

New logo, brand celebrate spirit of Colorado

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When Coloradans think of a symbol for the state, they might think of the recognizable state flag, with its bright blue stripes and a red “C” filled in with a yellow circle.

It’s been used on T-shirts, mugs and company logos as well as on social media for fire, shooting and flood coverage.

But when it comes to creating a logo for the State of Colorado, the flag just didn’t make the cut.

Colorado has unveiled a new logo and with it a new brand for the state, something which has never been done before.

“Contrary to popular belief, the state doesn’t have a cohesive brand identity,” said Colorado Chief Marketing Officer Aaron Kennedy in a media interview when the logo was unveiled in August. “We have a state seal, a state flag and hundreds of individual logos for state agencies. But in order to preserve and promote Colorado for generations to come, we need a unified and authentic brand.”

The logo is a green triangle peak pointing up, representing Colorado’s world-famous Rocky Mountains. Inside the triangle are the letters “CO” with a green “COLORADO” spelled out under the triangle.

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