ROCKY MOUNTAIN RESTORATION INITIATIVE

LOGO DESIGN OPTIONS
OUR PROCESS...

**PHASE 1: ACCESS THE LANDSCAPE**

1. Stakeholder Interviews
   1. 17 key stakeholders
   2. 30 min. Interviews
   3. Over 4 days in early December

**PHASE 2: CREATE THE ASSETS**

1. **Graphic Expression**
   1. Logo Design
   2. Applications

2. **Fundamentals/Positioning**
   1. The basic definition of the brand
   2. Look/Tone/Feel

3. **Conceptual Campaign Strategy/Ideas**
   1. A possible direction to inspire

4. **Brand Book**
   1. Official documentation of all assets

- **NOV-DEC, 2020**
- **DEC-FEB, 2021**
- **FEB-MARCH, 2021**
- **MARCH, 2021**
- **APRIL, 2021**
The Objective:
Add value by elevating out of the typical style of government-led projects. And therefore...
1. Further solidify the unity of the project partners
2. Attract the attention of the general public

The Challenge:
The Rocky Mountain Restoration Initiative is poised to be a breakthrough concept in how large-scale land restoration management is conducted. By unifying private citizens, organizations, and businesses in Colorado with government agencies and their resources, RMRI believes they will be effective on a scale that hasn’t been accomplished before.

However, even the closest comparable program – though generally well thought of - doesn’t stand out to the public in a meaningful way or leave any memorable signature on the work performed. The deliverables for this project need to help define the RMRI brand - the way it looks, sounds and feels - such that it is noticeable, is sticky enough to be recognized, inspires inquiry and shapes the way that people talk about land restoration for many years.

The Insight:
Private entities know where restoration work should be prioritized and public entities have the tangible resources to do the work, yet they aren’t designed to work well together. As a result, the land is unwell and vulnerable.

The Strategic Platform:
A problem for all takes all to solve.

We Will Be Successful When:
RMRI instills confidence that significant progress can be made together.
CREATIVE INPUTS...

- THE FOUR VALUES
- UNITY
- MOUNTAINS
- NATIONAL RELEVANCE
- THE "COOL" FACTOR

More Literal

More Abstract
BUT FIRST...

WE BELIEVE WE SHOULD CONSIDER A NAME CHANGE.

From...

ROCKY MOUNTAIN RESTORATION INITIATIVE (RMRI)

Could present a challenge because...

1. The word "Initiative" feels like a singular (one-time) project. Does not feel like a thriving networked community that I could be a part of
2. Obscure - Lack’s meaning and not clear to the average person
3. Too Long or Too Short - Communication + Design

To...

NEW NAME

"RESTORE THE ROCKIES", OR SIMILAR.

Because a good brand name...

1. Will describe our cause directly
2. Is understandable to the average person (a concern from interviews)
3. Orients a reader to action
4. Is flexible in anticipated branding uses
5. Is easy to navigate in the online environment, such as in search engines and bite-sized content
RMRI - LOGO DESIGNS

CONCEPT A
CONCEPT A

RESTORE THE ROCKIES

RESTORE THE ROCKIES
RMRI - LOGO DESIGNS

CONCEPT B
CONCEPT C

ROCKY MOUNTAIN RESTORATION INITIATIVE

ROCKY MOUNTAIN RESTORATION INITIATIVE

RMRI

RMRI
CONCEPT C

RESTORE THE ROCKIES

RESTORE THE ROCKIES
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THANK YOU!