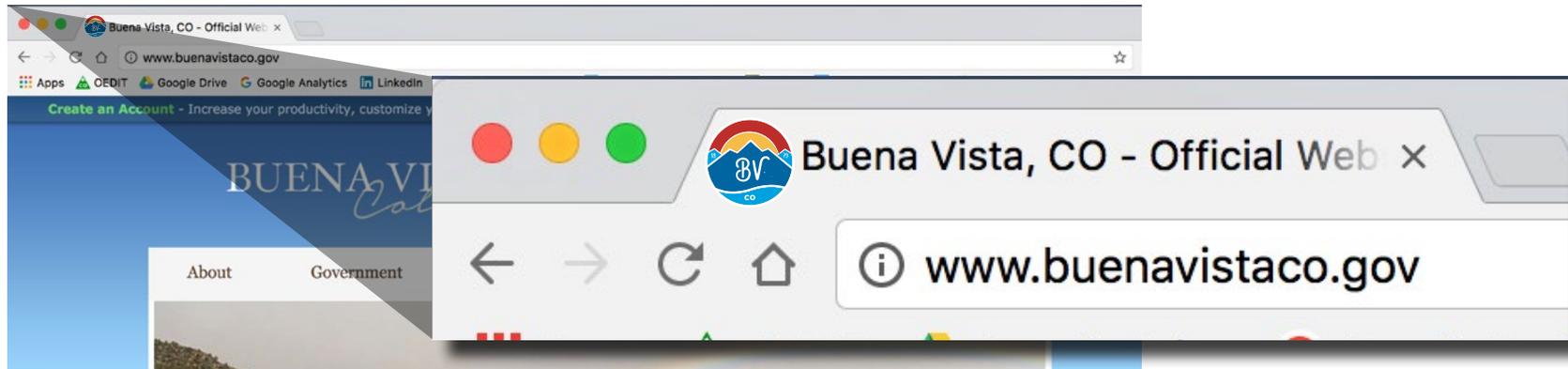
WITHOUT TAGLINE



WITH TAGLINE



SURROUND YOURSELF
WITH WHAT MATTERS



LOGO

COLOR USAGE

The consistent application of color to the Town of Buena Vista logo is essential to building and maintaining brand recognition. The logo colors should never be altered from the given standard and should always be the Pantone colors specified on our primary color palette. To ensure proper printing, always communicate the PMS color of the logo to the printer, so they know what they are trying to accomplish.

When creating marketing collateral the primary colors should be used on larger surface areas, such as backgrounds, and secondary colors should be used as accents, such as callouts.

PRIMARY



pantone 299 C
cmyk 86 8 0 0
rgb 0 163 224
hex # 00A3E0



pantone 641 C
cmyk 100 23 0 19
rgb 0 103 160
hex # 0067A0

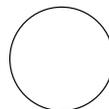
SECONDARY



pantone 7620 C
cmyk 0 95 94 28
rgb 0 178 240
hex # B7312C



pantone 142 C
cmyk 0 24 78 0
rgb 241 190 2
hex # F1BE48



pantone N/A
cmyk 0 0 0 0
rgb 255 255 255
hex # FFFFFFFF



pantone N/A
cmyk 0 0 0 100
rgb 0 0 0
hex # 000000

LOGO

REVERSE APPLICATION

When using the logo on dark or vivid backgrounds, use the reverse logo, or all white, version of the logo. This version provides increased separation between the logo and the background and makes it easier to see.



LOGO

INCORRECT USAGE



Do not distort the logo in any way.



Do not use the logo on a background that is distracting or that interferes with legibility.



Do not place a glow or drop-shadow behind the lock-up



Do not alter the color of the logo in any way.

LOGO

TAGLINE

Great taglines act as the cornerstone of the brand and become the overarching theme for the brand's mission. The tagline is the "Big Idea" in action and differentiates a brand from the masses. A great tagline creates a calculated disruption that captures the attention of an audience and gets them talking about the brand. A tagline should both encompass the current brand and allude toward the brand's aspirational goals.

LOGO

TAGLINE

Buena Vista's breathtaking 360-degree views establish a literal and undeniable feeling of being surrounded by something much bigger than yourself. The tagline also speaks to our strong sense of community and overall quality of life whether one chooses to focus on nature, recreation, health and wellness, or family and friends.

OPTION 1



OPTION 2



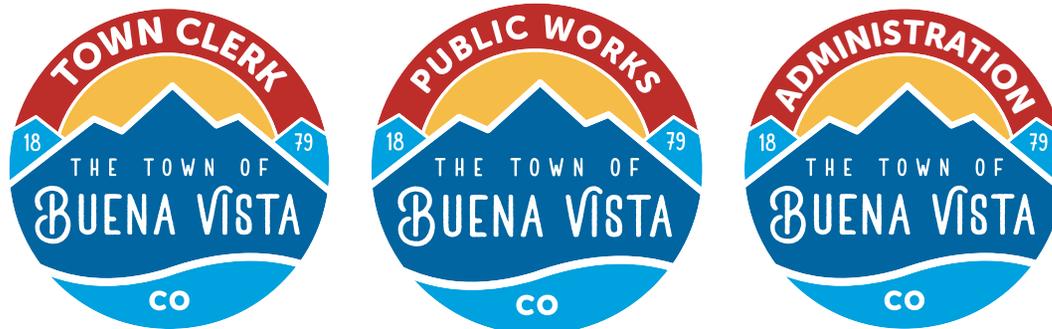
**SURROUND YOURSELF
WITH WHAT MATTERS**

LOGO

DEPARTMENTAL LOGOS

Departmental logos are used to specify business within a specific area. There are two versions of each departmental logo: primary and alternate. Use the alternate logo when the primary logo configuration does not fit comfortably in the space available, or at the aesthetic preference of the designer.

PRIMARY LOGOS



ALTERNATE LOGOS



LOGO

WORDMARKS

The custom-font version of the town name can appear in either a horizontal or vertical format. This presentation can be utilized in watermarks and other types of backgrounds.

BUENA VISTA
CO

BUENA
VISTA
CO

THE TOWN OF
BUENA VISTA

TYPOGRAPHY

TYPOGRAPHY

SUGGESTED FONT USAGE

Typography refers to typeface or font and is an important part of our visual identity. The specified fonts should be used in all Buena Vista communications, in both print and electronic formats. The official typefaces for the Town of Buena Vista are Fetridge, Museo Sans Rounded 100, and Calibri. These fonts are modern, humanist, sans serif fonts known for their warmth and subtly rounded aesthetic.

Headlines are treated in upper case without periods in Fetridge. The typeface recommended for body copy is Museo Sans Rounded 100. When the recommended fonts are unavailable, use Calibri, all weights and italic. Calibri is also recommended for use in web applications/email and PowerPoint layouts.

HEADLINE: FETRIDGE

AA BB CC DD EE FF GG HH II JJ KK LL MM NN OO PP QQ RR SS TT UU VV WW XX YY ZZ
1 2 3 4 5 6 7 8 9 0

BODY COPY PRIMARY: Museo Sans Rounded 100

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0

BODY COPY ALTERNATE: Calibri

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1 2 3 4 5 6 7 8 9 0

TYPOGRAPHY

SUGGESTED FONT USAGE - COLOR AND SIZE

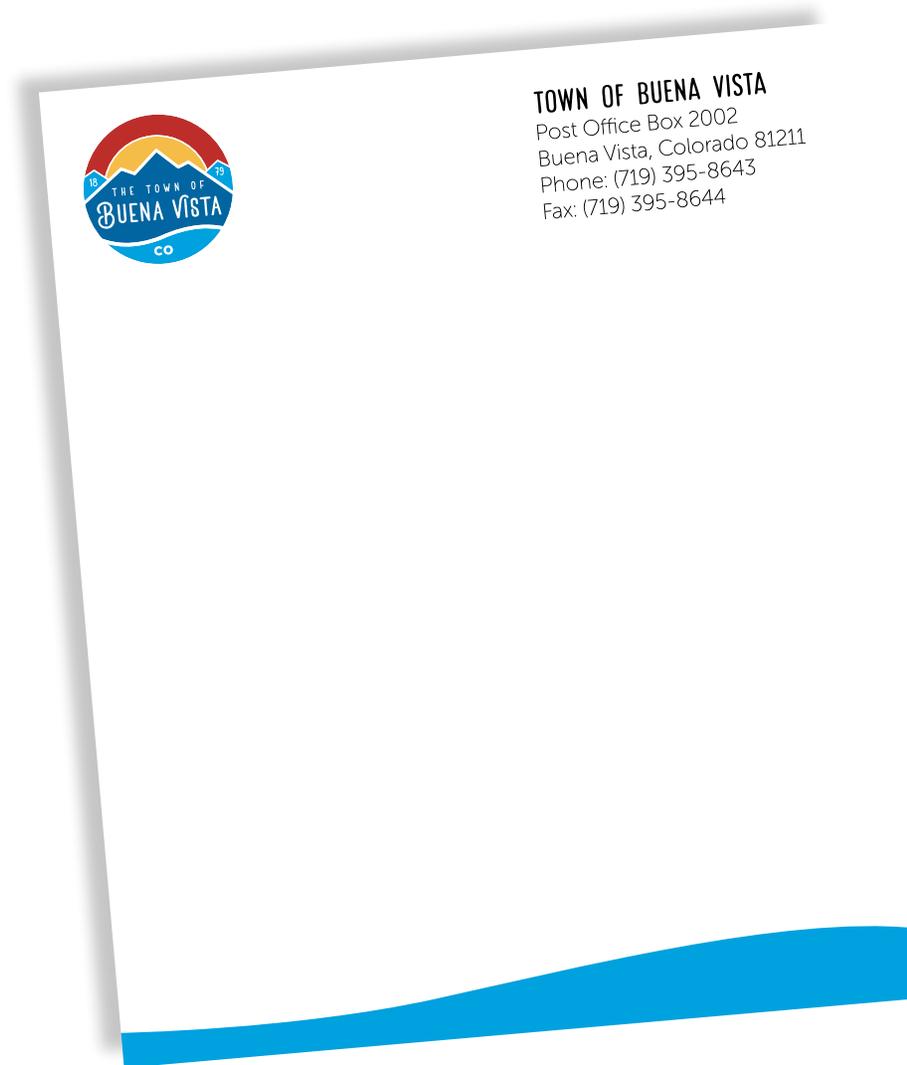
Headlines and titles should be treated with Fetridge font, size 40, in the darker blue color (pantone 641 C). **Body copy** should be Museo Sans Rounded, size 14, in black. **Subheaders** should be treated with Fetridge font, size 28, in the lighter blue color (pantone 299 C). **Hyperlinks** should be red (pantone 7620 C).

THE TOWN OF
BUENA VISTA

MARKETING SAMPLES

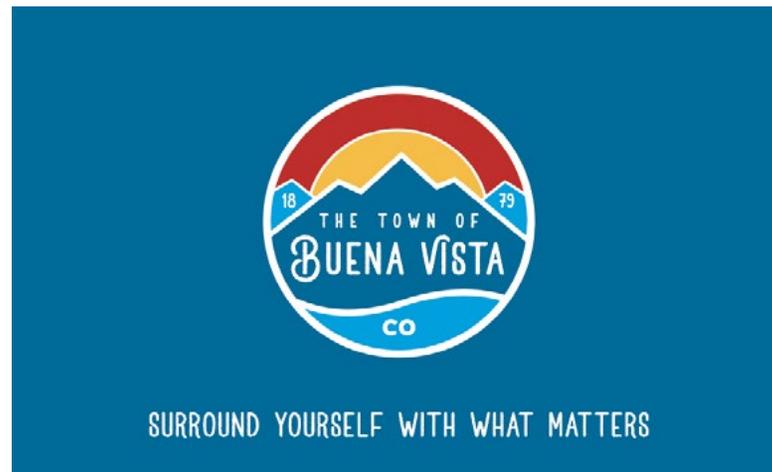
MARKETING SAMPLES

LETTERHEAD



MARKETING SAMPLES

BUSINESS CARDS



MARKETING SAMPLES

TAGLINE

The town tagline, when it appears independently of the logo, should utilize the same custom-made font that appears in the logo itself. In this way it can be identified as part of the Buena Vista brand even when it is used on its own.

SURROUND YOURSELF WITH WHAT MATTERS

MARKETING SAMPLES

SOUVENIRS

The Town wants to spread the new logo far and wide, and will be making souvenirs available for purchase, both in person and online.



MARKETING SAMPLES

SOUVENIRS



MARKETING SAMPLES

SOCIAL MEDIA

The screenshot shows the Facebook page for the Town of Buena Vista. The page header includes the Facebook logo, the name 'Town of Buena Vista', and navigation icons for Home, a group of people, a speech bubble, a globe, and a help icon. The profile picture is a circular logo with a mountain range, the text 'THE TOWN OF BUENA VISTA CO', and the years '18' and '79'. The cover photo is a scenic view of a mountain valley with a river and the text 'SURROUND YOURSELF WITH WHAT MATTERS'. Below the cover photo are buttons for 'Like', 'Follow', 'Share', and 'Send Message'. The 'Featured For You' section includes a review for a business in Buena Vista, Colorado, with a 5.0 star rating and the text 'I love this town! I'm so disappointed that Coy closed. The town is such a great place to spend some of the mountain...'. The 'Community' section shows '1,414 people like this' and '1,410 people follow this'.

MARKETING SAMPLES

EMAIL SIGNATURE

Outgoing communication is a crucial piece of brand identity. As such, email signatures must be consistent and reinforce the Town of Buena Vista Brand. It is also important to provide links to the Buena Vista website and social media pages to increase reach and awareness.

First Last
Title



SURROUND YOURSELF
WITH WHAT MATTERS

P xxx.xxx.xxxx | C xxx.xxx.xxxx
210 East Main St., P.O. Box 2002, Buena Vista, CO 81211
first.last@domain.com | www.buenavistaco.gov



First Last
Title



P xxx.xxx.xxxx | C xxx.xxx.xxxx
210 East Main St., P.O. Box 2002, Buena Vista, CO 81211
first.last@domain.com | www.buenavistaco.gov



THE TOWN OF
BUENA VISTA