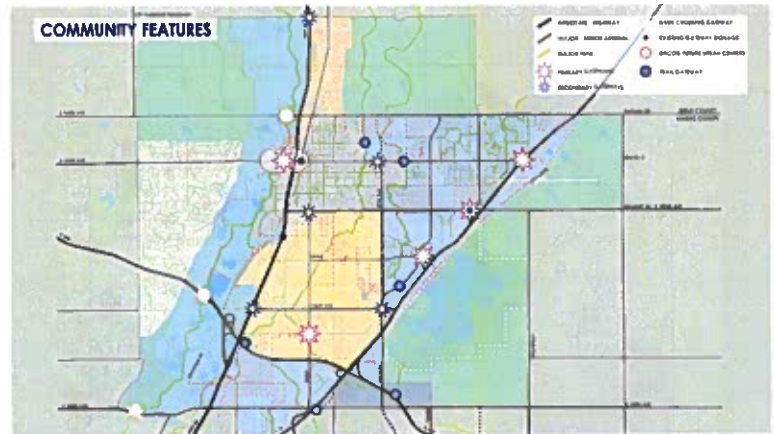


# Brighton Community Identity Design Plan

City Council Study Session, July 9, 2024

## Today's Agenda:

- Community Features Map Overview
- Landscape Concept Typologies
- Wayfinding Concept Typologies



## LANDSCAPE TYPOLOGIES - CONCEPT 1

- Celebrates Brighton's history while being forward thinking
- Agricultural geometries - lines, circles, squares
- Contemporary and bold
- Visually striking plant materials
- Climate and place sensitive plant materials



## LANDSCAPE TYPOLOGIES - CONCEPT 2

- Celebrates Brighton's natural setting on the high plains, prairies, and riverlands
- Organic, natural, and flowing, no rigid lines or geometric patterns
- Timeless and very noticeably "Colorado"
- Turf and mixed plant palettes, color woven in
- Climate and place sensitive plant materials with emphasis on *go Brighton!*



## WAYFINDING TYPOLOGIES - CONCEPT 1

- Celebrates Brighton's agricultural and historic simple farm building architecture
- Shed-like forms intermix with modern angles and materials, and open & airy structures
- Multiples of primary forms are pared down and can be used as artistic, stand-alone or grouped multiples
- Color palettes are reflect the natural landscape colors and forms

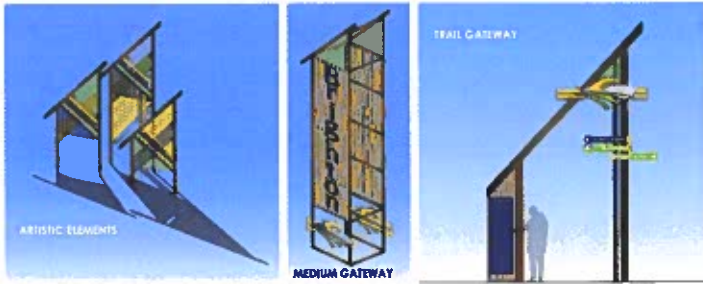


## WAYFINDING TYPOLOGIES - CONCEPT 2

- Celebrates Brighton's agricultural and historic farm building architecture
- Shed-like forms intermix with modern angles and materials, and open & airy structures
- Multiples of primary forms are pared down and can be used as artistic, stand-alone or grouped multiples
- Elements can be scaled according to the needs of each location



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- LARGE GATEWAY
- ARTISTIC ELEMENTS



- LARGE GATEWAY (VERSION 2)
- ARTISTIC ELEMENTS



MEDIUM GATEWAY



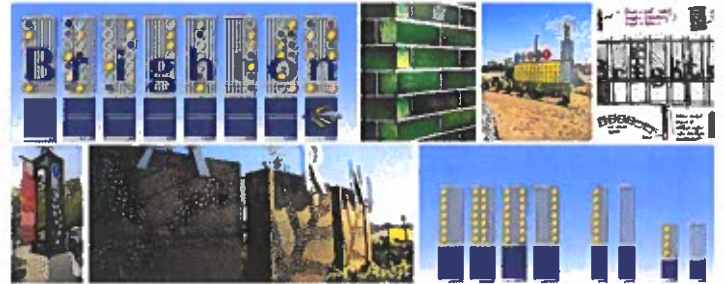
- ROUNDABOUT GATEWAY
- ARTISTIC ELEMENTS



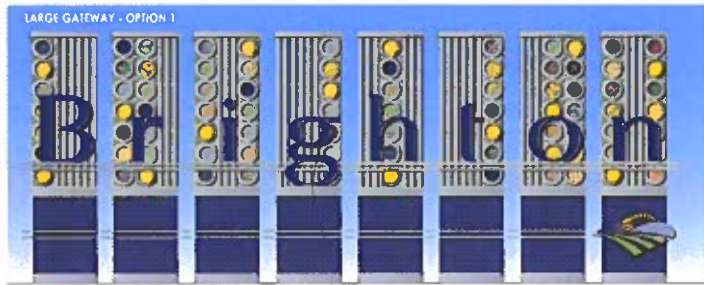


- ROUNDABOUT GATEWAY
- ARTISTIC ELEMENTS

- Celebrates Brighton's modern, looking forward optimism
- Multiple forms can be used in a variety of scales and locations
- Multiples of primary forms are pared down and can be used as artistic, stand-alone or grouped multiples
- Color palette can be simple or made more dynamic with artistic elements added into the circles

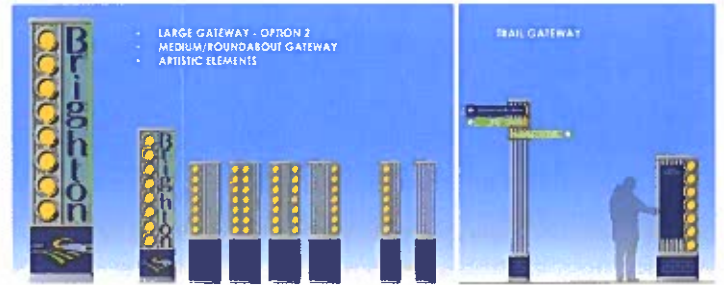


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LARGE GATEWAY - OPTION 1

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- LARGE GATEWAY - OPTION 2
- MEDIUM/ROUNDABOUT GATEWAY
- ARTISTIC ELEMENTS

TRAIL GATEWAY



LARGE GATEWAY - OPTION 1



LARGE GATEWAY - OPTION 2



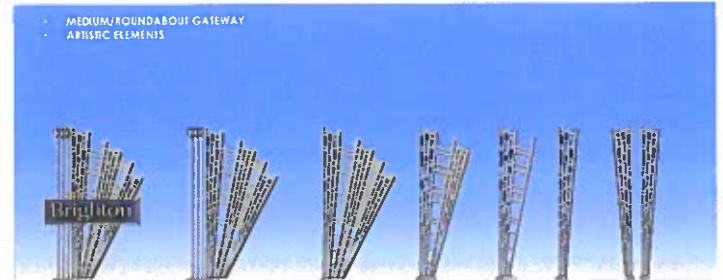
- Celebrates Brighton's modern, looking forward optimism
- Expansive and growing forms look like a sunset behind the mountains and refer to the existing Brighton logo
- Color added through artistic individual patterns/forms
- Multiples of primary forms reflect outward growth
- Color palettes reflect the existing Brighton brand



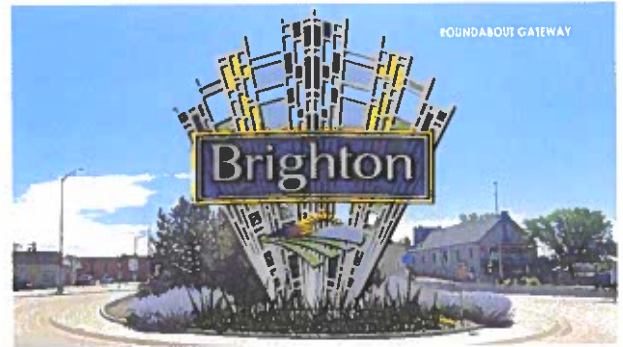
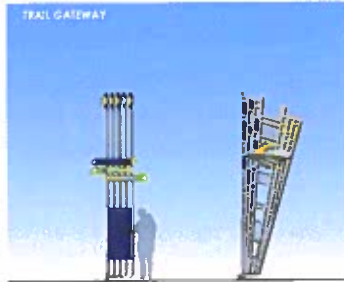
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## Project Schedule - Key Dates

- Mid-Project Review with Council - Early July
- Draft Concept Alternatives & Community Features Map - Mid/Late July
- Brighton City BBQ - Mid/Late July
- Final Review with Council - Mid August