



Downtown  
Denver  
Partnership

# *Winter in the City*

## Brand Guidelines

## Overarching Writeup

The Downtown Denver Partnership and Downtown Denver Business Improvement District present Winter in the City: a seasonal holiday experience, made up of lights, music, markets, decorations, and the beloved floats from the annual Parade of Lights spread throughout the Center City to provide a socially-safe celebration, and a special collective holiday experience for our entire community. These festivities bring classic Denver holiday traditions to life, while rekindling the youthful joy of the holiday season as we light up the city in new ways.

*A celebration of community and inclusiveness.*

## Logos

Clear space prevents type, imagery or other graphic elements from interfering with the legibility of our logo. No graphic elements should encroach the border around the logomark. This space is determined by 25% height of logomark on each side. Measure the clear space for primary logomark by the height of the Winter in the City Logo



## Alternative Logos

Winter in the City Logo used on an application will often depend on the background and production method. When using the logo on a white background. You can use full color version or Transparent Logo version.



Tagline



Alternative/Transparent



Horizontal

Pairing the Winter in the City Logo

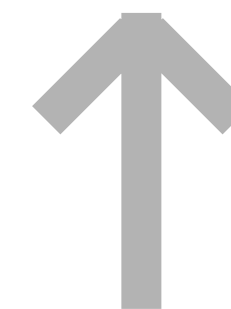


## Logo Mark

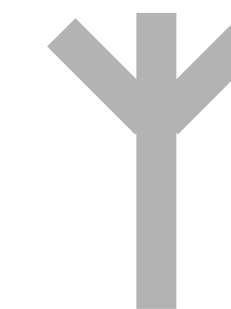
When developing the brand for Winter in the City, it was vital we showcase the special connections that bring our community together in a way that allows all to feel welcome. We created a snowflake representing these values: beginning with a strong center core, its branches both invite people in to celebrate the season, and connect Downtown Denver's Winter Wonderland to people and spaces around Denver.

To help create an inclusive symbol that will stand the test of time, we translated DDP values for why Winter in the City is essential to our mission. This brand is strong and minimal, and can grow over time as Winter in the City evolves.

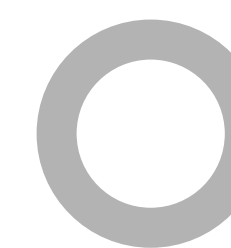
## Logo Mark



*Coming in*



*Branching out*



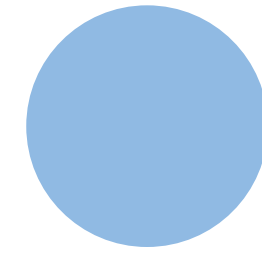
*Center Core*

# Winter in the City

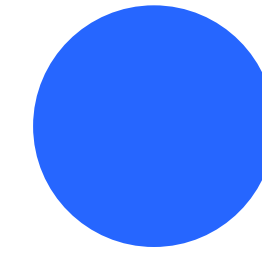
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Brand Colors

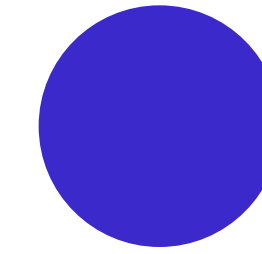
Primary Colors



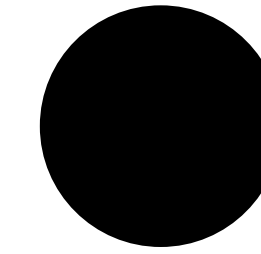
87BFFF



2667FF

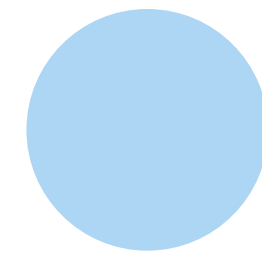


3B28CC

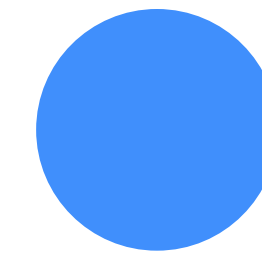


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Secondary Colors



ADD7F6



3F8EFC

Typography

Quiet Sans

Primary

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@£\$%^&\*()

Studio  
Lettering

Secondary

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@£\$%^&\*()





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## Contact

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