
Rebrand Day One: Who are we?

Grand Lake, Co

Feb 23, 2026

Why are we here?



Grand Lake is more than a destination. It's a home, an escape, and a landmark of adventure, history and nature.

This rebrand is about defining our culture, and how we want to carry it forward by setting the foundation for the story of Grand Lake so it remains authentic and intentional for generations.



Final Product

Logo and Foundations

Since we already have a new website for Visit Grand Lake, let's focus on the foundational pieces of what makes Grand Lake, Grand Lake. The concrete, static components that will carry through for generations to come.



Logo

One logo to be used across every internal and external representation of Grand Lake, Colorado



Brand

Like the one you stamp on livestock. A simple, meaningful and recognizable stamp staking our claim.



Slogan, Motto, Mantra

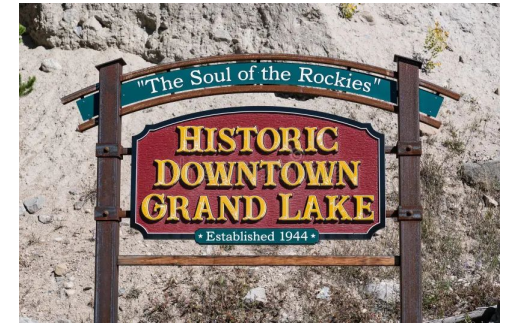
The bumper sticker of our town. This will tell you everything you need to know about who we are and what we represent.



Mood Board

Foundation for what is to become the future of branding materials, marketing and messaging for Grand Lake.

Our Current Brands



Town of
Grand Lake



Visualization Exercise



What do you think of these?



What do you think of these?



What do you think of these?



COLUMBIA FALLS
MONTANA



BIGFORK
SMALL VILLAGE + BIG ADVENTURE

What is Grand Lake?



What words, people, places, things...

represent Grand Lake.

remind you of Grand Lake.

embody the future of ideal Grand Lake.

Ready, go...

...

...

...

...

NOT Grand Lake?



What words and things...

do we **NOT** want to represent Grand Lake.

Ready, go...

...

...

...

...

This?



Or that?



Town or Village?



Progressive or Conservative? (not politics)

hitching post vs car charger
wood stove vs solar panels
horse vs ebike
paddleboard vs canoe
live music vs dj
vegan vs chuckwagon

Adventure or Peace?

reading books vs extreme sports
spas vs cold plunge
meditation vs exercise
take your breath away vs catch your breath

Whiskey or Wine or Beer?

A photograph of a glowing orange tent pitched on a grassy mountain slope at dusk. The tent is illuminated from within, casting a warm light. The background features dark, silhouetted mountains under a sky with soft, colorful clouds in shades of purple, pink, and blue. The overall mood is serene and adventurous.

Historical or Fictional?

Moose costume or Moose Moose
Cartoon or Tintype

Cowboy Boots or Hiking Boots?

A yellow tent is pitched on a grassy, rocky slope in a mountainous landscape. The sky is dark with some clouds, suggesting dusk or dawn. The tent is illuminated from within, casting a warm glow. The background features dark, silhouetted mountains under a twilight sky.

Natural or Artificial?

Puddle and Pond
or
Pool and Splash Pad

Family or Adult?



Simple or Elegant?

A photograph of a mountain landscape at dusk. In the foreground, a simple orange tent is illuminated from within, casting a warm glow. The tent is pitched on a grassy, rocky slope. In the background, dark, rugged mountains rise against a sky filled with soft, purple and blue clouds. The overall mood is serene and contemplative.


National Park or National Forest?

A photograph of a mountainous landscape at dusk or dawn. In the foreground, a bright orange tent is pitched on a grassy slope, illuminated from within, casting a warm glow. The background features dark, silhouetted mountain peaks under a sky with soft, colorful clouds in shades of purple, pink, and blue. The overall mood is serene and adventurous.

High Class or Low Class?



Steak or Hamburger?

A photograph of a glowing orange tent pitched on a grassy mountain slope at dusk. The tent is illuminated from within, casting a warm glow. In the background, dark, rugged mountains rise against a sky filled with soft, purple and blue clouds. The overall scene is serene and atmospheric.

Resort or Town?



Sleeping Bag or Bed?

A glowing orange tent is pitched on a rocky, grassy slope in a mountainous landscape at dusk. The tent's interior light is visible through the entrance. The background features dark, silhouetted mountains under a sky with soft, colorful clouds in shades of purple, pink, and blue.

One of Kind or One in a Million?

A glowing orange tent is pitched on a rocky, grassy slope in a mountainous landscape. The tent is illuminated from within, casting a warm glow. The background features dark, rugged mountains under a twilight sky with scattered clouds. The overall scene is serene and evokes a sense of solitude and adventure.