



Littleton

ANYTHING BUT LITTLE

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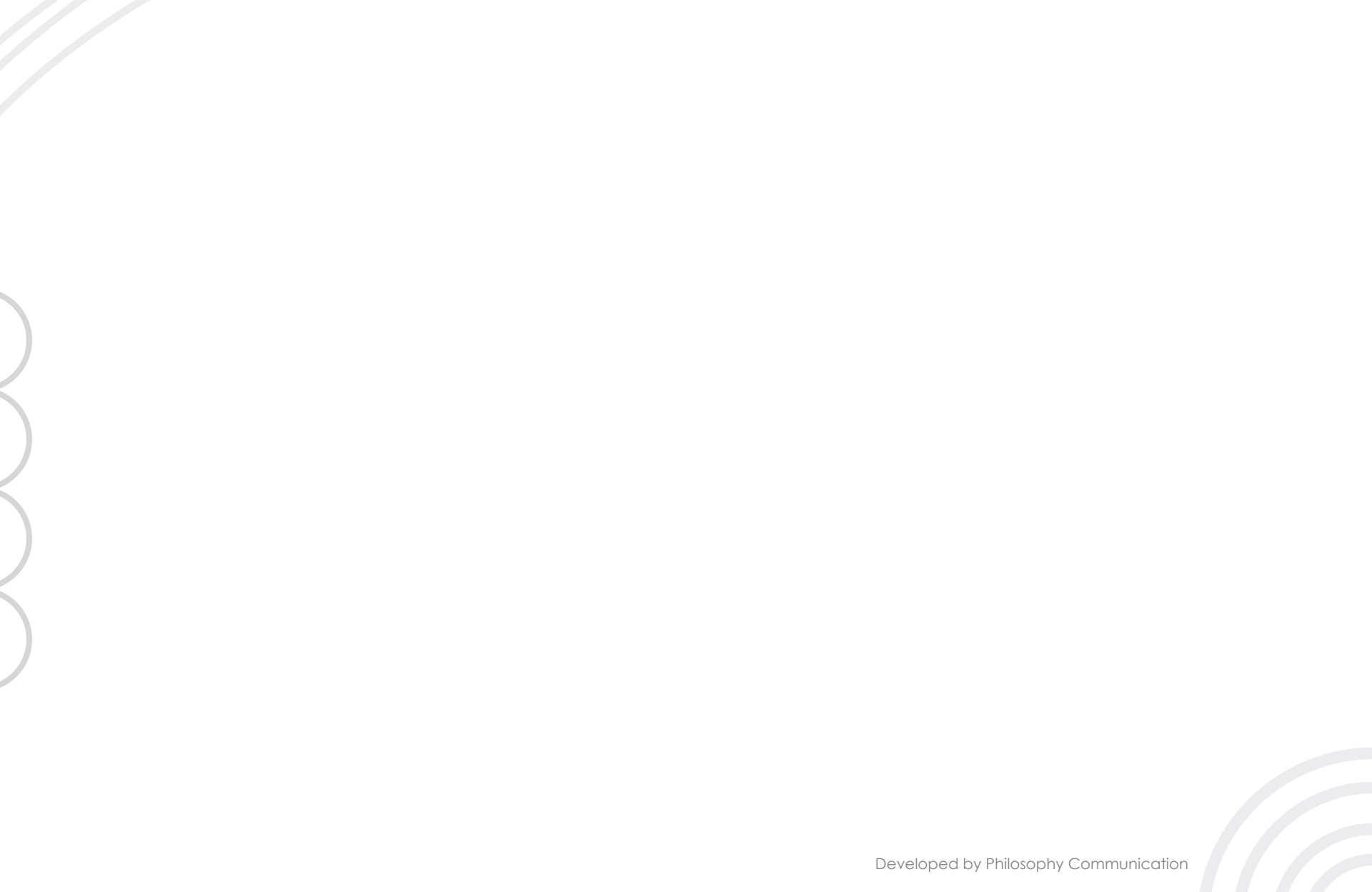
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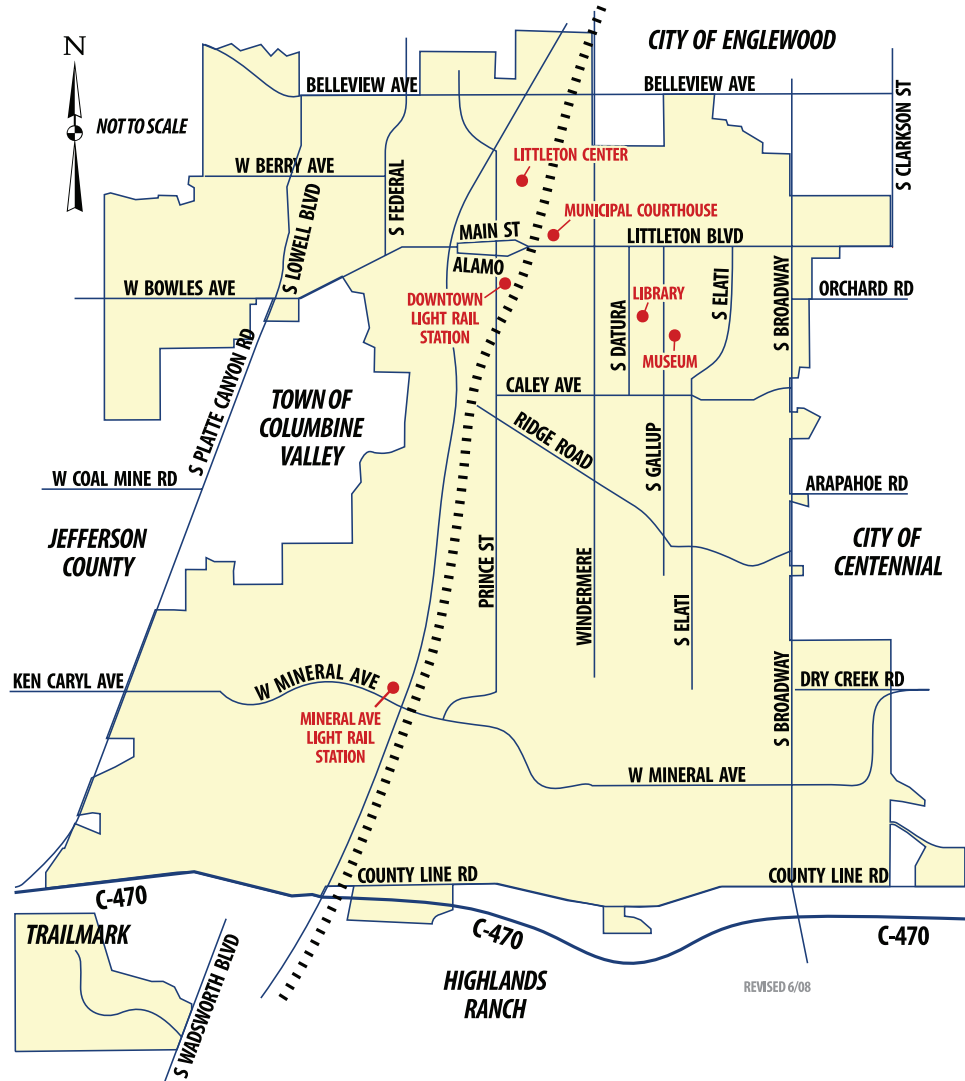
How to Use the Brand Architecture Book

The Brand Architecture Book is designed to establish and strengthen brand equity through unified messaging, repetition and frequency. The Brand Analysis, Brand Essence and Brand Attributes are a guide to actively managing Littleton's reputation.

The Littleton brand is more than just its location. It's the perception of the city, it's strengths, differentiators and everything that encompasses how the city is described. Ultimately the brand is defined by residents, business owners and visitors and how they perceive these elements working together. While Littleton cannot completely control everyone's opinion, the Brand Architecture Book ensures a greater level of communication success by staying true to these elements to actively influence Littleton's reputation.

intro to Littleton

Located 13 miles south of Denver and extending over 13 square miles, Littleton embodies a **strong sense of community** through its **historic downtown, top-ranked schools** and **open, active trail system.**



history of Littleton

The "Pikes Peak" gold rush begins; Denver City is founded; Capital Hydraulic Company is organized to dig the "City Ditch" to supply water to Denver and surrounding areas.

A school is established in Richard Little's cabin, the precursor to Littleton Public Schools.

Tracks of the Denver and Rio Grande Railroad reach area around Richard Little's farm; St. Paul's Episcopal Church is consecrated.

Town of Littleton incorporated with a population of 245; John G. Lilley Hook and Ladder Company organized as Littleton's volunteer fire department; Methodist Church organized.

Littleton handily defeats Englewood to become the Arapahoe County seat.

1859

1864

1871

1890

1904

1861

1869

1888

1900

1920

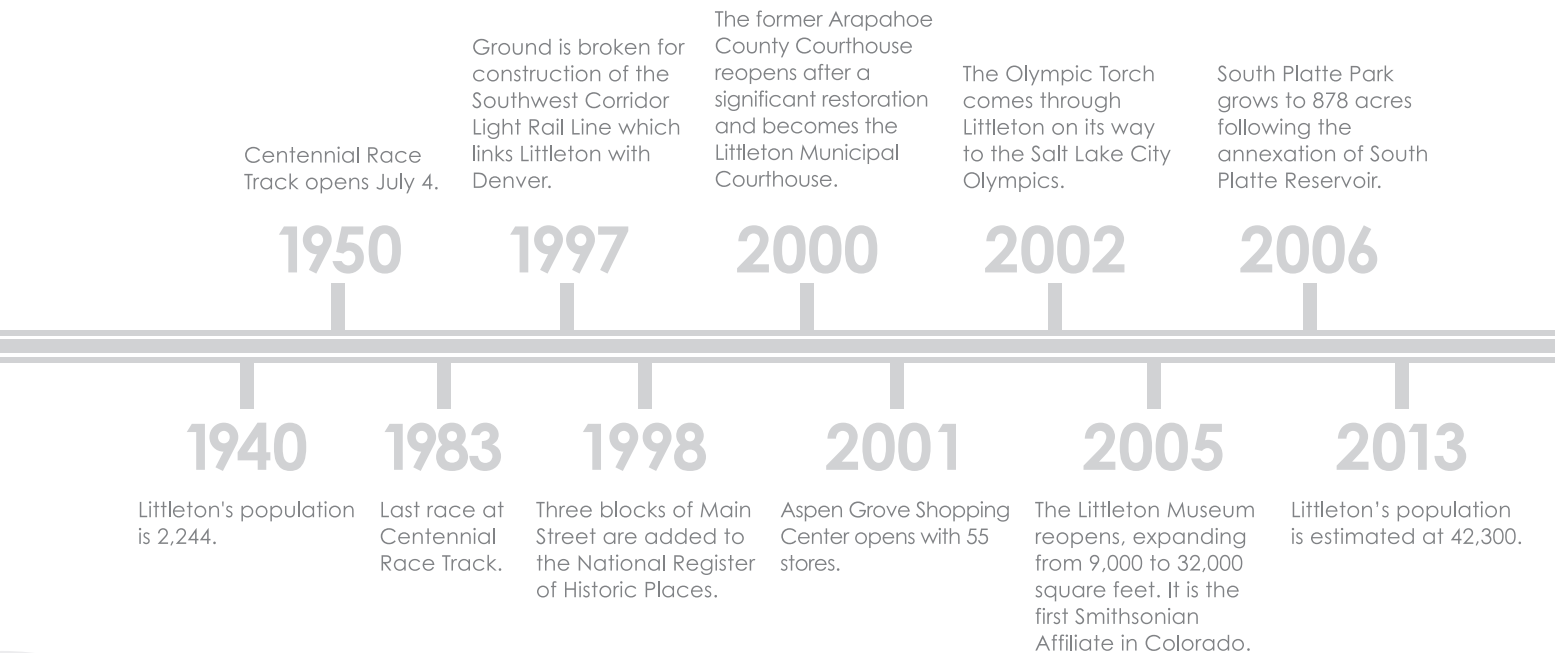
Richard Little becomes chief engineer for the Capital Hydraulic Company and begins construction of an irrigation ditch drawing water from the South Platte River.

U.S. Post Office is designated at Littleton, with Richard Little as the first postmaster.

Littleton Independent (originally called the *Littleton Gazette*) founded.

Population of Littleton is 738 at the turn of the century.

Town Hall is constructed.



history of logo





City of **Littleton**

City of **Littleton**







BRAND ANALYSIS

competitive landscape

Littleton embodies many characteristics attractive to its more than 42,000 residents, 2,300 businesses and hundreds of thousands of annual visitors. During the industry analysis process, we discovered the characteristics that make Littleton stand out from surrounding cities. Littleton possesses a strong sense of community, a historic downtown founded in 1890, top-ranked schools, and an open, active trail system extending more than 35 miles.

The citizen and business surveys, along with resident and nonresident interviews, indicate that Littleton should capitalize on its location and proximity to Denver and exceptional quality of life through a small-town feeling and friendly neighbors within Littleton. The future of Littleton rests on improving business opportunities, revitalizing older neighborhoods, and incorporating sustainable, green-living programs.

trails quality of life top-ranked schools
location safety friendliness
community
scenery open space
historic downtown family

How do we measure up...

CITY NAME*	Littleton	Englewood	Lone Tree	Parker
POPULATION	42,307	32,422	9,085	41,992
SIZE - ACRES	8,896 acres	4,288 acres	6,162 acres	12,032 acres
ATTRACTIONS	<ul style="list-style-type: none"> -Aspen Grove -Downtown Littleton -South Platte Park -Littleton Museum -Hudson Gardens -Alamo Drafthouse Cinema 	<ul style="list-style-type: none"> -Wal-Mart -South Broadway -Englewood City Center -Kent Place -Pirates Cove 	<ul style="list-style-type: none"> -Target -Sprouts Farmers Market -Park Meadows Retail Resort -Furniture Row -United Artists Movie Theater 	<ul style="list-style-type: none"> -Parker Shoppes -Farmers Market -Parker Main Street Boutiques -AMC Theater
NO. OF SCHOOLS**	18	8	2	17
% OF OPEN SPACE/TRAILS	16.6% 35 miles of trails	6% 20 miles of trails	16%	.008% 12 miles of trails

City of **Littleton**



* Suburbs chosen because they actively compete with Littleton for residents.

** Schools include elementary through higher education.

Highlands Ranch	Centennial	Lakewood
109,000	98,583	140,379
22,000 acres	17,856 acres	27,200 acres
<ul style="list-style-type: none"> –Highlands Ranch Town Center –Farmers Market –University Park –Fall Craft Festival –AMC Movie Theater 	<ul style="list-style-type: none"> –Streets at Southglenn –IKEA –Smoky Hill Town Center –Hollywood Theaters –Arapahoe Crossings 	<ul style="list-style-type: none"> –Colorado Mills –Belmar Shops –Colfax Ave. and Wadsworth –Westland Town Center –Lakewood City Commons
23	16	59
9%	9%	26%
17 miles of trails	26 miles of trails	180 miles of trails



target audience

To profile Littleton's target audience, we spent months researching and analyzing the current residents, future residents, business owners, and visitors of Littleton. During the analysis process, we discovered the characteristics that make up Littleton's target audience, which includes residents, business owners, visitors, and day-travelers.

Resident Profile

The Littleton resident is a person who wants to live in a place where there is a strong sense of community and high quality of life with a small-town feeling. The residents of Littleton are active families who want to live in a place with top-ranked schools, easy access to open space and trails, and proximity to entertainment such as the establishments in Littleton's historic downtown. The median age of Littleton residents is 39, with 42 percent holding a bachelor's degree or higher. The range of income for a household is \$50,000 to \$65,000.



Business Profile

Business owners choose Littleton to build their businesses here because of the location, small-town feeling, strong sense of community and high quality of life. Littleton enterprises tend to be small businesses and Colorado companies that become an integrated part of the community. They take an active role in learning about neighboring businesses and historic elements. Littleton business owners have experienced longstanding growth in the community and have flourished for decades. Littleton seeks new business opportunities with local Colorado companies that will have a strong economic impact while strengthening the overall quality of life of Littleton residents.



Visitor Profile

The Littleton visitor is a day-traveler who wants to visit a historic Colorado town that's convenient and in proximity to Denver. The visitor is someone who wants to explore unique shops, dine at local places and support local business owners. They come to Littleton to experience the vibrant historic downtown, active trail system and parks and local attractions such as the Littleton Museum. More than 1,500 acres of parks and open space and active trails in Littleton attract cyclists and trail runners or a family wanting to experience Colorado's beautiful scenery. Visitors include business travelers, families, and groups.







BRAND ESSENCE

tagline

Great taglines act as the cornerstone of the brand and become the overarching theme for the brand's mission. The tagline is the "Big Idea" in action and differentiates a brand from the masses.

A great tagline creates a calculated disruption that captures the attention of an audience and gets them talking about the brand. A tagline should both encompass the current brand attributes and also wink toward the brand's aspirational goals.

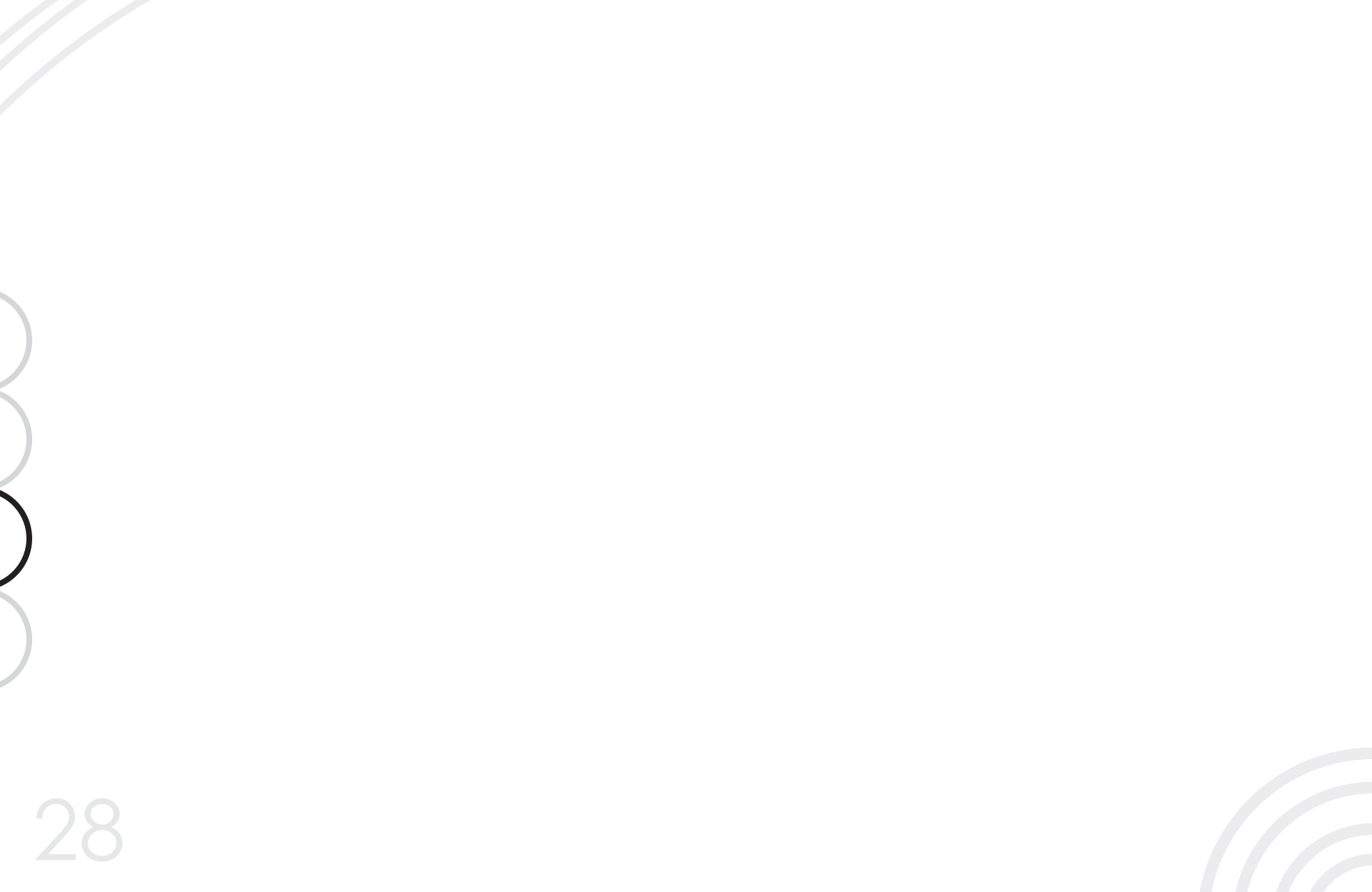
“Anything But Little”

In the case of Littleton, the “Big Idea” lies in the tagline, “Anything But Little.” The tagline plays on the Littleton name by repeating the word “little” while declaring to the audience that the opposite is true. The phrase cues to the “community, small-town feeling” attribute while conveying a sense of irony that Littleton may feel small but what happens in Littleton is big. Our schools, historic downtown and trails are “Anything But Little.” The tagline also carries an aspirational responsibility that city council, residents and business owners must uphold by ensuring that the goals and programs that Littleton participates in are also “Anything But Little.”

positioning statement

For Littleton, the positioning statement is an internal guide to weigh business goals, city planning, and development opportunities, marketing initiatives and event and partnership strategies. All decisions should be measured by meeting the positioning statement's brand attributes.

For residents, business owners and visitors who want a **small-town feeling** close to the city, Littleton is the **community** that embraces history with a modern twist, because only Littleton has a **vibrant downtown, top-ranked schools** in Colorado, and an **open, active trail system**.





BRAND ATTRIBUTES

core values

The Brand Attributes are how we describe our brand personality in written form. They're how we communicate who we are and the words that we use to "shape thought" about our brand. These attributes consist of core values and key messages that support the overall brand. Through consistent and frequent repetition of these attributes, a brand plays an active role managing its reputation by influencing people's thoughts, feelings and emotions.

- Strong sense of community
- Small-town feeling
- Parks, trails, open space, trees
- Vibrant, historic downtown
- Top-rated schools
- Location

Through research, data-gathering and interviews with residents, non-residents, business owners and visitors, we discovered the top six core values that were repeated throughout our survey.

key messages

The key messages build a foundation to describe an initial perception of Littleton and what it embodies. These messages will be used to articulate Littleton's core values during interactions with residents, business owners, visitors, media and the community. The overall message encompasses all of Littleton's core values. These messages should be incorporated into all collateral materials, the official website, and media interviews.

Overall Message

Littleton is a friendly community that exudes a small-town atmosphere and boasts a superior quality of life. Littleton provides residents, business owners and visitors a vibrant historic downtown, top-ranked schools and an open, active trail system.



Community Messages

Littleton is a friendly community with a small-town feeling and an outstanding quality of life. Littleton affords residents, business owners and visitors a vibrant historic downtown, top-ranked schools, and an open, active trail system.

Media Message

Littleton embodies many characteristics attractive to its more than 42,000 residents, 2,300 business owners and hundreds of thousands of annual visitors. Littleton possesses a strong sense of community, a historic downtown founded in 1890, a top-ranked school district, and an open and active 35-mile trail system.





BRAND STANDARDS

how to use the logo

Littleton is one of the many suburban cities surrounding Metro Denver. To build on the strong Littleton legacy, the following section will lay out the foundation to support the key messages and identity for the city. This section of the brand book will provide specific guidelines on how to use the logo effectively and consistently with all marketing collateral related to the Littleton brand. The Littleton logo must appear in one of the following formats.

Vertical



Littleton



Littleton

ANYTHING BUT LITTLE

Horizontal



Black and White



A white logo on a dark or solid colored background is approved when necessary.

minimum sizes

The following page outlines the minimum sizes that can be applied to the Littleton brand to ensure impact and legibility.



minimum width: .5"



minimum width: .75"



minimum width: 1.5"



minimum width: 1.75"

clear space

To create the greatest impact with the brand, it is important to keep a specific amount of clear space around the logo. Any elements that may affect or interfere with the accuracy of the brand should be kept clear of this area. This space is measured by height of the letter "L" as indicated on the following page.



use of logo

All collateral materials should include a version of the Littleton logo. Keeping a consistent look or identity will prevent any confusion among the audience. The following outlines how the logo should **not** be used in materials related to the brand.

Note: Do not change the logotype in any instance of use.

Note: Any additional questions about use of the logo should be directed to the communications department.

Reversing the logo on darker colors



Left aligning logo and logotype



Using an unapproved horizontal logo format



Changing or altering colors



Changing the angle or orientation of the logo



Changing the size of logo in comparison to logotype



Changing the order of the logo elements



Replacing the logotype with typed font, including approved font

colors

The Littleton brand should always appear with the following approved colors: PMS Black C, PMS 200, and PMS 109. Make sure that the colors appear accurately across different types of media and paper as well as on digitally distributed materials. Please note that the colors shown in this brand book may not match the Pantone® Color Standards.



Pantone® Black C

CMYK — 0 / 0 / 0 / 100

RGB — 30 / 30 / 30

HEX — #1E1E1E



Pantone® 200 C

CMYK — 0 / 100 / 76 / 13

RGB — 186 / 12 / 47

HEX — #BA0C2F



Pantone® 109

CMYK — 0 / 5 / 100 / 0

RGB — 255 / 209 / 0

HEX — #FFD100

fonts

The fonts on page 49 are used in the logo and tagline.

You are encouraged to use these fonts in marketing and collateral material. Generally, Utopia Bold should be used as the display or headline font and Helvetica Neue Condensed for general text and content. Arial should be used as an alternative when Helvetica Neue Condensed is not available.

Utopia Bold (Use in Littleton's logotype)

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Helvetica Neue Condensed (Used in the tagline)

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Arial - Alternative Web Font

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

