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New City Logo Unveiled

Logo embodies the energizing spirit of the sun-basked Denver metro area.

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- [New Logo \(Large\)](#)
- [Mayor's Office of Economic Development](#)
- [Design and Image Communications](#)



APRIL 28, 2004 -- Mayor John Hickenlooper today unveiled a new Mile High City logo for the City and County of Denver. The "D" design features a stylized red skyscraper, light blue sky, and dark blue mountains surrounding a bright yellow sun. It will be used for city stationery, program brochures, and regional marketing campaigns.

The need for a logo was a key issue identified by marketing professionals who attended workshops as part of the Mile High Marketing Initiative. The goal of the logo is to build a stronger identity for Denver and the metro area through more unified marketing endeavors. As part of this initiative, area businesses were asked to create logos for the city during a design competition that was held earlier this year.

"More than 1,200 Denver residents, staff members and marketing professionals provided input as to which logo best represents the Denver region," said Mayor Hickenlooper. "I am excited that the city now has a visual image that symbolizes much of what Denver is and has to offer."

The logo was selected over two other finalists in the competition, including one that featured the word Denver with two inverted v's suggesting growth or mountains. The other logo featured a skyscraper, a historic building, mountain peaks, and a tree.

"We are thrilled with the selected logo, as it truly illustrates the essence of Denver," said Angela Baier, the city's Director of Marketing.

Design and Image Communications has donated the design to the city at no cost. The local company has more than a hundred logos in its portfolio including Allegro Coffee, Schenkein, Three Tomatoes Catering, and the Colorado Symphony Orchestra.

"Creating a visual to define the region was a challenge we couldn't resist," said Deborah Williams, president of Design and Image. "We are proud to be a part of the creation of the first ever logo for the Mile High City."

Other local businesses are also contributing to the Mile High Marketing Initiative. Schenkein, a Denver-based national public relations firm, is providing pro bono media relations assistance. Blair Labeling Systems is providing free printing of stickers featuring the new logo that will be distributed to businesses and residents throughout the community.

City agencies and regional organizations are encouraged to integrate the logo into their marketing programs. Style guides and design templates will be made available over the coming months.

The city will not automatically replace printed items such as stationery and business cards to include the new logo. Instead, the new logo will be rolled out over the next six to 12 months as items are re-ordered, so no additional expenses will be incurred. Additionally, the logo will not automatically replace all instances where the city seal or flag is used, nor will it affect police, fire or departmental uniforms.

Written by Content Developer [Betsy Kimak](#), Office of Television and Internet Services. Source: Mayor's Office of Economic Development.

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