BRAND STANDARDS

We make life better!

drcog

DENVER REGIONAL COUNCIL OF GOVERNMENTS

01

SECTION 01
OUR BRAND

Defining Our Brand

Personality

Putting it Together

Summary

BUILT ON A SOLID FOUNDATION

Do great places just happen?

Not a chance.

In 1955, when Denver Mayor Quigg Newton invited fellow elected officials from Adams, Arapahoe, Boulder and Jefferson counties to talk about joint issues and concerns, our region was in the midst of a post-World War II growth spurt. These leaders decided working together to enhance our region's quality of life was a much better approach than going it alone, and created the Denver Regional Council of Governments to foster collaboration and cooperation and to speak with one voice.

DRCOG endures today as one of the nation's three oldest councils of governments. Representatives of our region's counties, cities and towns work together to make life better for people of all ages, incomes and abilities. They are guided by the Metro Vision regional growth and development plan, which defines goals and actions needed to ensure the region remains a great place to live, work and play.

And while our history is an important aspect of our identity, we're also an organization that is constantly striving to improve. Recognized by our peer organizations around the country as innovative, progressive and effective, DRCOG continues to evolve in meaningful ways. In 2015 our Board adopted the mission and vision statements, providing the impetus for creation of a refreshed DRCOG brand identity.

Mission and Vision – A Foundation for a Brand

The brand was built on the best possible foundation, our mission and vision statements.

Mission: The Denver Regional Council of Governments is a planning organization where local governments collaborate to establish guidelines, set policy and allocate funding in the areas of:

- transportation and personal mobility
- growth and development
- aging and disability resources

Vision: Our region is a diverse network of vibrant, connected, lifelong communities with a broad spectrum of housing, transportation and employment, complemented by world-class natural and built environments.

Defining Our Brand
IDENTITY

DRCOG has evolved in many ways during the past 60 years, and now represents nine counties and more than half the state's population. The logo has evolved as well.

With the adoption of the mission and vision statements in 2015, the DRCOG team set out to develop a visual identity that is meaningful, relevant and reflects the attributes that make the organization stellar. So what are the absolute essentials that define DRCOG?

It all begins with collaboration. Leaders from throughout our region come together to make life better here. And while we speak with one voice on regional issues, we also celebrate the unique character of each community – our diversity makes us strong and vibrant.

Our three key areas of focus are also essential. We establish guidelines, set policy and allocate funding in the areas of **transportation and personal mobility, growth and development, and aging and disability resources**.

Colorado is, of course, a big part of our identity too. We represent more than half of the state's population. We live our lives in and around the iconic Rocky Mountains, enjoying the amenities of our world-class urban areas, as well as the open space and expansive nature transitioning to the plains. It's the best of many worlds and our brand reflects that.

1955

1977

DRCOG
Denver Regional Council of Governments

1994

DRCOG
Denver Regional Council of Governments

2001

2010

DRCOG
DENVER REGIONAL COUNCIL OF GOVERNMENTS
We make life better!

2016

drcog
DENVER REGIONAL COUNCIL OF GOVERNMENTS

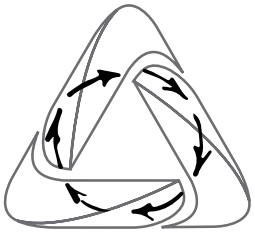
Yep, We've Got

PERSONALITY

Our history represents a remarkable legacy. We've had a hand in such notable projects as Interstate 70 and Interstate 25, Denver International Airport and the Colorado Convention Center, and even the formation of the Regional Transportation District. We're solid, enduring and trustworthy, and excellent stewards of financial resources. At the same time, we're widely recognized as innovative, bold and effective – a leader among our peer organizations nationwide.

Ultimately you can't describe this organization without highlighting our purpose. We're working every day to make life better for the people of this region. Whatever you want to call it – caring, compassionate or responsible – a generous western spirit fuels much of what we do at DRCOG.

SYMBOLIZING THE COLORADO ROCKY MOUNTAINS



COLLABORATION: THREE AREAS OF FOCUS WORKING TOGETHER

Putting It
All Together

A STRONG BRAND

It's challenging to refine DRCOG's long history and multifaceted identity into a cohesive, yet simple, visual identity. Our logo incorporates both a graphic element (mark or icon) as well as a wordmark.

Our logo reflects the central defining attribute of DRCOG – collaboration. The mark (icon) is made up of three pieces joined to form a triangle. It symbolizes the diverse communities that make up the region, coming together to form a solid, stable unit. In geometry, the triangle is regarded as the most stable, solid and safe shape.

Each of the sections of the triangle may also be identified with one of our three key focus areas:

- **transportation and mobility** – represented by the blue section
- **growth and development** – represented by the green section
- **older adults and people with disabilities** – represented by the orange section – not coincidentally, this section uses the logo's only warm color.

Our mark has a third important association. Whether we live on the plains, in the foothills or in an urban center, the mountains define our landscape. Our logo's triangle is evocative of the mountainous horizon to our West, an abstract representation of an iconic geographic feature.

The typeface suggests a friendly and approachable nature, evoking our people-oriented purpose. At the same time it has weight, communicating a solid, enduring and trustworthy foundation. Coupled with the color scheme it represents growth, prosperity, trustworthiness and innovation.

Reflecting the sizable percentage of Colorado's population that resides in our region, we evoke state pride by using green for the "co" in DRCOG.

SOCIAL MEDIA

Twitter: @DRCOGorg
LinkedIn: Denver Regional Council of Governments
Facebook: Denver.Regional.Council.of.Governments
Instagram: @drcogorg

SUMMARY

The Denver Regional Council of Governments logo reflects its history, member governments and areas of focus. The logo is just a part of our visual identity which helps define the DRCOG brand.

The following brand guidelines define how and when you'll use the DRCOG logo. If you have questions, don't hesitate to contact Communications and Marketing.

02

SECTION 02
ELEMENTS

Typefaces

Color Palette

Logo Formatting

BRAND IDENTITY ELEMENTS

The DRCOG logo consists of three elements that should always appear together: the triangular icon, or mark, the acronym and the logotype. The configuration shown here is the preferred configuration. However, it is acceptable to use an alternative configuration at the discretion, or with the approval, of the senior graphic designer.

Official electronic art files can be downloaded from:
\\cogshare > DRCOG Graphic Resources > 2016 DRCOG Logo

LOGO WITH TAGLINE

LOGO WITH SERVICES

TYPEFACES

Oswald

MAIN HEADLINES, SMALL SUBHEADS, BODY COPY

Oswald - Regular

ABCDEFGHIJKLMN
OPQRSTUVWXYZ

abcdefghijklmnopqrs
tuvwxyz 1234567890

Arial Narrow Bold

MAIN HEADLINES

Arial Narrow - Bold

ABCDEFGHIJKLMN
OPQRSTUVWXYZ

abcdefghijklmnopqrs
tuvwxyz 1234567890

Arial Narrow

SMALL SUBHEADS

Arial Narrow

ABCDEFGHIJKLMN
OPQRSTUVWXYZ

abcdefghijklmnopqrs
tuvwxyz 1234567890

Arial

BODY COPY

Arial - Regular

ABCDEFGHIJKLMN
OPQRSTUVWXYZ

abcdefghijklmnopqrs
tuvwxyz 1234567890

Color Palette

PRIMARY COLORS

Pantone 150 C
CMYK: 0, 35, 72, 0
RGB: 255, 178, 89
Hex: #FFB259

Pantone 380 C
CMYK: 18, 0, 87, 0
RGB: 218, 227, 67
Hex: #DAE343

Pantone 297 C
CMYK: 53, 5, 3, 0
RGB: 107, 196, 232
Hex: #6BC4E8

ORANGE
Pantone 151 C
CMYK: 0, 60, 100, 0
RGB: 244, 122, 0
Hex: #F47A00

GREEN
Pantone 390 C
CMYK: 22, 0, 100, 8
RGB: 193, 205,35
Hex: #B3BA06

BLUE
Pantone 299 C
CMYK: 85, 19, 0, 0
RGB: 0, 157, 220
Hex: #05A4E1

Pantone 2349 C
CMYK: 0, 75, 100, 20
RGB: 204, 51, 0
Hex: #CC3300

Pantone 369 C
CMYK: 33, 0, 100, 40
RGB: 102, 153, 0
Hex: #669900

Pantone 2370 C
CMYK: 100, 67, 0, 40
RGB: 0, 51, 153
Hex: #003399

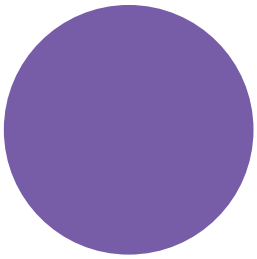
Pantone 484 C
CMYK: 0, 100, 100, 0
RGB: 153, 0, 0
Hex: #990000

Pantone 2280 C
CMYK: 50, 0, 100, 60
RGB: 51, 102, 0
Hex: #336600

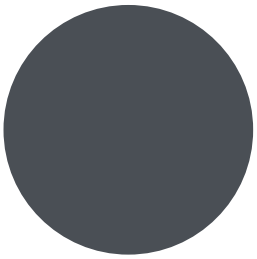
Pantone 289 C
CMYK: 92, 76, 44, 70
RGB: 4, 36, 77
Hex: #00244D

Color Palette

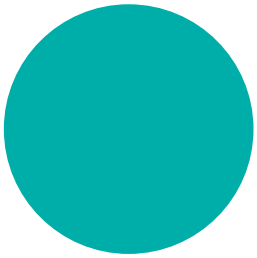
SECONDARY COLORS



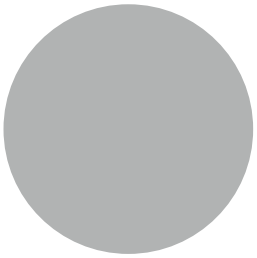
Pantone 2665 C
CMYK: 62, 83, 0, 0
RGB: 135, 74, 191
Hex: #874ABF



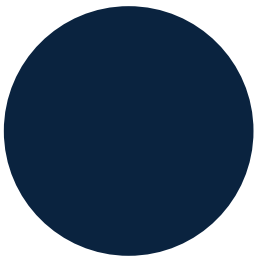
Pantone 7540 C
CMYK: 73, 62, 53, 41
RGB: 73, 78, 84
Hex: #494E54



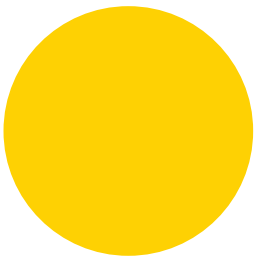
Pantone 326 C
CMYK: 82, 5, 39, 0
RGB: 7, 175, 173
Hex: #07AFAD



Pantone 421 C
CMYK: 33, 24, 26, 0
RGB: 177, 186, 179
Hex: #B1B4B3



Pantone 289 C
CMYK: 92, 76, 44, 70
RGB: 4, 36, 77
Hex: #03244D



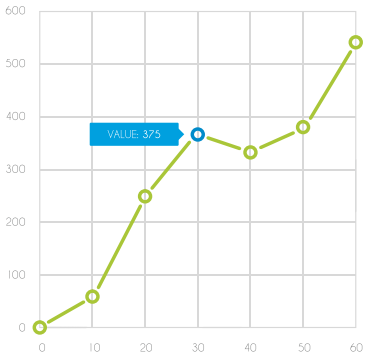
Pantone 109 C
CMYK: 0, 16, 100, 0
RGB: 255, 210, 0
Hex: #FFD200

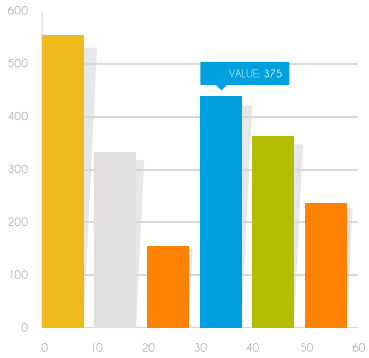
Color Palette

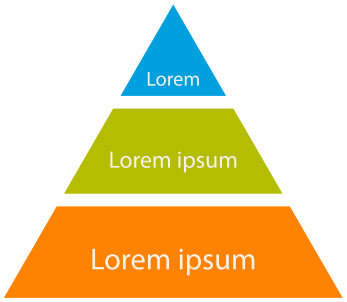
WEB COLORS

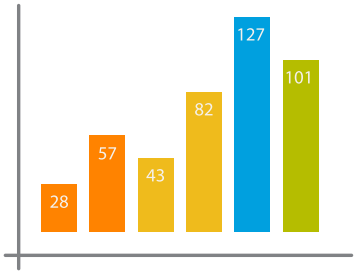
RGB: 250, 200, 156 **Hex:** #FAC89C	**RGB:** 248, 174, 104 **Hex:** #F8AE68	**RGB:** 246, 148, 52 **Hex:** #F69434	**RGB:** 244, 122, 0 **Hex:** #F47A00	**RGB:** 196, 98, 0 **Hex:** #C46200	**RGB:** 148, 74, 0 **Hex:** #944A00	**RGB:** 100, 50, 0 **Hex:** #643200
RGB: 227, 228, 156 **Hex:** #E3E49C	**RGB:** 211, 214, 106 **Hex:** #D3D66A	**RGB:** 195, 200, 56 **Hex:** #C3C838	**RGB:** 179, 186, 6 **Hex:** #B3BA06	**RGB:** 143, 148, 4 **Hex:** #8F9404	**RGB:** 107, 110, 2 **Hex:** #6B6E02	**RGB:** 71, 72, 0 **Hex:** #474800
RGB: 155, 218, 243 **Hex:** #9BDAF3	**RGB:** 105, 200, 237 **Hex:** #69C8ED	**RGB:** 55, 182, 231 **Hex:** #37B6E7	**RGB:** 5, 164, 225 **Hex:** #05A4E1	**RGB:** 3, 132, 179 **Hex:** #0384B3	**RGB:** 1, 100, 133 **Hex:** #016485	**RGB:** 0, 68, 87 **Hex:** #004457
RGB: 157, 223, 221 **Hex:** #9DDFDD	**RGB:** 107, 207, 205 **Hex:** #6BCFCD	**RGB:** 57, 191, 189 **Hex:** #39BFBD	**RGB:** 7, 175, 173 **Hex:** #07AFAD	**RGB:** 5, 139, 139 **Hex:** #058B8B	**RGB:** 3, 103, 105 **Hex:** #036769	**RGB:** 1, 67, 71 **Hex:** #014347
RGB: 207, 182, 227 **Hex:** #CFB6E3	**RGB:** 183, 146, 215 **Hex:** #B792D7	**RGB:** 159, 110, 203 **Hex:** #9F6ECB	**RGB:** 135, 74, 191 **Hex:** #874ABF	**RGB:** 107, 60, 153 **Hex:** #6B3C99	**RGB:** 79, 46, 115 **Hex:** #4F2E73	**RGB:** 51, 32, 77 **Hex:** #33204D
RGB: 248, 156, 212 **Hex:** #F89CD4	**RGB:** 244, 104, 188 **Hex:** #F468BC	**RGB:** 240, 52, 164 **Hex:** #F034A4	**RGB:** 236, 0, 140 **Hex:** #EC008C	**RGB:** 188, 0, 112 **Hex:** #BC0070	**RGB:** 140, 0, 84 **Hex:** #8C0054	**RGB:** 92, 0, 56 **Hex:** #5C0038
RGB: 153, 168, 185 **Hex:** #99A8B9	**RGB:** 103, 124, 149 **Hex:** #677C95	**RGB:** 53, 80, 113 **Hex:** #355071	**RGB:** 3, 36, 77 **Hex:** #03244D	**RGB:** 3, 28, 61 **Hex:** #031C3D	**RGB:** 3, 20, 45 **Hex:** #03142D	**RGB:** 3, 12, 29 **Hex:** #030C1D

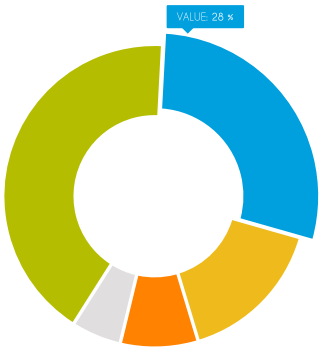
COLOR SAMPLES

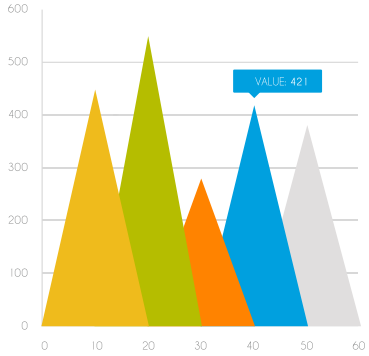


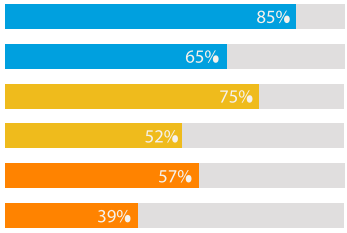


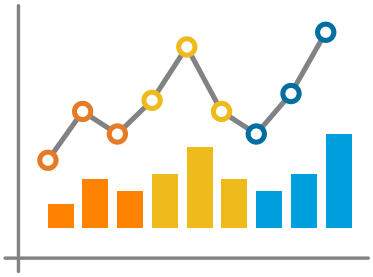


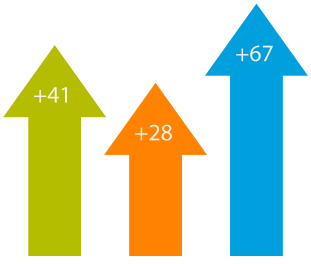


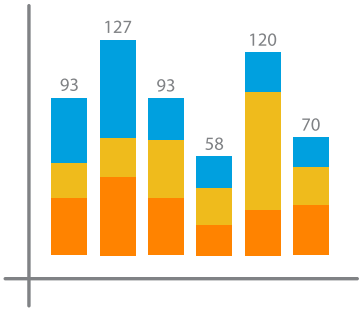












LOGO COLORS

4 COLOR

2 COLOR

GREY

1 COLOR

LOGO SAFE AREA, COLORS & FONTS

In order to maintain its integrity, the DRCOG logo should always have a clear zone surrounding it.

Leave a clear zone equal to “x” or greater, where “x” is equal to two times the weight of the logo. When possible, leave more clear space than the minimum indicated here.

MINIMUM SIZE

1.5” LENGTH

2” LENGTH

1.5” LENGTH

DON’TS

Do not scale disproportionately.

Do not modify the logo.

Do not use the logo in an unauthorized color.

Do not modify the size relationship of the mark, acronym and the logotype.

Division
LOGOS

WITH TAGLINE

LOGO A&F

LOGO AAA

LOGO CAM

LOGO EO

LOGO HR

LOGO RPD

LOGO TPO

LOGO DRVR

03

SECTION 03
SUBBRANDING

Area Agency on Aging

Way to Go

COG Cares

Ride Alliance

Regional Vision Zero

I-25 My Way

Citizens' Academy

Advanced Mobility Partnership

Brand Standards

WAY TO GO

Following are the approved Way to Go social media brand standards and social media campaigns for Bike To Work Day and Go-Tober. All partners, vendors, volunteers and sponsors are asked to adhere to the following guidelines:

Official Logos and Creative

When referring to Way to Go or Bike to Work Day, please use the following official logos and creative elements as appropriate. Current logos can be accessed by contacting Allison Redmon at aredmon@drcog.org.

FULL COLOR

waytogo Program of DRCOG

mywaytogo Program of DRCOG

ONE COLOR

waytogo Program of DRCOG

waytogo Program of DRCOG

BLACK & WHITE

waytogo Program of DRCOG

waytogo Program of DRCOG

SECONDARY LOGOS

waytogo Program of DRCOG

drcog DENVER REGIONAL COUNCIL OF GOVERNMENTS | waytogo

TEAMED WITH DRCOG LOGO

BIKE TO WORK DAY - LOGO

BIKE TO WORK DAY - CIRCLE

GO-TOBER

Social Media
Brand Standards

WAY TO GO

Official Profiles and Hashtags

All social content generated by or for DRCOG/Way to Go should tag/link to an official profile and/or include the approved and appropriate hashtag(s).

Facebook: @WaytoGoDenver
Instagram: @drcog_waytogo, @biketoworkday
Brand Hashtag: #WayToGoDenver
BTWD Hashtag: #BikeToWorkDay
Go-Tober Hashtag: #WayToGoTober

Official Bike to Work Day and Go-Tober Social Media Campaigns

Following are official social media initiatives. We ask that all partners, vendors, volunteers and sponsors support the Way to Go social media campaigns and/or work directly with Way to Go to create any new social media initiatives/programs, including but not limited to contests, giveaways, games, etc. For questions or to propose a customized/proprietary social media campaign in support of Bike to Work Day or Go-Tober, please contact Allison Redmon at aredmon@drcog.

Campaign	Overview	Dates
Bike to Work Day: Social Media Registration Referral Promotion	Reward Bike to Work Day advocates through a social media registration referral promotion that incentivias users to refer Bike to Work Day to friends and family to be entered to win a prize.	**May – June**
Go-Tober: Facebook Promotion	Encourage and educate Go-Tober employers and participants to use new modes and track their commutes on mywaytogo.org.	**August – October**

Branding

AREA AGENCY ON AGING

COLOR PALETTE

Pantone 151 C
CMYK: 62, 83, 0, 0
RGB: 135, 74, 191
Hex: #874ABF

Pantone 326 C
CMYK: 82, 5, 39, 0
RGB: 7, 175, 173
Hex: #07AFAD

Pantone 299 C
CMYK: 85, 19, 0, 0
RGB: 0, 157, 220
Hex: #05A4E1

Pantone 390 C
CMYK: 22, 0, 100, 8
RGB: 193, 205, 35
Hex: #B3BA06

TYPEFACES

Circe Slab C - Bold

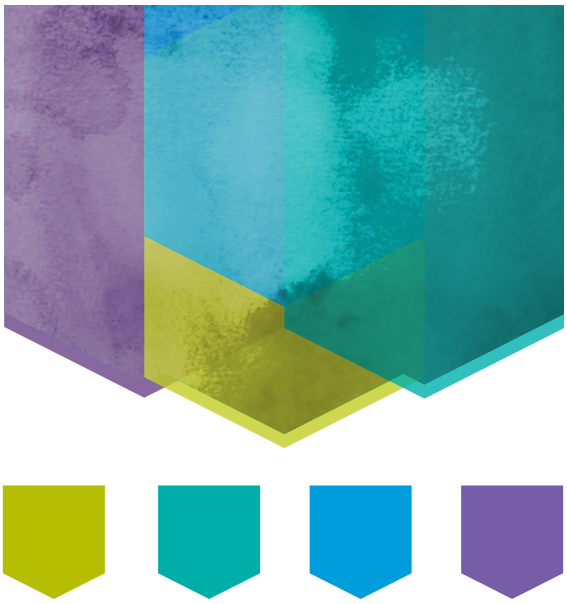
Circe Slab B - Narrow Medium

Gibson - Book

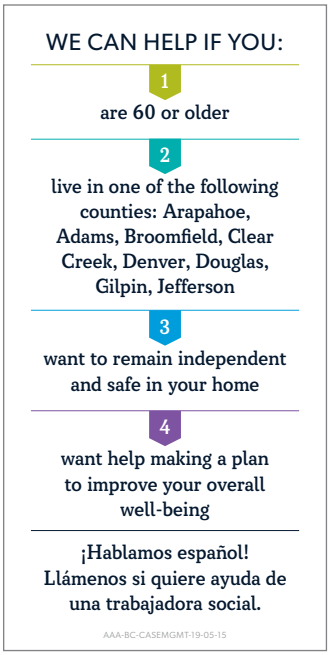
Gibson - Light

The above fonts are available via Adobe Fonts.

GRAPHIC ELEMENTS



EXAMPLE



Logo

REGIONAL VISION ZERO

regional vision zero
SAFER STREETS FOR METRO DENVER

MINIMUM SIZE
1.5" LENGTH

TEAMED WITH DRCOG LOGO

TYPEFACE

gotham black - MODIFIED

BLACK

regional vision zero
SAFER STREETS FOR METRO DENVER

100% Pantone Black

2 COLOR

regional vision zero
SAFER STREETS FOR METRO DENVER

100% Pantone 390C
100% Pantone 299C

REVERSED

regional vision zero
SAFER STREETS FOR METRO DENVER

100% Pantone White

Logo

I-25 MYWAY

MINIMUM SIZE
.75" LENGTH

TEAMED WITH DRCOG LOGO

TYPEFACE

gotham bold - MODIFIED

BLACK

100% Pantone Black

DARK BLUE

R=31, G=82, B=162
C=96, M=78, Y=0, K=0
#1F52A2

LIGHT BLUE

100% Pantone 299C

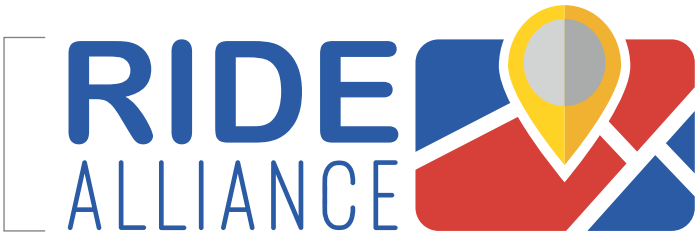
REVERSED

100% Pantone White

Logo

RIDE ALLIANCE

MAIN LOGO



MARK

MINIMUM SIZE
.75" LENGTH

TYPEFACE

OSWALD

EXTRA LIGHT (modified)

TEAMED WITH DRCOG LOGO

GREY

- 100% Pantone Black

2 COLOR

- 100% Pantone 300C (#2A5AA4, rgb 42, 90, 164)
- 100% Pantone 485 (#D83F39, rgb 216, 63, 57)
- 100% Pantone Medium Yellow (#FFD326, rgb 255, 211, 38)
- 100% Pantone 124C (#F1B232, rgb 241, 178, 50)
- 50% Pantone 7540C
- 25% Pantone 7540C

REVERSED

- 100% Pantone White

Logo

COG CARES

MARK

MAIN LOGO

MINIMUM SIZE
.75" LENGTH

TYPEFACE

Gotham

TEAMED WITH DRCOG LOGO

GREY

- 100% Pantone 7540C
- 50% Pantone 7540C

2 COLOR

- 100% Pantone 2665C
- 100% Pantone 390C

REVERSED

- 100% Pantone White
- 50% Pantone 7540C

Logo

CITIZENS' ACADEMY

TEAMED WITH DRCOG LOGO

1 COLOR

100% Pantone 299C 60% Pantone 299C

100% Pantone 390C 60% Pantone 390C

B&W

100% Pantone Black

100% Pantone Black 60% Pantone Black

REVERSED

TYPEFACE

gotham black - MODIFIED

Logo

ADVANCED MOBILITY PARTNERSHIP

MARK

MAIN LOGO

TYPEFACE

GRAPHIE REGULAR

GRAPHIE BOLD

TEAMED WITH LOGOS

GREY

- 100% Pantone Black
- **RGB:** 147, 147, 147
  CMYK: 45, 37, 37, 2
  Hex: #939393

FULL COLOR

- **RGB:** 32, 55, 96
  CMYK: 97, 84, 36, 26
  Hex: #203760
- **RGB:** 146, 17, 239
  CMYK: 62, 81, 0, 0
  Hex: #9211EF
- **RGB:** 53, 196, 104
  CMYK: 70, 0, 80, 0
  Hex: #35C468
- **RGB:** 239, 69, 17
  CMYK: 0, 88, 100, 0
  Hex: #EF4511
- **RGB:** 239, 186, 17
  CMYK: 7, 27, 100, 0
  Hex: #EFBA11
- **RGB:** 15, 75, 242
  CMYK: 84, 70, 0, 0
  Hex: #0F4BF2

SINGLE COLOR

- 100% Pantone White
- 100% Pantone Black

04

SECTION 04
COLLATERAL EXAMPLES

Business Cards

Letterhead

Envelopes

Thank You Cards

Folders

Map Banners

Samples

Logo Headers

Name Tags

Email Signatures

Labels

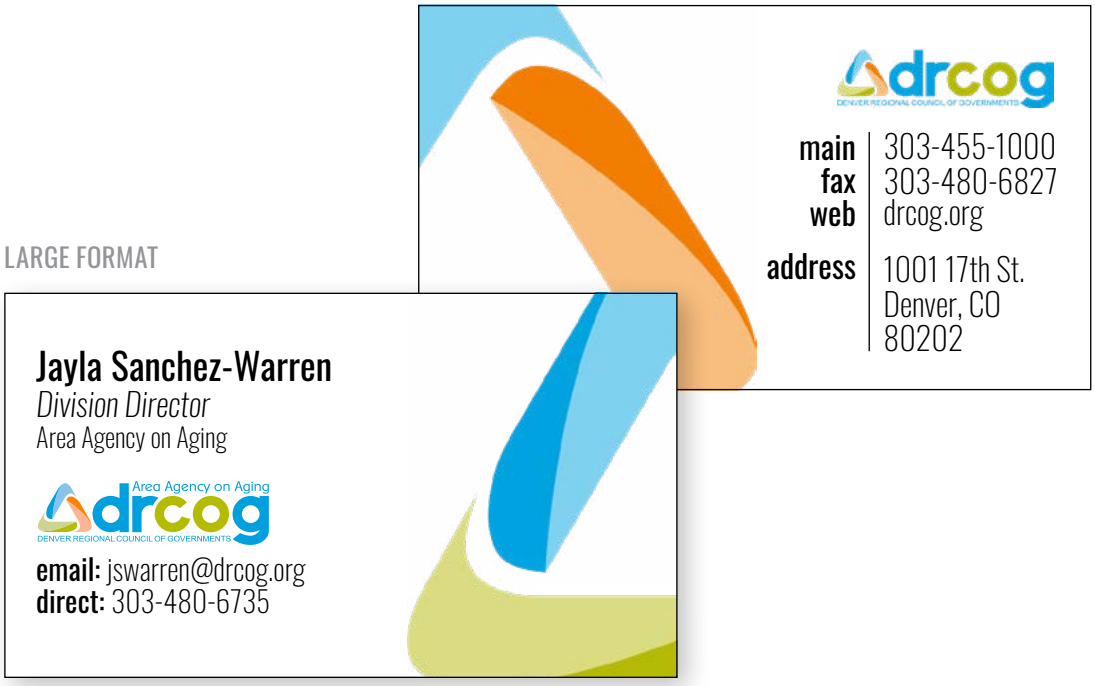
BUSINESS CARDS

STANDARD FORMAT

OSWALD REGULAR - 10PT
OSWALD EXTRA-LIGHT - 10PT
OSWALD EXTRALIGHT - 9PT

OSWALD REGULAR/
EXTRALIGHT - 9PT

LARGE FORMAT

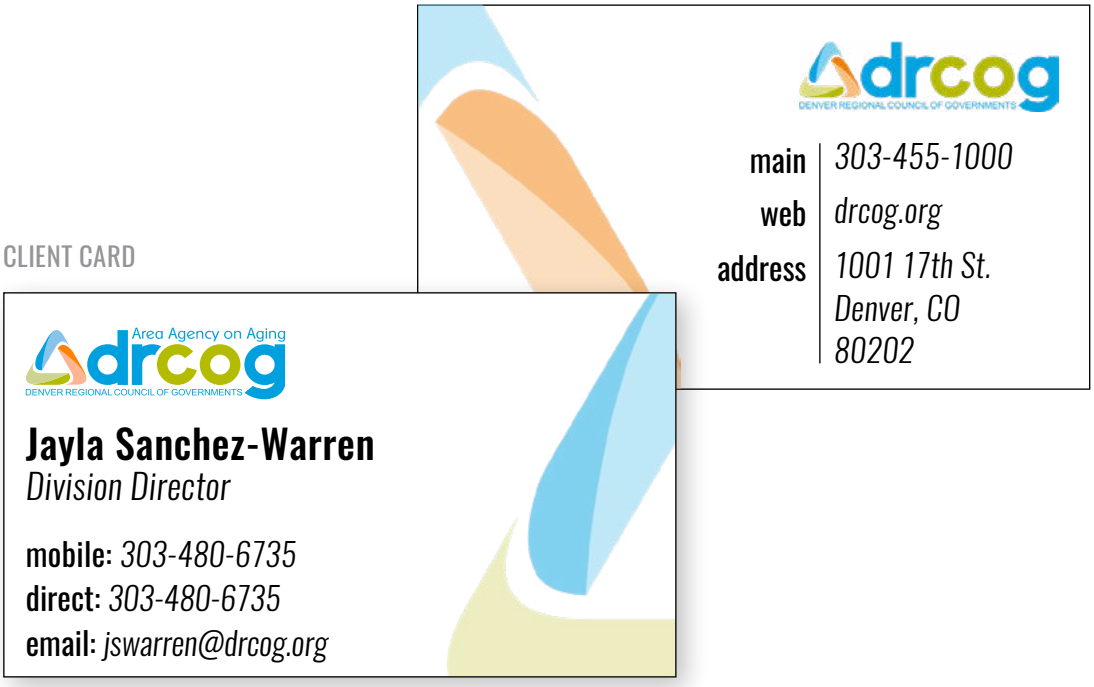


OSWALD REGULAR - 14PT
OSWALD EXTRA-LIGHT - 12PT
OSWALD EXTRALIGHT - 10PT

OSWALD REGULAR/
EXTRALIGHT - 11PT

BUSINESS CARDS

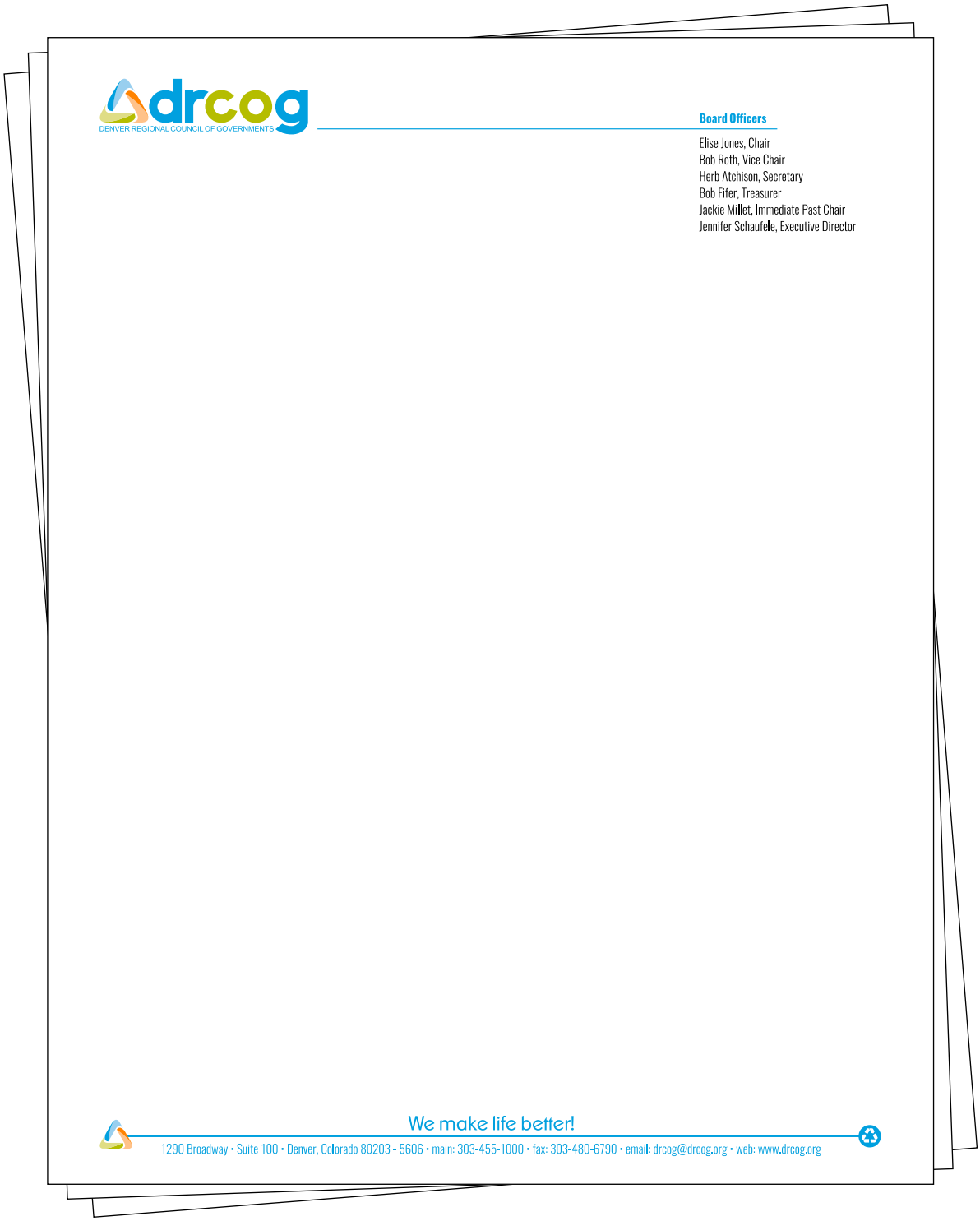
CLIENT CARD



OSWALD MEDIUM - 15PT
OSWALD LIGHT - 13PT

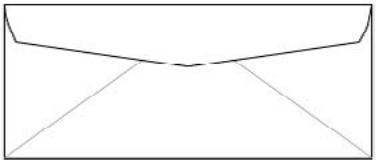
OSWALD REGULAR/
LIGHT - 12PT

LETTERHEADS



ENVELOPES

#10
4 ⅛" x 9 ½"



We make life better!
DENVER REGIONAL COUNCIL OF GOVERNMENTS

1001 17th St. • Suite 700 •
Denver, CO 80202

We make life better!
DENVER REGIONAL COUNCIL OF GOVERNMENTS

1001 17th St. • Suite 700 •
Denver, CO 80202

THANK YOU CARDS

FOLDERS

SAMPLES

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drcog

LOGO HEADERS

MEDIARELEASE

1001 17th St. • Suite 700 • Denver, CO 80202
main: 303-455-1000 • **fax:** 303-480-6790 • **email:** drcog@drcog.org • **web:** drcog.org

MEDIAALERT

1001 17th St. • Suite 700 • Denver, CO 80202
main: 303-455-1000 • **fax:** 303-480-6790 • **email:** drcog@drcog.org • **web:** drcog.org

BOARDUPDATE

1001 17th St. • Suite 700 • Denver, CO 80202
main: 303-455-1000 • **fax:** 303-480-6790 • **email:** drcog@drcog.org • **web:** drcog.org

FAXSHEET

1001 17th St. • Suite 700 • Denver, CO 80202
main: *303-455-1000* • **fax:** *303-480-6790* • **email:** *drcog@drcog.org* • **web:** *www.drcog.org*

NAME TAGS

Logo
2.5

14 pt.
Oswald Bold

drcog | DENVER REGIONAL COUNCIL OF GOVERNMENTS

Sample Name

STANDARD
1 X 3

A&F | LABELS

Full-size, four-color label

We make life better!
drcog
DENVER REGIONAL COUNCIL OF GOVERNMENTS

1001 17th St., Suite 700
Denver, Colorado 80202

1.5" X 2.25" RECTANGLE WITH
0.0625 CORNER RADIUS

Four-color, small label

1001 17th St., Suite 700
Denver, Colorado 80202

2.43" X 0.63" RECTANGLE WITH
0.015625 CORNER RADIUS

EMAIL SIGNATURES

Name | Title | Division
Direct 303-480-0000 | **Fax** 303-480-6790 | **E-mail** @drcog.org

drcog | DENVER REGIONAL COUNCIL OF GOVERNMENTS

1001 17th St. • Suite 700 • Denver, CO 80202
main: 303-455-1000 • **email:** drcog@drcog.org • **web:** drcog.org

05

SECTION 05
MAP STANDARDS

Mission and Vision

Summary

Elements of a Map

Typeface

Colors

Elements of a Map

Map Style Choices

Map Layout Choices

DEFINING OUR MAP STYLES

Mission and Vision — A Foundation for Good Cartography

Maps are an essential part of DRCOG's mission to establish guidelines, set policy and allocate funding in the areas of:

- transportation and personal mobility
- growth and development
- aging and disability resources

Maps are often created by staff and viewed or distributed externally in order to share the results of our work, illustrate our data, engage the public and stakeholders in our process, and provide public information to the community in a legible way.

It is the policy of DRCOG to maintain mapping standards that do the following:

- adhere to recognized best practices and guidelines
- adhere to branding standards established by the DRCOG Communications and Marketing division
- provide necessary information for viewers to understand and interpret
- maintain visual consistency

> **"Amateur looking maps...can undermine your audience's ability to understand important information and weaken the presentation of a professional data investigation."**
>
> **— Cynthia Brewer,**
> *Designing Better Maps*

SUMMARY

Procedure and Summary

The following section provides detailed information about DRCOG's map standards including individual map elements, audience considerations and style choices, map layout templates and tips for map sharing and final product review. This section should be considered a living document, and will be updated as necessary.

Ideally, this section will help to prevent inconsistency among DRCOG map products and will allow staff to produce, scale and iterate maps more easily. It will also result in better collaboration and act as a single source of truth among members of the information systems team, CAM Creative, other staff (such as planners and transportation modelers), external partners and consultants.

External Partners and Consultants

Consultants should adhere to the standards outlined in this document to the best of their ability. Templates and recommendations included in this document can be adjusted based on the graphic requrements of specific plans and projects. DRCOG GIS staff can provide a "Map Package" (a zip file containing this document, templates, related base data, styles, and reference information) to consultants for any project.

Exclusions

While the following document addresses cartographic map standards for representing and visualizing data, it does not address standards for geospatial data itself. Additionally, this document does not apply to internal working maps.

Exceptions to the information included in this document may include data briefs or planning publications that have their own custom graphic design standards.

Additionally, the standards outlined in this document for digital maps (for example, web maps) are limited and evolving.

SUMMARY

Brand and Style

Maps shall be designed adhering to the brand and style standards developed by CAM Creative and outlined in this document. Elements in the map that fall under this design include the DRCOG logo, typefaces and color palette choices. Quantitative or graduated color choices include the colors found on pages 11-13. Additional color palettes for maps include diverging and qualitative colors as detailed on the following pages.

Color Palette

MAP COLORS DIVERGING

OPTION 1	**RGB:** 75, 75, 75 **Hex:** #4B4B4B	**RGB:** 150, 150, 150 **Hex:** #969696	**RGB:** 225, 225, 225 **Hex:** #E1E1E1	**RGB:** 155, 218, 243 **Hex:** #9BDAF3	**RGB:** 5, 164, 225 **Hex:** #05A4E1
OPTION 2	**RGB:** 240, 52, 164 **Hex:** #F034A4	**RGB:** 248, 156, 212 **Hex:** #F89CD4	**RGB:** 225, 225, 225 **Hex:** #E1E1E1	**RGB:** 155, 218, 243 **Hex:** #9BDAF3	**RGB:** 5, 164, 225 **Hex:** #05A4E1
OPTION 3	**RGB:** 179, 186, 6 **Hex:** #B3BA06	**RGB:** 227, 228, 156 **Hex:** #E3E49C	**RGB:** 225, 225, 225 **Hex:** #E1E1E1	**RGB:** 155, 218, 243 **Hex:** #9BDAF3	**RGB:** 5, 164, 225 **Hex:** #05A4E1
OPTION 4	**RGB:** 244, 122, 0 **Hex:** #F47A00	**RGB:** 250, 200, 156 **Hex:** #FAC89C	**RGB:** 225, 225, 225 **Hex:** #E1E1E1	**RGB:** 153, 168, 185 **Hex:** #99A8B9	**RGB:** 3, 36, 77 **Hex:** #03244D
OPTION 5	**RGB:** 135, 74, 191 **Hex:** #874ABF	**RGB:** 207, 182, 227 **Hex:** #CFB6E3	**RGB:** 225, 225, 225 **Hex:** #E1E1E1	**RGB:** 227, 228, 156 **Hex:** #E3E49C	**RGB:** 179, 186, 6 **Hex:** #B3BA06
OPTION 6	**RGB:** 75, 75, 75 **Hex:** #4B4B4B	**RGB:** 150,150,150 **Hex:** #969696	**RGB:** 225, 225, 225 **Hex:** #E1E1E1	**RGB:** 227, 228, 156 **Hex:** #E3E49C	**RGB:** 179, 186, 6 **Hex:** #B3BA06

Color Palette

MAP COLORS QUALITATIVE

OPTION 1	**RGB:** 155, 218, 243 **Hex:** #9BDAF3	**RGB:** 5, 164, 225 **Hex:** #05A4E1	**RGB:** 227, 228, 156 **Hex:** #E3E49C	**RGB:** 179, 186, 6 **Hex:** #B3BA06	**RGB:** 248, 156, 212 **Hex:** #F89CD4
OPTION 2	**RGB:** 155, 218, 243 **Hex:** #9BDAF3	**RGB:** 153, 168, 185 **Hex:** #99A8B9	**RGB:** 5, 139, 139 **Hex:** #058B8B	**RGB:** 227, 228, 156 **Hex:** #E3E49C	**RGB:** 248, 156, 212 **Hex:** #F89CD4
OPTION 3	**RGB:** 157, 223, 221 **Hex:** #9DDFDD	**RGB:** 207, 182, 227 **Hex:** #CFB6E3	**RGB:** 250, 200, 156 **Hex:** #FAC89C	**RGB:** 227, 228, 156 **Hex:** #E3E49C	**RGB:** 153, 168, 185 **Hex:** #99A8B9
OPTION 4	**RGB:** 227, 228, 156 **Hex:** #E3E49C	**RGB:** 178, 178, 178 **Hex:** #B2B2B2	**RGB:** 103, 124, 149 **Hex:** #677C95	**RGB:** 61,102, 20 **Hex:** #2D6614	**RGB:** 115, 76, 0 **Hex:** #734C00

ELEMENTS OF A MAP

Logo

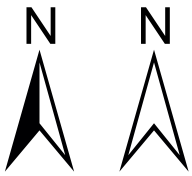
The DRCOG logo should always be included in DRCOG maps. The logo consists of three elements that should always appear together: the triangular icon, or mark, the acronym and the logotype. The DRCOG logo must be colored, sized and scaled appropriately according to brand standards. Division level or special logos can be used or added with final approval from the DRCOG GIS team.

Title and Subtitle

The map title should be written in Arial Narrow Bold font. An optional map subtitle should be written in Arial Narrow font. The title and subtitle should use AP style guidelines, be sized legibly using the map templates as a guide, and broken into two lines if lengthy. The color should be black if using the logo and white title bar.

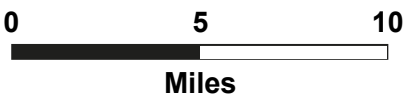
North Arrow

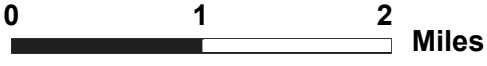
All maps should contain a north arrow. The standard DRCOG north arrow is preferred, with Esri North Arrow Style 4 recommended as a backup. The north arrow should be placed alongside or near the scale bar.



Scale Bar

All maps, including inset maps, should contain a scale bar. The font used should be Arial, with Esri Alternating Scale Bar 1 (Simple) as the style. Use two divisions and no subdivisions, with numbers located at divisions above the bar. Units should be represented in miles, in divisions of 1, 2, 5 or 10 miles. The label should be placed below or beside the bar.





ELEMENTS OF A MAP

Legend

All polygons, lines or points displayed on map should be represented in the legend. There should be no legend title. Layer names should be easy to read and underscores or other text separators should be removed. The legend should use Arial font and be clear, concise and minimally sized using the templates as a guide.

Map Information and Source Notes

The DRCOG disclaimer, as updated in 2019, is required on or below all maps:

"DRCOG makes no claims, representations or warranties, express or implied, concerning the validity (express or implied), the reliability or the accuracy of the data herein, including the implied validity of any uses of such data. DRCOG shall have no liability for the data or lack thereof, or any decisions made or action not taken in reliance upon any of the data."

When a map or multiple maps are embedded in a multipage document or presentation, the disclaimer can be placed as supplementary information at the end of the document.

In addition, all maps should include: data sources, name of map creator, creation date, location of contributing files, and projection. For these elements, use minimum font sizes indicated in the templates.

Map Frame (Optional)

An optional 0.5 pt black map frame may surround the main map and any inset maps.

Neat Lines (Optional)

A 0.5 pt black neat line can optionally be used throughout the layout. Use the map templates as a guide.

ELEMENTS OF A MAP

Inset Maps (Optional)

Inset maps should be used to provide context when the primary map is zoomed into a small portion of the region. They should also be used to provide context within the state of Colorado when the primary map shows areas beyond the DRCOG region.

Explanatory Text (Optional)

Information about the map can optionally be included using a right-justified text block near the legend. Arial font should be used at a legible size, using the templates as a guide.

Supplementary Materials (Optional)

Supplementary materials, such as graphs or photographs, can be included in a map layout. Use the partial page map templates as a guide and be sure that these graphics include a neatline when appropriate. Colors should follow a scheme similar to that of your map content.

Digital Extras (Optional)

Drop-down menus, tooltips and warnings or disclaimers should have a cohesive, simple style and adhere to DRCOG graphic standards.

MAP STYLE CHOICES

Complexity of Data, Orientation and Size

Map size, layout and format should be carefully selected based on use. A wide variety of template options are available.

Projection, Datum and Units

A projection is a method of displaying geospatial data from the curved surface of the Earth on a flat map surface. There are hundreds of projections, and all produce some kind of distortion — either to measured distances, areas, shapes, directions or some combination. A datum refers to reference specifications, such as benchmarks, of a measurement system (Esri Glossary 2013).

The projection and datum appropriate for use in the DRCOG region have been selected by the GIS Team to provide an accurate and aesthetically pleasing depiction of our areas of interest, as well as one that aligns with those of our member governments.

For the purposes of mapping the DRCOG region and surrounding areas, maps must use the following projection:

NAD_1983_2011_StatePlane_Colorado_Central_FIPS_0502_Ft_US (EPSG 6428)

In this description, “ft” refers to the units of measurement. Please note the DRCOG GIS Team can assist with projection questions and issues.

Preferred Base Maps

A base map is a map depicting background reference information such as landforms, roads, landmarks and political boundaries, onto which other thematic information is placed. A base map is used for reference. Note that in the Denver region, the mountains provide a sense of place and should be included on all base maps when possible.

DRCOG creates and publishes a variety of maps that have different base map needs. For example, the transportation team may need to highlight street names at a single crash intersection, while the planning team may not need street names displayed on a similarly scaled open space map.

MAP STYLE CHOICES

Approved base maps include:

- Mapbox (Light, Dark, Outdoors, Satellite, Satellite Streets, Streets)
- DRAPP Imagery
- EsriTerrain
- National Geographic

Neutral base maps are useful when DRCOG data needs to be highlighted. DRCOG base data (for example, roads data) should also be used when additional context is needed.

Line Weights, Opacity and Representations

All data should be represented using legible line weights. Layer opacity should be adjusted to allow the map user to view the base map underneath.

Labels

Map labels should use Arial font at a size of at least 8 points. There should be no overlapping labels on a map, and all labels should be legibly oriented (no upside-down labels).

Preferred placements of a labels for specific geometries are:

- point: top right corner of point
- line: above the line
- polygon: centered (as much as possible)

Highway shields, municipality names, municipality points and county names can all be added as annotation or added to an Adobe Illustrator map using the templates.

Note that some projects (for example, Metro Vision) have specially designated color palettes. CAM Creative can be consulted for more information in these cases.

Many colors are difficult to distinguish or see when projected. For PowerPoint maps, please avoid light grays and yellows.

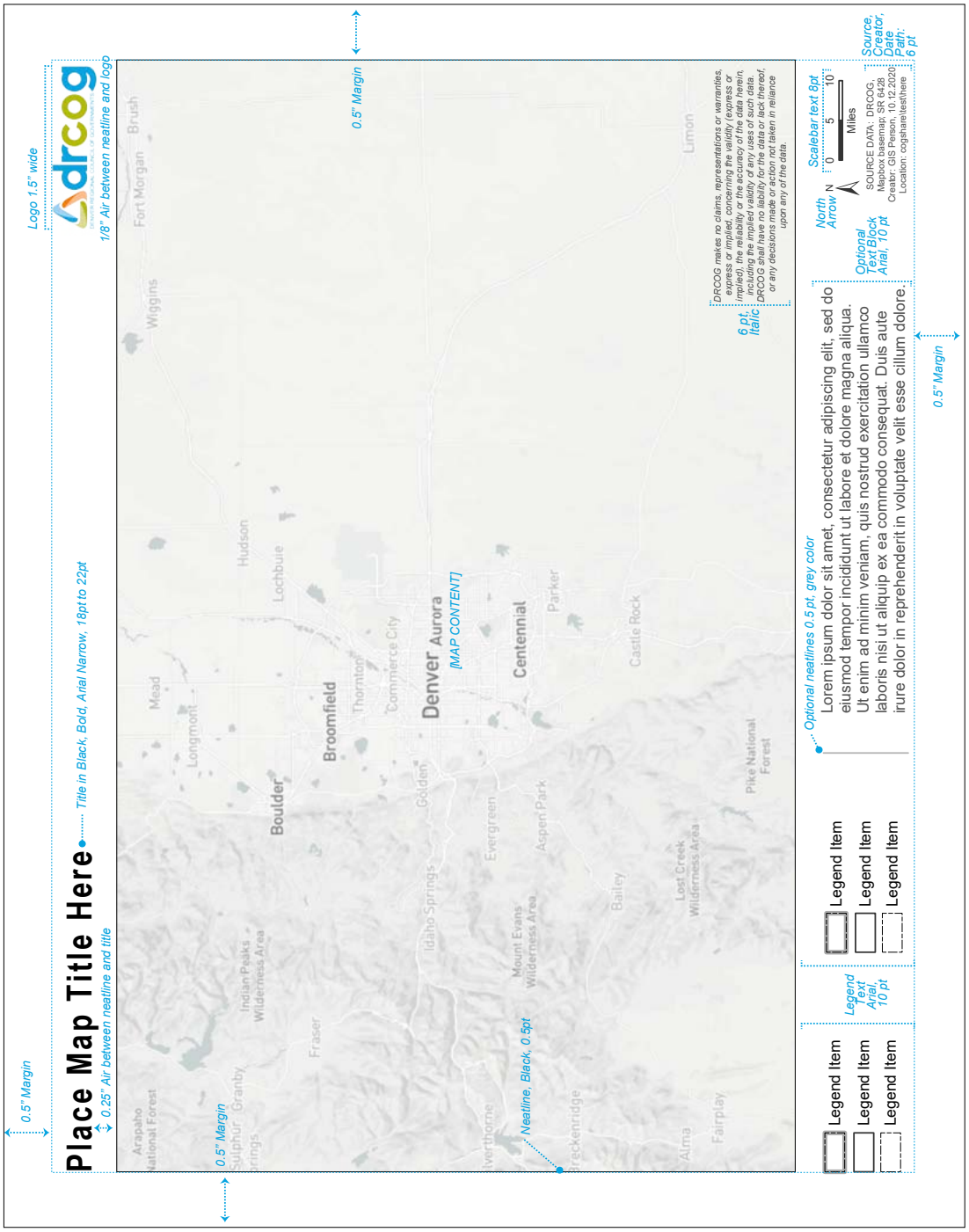
Many resources are available to help with color choices.

Color Picker: converts colors to and from RGB and HEX, aids in selecting color schemes: colorpicker.com.

Color Brewer: Assists in selecting colors for the number of data classes in the map. Also shows schemes that are colorblind safe or print friendly. Aids in selecting complementary, diverging or qualitative colors: colorbrewer2.org.

MAP LAYOUT TEMPLATES

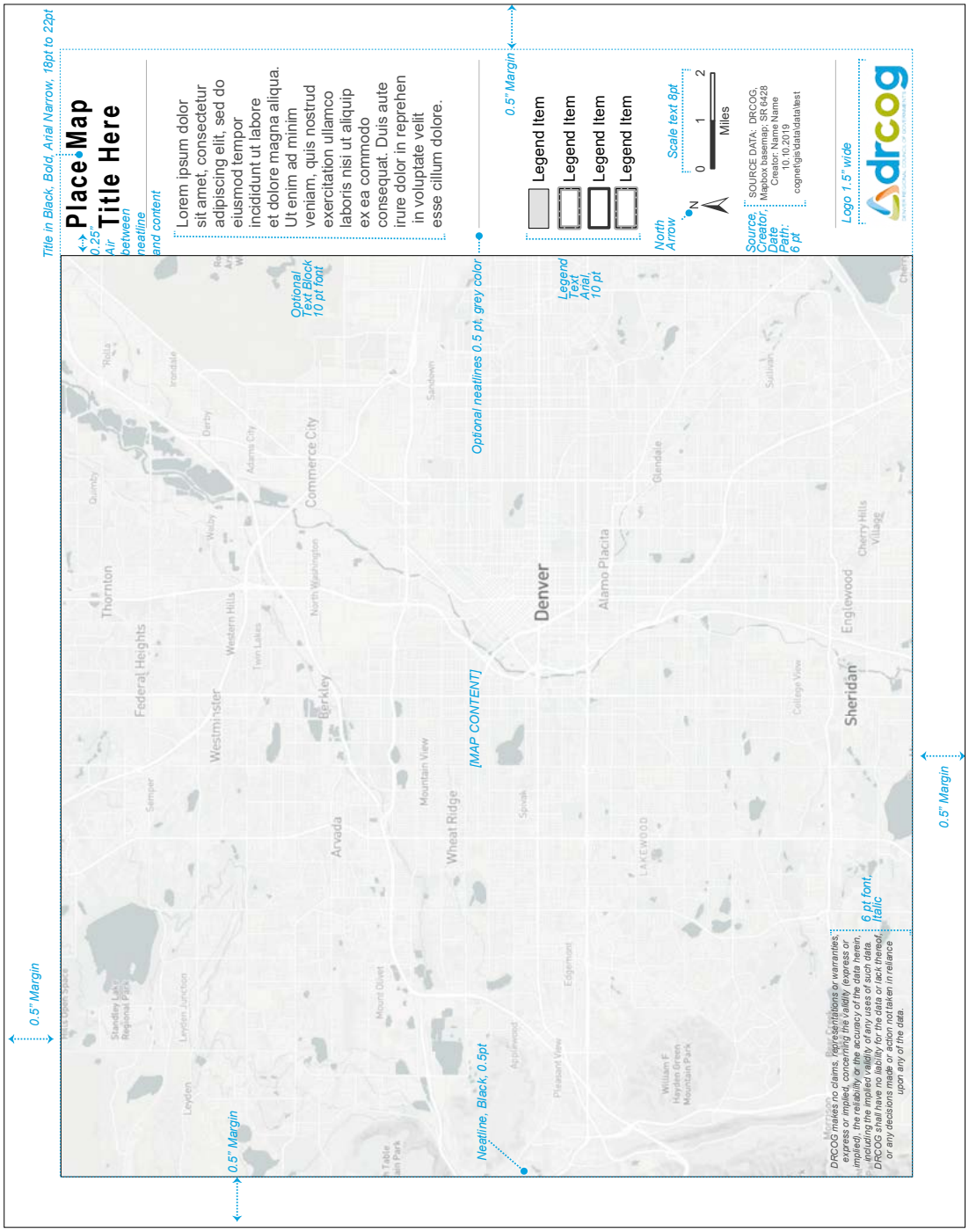
Full Page (Stand-Alone) 8.5” x 11” Landscape, Top Title



Location: Operations\GIS_Standards\Maps\FullPage\ArcGISPro\landscape_85x11_fullpage

MAP LAYOUT TEMPLATES

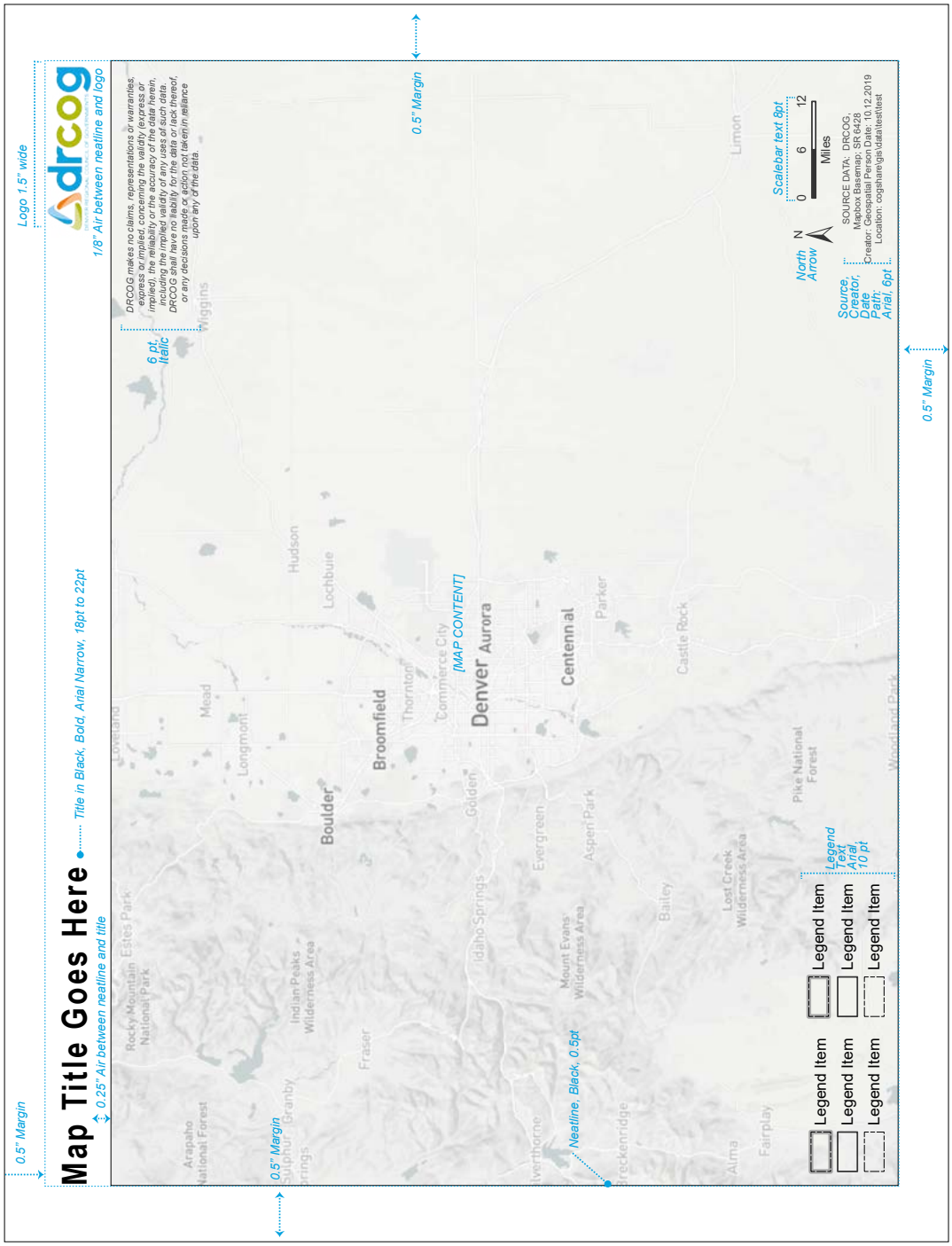
Full Page (Stand-Alone) 8.5” x 11” Landscape, Side Title



Location: Operations\GIS_Standards\Maps\FullPage\ArcGISPro\landscape_85x11_fullpage_sidetitle

MAP LAYOUT TEMPLATES

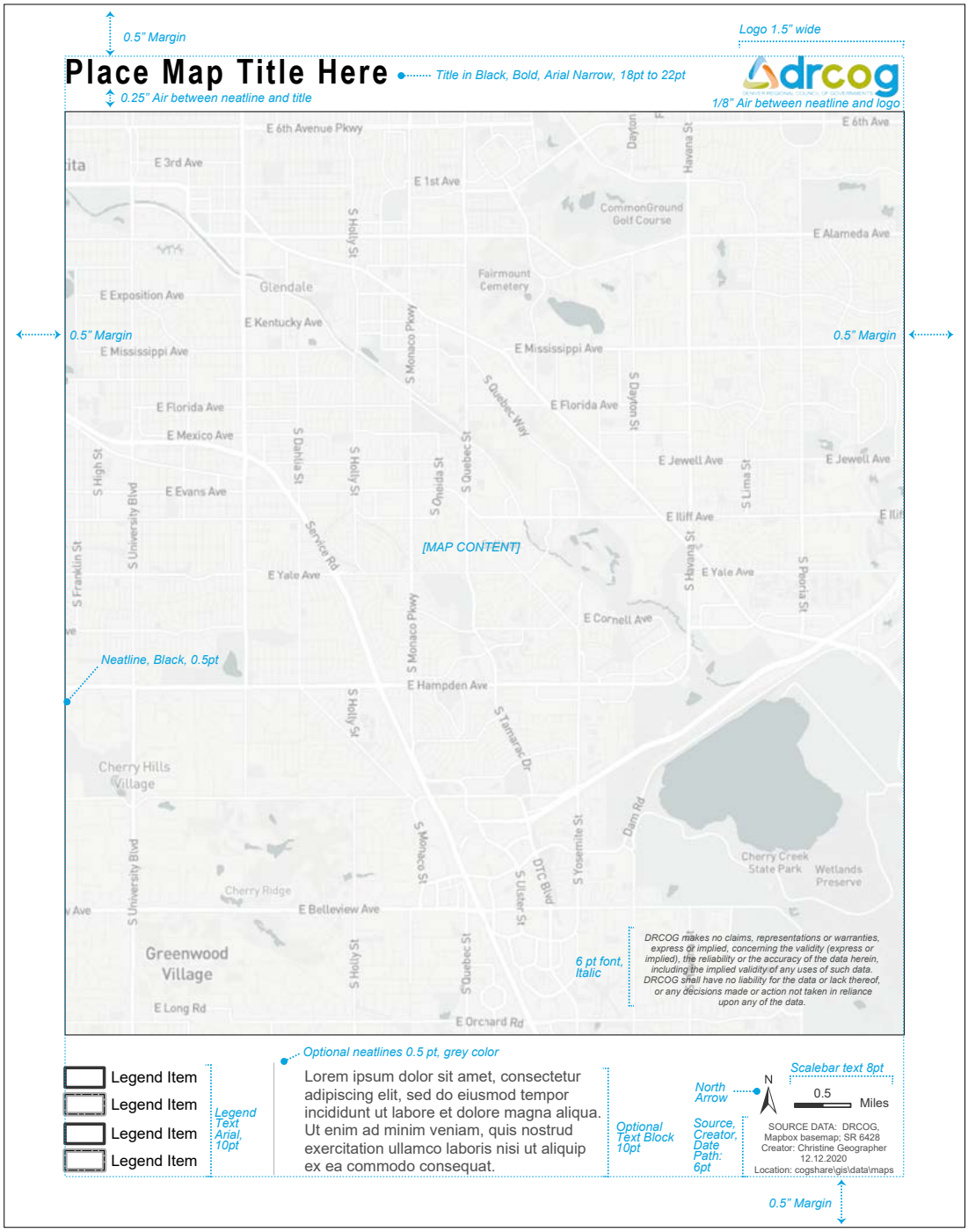
Full Page (Stand-Alone) 8.5” x 11” Landscape, Extended



Location: Operations\GIS_Standards\Maps\FullPage\ArcGISPro\landscape_85x11_fullpage_extended

MAP LAYOUT TEMPLATES

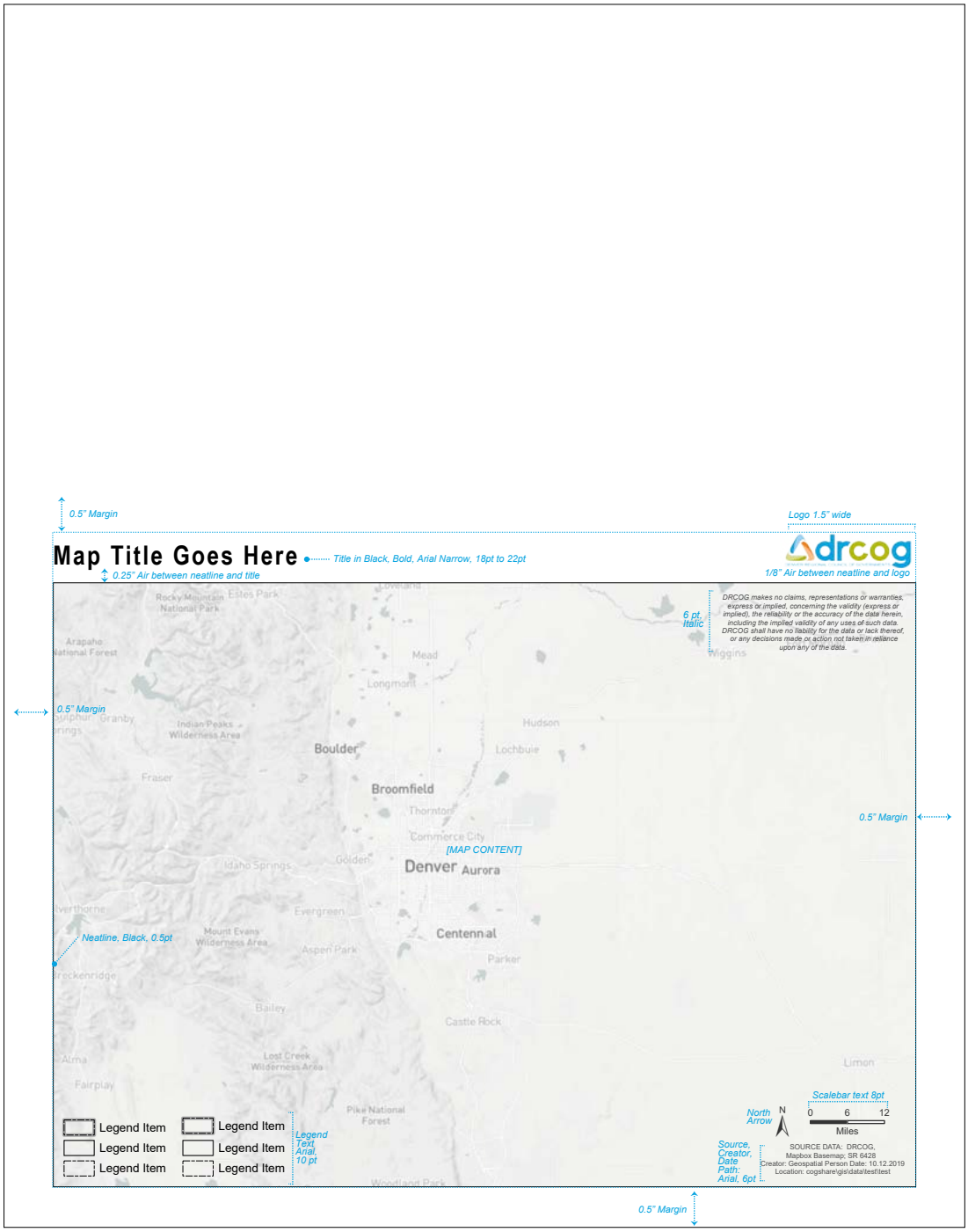
Full Page (Stand-Alone) 8.5” x 11” Portrait



Location:Operations\GIS_Standards\Maps\FullPage\ArcGISPro\portrait_85x11_fullpage

MAP LAYOUT TEMPLATES

Full Page (Stand-Alone) 8.5” x 11” Portrait, Extended



Location: Operations\GIS_Standards\Maps\FullPage\ArcGISPro\portrait_85x11_fullpage_extended

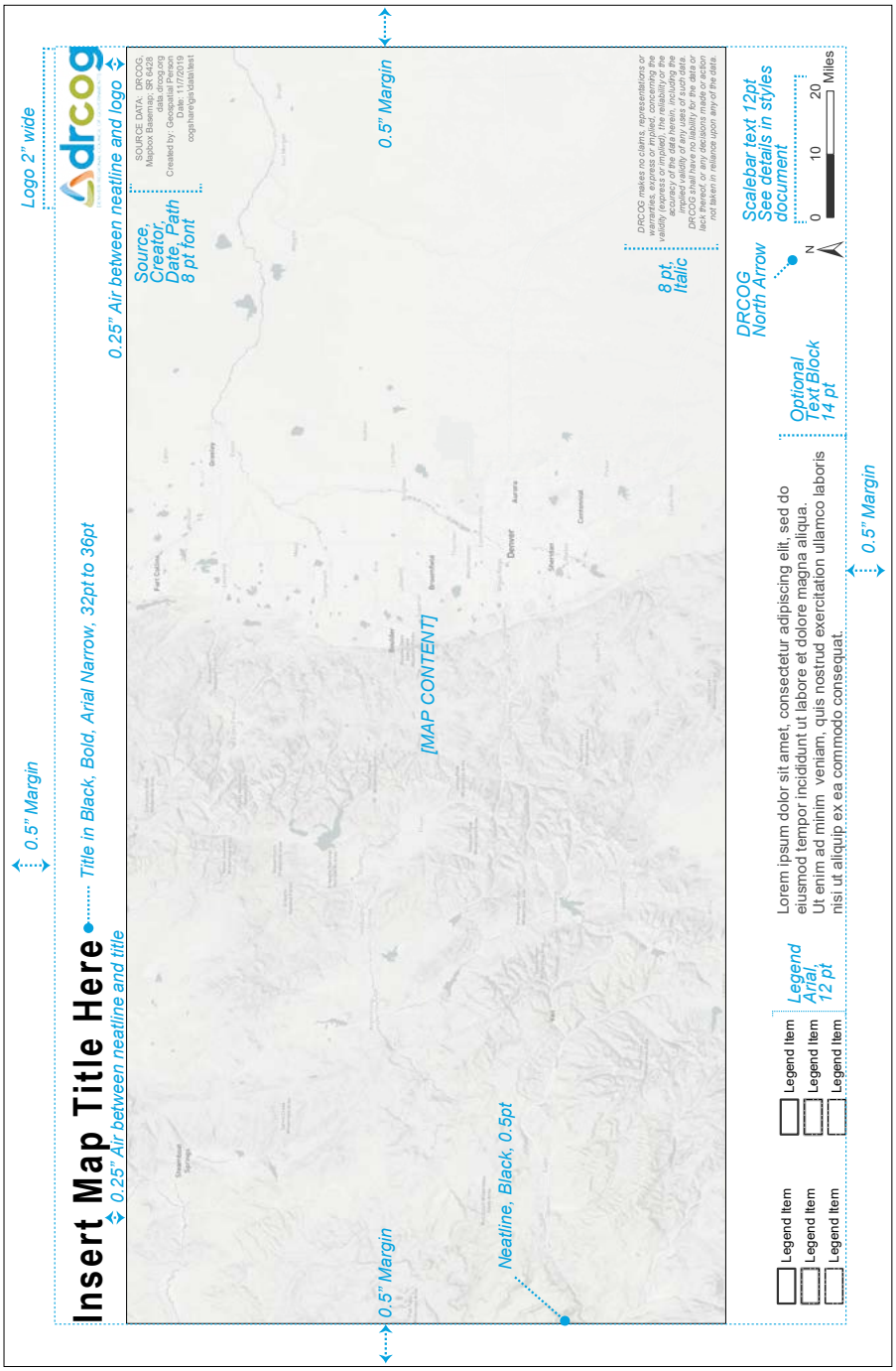
MAP LAYOUT TEMPLATES

Full Page (Stand-Alone) 11” x 17” Landscape, Top Title

Location: Operations\GIS_Standards\Maps\FullPage\ArcGISPro\landscape_11x17_fullpage

MAP LAYOUT TEMPLATES

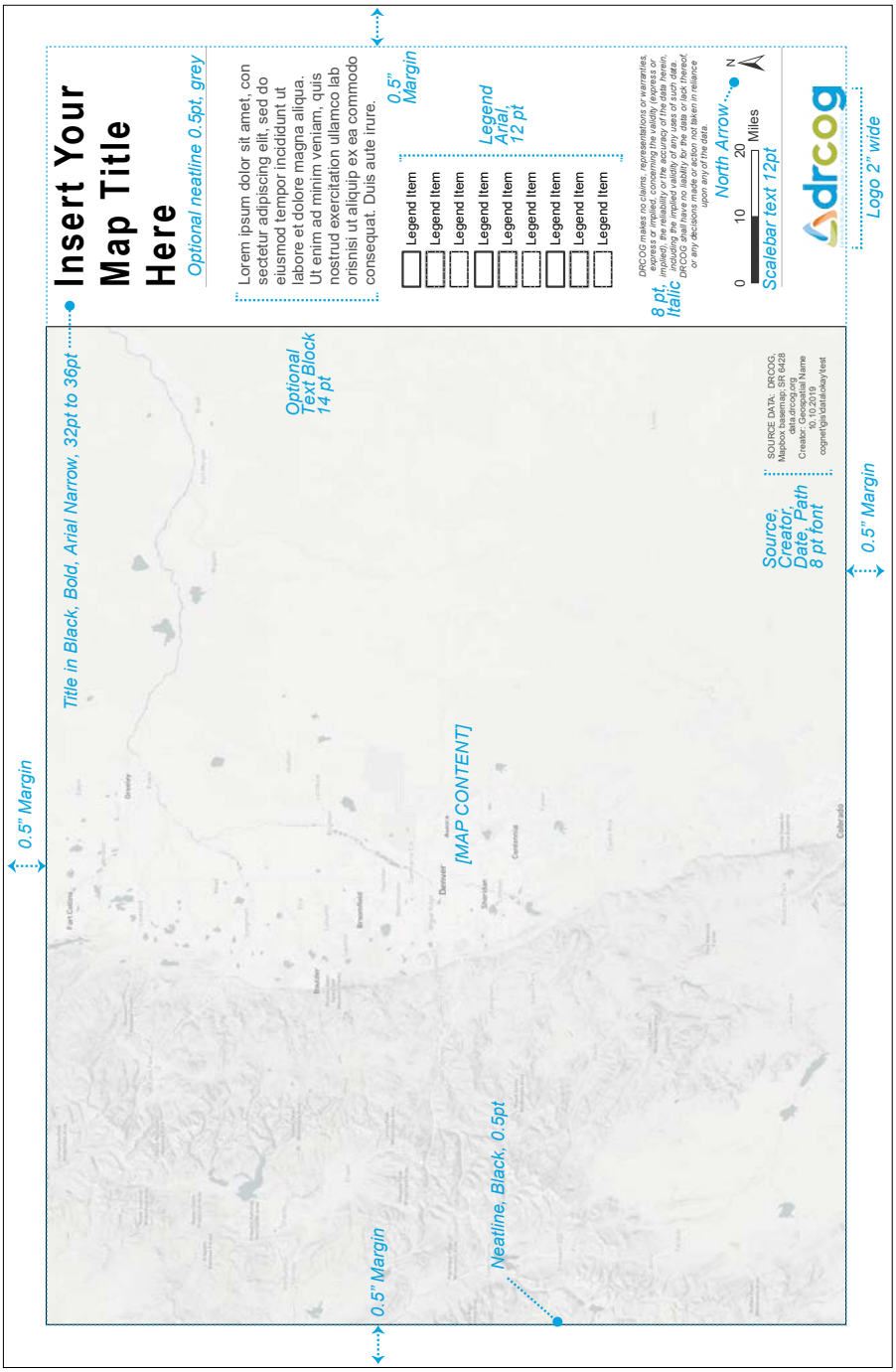
Full Page (Stand-Alone) 11” x 17” Landscape, Extended



Location: Operations\GIS_Standards\Maps\FullPage\ArcGISPro\landscape_11x17_fullpage_sidetitle

MAP LAYOUT TEMPLATES

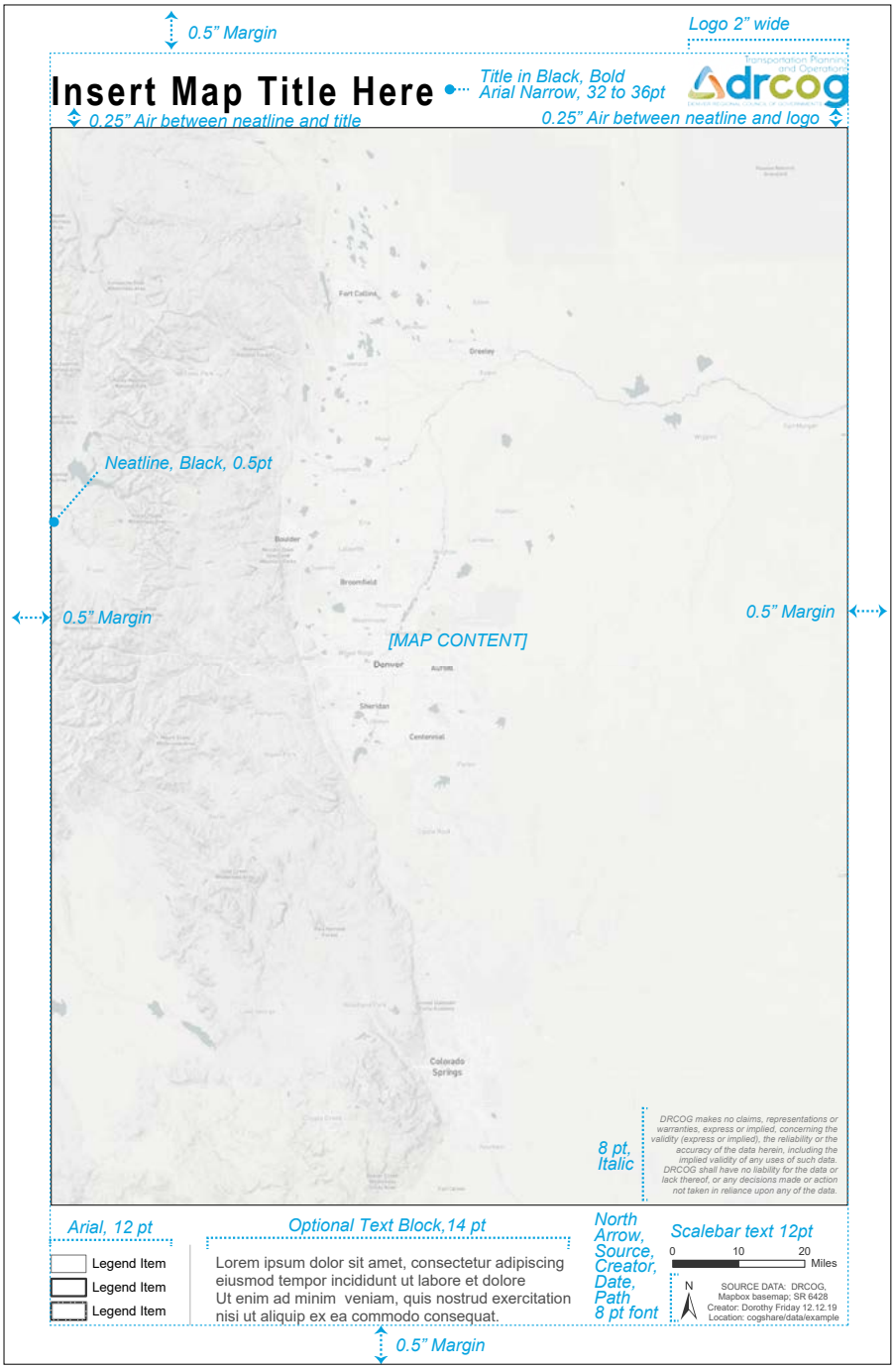
Full Page (Stand-Alone) 11” x 17” Landscape, Side Title



Location: Operations\GIS_Standards\Maps\FullPage\ArcGISPro\landscape_11x17_fullpage_sidetitle

MAP LAYOUT TEMPLATES

Full Page (Stand-Alone): 11” x 17” Portrait



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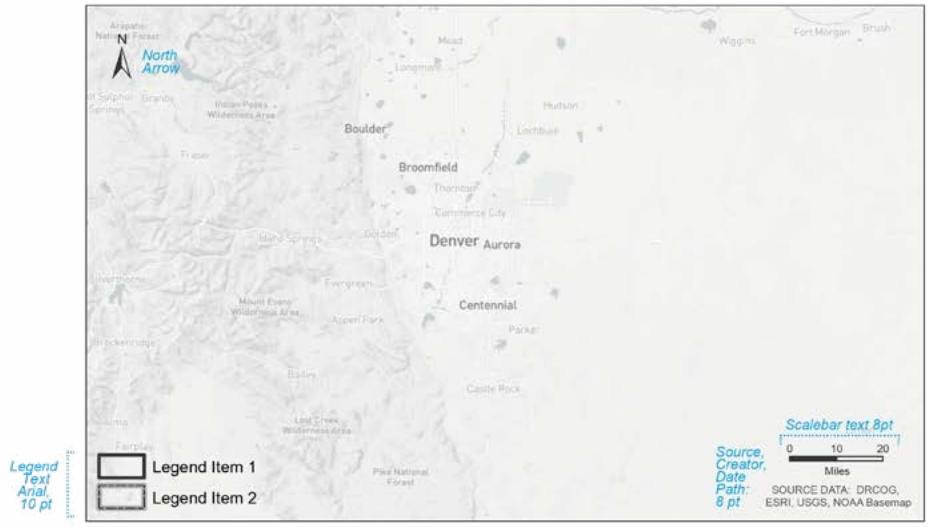
MAP LAYOUT TEMPLATES

Partial Page (As Figure) 8.5” x 11” Portrait Half



Location: Operations\GIS_Standards\Maps\WithinDocument\ArcGISPro\portrait_85x11_halfpage

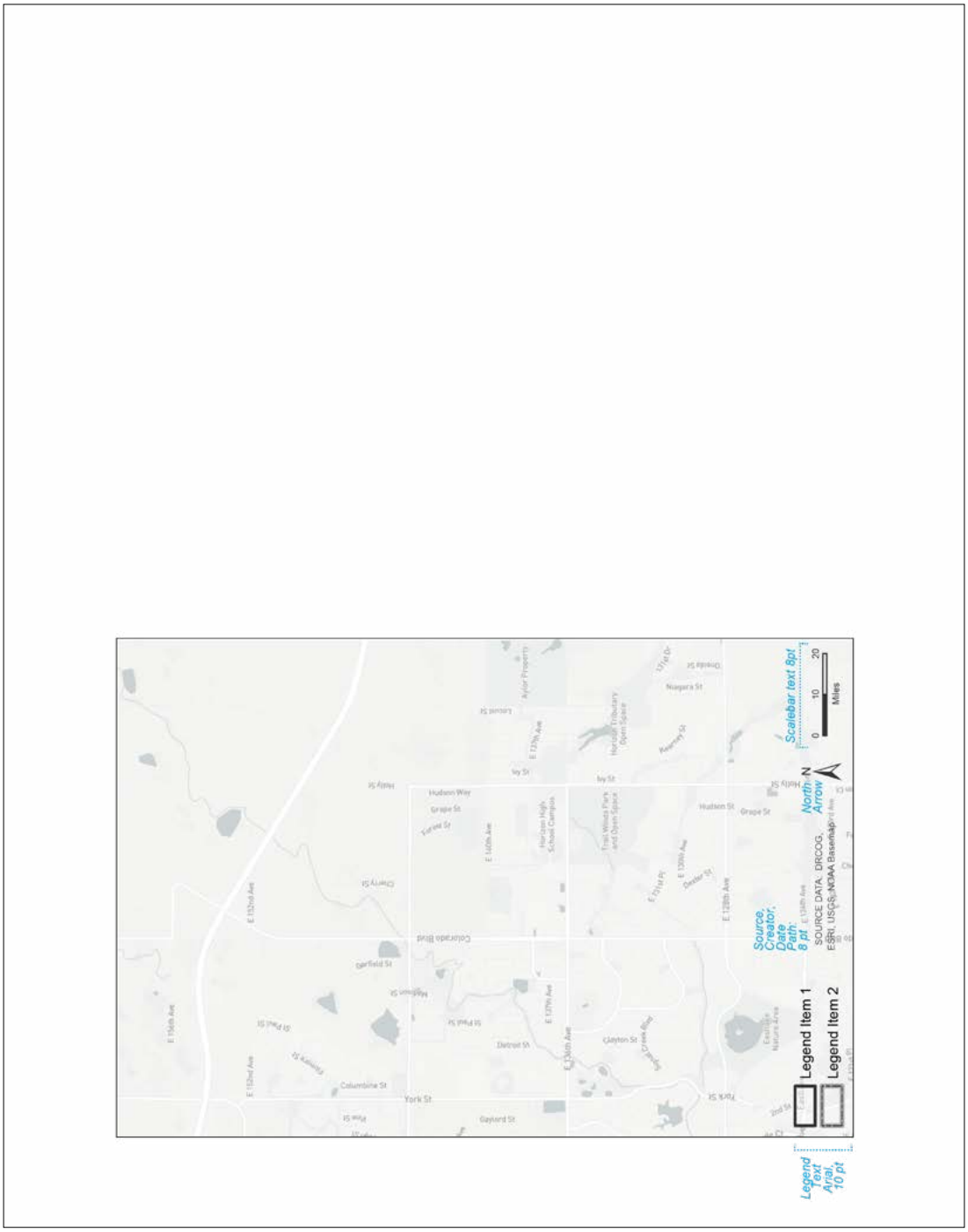
MAP LAYOUT TEMPLATES

Partial Page (As Figure) 8.5” x 11” Portrait Quarter

Location: Operations\GIS_Standards\Maps\WithinDocument\ArcGISPro\portrait_85x11_quarterpage

MAP LAYOUT TEMPLATES

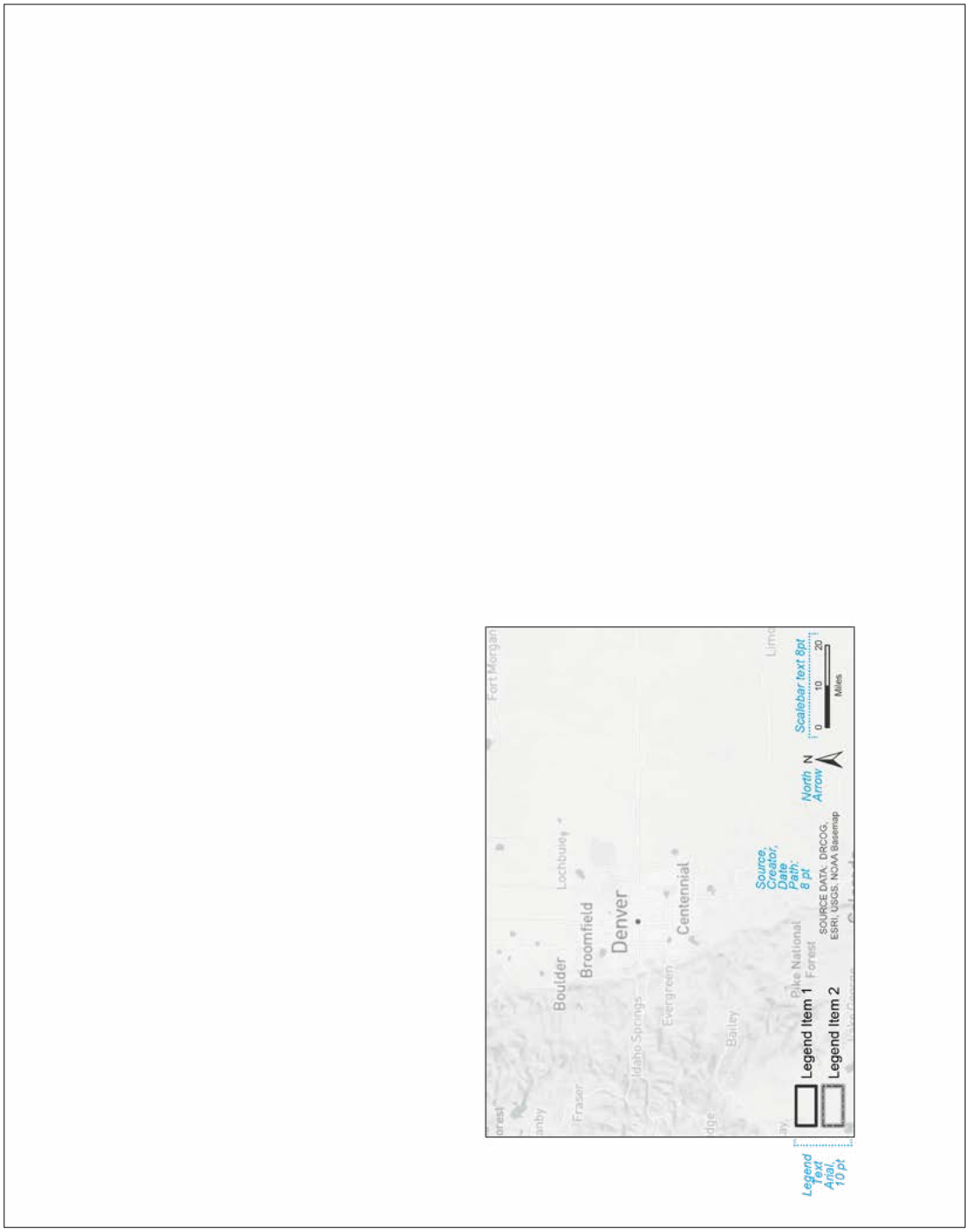
Partial Page (As Figure) 8.5” x 11” Landscape Half



Location: Operations\GIS_Standards\Maps\WithinDocument\ArcGISPro\landscape_85x11_halfpage

MAP LAYOUT TEMPLATES

Partial Page (As Figure) 8.5” x 11” Landscape Quarter



Location: Operations\GIS_Standards\Maps\WithinDocument\ArcGISPro\landscape_85x11_halfpage

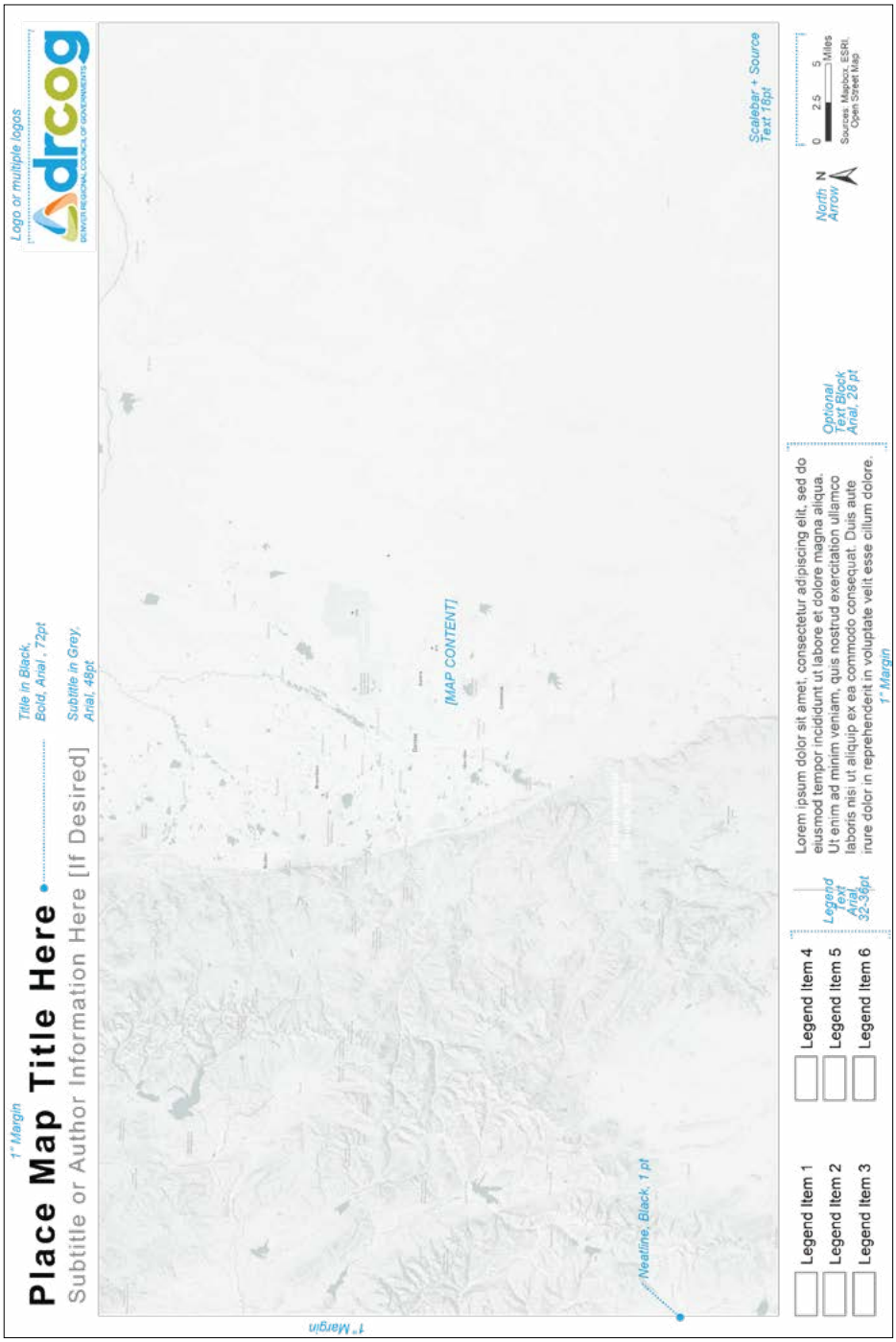
MAP LAYOUT TEMPLATES

Poster Size Display: 24” x 36” Landscape, Side Title

Location: Operations\GIS_Standards\Maps\Poster\ArcGISPro\landscape_24x36_fullpage_sidetitle

MAP LAYOUT TEMPLATES

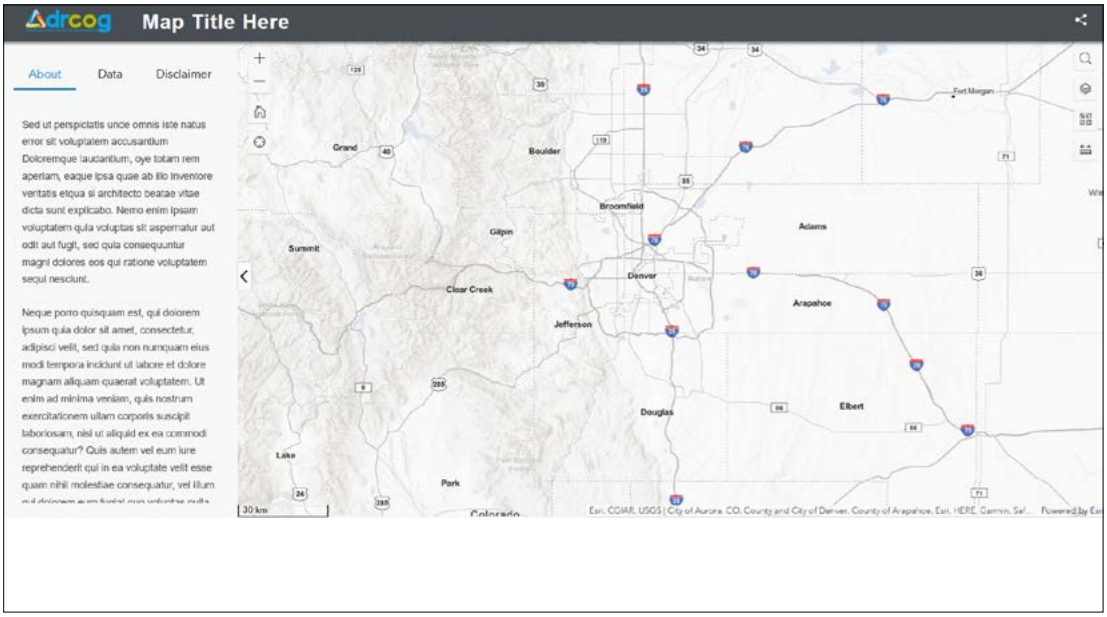
Poster Size Display: 24” x 36” Landscape, Top Title



Location: Operations\GIS_Standards\Maps\Poster\ArcGISPro\landscape_24x36_fullpage

MAP LAYOUT TEMPLATES

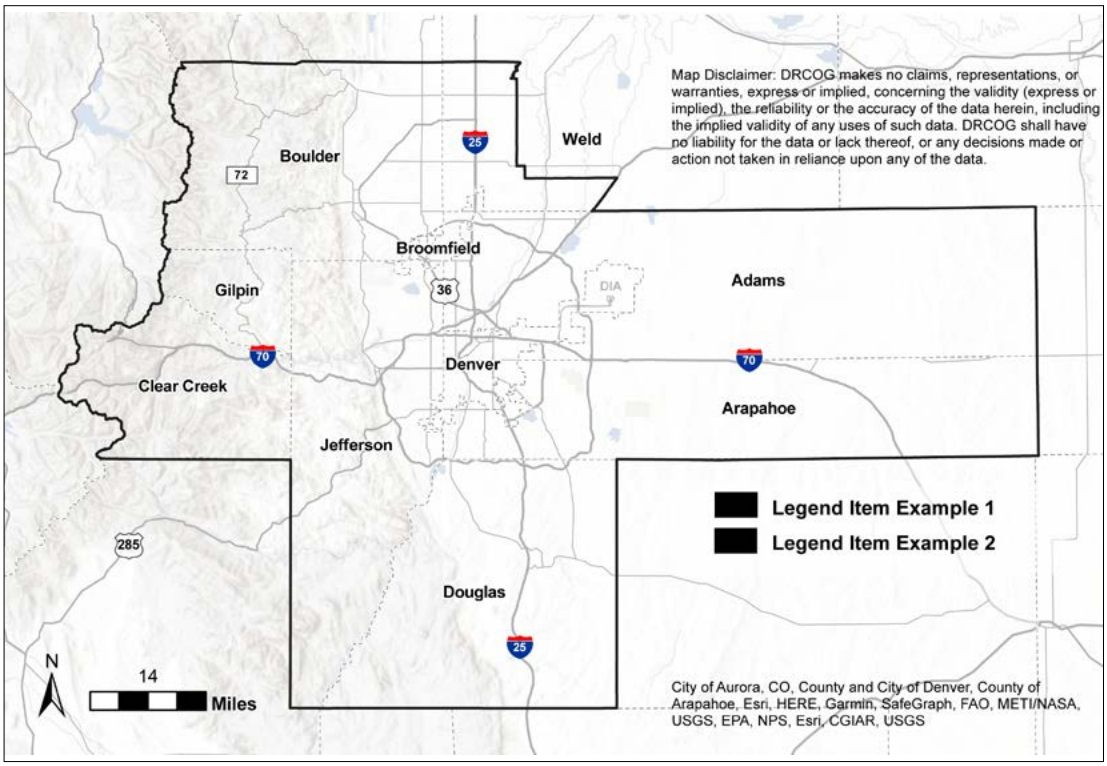
Interactive Digital Map (As Standalone Webpage)



Location: Operations\GIS_Standards\Maps\StandaloneWebMap\Experience_Builder_Template.PNG
Location of Code: ArcGIS Experience Builder
Notes: This template map uses the ArcGIS Experience Builder framework through ArcGIS Online. Esri Light Gray Terrain is the preferred basemap for interactive digital maps. Width and height are adjustable based on needs and purpose.

MAP LAYOUT TEMPLATES

PowerPoint Map



Location: \Operations\GIS_Standards\Maps\PowerPoint\powerpoint_map_template.png
Notes: This is a simplified template map for use in PowerPoint presentation slides.

MAP LAYOUT TEMPLATES

Static Digital Map for Presentation or Web

If using a static map graphic as a digital image, use the partial page templates with special care that the colors are appropriate for screen and projectors and that all exported text is legible. Maps for web should be made interactive whenever possible. The DRCOG GIS team should be consulted for these situations.

PUBLISHING, SHARING AND REVIEW

Maps used for internal projects or workshops do not need to be reviewed by the GIS Team or CAM Creative.

Any maps used in publicly distributed reports, plans, websites and presentations, should have their working file locations documented and be reviewed by the GIS Team. The GIS Team will send any necessary information to CAM Creative for review depending on circumstances such as size of audience and how much the maps vary from template drafts. For printed documents, allowable map sizes include quarter page, half page and full page.

Checklist for finalizing DRCOG maps

- ✓ title (if standalone map) [see page 48]
- ✓ logo (if standalone map) [see page 41]
- ✓ scale [see page 48]
- ✓ north arrow [see page 48]
- ✓ neat line [see page 49]
- ✓ legend [see page 49]
- ✓ data sources [see page 49]
- ✓ disclaimer [see page 49]
- ✓ initials of creator/date/location (if standalone map) [see page 49]
- ✓ appropriate font sizes [see template guide for your map size]
- ✓ appropriate colors [see pages 44-47]
- ✓ GIS Team review

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