





Red
Rock +

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ENVIRONMENT

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The image features a solid yellow background. On the left side, there are several thin, white, hand-drawn style lines that form a complex, organic shape resembling a stylized letter 'S' or a series of overlapping loops. The lines are smooth and fluid, creating a sense of movement and depth.

BRAND OVERVIEW

ABOUT

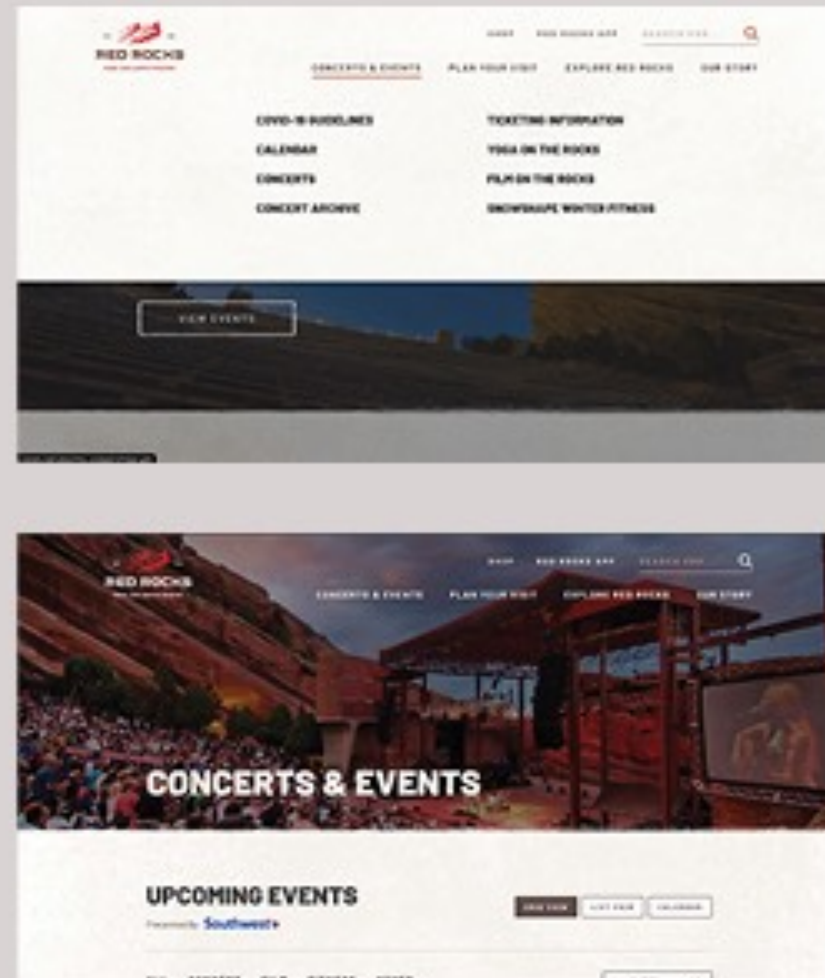
Red Rocks Amphitheatre (also colloquially as simply Red Rocks) is an open-air amphitheatre built into a rock structure in the western United States, near Morrison, Colorado, ten miles (16 km) west of Denver. There is a large, tilted, disc-shaped rock behind the stage, a huge vertical rock angled outwards from stage right, several large outcrops angled outwards from stage left and a seating area for up to 9,525.

BRAND AUDIT

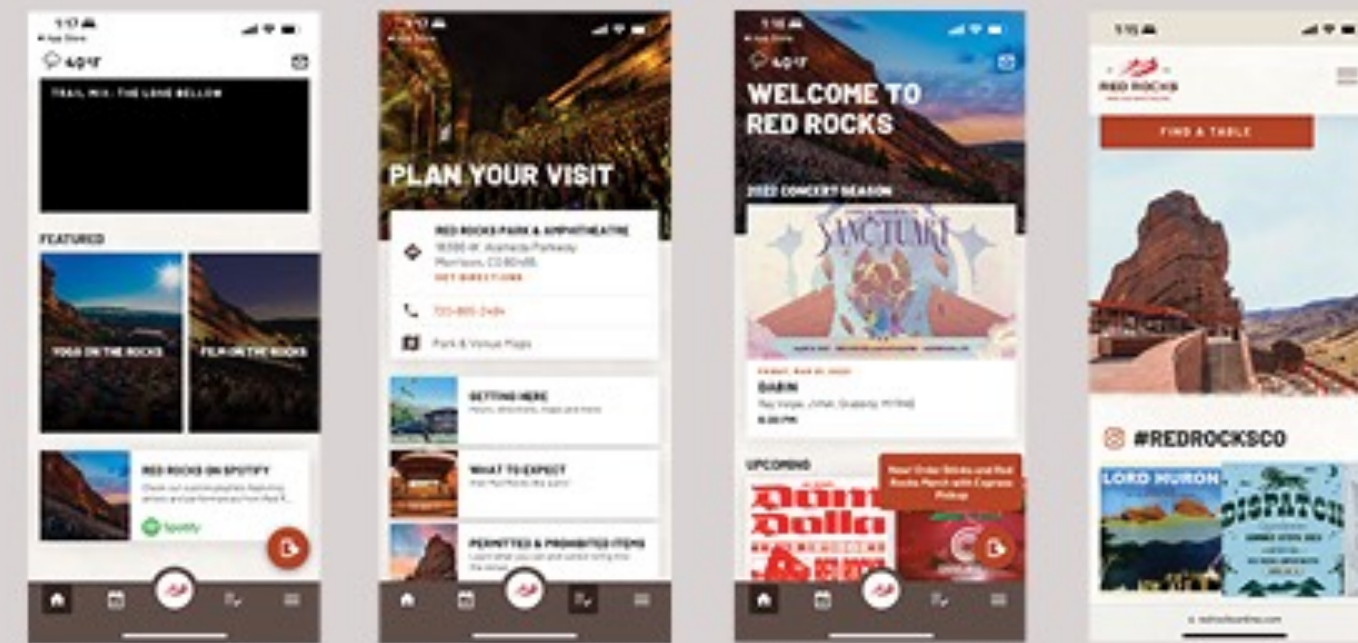
Logo



Website



App



MISSION STATEMENT

Red Rocks Park and Amphitheater is dedicated to providing endless exploration, geology, culture, and sustainability for visitors of diverse backgrounds.

REBRAND GOALS

- promote and distinguish different content types through different stylistic/mood approaches
- contents: geological/historical documenaries, interview/podcast, concert playbacks
- create new identity assets for the park (signage, map, trail, history, etc.)
- improve digital platform and social media existence
- hosting events and activities around Red Rock; using more of the surrounding geography

TAGLINE

NATURE'S
SANCTUARY

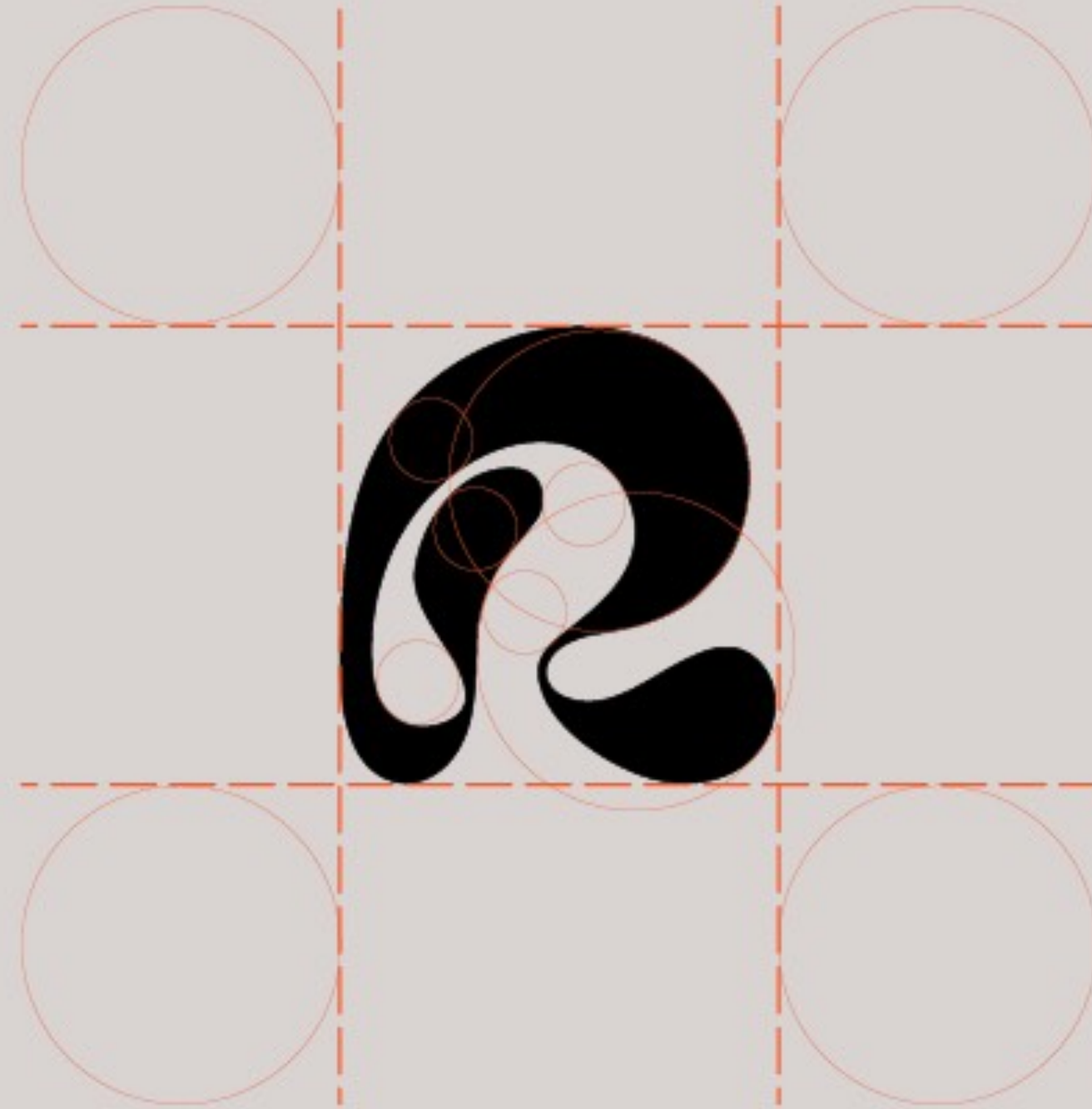
IDENTITY



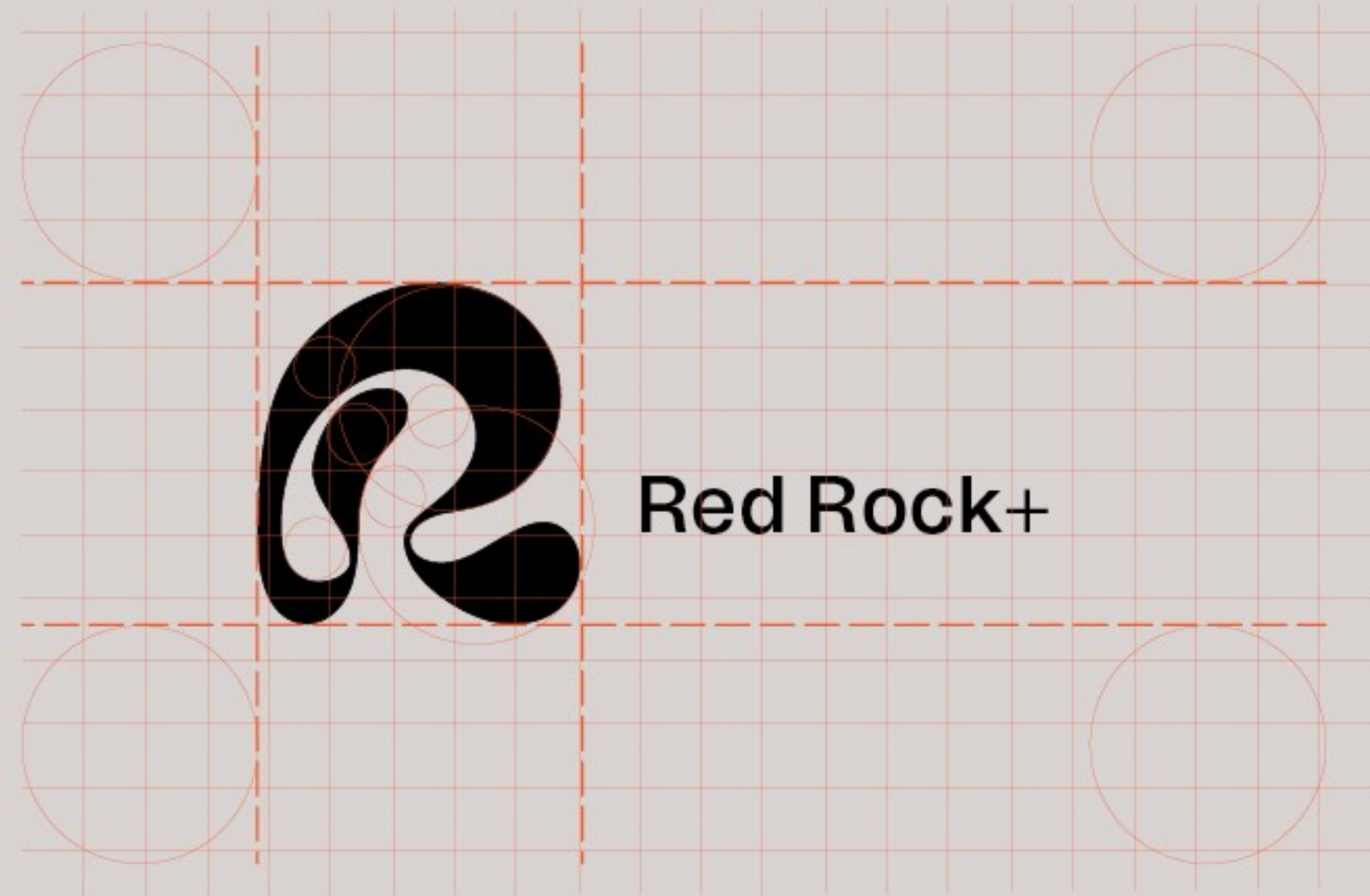
LOGO



LOGO CLEARSPACE



LOGO LOCKUP



PRIMARY COLORS



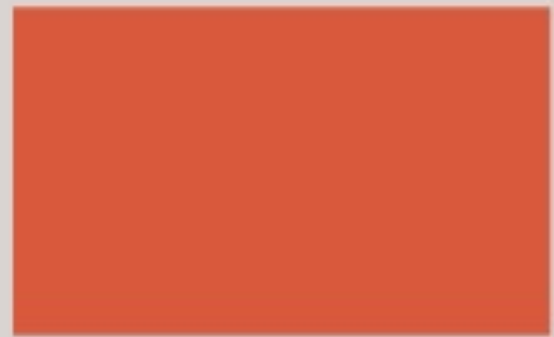
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M: 26
Y: 26
K: 26

R: 38
G: 38
B: 38



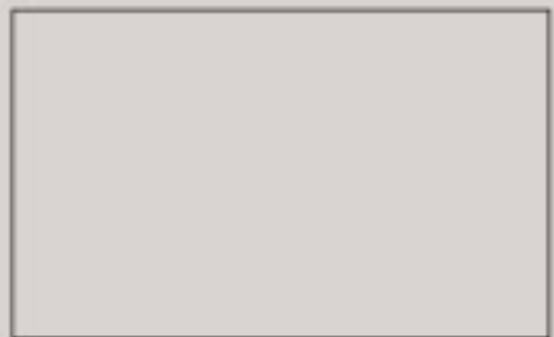
C: 0
M: 52
Y: 65
K: 45

R: 141
G: 67
B: 50



C: 0
M: 59
Y: 72
K: 15

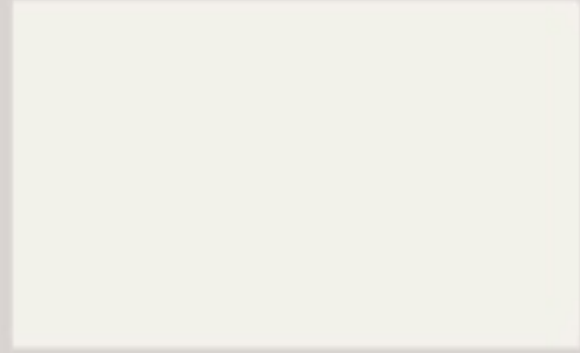
R: 217
G: 89
B: 61



C: 0
M: 2
Y: 3
K: 15

R: 217
G: 212
B: 210

SECONDARY COLORS



C: 0
M: 0
Y: 3
K: 5

R: 242
G: 242
B: 235



C: 2
M: 0
Y: 72
K: 15

R: 211
G: 216
B: 60

BRAND ELEMENTS



TYPOGRAPHY

Forma DJR Micro Medium
(Headline)

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmnopqrstvwxyz
!@#\$%^&*()_+
0123456789

Libertinus Serif
(Body)

ABCDEFGHIJKLMNQRSTU-
VWXYZ
abcdefghijklmnopqrstvwxyz
!@#\$%^&*()_+
0123456789

CUSTOM TYPOGRAPHY

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CUSTOM TYPOGRAPHY

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GRAPHIC TEXTURE



PHOTOGRAPHY



ANIMATION



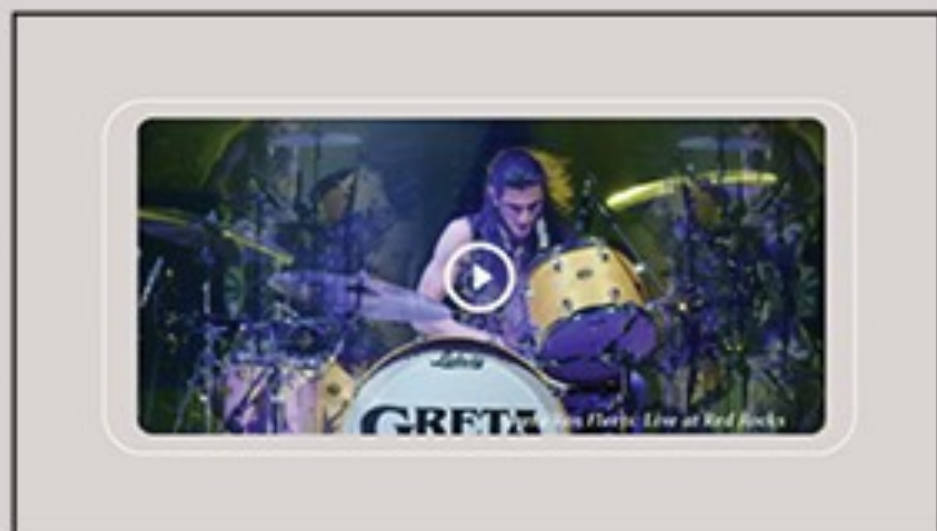
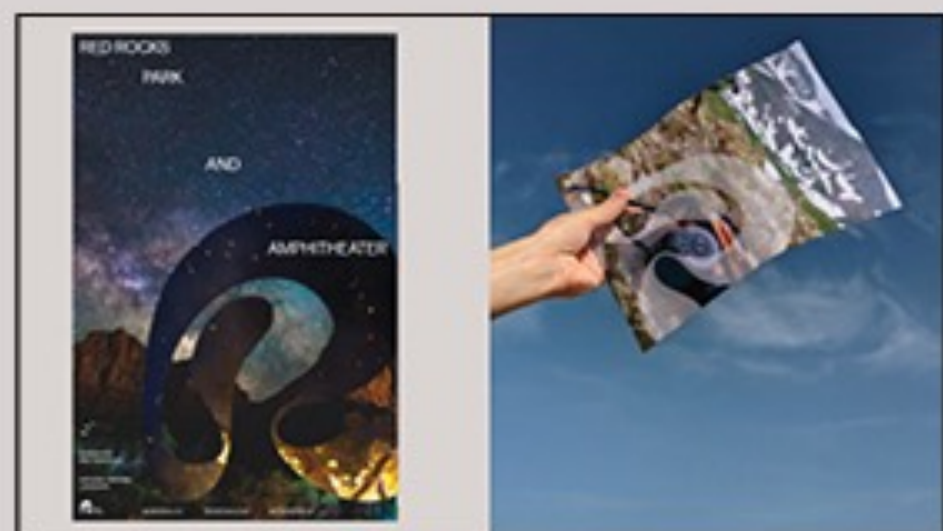
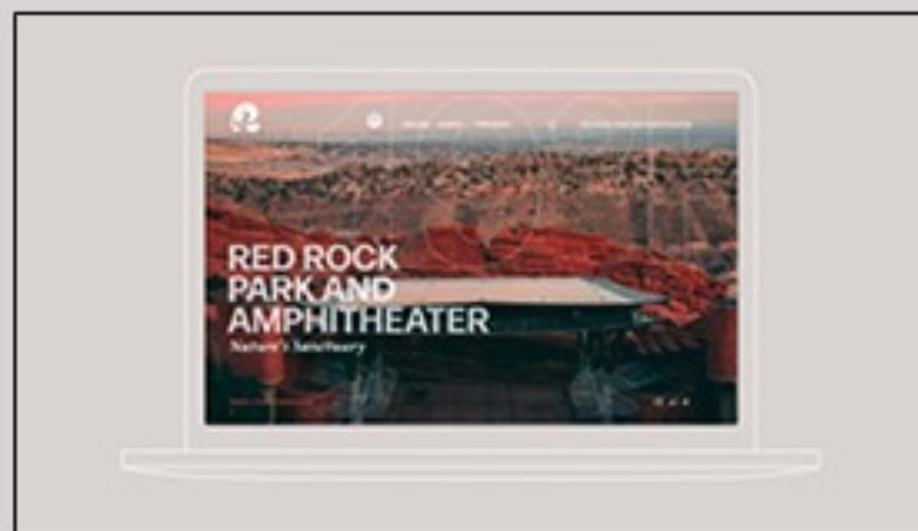
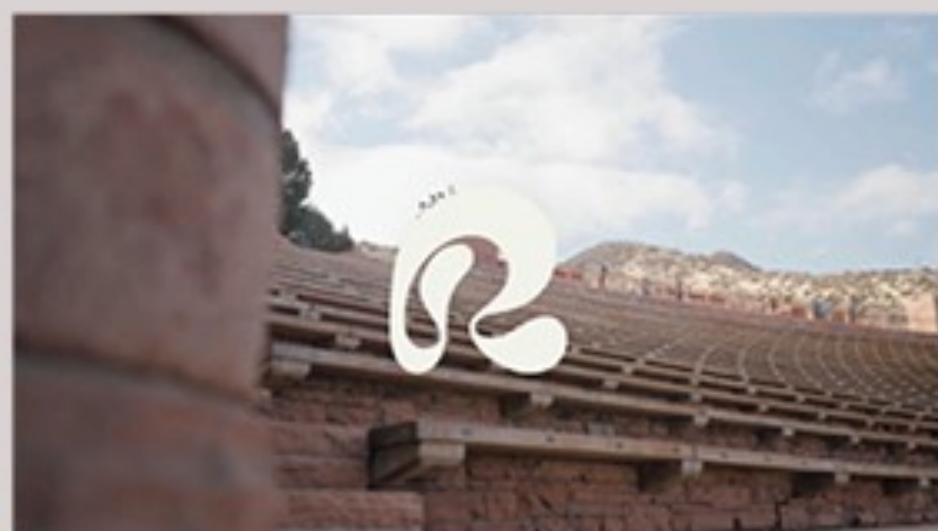
LOGO ANIMATION 1



LOGO ANIMATION 2



MOTION MONTAGE



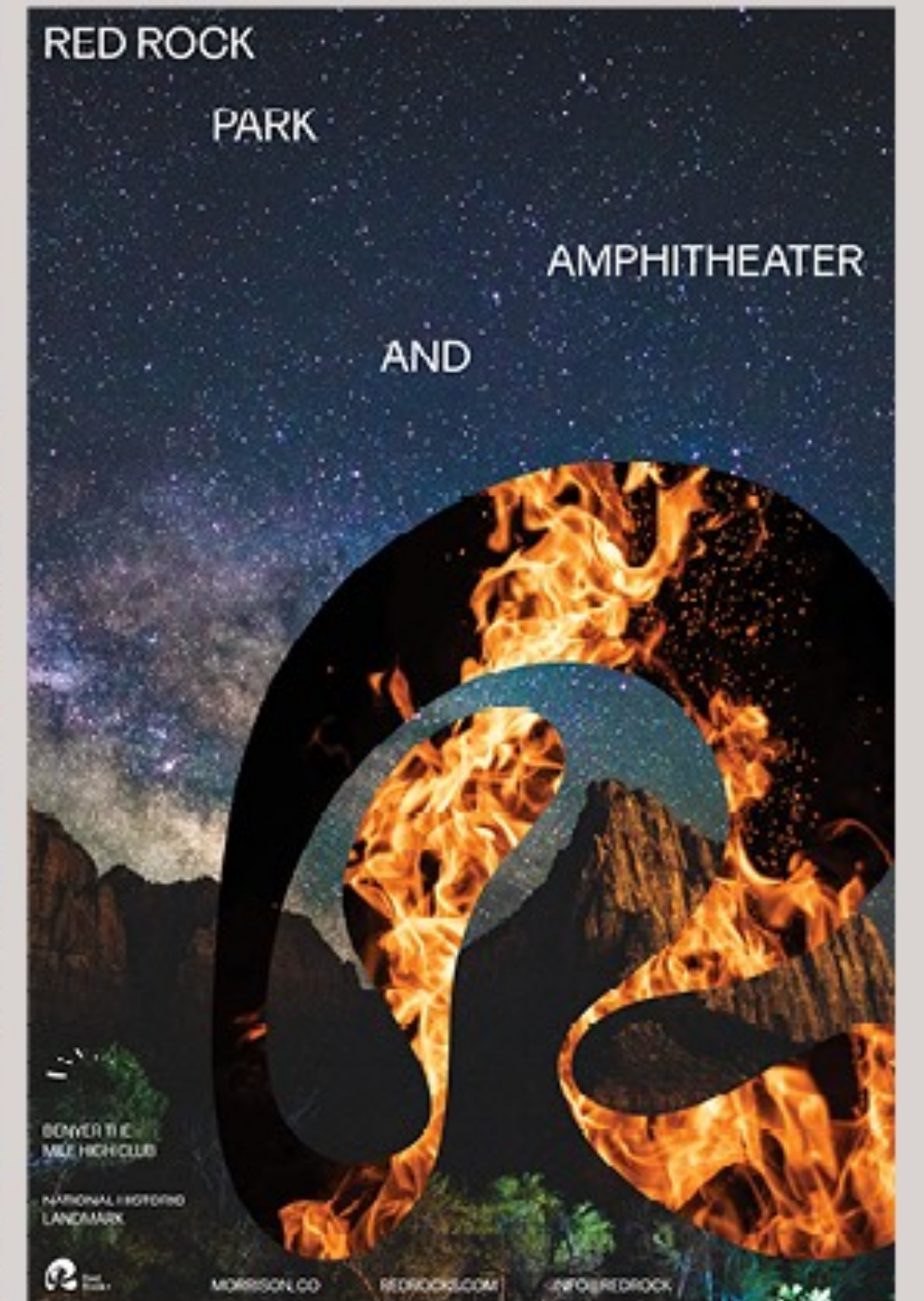
APPLICATION



IDENTITY POSTER SERIES 1



IDENTITY POSTER SERIES 2



CONTENT POSTER SERIES 1

HISTORY

RED ROCK PARK + AMPHITHEATER

1890 The National Monument is established in the area of the present-day Red Rock Amphitheater.

1900 The National Monument is renamed to the Red Rock National Monument.

1904 The National Monument is redesignated as the Red Rock National Monument.

1909 The National Monument is redesignated as the Red Rock National Monument.

1910 The National Monument is redesignated as the Red Rock National Monument.

1915 The National Monument is redesignated as the Red Rock National Monument.

1920 The National Monument is redesignated as the Red Rock National Monument.

1925 The National Monument is redesignated as the Red Rock National Monument.

1930 The National Monument is redesignated as the Red Rock National Monument.

1935 The National Monument is redesignated as the Red Rock National Monument.

1940 The National Monument is redesignated as the Red Rock National Monument.

1945 The National Monument is redesignated as the Red Rock National Monument.

1950 The National Monument is redesignated as the Red Rock National Monument.

1955 The National Monument is redesignated as the Red Rock National Monument.

1960 The National Monument is redesignated as the Red Rock National Monument.

1965 The National Monument is redesignated as the Red Rock National Monument.

1970 The National Monument is redesignated as the Red Rock National Monument.

1975 The National Monument is redesignated as the Red Rock National Monument.

1980 The National Monument is redesignated as the Red Rock National Monument.

1985 The National Monument is redesignated as the Red Rock National Monument.

1990 The National Monument is redesignated as the Red Rock National Monument.

1995 The National Monument is redesignated as the Red Rock National Monument.

2000 The National Monument is redesignated as the Red Rock National Monument.

2005 The National Monument is redesignated as the Red Rock National Monument.

2010 The National Monument is redesignated as the Red Rock National Monument.

GEOLOGY

"THESE FORCES LEFT THE MEGALITHS THAT CRADLE TODAY'S AMPHITHEATRE."

Rock Formations

The Red Rock Amphitheater is a natural amphitheater formed by the erosion of the surrounding rock. The rock formations are composed of sandstone and limestone, which have been eroded over time to create the unique shape of the amphitheater. The rock formations are also known for their vibrant red color, which is caused by the presence of iron oxide in the rock.

Putting the 'Red' in Red Rocks

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RED ROCK PARK + AMPHITHEATER

ARCHITECTURE

Building the Amphitheater

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ARCHITECTURE

RED ROCK PARK + AMPHITHEATER

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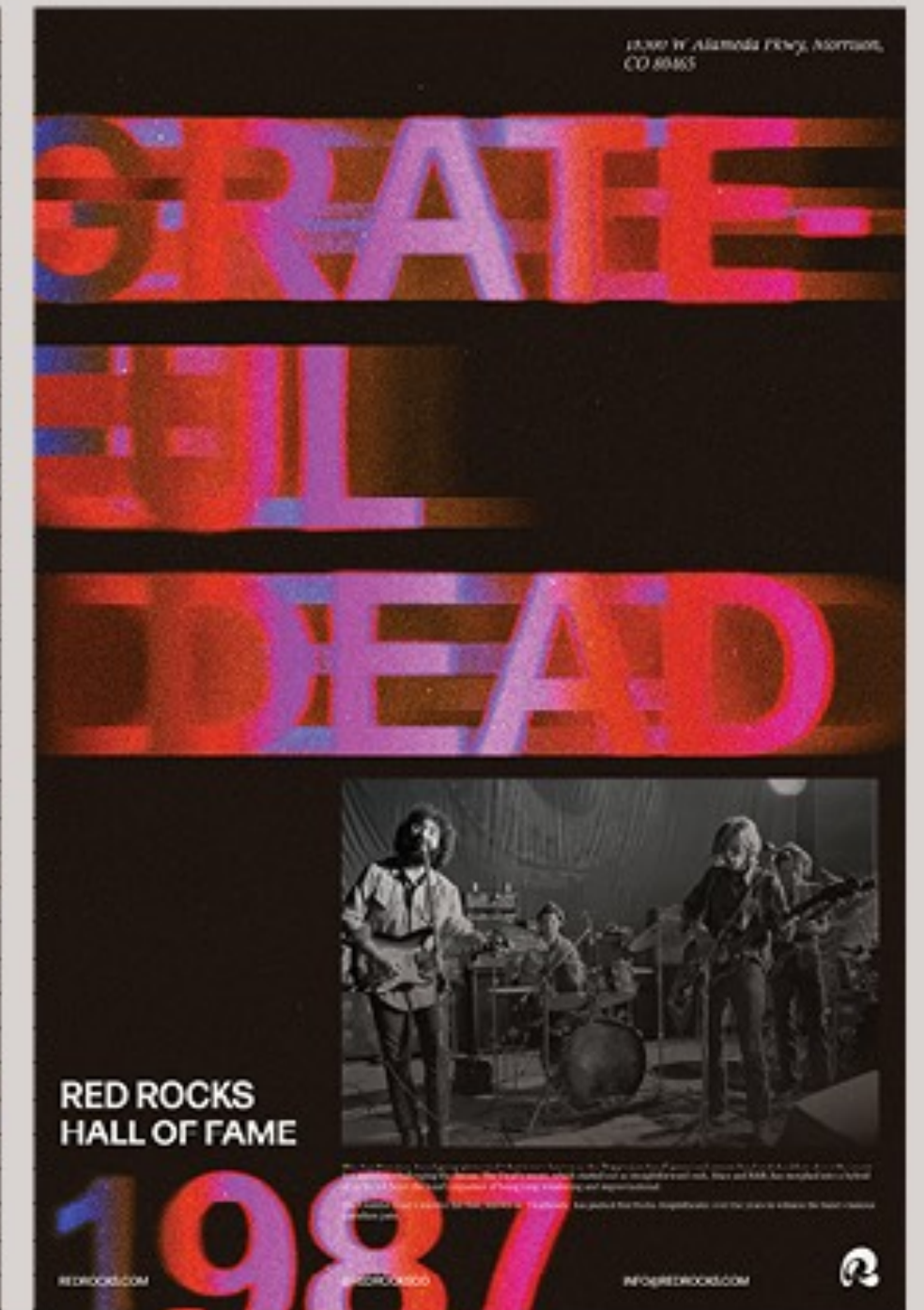
RED ROCKS PARK AND AMPHITHEATRE

CUSTOM TYPEFACE

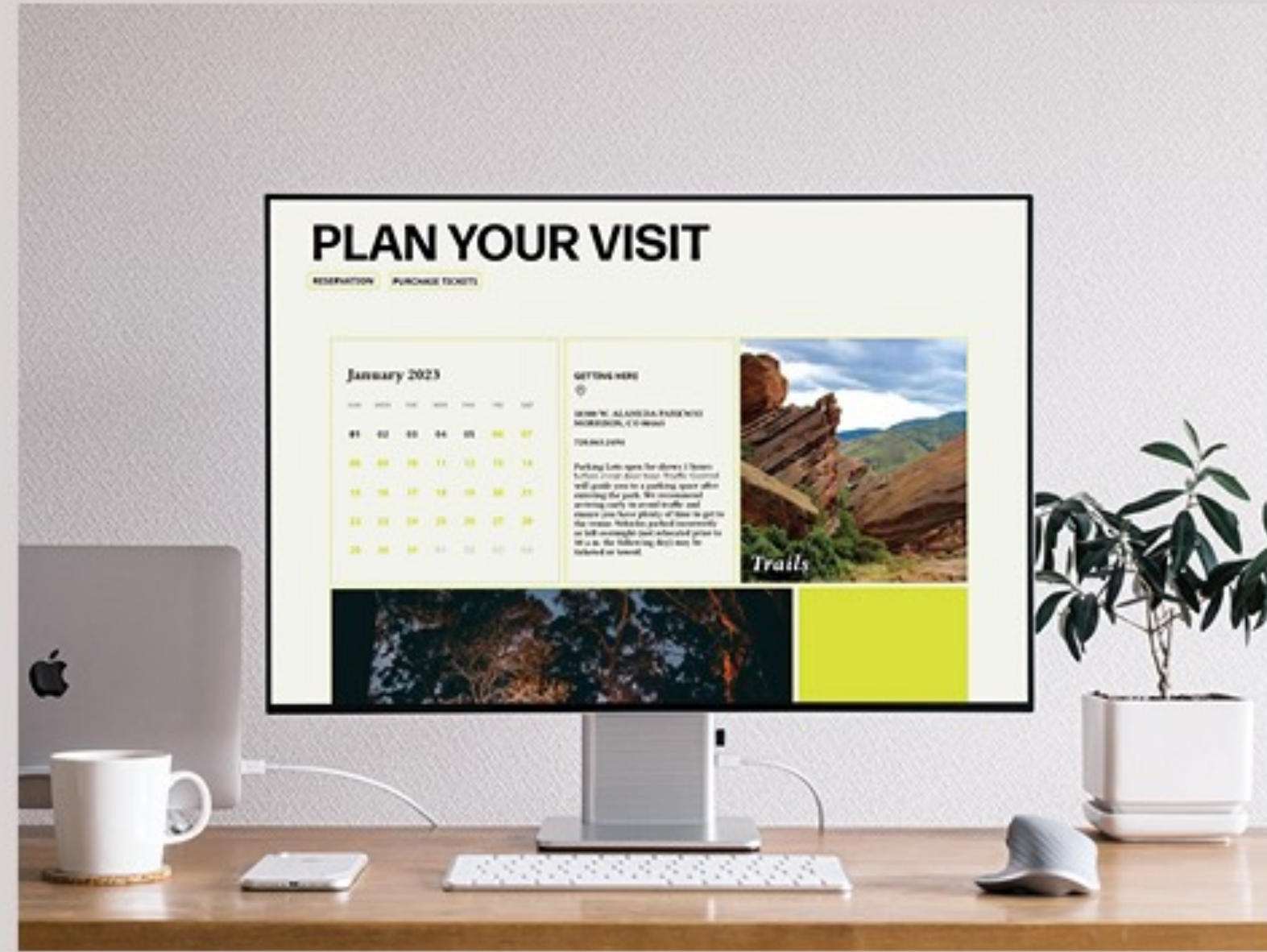
Custom Typeface

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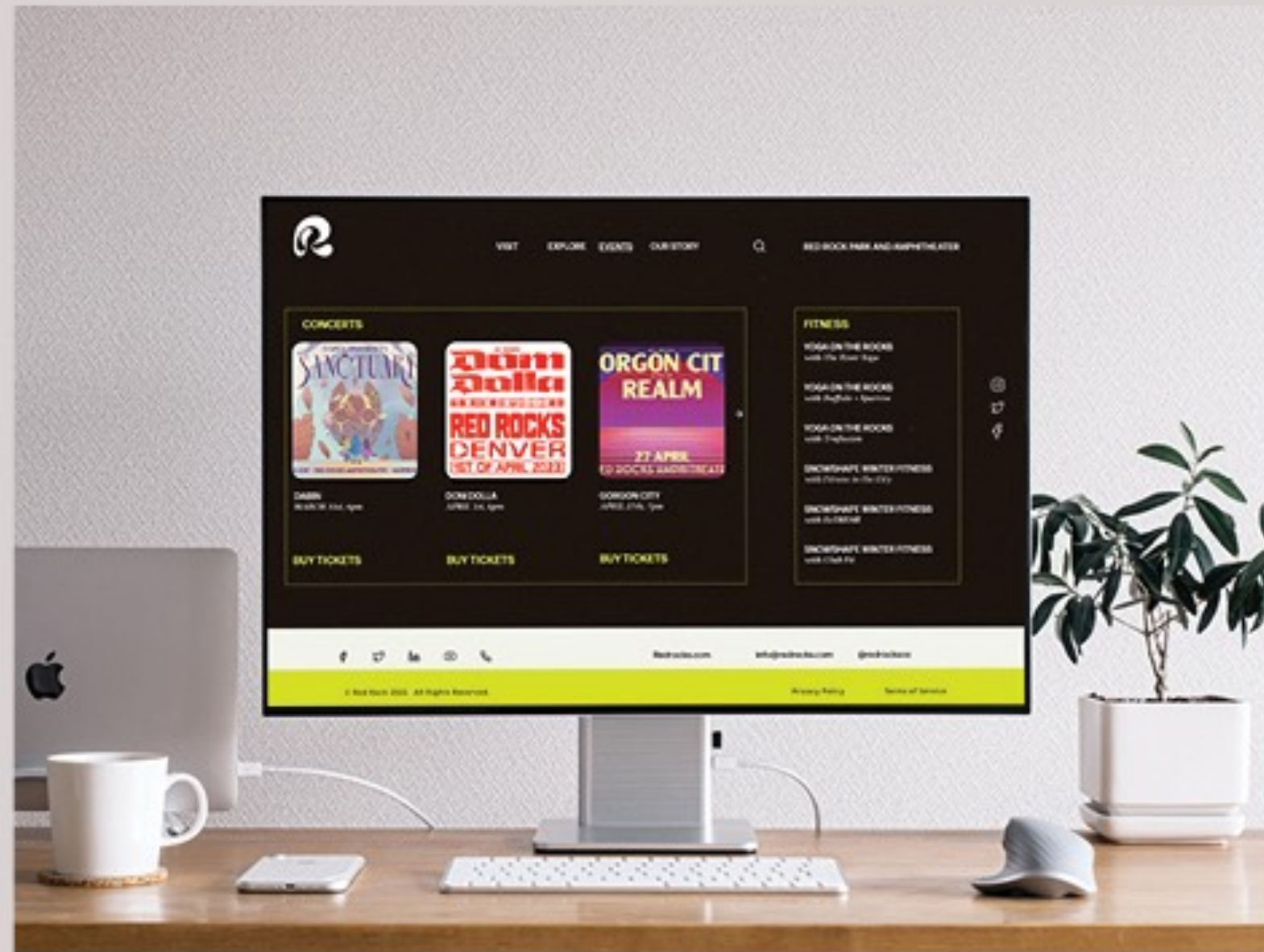
CONTENT POSTER SERIES 2



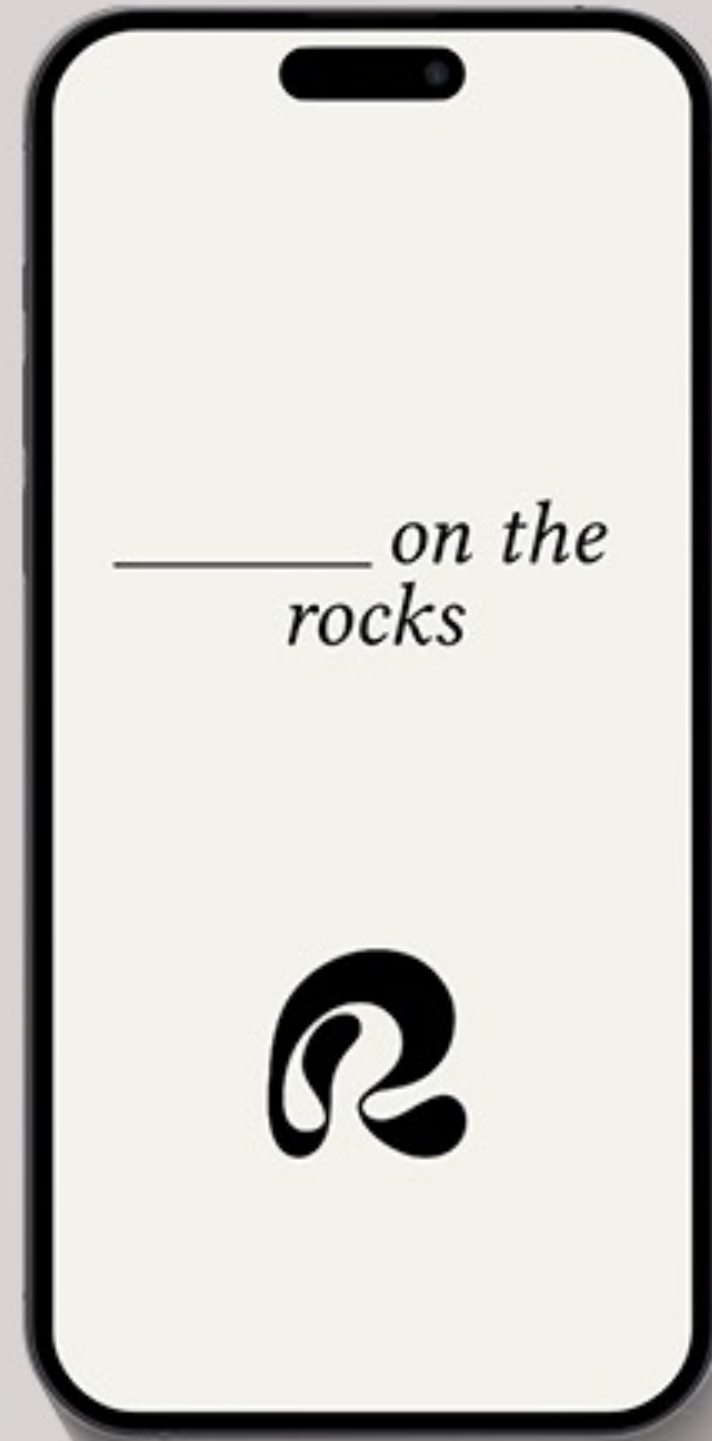
WEB



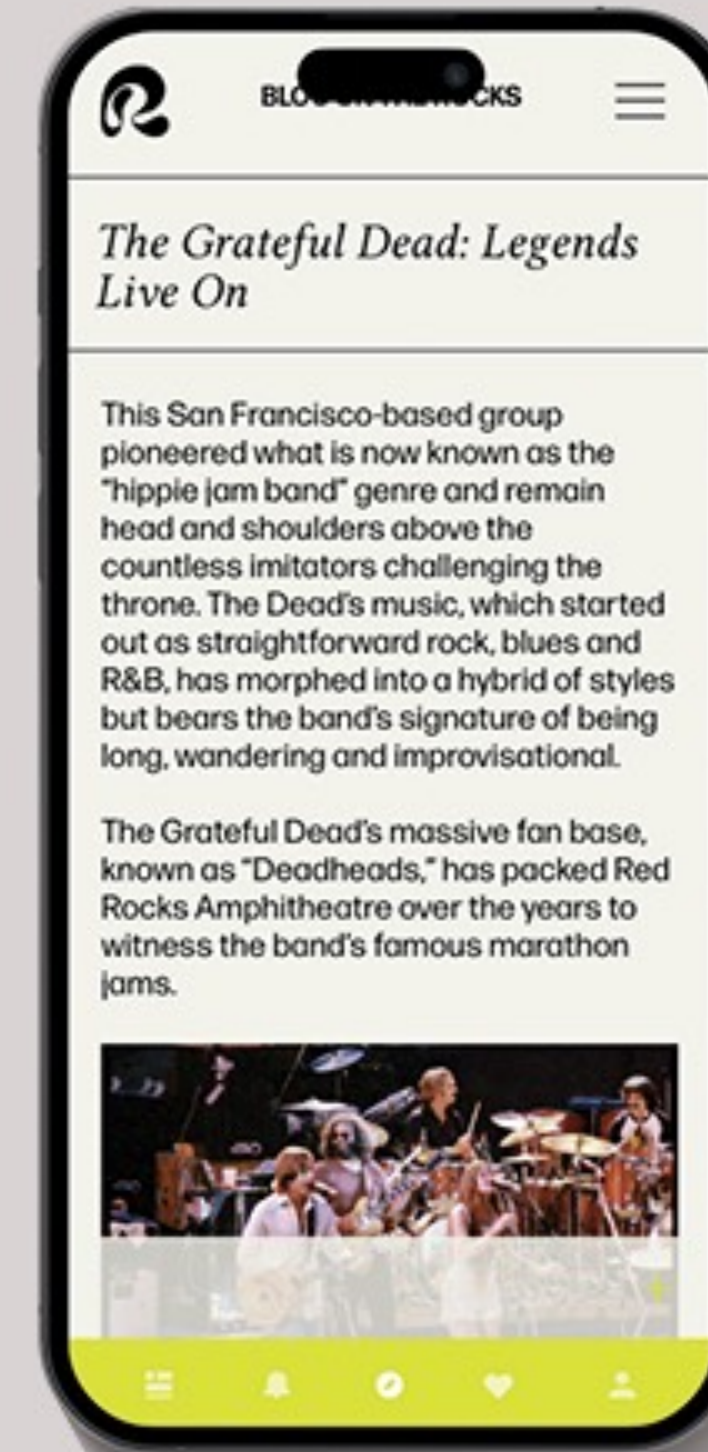
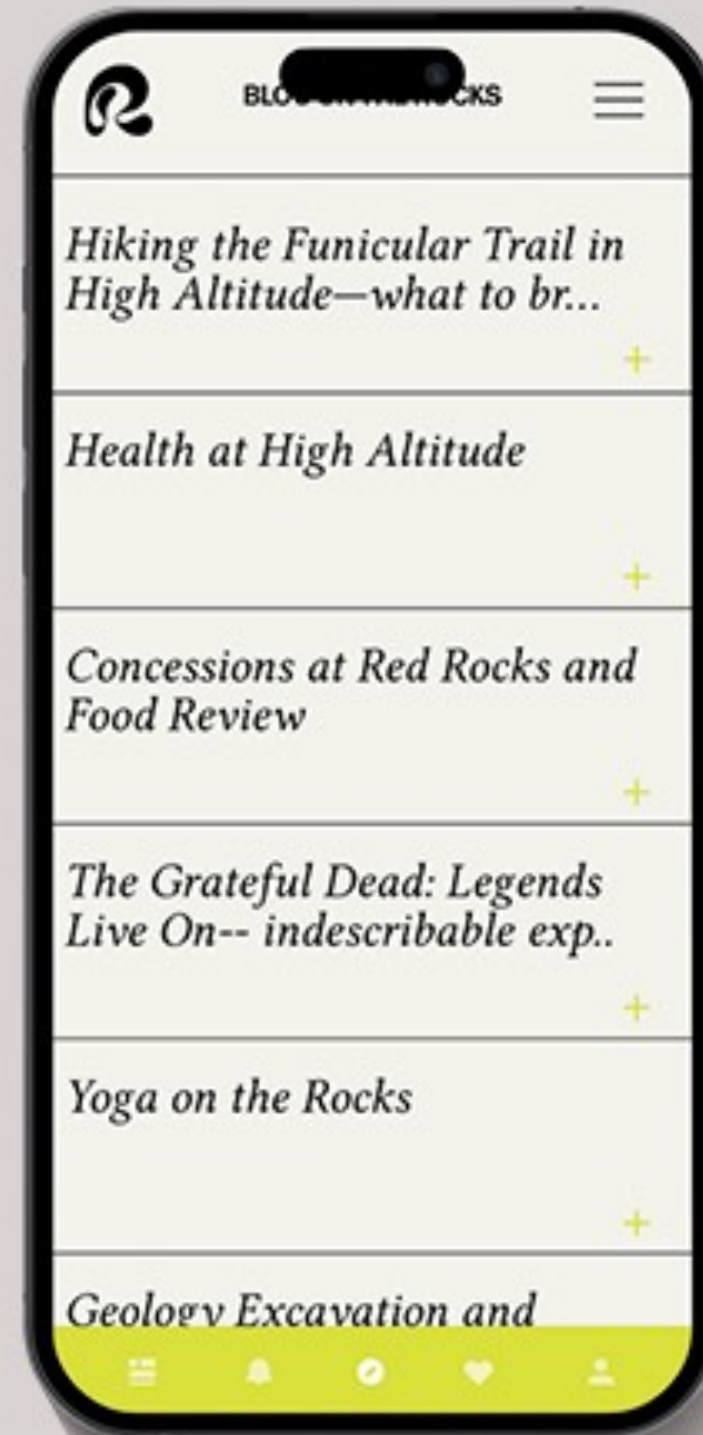
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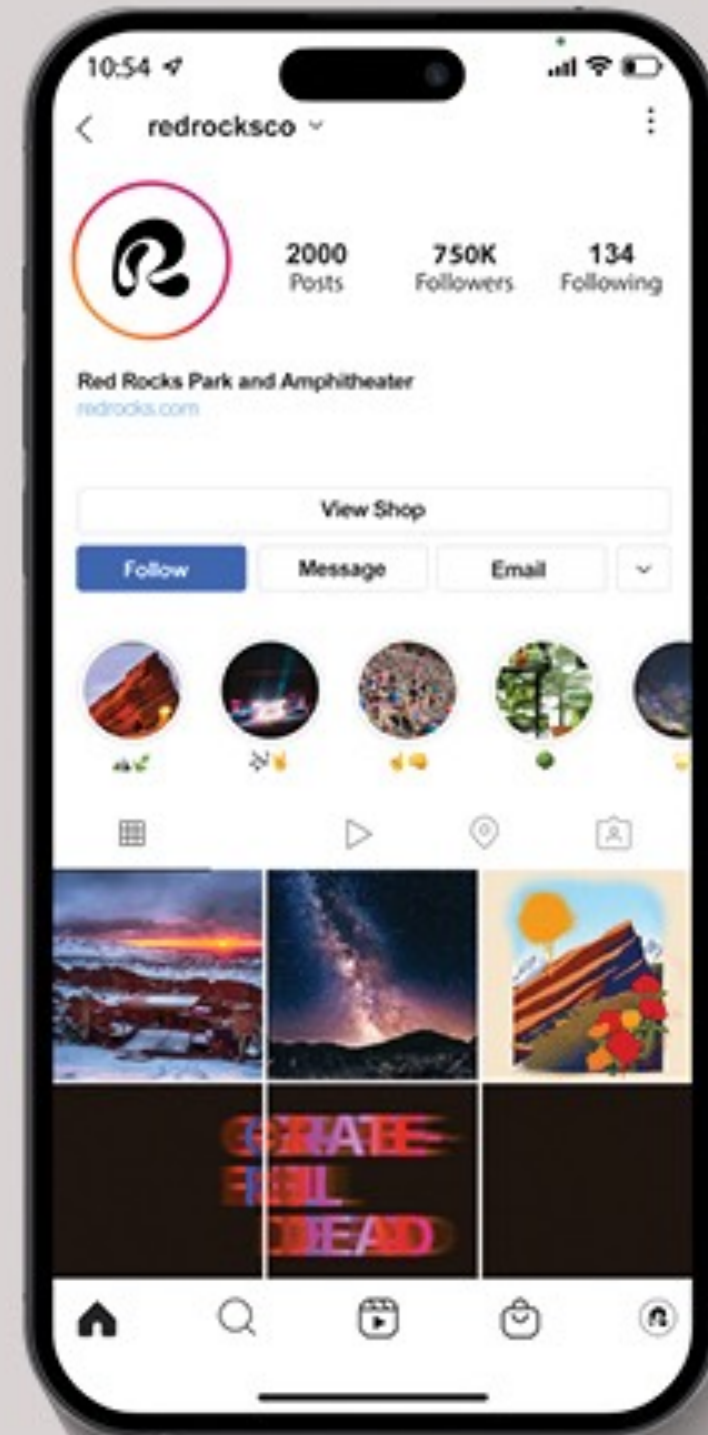
APP



APP



SOCIAL MEDIA



REDROCK+



STANDARD MANUAL

APPLICATION

The image features a solid green background. On the left side, there are several thin, white, wavy lines that flow and curve across the space, creating an abstract, organic pattern. In the bottom right corner, the word "ENVIRONMENT" is written in a bold, white, sans-serif font.

ENVIRONMENT







GEOLOGY

deaths accomplished some of the heaviest work, most of the rubble came from the parks and shrubs, which workers used the existing space. Workers finished the theater by laying over 10,000 square feet of sandstone at Red Rock. The project estimated to take two months of residential work. The materials cost \$115,000 and the labor, paid by the federal government to CCC and WPA work, was estimated to \$377,284.00.



Before The Beatles and the Beach Boys played Red Rocks, another kind of "rock concert" took place. For more than 100 million years, the foothills of Colorado were eroded and shaped by geologic forces. The rise and fall of ancient inland seas, and the emergence of the Colorado basin, which stretches along the Front Range for 24 miles (don't worry - it hasn't moved in 60,000 years). These forces left the megaliths that cradle today's amphitheater.

Putting the 'Red' in Red Rocks

Picking around Red Rocks, rock bands will find that the stone varies from one place to the next in color and texture. This is the result of the Fountain sandstones and conglomerates in various scenic landscapes at Red Rocks. Because of the different grain sizes and varying hardness in the Fountain Formation, it erodes unevenly. This "differential erosion" creates crevices, pits and caves.

Fountain Formation stones vary in color from light grey to pale red to dark red. Weathering decomposes the rock, releasing minerals such as iron, which oxidizes to give rock a reddish-pink color. During burial and compression of the Fountain Formation, iron-rich groundwater percolated through the rock pits and caves.

Also generally reddish in color is the Lyons sandstone, which was deposited later, in the Permian Period, on top of the Fountain Formation. This handsome Lyons sandstone became a favorite Colorado building stone (now used in many state-of-the-art buildings of the University of Colorado's Boulder Campus). The same stone was used in many places in the amphitheater and park, including the retaining walls, planters and the Red Rocks Visitor Center.

Rock Formations

Some of the rock formations in Red Rocks slope as much as 90 degrees, while others tilt backwater. The southern megalith, that bears resemblance to a ship, is named "Ship Rock." On the opposite side of the amphitheater stands "Cradle Rock." Both megaliths are taller than Niagara Falls. Red Rocks Amphitheater was once listed as among the Seven Wonders of the World.

THESE FORCES LEFT THE MEGALITHS THAT CRADLE TODAY'S AMPHITHEATRE.

ARCHITECTURE

REDROCK+

ARCHITECTURE

RED ROCK PARK + AMPHITHEATER



GEOLOGY

Building the Amphitheater

The amphitheater was built on a natural rock formation. The site was chosen for its unique geological features and its proximity to the city of Denver. The construction of the amphitheater was a major project for the Civilian Conservation Corps (CCC) and the Works Progress Administration (WPA).

The Amphitheater

The amphitheater is a natural rock formation that has been used for performances since the 1930s. It is one of the most unique and beautiful amphitheaters in the world. The amphitheater is built on a natural rock formation that has been used for performances since the 1930s.

Improvements over the Years

Over the years, the amphitheater has undergone several improvements. These improvements include the addition of new seating, the installation of new lighting, and the construction of new walkways. These improvements have helped to make the amphitheater a more comfortable and enjoyable place to visit.

The Architect

The architect of the amphitheater was a member of the Civilian Conservation Corps (CCC). The architect was responsible for the design and construction of the amphitheater. The architect's design was based on the natural rock formations of the site.

RED ROCKS PARK AMPHITHEATER

ARCHITECTURE

RED ROCK PARK + AMPHITHEATER

THESE FORCES LEFT THE MEGALITHS THAT CRADLE TODAY'S AMPHITHEATRE.







HISTORY

RED ROCK PARK + AMPHITHEATER

1000-1000
The first of several ancient rock art sites.

1000s
The first of several ancient rock art sites.

1854
The first of several ancient rock art sites.

1871
The first of several ancient rock art sites.

1877
The first of several ancient rock art sites.

1880
The first of several ancient rock art sites.

1881
The first of several ancient rock art sites.

1885
The first of several ancient rock art sites.

1884
The first of several ancient rock art sites.

1870
The first of several ancient rock art sites.

1876
The first of several ancient rock art sites.

2000-2000
The first of several ancient rock art sites.

2005
The first of several ancient rock art sites.

2006
The first of several ancient rock art sites.

2008
The first of several ancient rock art sites.

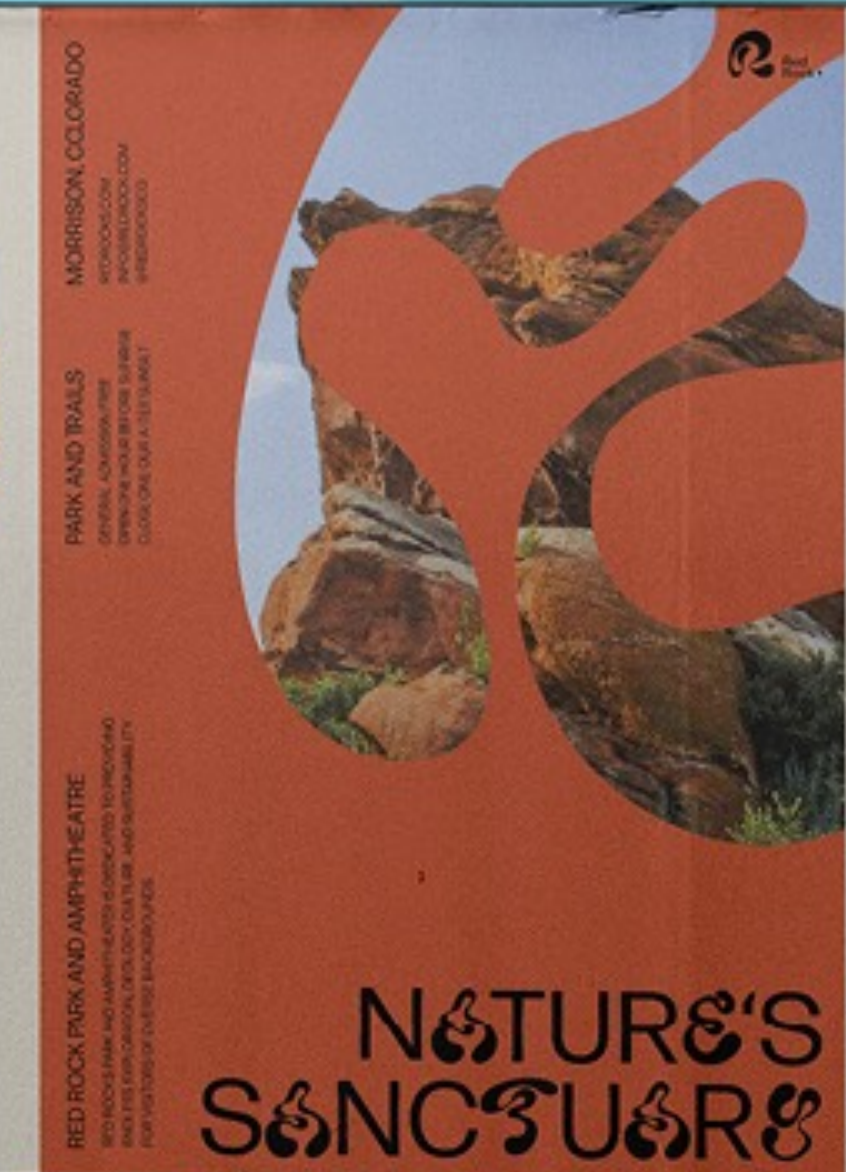
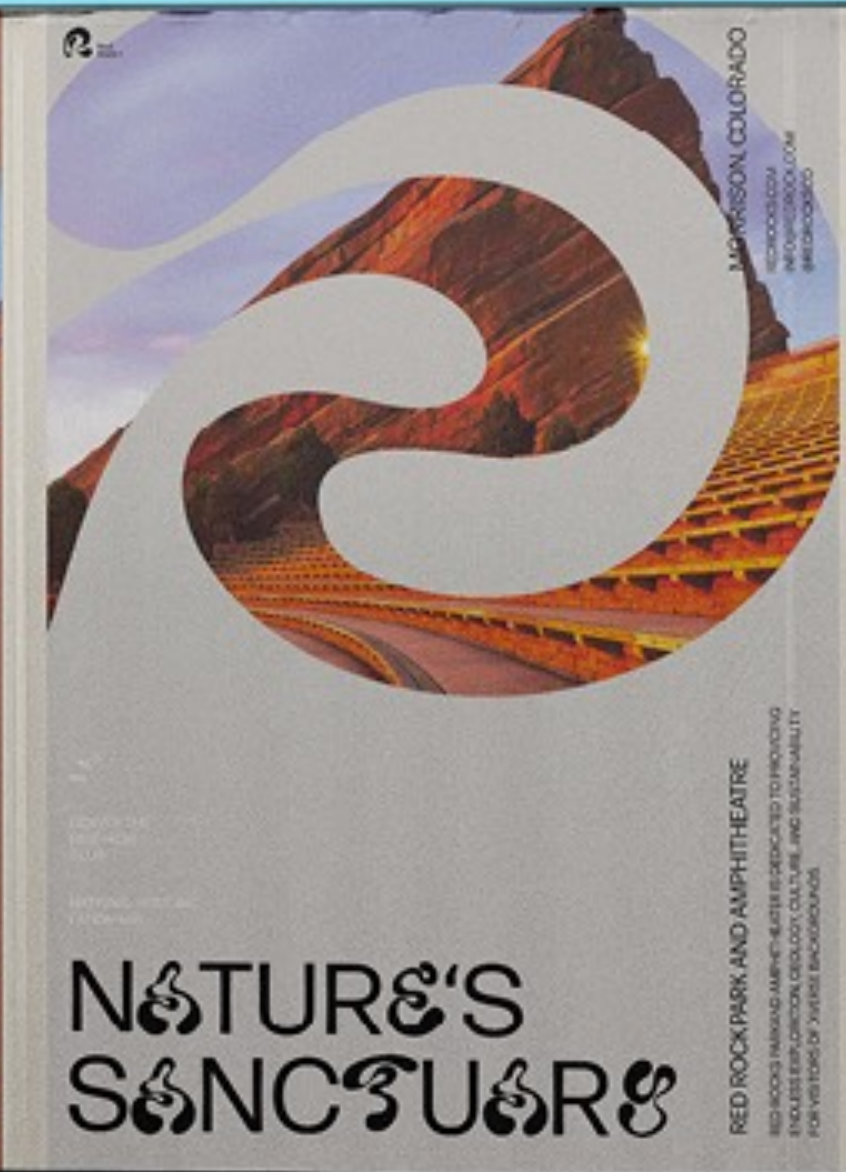
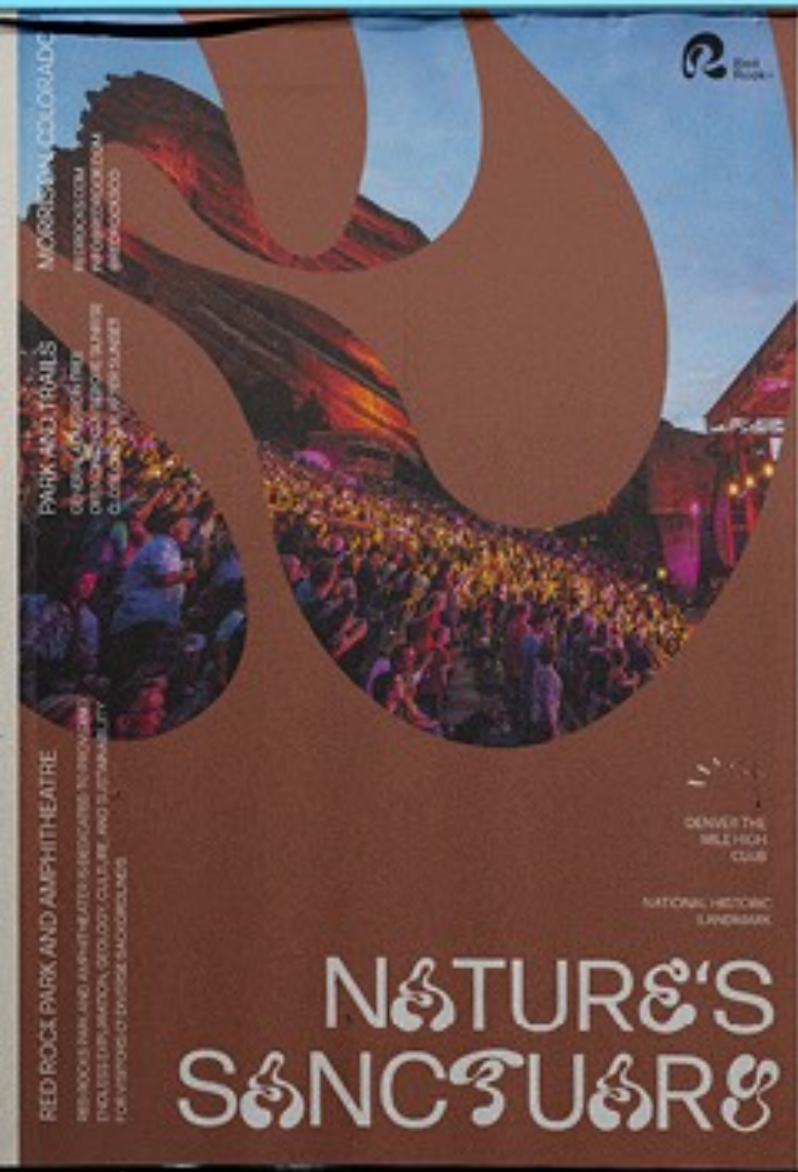
2010
The first of several ancient rock art sites.

2016
The first of several ancient rock art sites.

ARCHITECTURE

Beginnings
The first of several ancient rock art sites.

Building the Amphitheater
The first of several ancient rock art sites.





Red
Rock +

THANK YOU.