

Regional Building Decarbonization Oversight Committee

Meeting date: October 10, 2025

Agenda Item #: 4 (Attachment B)

Decarbonize DRCOG Branding

Agenda item type: Discussion

Summary

Staff from Karsh Hagan will detail the journey of branding of the Decarbonize DRCOG program as Power Ahead Colorado, from market research to the selection of the program name, logo and color palette.

Background

In April 2025, DRCOG contracted with Karsh Hagan to provide marketing services for Decarbonize DRCOG. A significant part of the scope of work centered on the creation of a brand identity for the program. Karsh Hagan and its subconsultants—Institute for the Built Environment, Marshall Sustainability and GBSM—created a robust branding process that included market research, one-on-one stakeholder interviews, a Communications Advisory Council and an online focus group composed of 180 homeowners in the DRCOG region. The team presented the findings to DRCOG staff at a Brand Accelerator Workshop in July. In August, under advisement from the research and consultant team, DRCOG staff made its final selection of the program name Power Ahead Colorado as well as the logo and color palette, which shares a selection of colors from the DRCOG style-guide.

The brand will undergo further refinement, creative campaign development and a full launch in January 2026.

Action by others

None

Previous discussion/action

None

Recommendation

None

Attachment

Karsh Hagan presentation

For more information

If you need additional information, please contact Chris Selk, Program Manager (Communications), at 303-350-5465.

