



COMMUNICATION  
INFRASTRUCTURE  
GROUP

CITY OF WHEAT RIDGE

## Client Challenge

Faced with the challenge of keeping pace with neighboring communities that have continued to grow and prosper over the past decade, the City of Wheat Ridge decided it was time to take action and create a new public image and identity.

The goal of the City of Wheat Ridge was to create a consistent and cost effective brand identity that would unify all city entities and organizations, showcase Wheat Ridge's distinctive community and clearly communicate its values and vision.

That's where CIG came in.

The City embarked on this project to ensure that Wheat Ridge not only remained competitive with neighboring communities, but established an identity and personality that would attract both businesses and residents to the community.

## CIG Solution

The CIG Team recognized Wheat Ridge's lively community and inviting atmosphere and embraced the project by developing and implementing a comprehensive marketing and brand identity campaign and creating a new marketing city logo.

By gathering input from a range of stakeholders, CIG was able to understand the public's vision for the City of Wheat Ridge, who they wanted to be and what they wanted people to think about their city. The CIG Team aimed to capture the magic of Wheat Ridge and highlight its unique city and ideal location in a visual mark that reflected the City's vision. By capturing that in a logo, CIG was able to help Wheat Ridge more clearly communicate its values and vision to businesses and residents.

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*Communication Results*



thinking people