





Formal & Representative

The formal logo is used in official applications. It provides a representative image of Nederland, Barker Reservoir, Boulder Creek, the surrounding mountains, and the elements that sculpt the town.



Casual & Narrative

The casual mark is used in more everyday and festive situations. By pulling the negative space of the water and mountains, we find a more adventurous, magical narrative. Both stand separately but remain cohesive.



N E D E R L A N D
N E D E R L A N D

Wordmarks & Font

Like the logo mark, the word mark provides a responsive option.

Gill Sans Bold with an extended tracking gives a structural, formal, stable mark for official documents. That same typeface but with the Nova Inline variation gives a more decorative, recognizable mark for casual use, highlighting the festive, interconnected elements of Nederland.

Generally, the ratios for font sizing should be 2:1 to keep the feel of symmetry. For example, 12 pt body copy would welcome a 24 pt headline. Use your judgement.

These font variations are reflected in the headlines as well, providing a visual tie between the word marks, the copy, and the & motif.

Body & Content

Font :: Gill Sans Regular

Tracking :: 0

Spacing :: Extended (generally 1.5)

Alignment :: Full justified as appropriate

Margins :: Ample. Give content space.

Headline & Emphasis

Main Font :: Gill Sans Bold

Secondary :: Gill Sans Nova Inline

Tracking :: 0



Context & Usage

The word mark and logo mark are designed to be deconstructed, split apart. In some applications the combined mark may appear as a single unit, but often it is designed to break across the space of a page or an entire document to give more flexibility to the design and content.

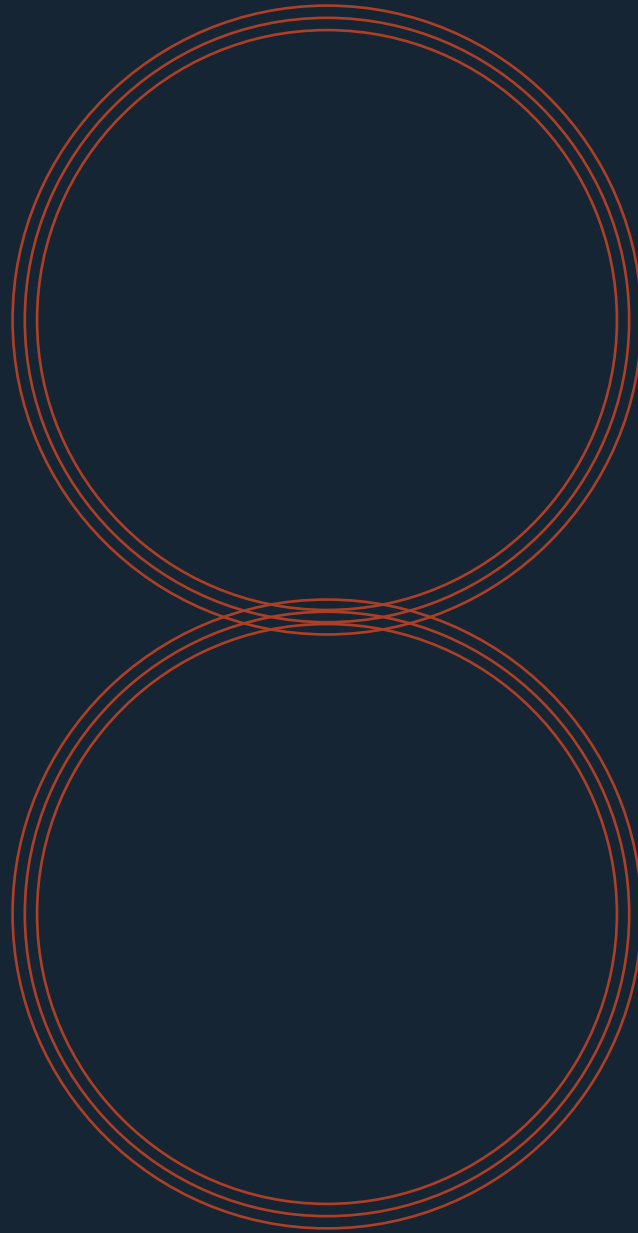
It is not necessary to have all the elements present on any given page, nor is it necessary to use every element in every design. Once your audience is comfortable with where they are and what they are reading in the context of Nederland, any given element of this brand should anchor the viewer.

N E D E R L A N D

Variations & Orientations

In situations where a single mark is more practical, multiple variations are acceptable depending on aspect ratio, size, and mechanics.

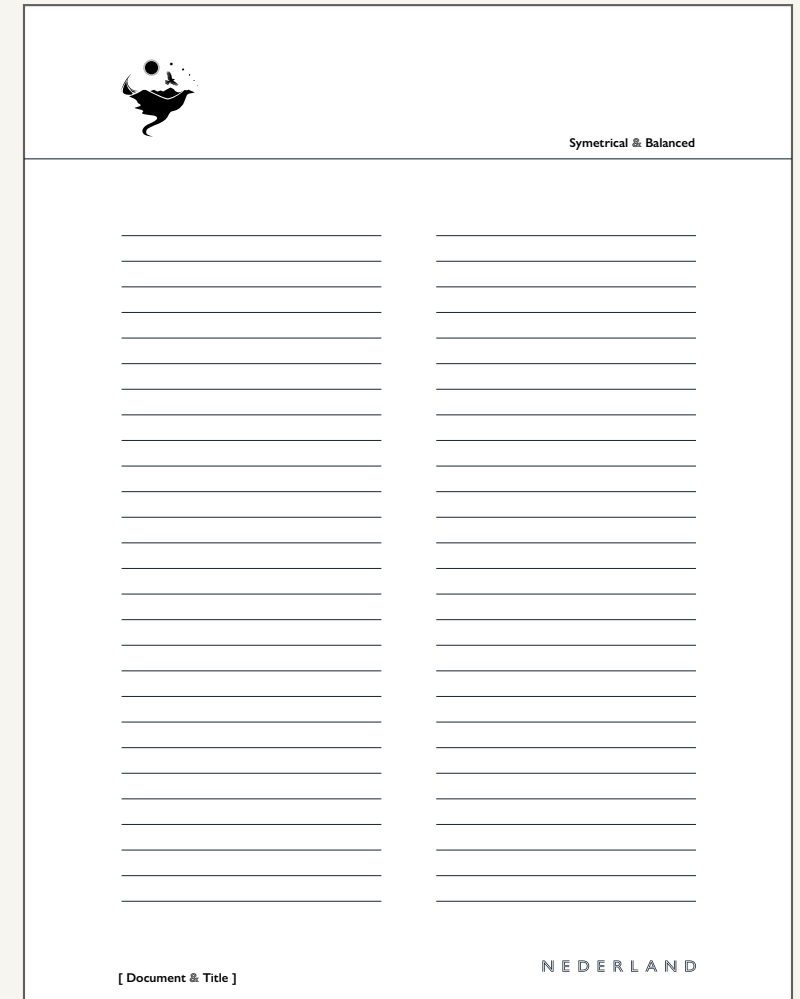
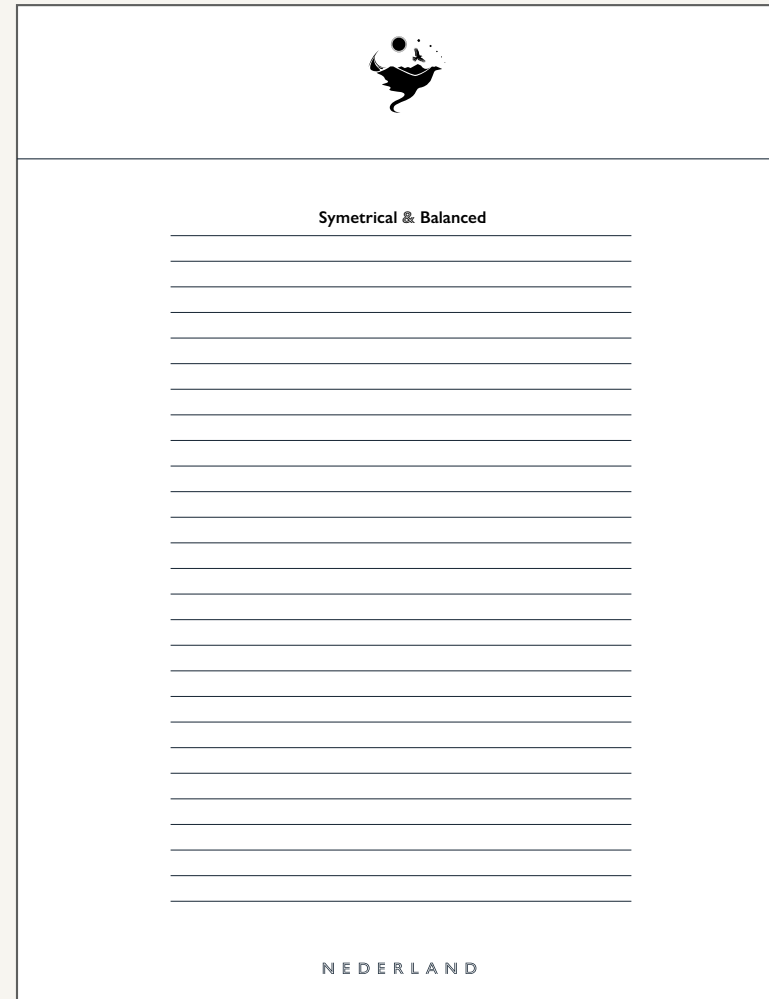
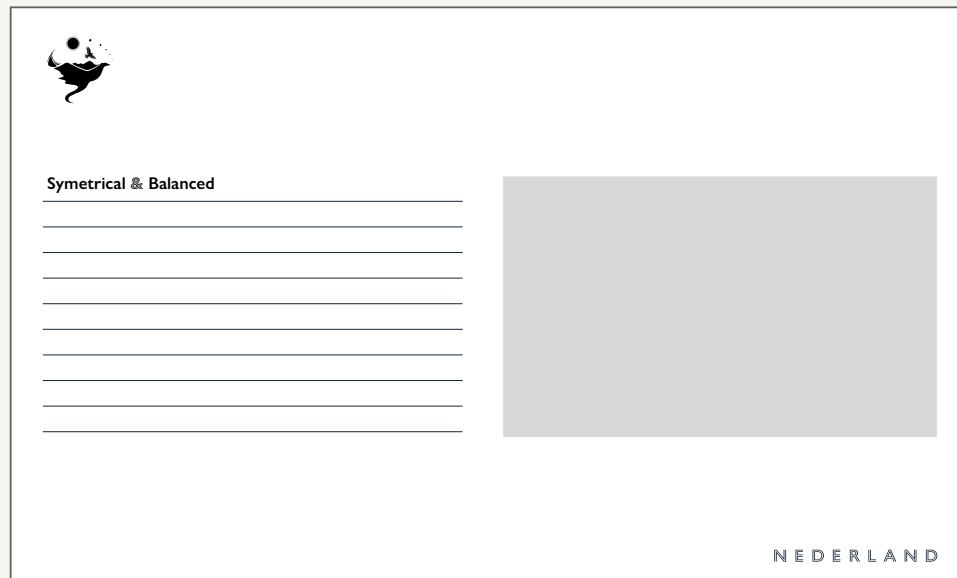




Layout & Symmetry

Document layout favors lateral and radial symmetry as opposed to the more modern rule-of-thirds/Swiss grid layout. This is reflected in the ratio of font sizes (i.e., 24pt headlines for 12pt body text) and placement of marks, taglines, page numbers, and justification of text.

Don't crowd content. Use big, easy margins.



Duality & Imagery

Nederland sits in a delicate balance. While Ned depends on tourism as part of its economy, it also exists as its own with hard-won identity. Imagery reflects this by offering dual images— one close/one far, one old/one new, one realistic/one artistic— giving perspective through a keyhole, view finder, or binoculars.





Perspective & Focus

When multiple images are not practical, the single picture should reflect an unusual perspective or moment of presence. In image critical applications (as shown on next page) give credit to the creator with full details, similar to a gallery, minimizing the town branding and focusing on the work.

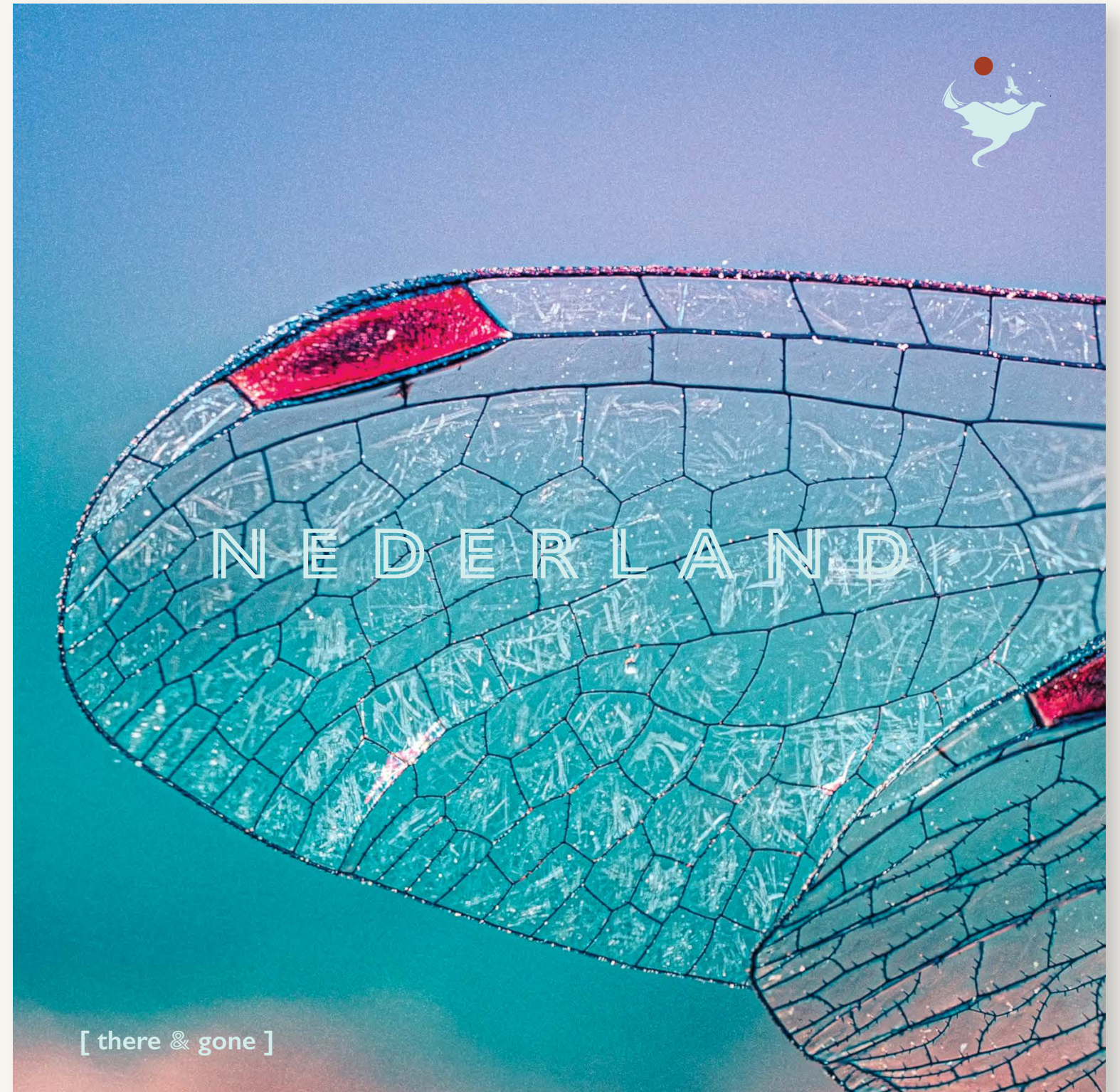
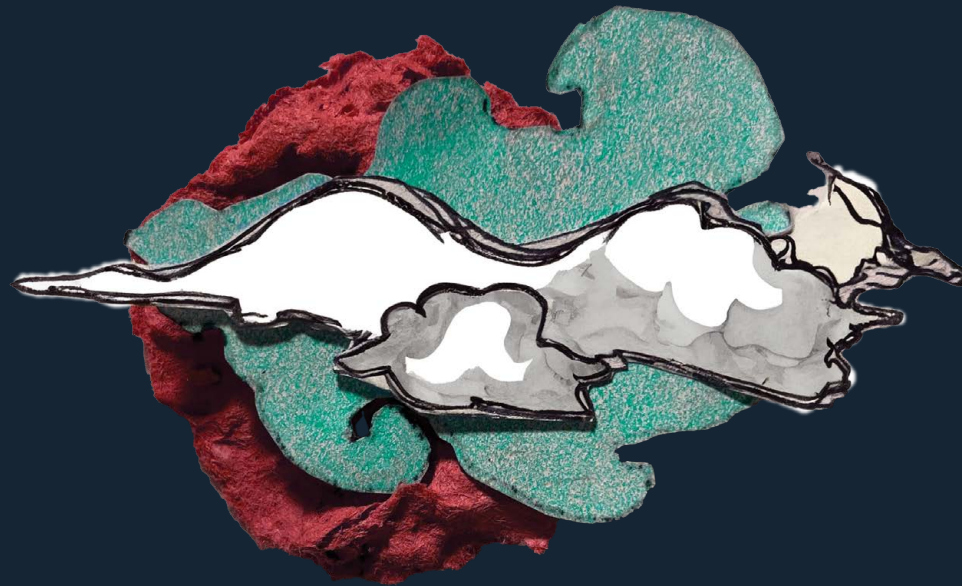




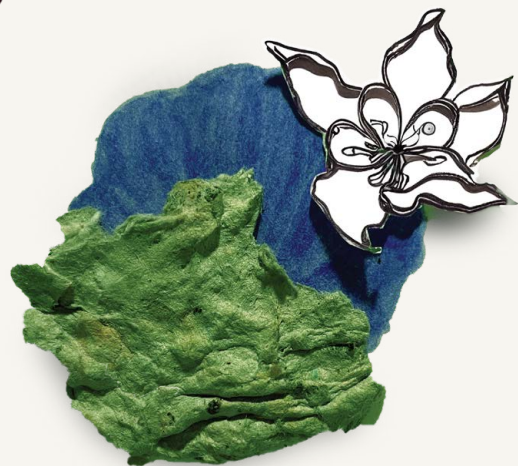
Photo Credit: Gerardo Gutierrez
Details: Nederland, CO // Published on October 31, 2019 // HUAWEI, LYA-L29 // f2.4 ISO 50





We ≪3 Boops

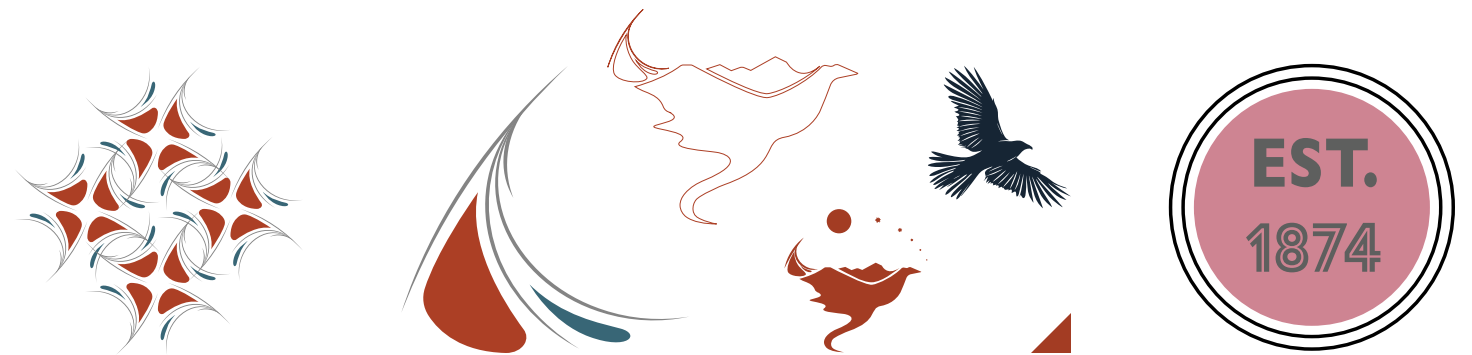
Made from recycled paper mache and colored using pigments from local soil, these handmade elements — affectionately known as “boops” — provide a bespoke, aggressively post-digital design element to the visual identity. They are an organic mark to high-level categories that the town uses, such as parks & rec, summer concerts, or weather advisories.



Whimsies & Accents

Identities must have room to evolve, to be specific and to be flexible. As long as other elements of the brand are intact, you can bring in additional whimsies with care, particularly in the radial/corner layouts.

The ampersand along with broken out elements of the marks give texture to the overall page or unique application.





Default



Misty



Blue



Will



Subtle gradients used very sparingly to give depth, but generally stay flat.

Pallet & Variations

The default pallet focuses on usability and readability. It is primarily what is used in this document, and is intended for official and more neutral communication.

The other three pallets were drawn from community members who took part in an exercise where they thought of a strong memory of Nederland and chose a palette based on that memory. The titles are indicative of the mood of the memory and its namesake. They are used by the town to give visual similarities for groups of communication. For example, a summer concert series might use the “Misty” pallet across multiple events.

A very dark Navy and a very light eggshell provide a flexible foundation for the other accent colors to speak out.

Neutrals

- Dark Navy # 162534
- Parchment # F7F5F0

Default

- Teal :: #386676
- Light Blue :: #D3EDED
- Burnt Umber :: #A33C23
- Moss :: #859282

Blue

- Blue Blue # 2F5190
- Orange # DA9327
- Parchment # E2CEAE
- Earth # 332D25

Misty

- Orange # DA9327
- Light Blue # D3EDED
- Purple # 48335B
- Moss # 859282

Will

- Pink # CE8492
- Light Grey # D8D8D8
- Huffy Green # 7DC08D
- Robot # 5E5F5E





Fire & Safety

December 12, 2023

Caution! Increased Fire Danger

This increased risk is due to several factors, including extended dry spells, unusually high temperatures, and an abundance of dry vegetation in our surrounding forests. These conditions create a perfect setting for wildfires, and it's crucial for everyone in our community, including visitors, to be aware and take extra precautions during this time. Our collective vigilance and careful actions are key to preventing potential disasters and protecting our homes, families, and the natural environment of Nederland.

To ensure the safety of our town, we strongly recommend that all residents strictly follow local fire safety guidelines and regulations. This includes avoiding any open burning, using outdoor cooking equipment with utmost care, and ensuring that cigarettes are properly extinguished and disposed of. We also advise creating a defensible space around your homes by clearing away dry leaves, branches, and other flammable materials.

By working together and being proactive, we can significantly reduce the risk of forest fires in our community.

N E D E R L A N D



Description: Landscape official post with Boop and traditional seal.
Usage: Formal announcements, procedural documents, agendas, PPT content.

Hikes & Shrooms

Nestled within the rugged terrain of the Rocky Mountains lies a hidden treasure trove for mushroom enthusiasts. As hikers traverse the diverse landscapes of this iconic range, they have the opportunity to embark on a unique adventure: mushroom hunting. From lush forests to alpine meadows, the Rocky Mountains offer an array of habitats that support a rich diversity of fungi, making it an ideal destination for those eager to forage for mushrooms while exploring nature's wonders.



One of the first steps to a successful mushroom hunting expedition is to familiarize oneself with the local fungal flora. With hundreds of mushroom species inhabiting the region, ranging from edible delicacies to deadly toxins, knowledge is paramount for safe foraging.



Timing is crucial when planning a mushroom hunting excursion in the Rocky Mountains. The region experiences distinct seasonal changes, with mushroom fruiting patterns closely linked to temperature and precipitation. Late summer to early fall typically marks the peak mushroom season, as moisture

levels rise and temperatures moderate, creating optimal conditions for fungal growth. However, certain species may emerge earlier in the season or persist well into the autumn months, so staying attuned to local weather patterns is essential for maximizing your chances of success.

As hikers venture deeper into the Rocky Mountains, they'll encounter a diverse array of ecosystems, each harboring its own mushroom habitats. Dense coniferous forests, alpine meadows, and moist riparian zones are prime locations to search for mushrooms.

While mushroom hunting in the Rocky Mountains offers an exhilarating opportunity to connect with nature and discover culinary delights, it's essential to approach the activity with caution and respect for the environment. Hikers should prioritize safety by thoroughly researching mushroom identification, dressing appropriately for mountain terrain and weather conditions, and practicing sustainable harvesting techniques to minimize their impact on fungal populations and ecosystems.



Mountains & Climate

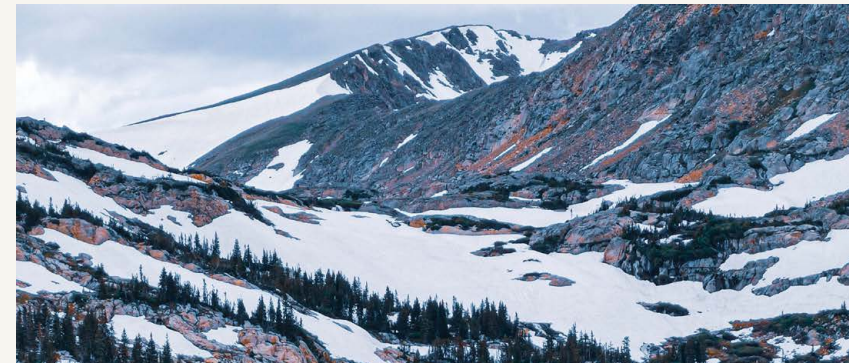


Photo Credit: Gerardo Gutierrez
Details: Nederland, CO // Published on October 31, 2019 // HUAWEI, LYA-L29 // 12.4 ISO 50

Climate change is profoundly impacting mountain ecosystems worldwide, presenting unique challenges to these sensitive environments. In mountain regions, temperatures are rising at an accelerated rate, leading to the rapid melting of glaciers and permafrost. This melting not only contributes to rising sea levels but also threatens the stability of mountain slopes, increasing the risk of landslides and rockfalls. Additionally, altered precipitation patterns result in more frequent and severe droughts or floods, disrupting ecosystems and posing significant challenges to communities that depend on mountain water sources for irrigation, drinking water, and hydropower.

The effects of climate change extend beyond physical changes in the landscape; they also affect biodiversity and ecosystem dynamics. Mountain habitats are characterized by distinct temperature and altitude gradients, providing refuge for a wide range of plant and animal species. However, as temperatures rise, these species are forced to migrate upslope in search of cooler conditions, leading to habitat fragmentation and loss. Furthermore, the loss of glaciers and snowpack alters hydrological cycles, affecting the availability of water resources downstream and threatening the survival of species adapted to specific moisture regimes. As mountain ecosystems continue to undergo rapid transformation, it is crucial to implement adaptive management strategies that promote resilience and mitigate the impacts of climate change on these vital and fragile environments.

Description: Standard 8.5 x 11 document examples. The first is more causal, the second more formal.

Usage: Newsletters, manuals, black and white Word docs.



Parks & Rec

The Parks and Recreation Department meeting covered updates on park maintenance, budget allocation, and community engagement, with discussions on ongoing projects and upcoming events. The team reviewed previous minutes, addressed departmental concerns, and set agendas for future meetings, wrapping up with plans for continued improvement and community involvement.

N E D E R L A N D

- 10:00 AM - 10:15 AM:** Welcome and Introductions
- 10:15 AM - 10:30 AM:** Review of Previous Meeting
- 10:30 AM - 11:00 AM:** Departmental Update
- 11:00 AM - 11:30 AM:** Recreation Division
- 11:30 AM - 12:00 PM:** Budget Review
- 12:00 PM - 1:00 PM:** Lunch Break
- 1:00 PM - 1:30 PM:** Park Maintenance Projects
- 1:30 PM - 2:00 PM:** Programming and Event Planning
- 2:00 PM - 2:30 PM:** Engagement Strategies
- 2:30 PM - 3:00 PM:** Staff Training Opportunities
- 3:00 PM - 3:30 PM:** Feedback from the Community
- 3:30 PM - 4:00 PM:** Other Business and Adjournment



Parks & Rec

The Parks and Recreation Department meeting covered updates on park maintenance, budget allocation, and community engagement, with discussions on ongoing projects and upcoming events. The team reviewed previous minutes, addressed departmental concerns, and set agendas for future meetings, wrapping up with plans for continued improvement and community involvement.

N E D E R L A N D



Description: two-up with photo
Usage: anywhere you might use a 16:9 application



Clean Up & Care

The community is gearing up for the upcoming "Ned Clean Sweep," a day devoted to clearing trash from public spaces. Volunteers will convene at Chipeta Park, equipped with bags and grabbers, to tackle litter in the parks and along the waterways, enhancing the town's natural beauty and fostering environmental stewardship..

N E D E R L A N D



Clean Up & Care

The community is gearing up for the upcoming "Ned Clean Sweep," a day devoted to clearing trash from public spaces. Volunteers will convene at Chipeta Park, equipped with bags and grabbers, to tackle litter in the parks and along the waterways, enhancing the town's natural beauty and fostering environmental stewardship..

N E D E R L A N D



Description: As a default, think sharable blocks with text or images.
Usage: Keeping square tiles lets you post cross platform and reuse content blocks.

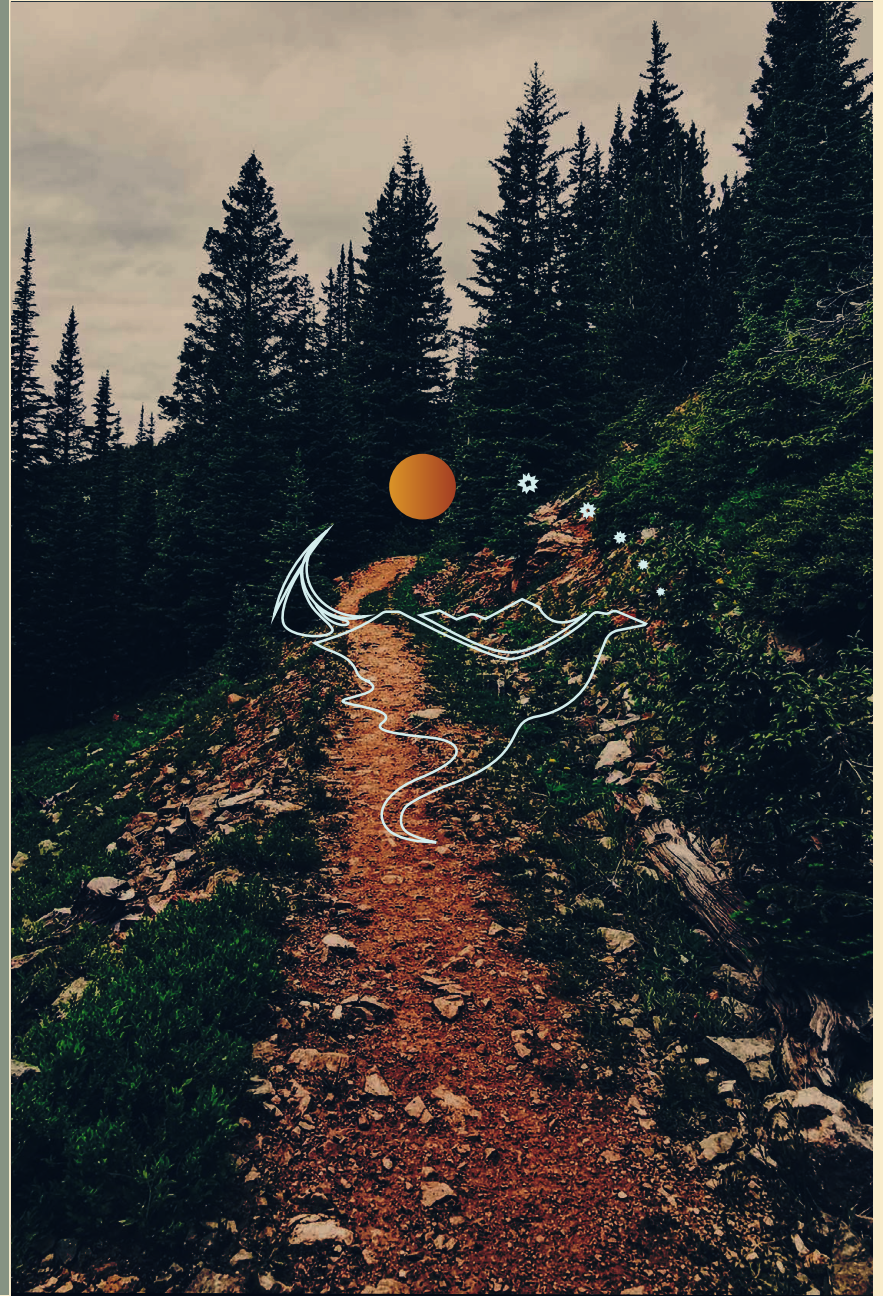
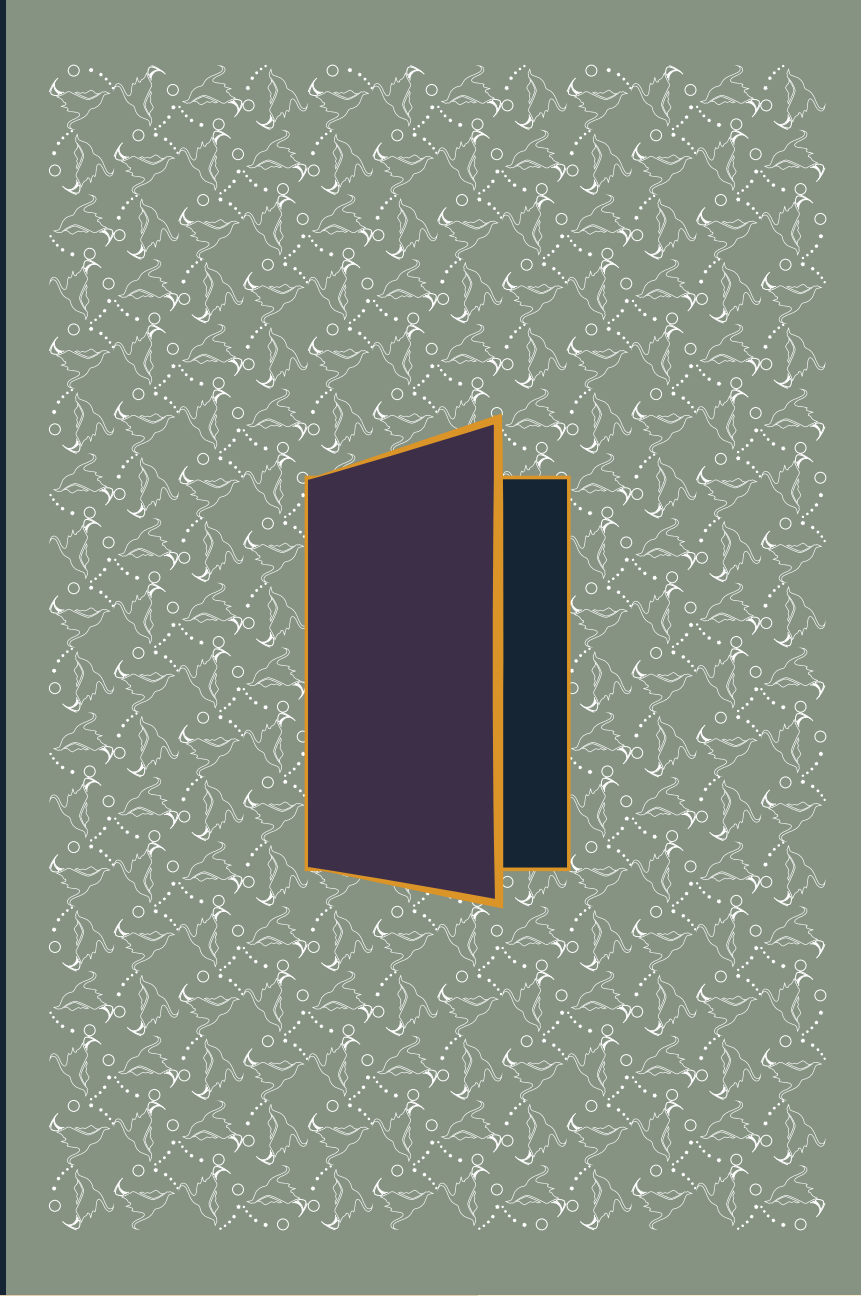


Description: Square sharables of single images with minimalist branding.
Usage: Social, insta, design elements on larger docs.



Description: Square sharables of single images with minimalist branding.
Usage: Social, insta, design elements on larger docs.





[extensibility & evolution]

N E D E R L A N D



The Strange & Unique

Consider a brand a hexagon with each side representing an element of the brand. As long as at least three are in tact, it's stable. If four or five are standard, it can take one or two off-brand additions while still maintaining it's shape.

This allows those using the assets to still have a great deal of creative control. Look for opportunities to lend consistency (e.g., dancing moose boop for music). Look for ways to reuse elements (e.g., the keyhole). And stay flexible. As long as the designer is acting with intent, there are no right and wrong choices in application.

Also, don't feel obligated to cram everything in there all the time either.

N E D E R L A N D





Holidays & Events

Next Tuesday, aliens will make their first confirmed landing in Nederland, CO, at 3 PM MST. Anticipation builds globally as humanoid beings with luminescent skin aim to initiate peaceful relations and share advanced technology. This historic moment could mark a new era of interstellar cooperation.

Experiencing the event through VR with the added dimension of smell will definitely make it feel incredibly immersive. It's fascinating to think about how technology can bring us closer to such extraordinary moments without even leaving home. Enjoy the experience!

N E D E R L A N D



Holidays & Events

Next Tuesday, aliens will make their first confirmed landing in Nederland, CO, at 3 PM MST. Anticipation builds globally as humanoid beings with luminescent skin aim to initiate peaceful relations and share advanced technology. This historic moment could mark a new era of interstellar cooperation.

Experiencing the event through VR with the added dimension of smell will definitely make it feel incredibly immersive. It's fascinating to think about how technology can bring us closer to such extraordinary moments without even leaving home. Enjoy the experience!

N E D E R L A N D



Description: Here, we are playing with 4-quadrant 150 year retro branding
Usage: Be intentional. Not everything needs to be different. When it is, though, commit.



N E D E R L A N D

18
74



[strange & magic]

Description: Portrait example (2;1 ratio) showing image duality in the “Will” color pallet.
Usage: Powerpoint, Facebook, poster headers, cover imagery.



[strange & magic]



Music & Festivals

N E D E R L A N D

2024 June & July



The Velvet Stars

Moonlight Manor

June 3, 8:00 PM

Neon Dreamscape

Electric Echo Lounge

July 7, 9:30 PM

Midnight Mirage

Twilight Tavern

June 12, 10:00 PM

Sonic Serenity

Celestial Cabaret

July 18, 7:45 PM

Galactic Collective

Stellar Stage

August 22, 9:00 PM

Retro Nebula

Cosmic Cafe

June 30, 8:30 PM

Ethereal Echoes

Enchanted Emporium

July 14, 7:00 PM

Psychedelic Phantoms

Haunted Hall

June 20, 10:15 PM

Electric Euphoria

Luminescent Lounge

August 8, 9:45 PM


Aurora Avenue

Rainbow Rhapsody Hall

July 5, 8:20 PM

Description: 16:9 general post in the "Misty" pallet. Boop with a moose.

Usage: Flyers, festivals, posts, and postcards.

NEDERLAND

Mountains & Climate





Photo Credit: Gerardo Gutierrez
Details: Nederland, CO // Published on October 31, 2019 // HURWEL, USA, L29 // 0.4 ISO 50


Climate change is profoundly impacting mountain ecosystems worldwide, presenting unique challenges to these sensitive environments. In mountain regions, temperatures are rising at an accelerated rate, leading to the rapid melting of glaciers and permafrost. This melting not only contributes to rising sea levels but also threatens the stability of mountain slopes, increasing the risk of landslides and rockfalls. Additionally, altered precipitation patterns result in more frequent and severe droughts or floods, disrupting ecosystems and posing significant challenges to communities that depend on mountain water sources for irrigation, drinking water, and hydropower.

The effects of climate change extend beyond physical changes in the landscape; they also affect biodiversity and ecosystem dynamics. Mountain habitats are characterized by distinct temperature and altitude gradients, providing refuge for a wide range of plant and animal species. However, as temperatures rise, these species are forced to migrate upslope in search of cooler conditions, leading to habitat fragmentation and loss. Furthermore, the loss of glaciers and snowpack alters hydrological cycles, affecting the availability of water resources downstream and threatening the survival of species adapted to specific moisture regimes. As mountain ecosystems continue to undergo rapid transformation, it is crucial to implement adaptive management strategies that promote resilience and mitigate the impacts of climate change on these vital and fragile environments.


12 [strange & magic]



NEDERLAND




[samples & application] NEDERLAND



Parks & Rec

The Parks and Recreation Department meeting covered updates on park maintenance, budget allocation, and community engagement, with discussions on ongoing projects and upcoming events. The team reviewed previous minutes, addressed departmental concerns, and set agendas for future meetings, wrapping up with plans for continued improvement and community involvement.



NEDERLAND



[please be safe & courteous]

- 1. Always think wildfire**
Adhere to local fire safety regulations, particularly in wildfire-prone regions. Ensure campfires are thoroughly extinguished, and dispose of cigarette butts responsibly. Report any signs of smoke or fire promptly to authorities to prevent wildfires and safeguard natural habitats. All it takes is one momentary lapse of judgement.
- 2. Don't feed our beasts**
Feeding wildlife not only disrupts their natural behavior and diet but also poses dangers to both animals and humans. Dependency on handouts can lead to aggressive behavior from animals, putting both them and people at risk. It's essential to educate others about these risks and promote responsible behavior to ensure safety.
- 3. Clean up your trash**
Picking up trash is paramount for preserving the pristine beauty of our natural surroundings. Every discarded wrapper or bottle not only tarnishes the landscape but also poses a threat to local wildlife and ecosystems. By removing litter, residents and visitors demonstrate their commitment to environmental stewardship.
- 4. Enough damn dog poop!**
Cleaning up after your dog is crucial for maintaining cleanliness and protecting the environment. Dog waste can contaminate water sources, spread diseases, and disrupt local ecosystems. Responsible pet ownership makes this town special for all residents and visitors. It's also just super, super gross and lazy, folks.

NEDERLAND



[please be safe & courteous]

1.

Always think wildfire

Adhere to local fire safety regulations, particularly in wildfire-prone regions. Ensure campfires are thoroughly extinguished, and dispose of cigarette butts responsibly. Report any signs of smoke or fire promptly to authorities to prevent wildfires and safeguard natural habitats. All it takes is one momentary lapse of judgement.

2.

Don't feed our beasts

Feeding wildlife not only disrupts their natural behavior and diet but also poses dangers to both animals and humans. Dependency on handouts can lead to aggressive behavior from animals, putting both them and people at risk. It's essential to educate others about these risks and promote responsible behavior to ensure safety.

3.

Clean up your trash

Picking up trash is paramount for preserving the pristine beauty of our natural surroundings. Every discarded wrapper or bottle not only tarnishes the landscape but also poses a threat to local wildlife and ecosystems. By removing litter, residents and visitors demonstrate their commitment to environmental stewardship.

4.

Enough damn dog poop!

Cleaning up after your dog is crucial for maintaining cleanliness and protecting the environment. Dog waste can contaminate water sources, spread diseases, and disrupt local ecosystems. Responsible pet ownership makes this town special for all residents and visitors. It's also just super, super gross and lazy, folks.

NEDERLAND

NEDERLAND



1.

Always think wildfire

Adhere to local fire safety regulations, particularly in wildfire-prone regions. Ensure campfires are thoroughly extinguished, and dispose of cigarette butts responsibly. Report any signs of smoke or fire promptly to authorities to prevent wildfires and safeguard natural habitats. All it takes is one momentary lapse of judgement.

2.

Don't feed our beasts

Feeding wildlife not only disrupts their natural behavior and diet but also poses dangers to both animals and humans. Dependency on handouts can lead to aggressive behavior from animals, putting both them and people at risk. It's essential to educate others about these risks and promote responsible behavior to ensure safety.

3.

Clean up your trash

Picking up trash is paramount for preserving the pristine beauty of our natural surroundings. Every discarded wrapper or bottle not only tarnishes the landscape but also poses a threat to local wildlife and ecosystems. By removing litter, residents and visitors demonstrate their commitment to environmental stewardship.

4.

Enough damn dog poop!

Cleaning up after your dog is crucial for maintaining cleanliness and protecting the environment. Dog waste can contaminate water sources, spread diseases, and disrupt local ecosystems. Responsible pet ownership makes this town special for all residents and visitors. It's also just super, super gross and lazy, folks.

[please be safe & courteous]

[please be safe & courteous]

1.

Always think wildfire

Adhere to local fire safety regulations, particularly in wildfire-prone regions. Ensure campfires are thoroughly extinguished, and dispose of cigarette butts responsibly. Report any signs of smoke or fire promptly to authorities to prevent wildfires and safeguard natural habitats. All it takes is one momentary lapse of judgement.

2.

Don't feed our beasts

Feeding wildlife not only disrupts their natural behavior and diet but also poses dangers to both animals and humans. Dependency on handouts can lead to aggressive behavior from animals, putting both them and people at risk. It's essential to educate others about these risks and promote responsible behavior to ensure safety.



3.

Clean up your trash

Picking up trash is paramount for preserving the pristine beauty of our natural surroundings. Every discarded wrapper or bottle not only tarnishes the landscape but also poses a threat to local wildlife and ecosystems. By removing litter, residents and visitors demonstrate their commitment to environmental stewardship.

4.

Enough damn dog poop!

Cleaning up after your dog is crucial for maintaining cleanliness and protecting the environment. Dog waste can contaminate water sources, spread diseases, and disrupt local ecosystems. Responsible pet ownership makes this town special for all residents and visitors. It's also just super, super gross and lazy, folks.



NEDERLAND

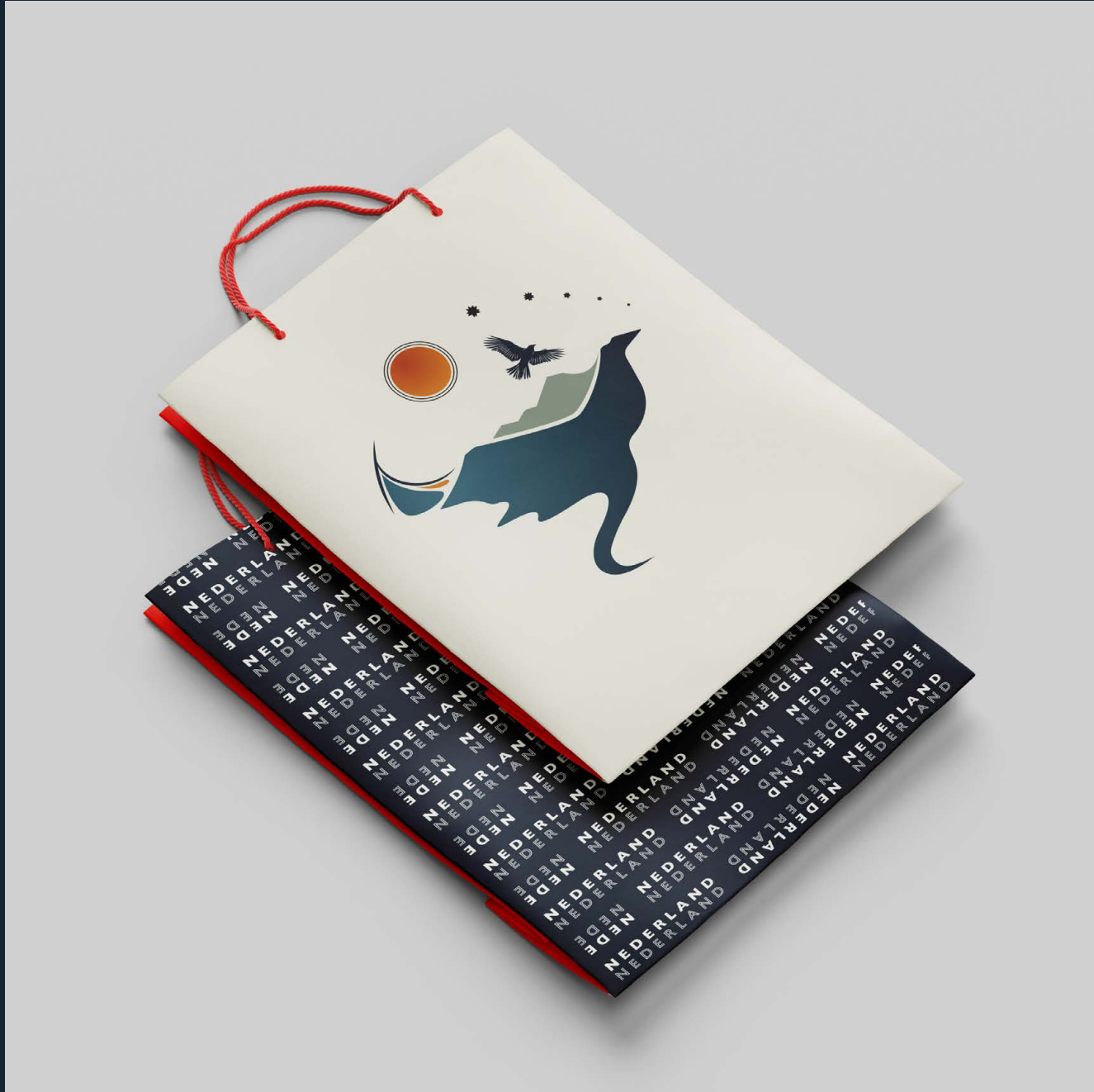
Description: Pallet and layout can radically change the mood of a poster.



Description: Merch should be wearable and not touristy



Description: Killer swag.



Description: Latitude for one-off application



Description: There aren't any mockups for signposts or stamps, but the idea works.



Created for the Town of Nederland by Godot.

Thanks to Dr. Miranda Fisher, Peter Cacek, and Trustee Sterling along with the members of the community creative cohort, with deep gratitude to Laurelyn for sharing her art that helped inspire peices of the logo.

Yours,

Iti Loorents (managing director)
Beckett Taylor (creative director)
Vu Gandin Le (ACD)
Makenzie Davis (art)
Jay Clark (cultural broker)

www.godotcreative.com