

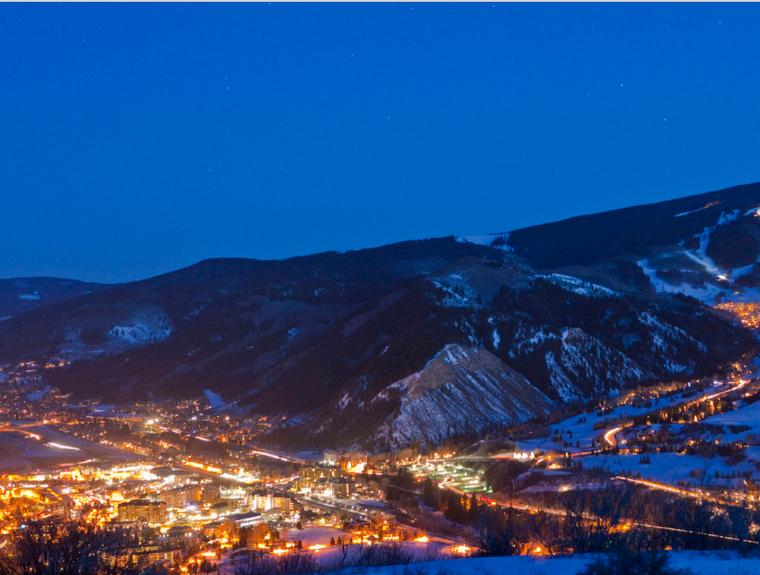


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AVON
COLORADO

Brand Platform



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Table of Contents

- 3 Brand Character
- 4 Brand Essence
- 5 Brand Promise
- 6 Brand Positioning
- 7 Brand Voice
- 8-9 Brand Story
- 10 Brand Vision

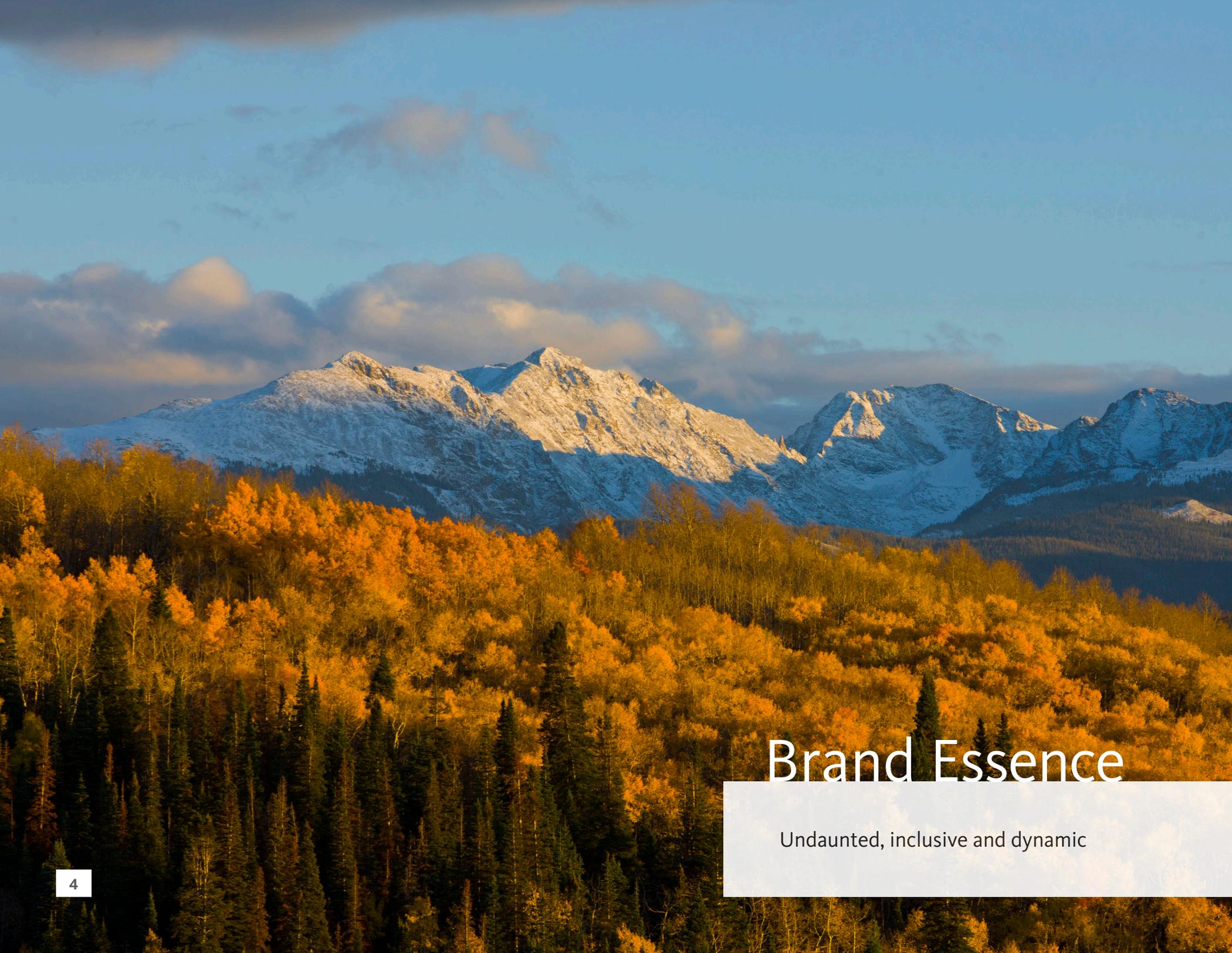




Brand Character

- Entrepreneurial and energetic
- Optimistic and open to change
- Appreciative and proud
- Nature-loving and adventurous
- Comfortable and unpretentious
- Welcoming and engaging
- Community-minded and family-oriented
- Complementary and connected to its resort neighbors
- Progressive and ecologically aware





Brand Essence

Undaunted, inclusive and dynamic



Brand Promise

Avon is more than a mountain town. And more than a mountain destination. It is a vibrant and diverse year-round, resort community defined by its spectacular surroundings and genuine local character.

An aerial photograph of a mountain resort town. In the foreground, a multi-lane highway with several cars is visible. To the left, a large lake is surrounded by green grass and trees. The middle ground shows a dense residential area with various buildings, including multi-story apartment complexes and smaller houses. The background is dominated by rolling green hills and mountains under a bright blue sky with large, white, fluffy clouds. The overall scene is vibrant and scenic, typical of a mountain resort community.

Brand Positioning

For those seeking vibrant and inspiring Rocky Mountain experiences in a comfortable, unpretentious, small-town setting, Avon is a year-round mountain resort community and the gateway to the world-renowned Beaver Creek Resort. It is a town that connects the shared values of both its residents and visitors, creating a one-of-a-kind place to visit, work, grow a business, raise a family and play in a spectacular outdoor setting.



Brand Voice

- Smart yet down-to-earth
- Vibrant and positive
- Unpretentious and inclusive
- Light-hearted and good-humored
- Grateful and proud



Brand Story

Avon is a Colorado mountain town with a difference. While its ranching and farming history runs deep, the town's more recent evolution into a resort community has lent it an intangible energy. A sense of promise and potential. The type of optimism and openness to change that is reserved for the young. This is a town on a mission. A community with initiative that verges on impatience. Its energy is derived from the magical combination of a place gifted with the Rocky Mountain's majestic beauty and pristine wilderness, and the undeniable passion of the people who are drawn to it.

Fed by the adventure found on the slopes of its neighboring ski resorts, at the edges of its sparkling rivers, and in the boundless open spaces that surround the town, Avon's residents boast a lifestyle that most only dream of. It's a place where earnings are supplemented with commute-free mornings, powder days, million dollar views, lunch breaks taken on river walks or biking trails and an intangible small-town feel that somehow makes its residents richer. And from this collective, intangible wealth springs a vision for Avon.





Brand Story (continued)

It is a desire to make a difference. A need to create a better place for both its people and its visitors. Avon's vision is unifying—a focus on strengthening its businesses, retail and service offerings, but it's also a focus on connecting its neighborhoods with its nature—bringing them all together on pathways and in gathering spaces that invite both visitors and residents to celebrate their surroundings.

Avon's reputation was built as the gateway to Beaver Creek, and its vision is a complement to this world-renowned resort that it flanks. Avon adds another dimension to the resort experience—an enriched and diverse collection of experiences that are defined by their genuine flavour, and enhanced by both Avon's spectacular natural environment and vibrant local community. Family-inspired events and activities at Nottingham Park pair with lively bistro patios on the community's walkways. Local artisan markets meld with major outdoor music festivals and its annual fireworks extravaganza. The Walking Mountains Science Center's Interpretive walks networks with freshly forged mountain bike trails. And the Vail Leadership Institute's programming draws thought leaders and taps potential from urban centers and start-up ecosystems. Each of these elements serve to unite a community and its visitors in the common desire for a vibrant, genuine, progressive experience in a true mountain town. Avon's positioning as a gateway to Beaver Creek gives way to this vision. Residents grow roots that sprout families and community pride. Visitors no longer simply pass through, but instead linger and return again and again for the opportunity to call this place home, if only for a short time. Avon...has arrived.

America's Top 5 Favourite Mountain Towns

AVON, Colorado

Avon, Colorado takes away the top spot in our annual readers' poll for their favourite mountain town. Located 2.5 hours from Denver on the scenic 1-70 or a short, half hour jaunt from Eagle Airport, Avon offers all of the picturesque Rocky Mountain beauty we've come to expect in a Colorado town, plus it is situated at the foot of Beaver Creek Resort and adjacent to Vail Resort. It's proximity to world-class skiing and resort amenities might make it an obvious choice, but Avon has more.

This unique community is comprised of east and west neighborhoods intersected by Avon Road with its famous roundabouts and imposing, magnificent bronze sculptures, but is strategically united. A pedestrian trail network, commercial walkways, green spaces and gathering places connect the community, showcase its merchants, feature its artisans and link its beautiful Nottingham Park and Lake and meandering Eagle River Walk for residents and visitors both. In addition to the town's inventive planning and complete walkability, its rich outdoor experience opportunities bring together all walks of life. The community is steadfastly dedicated to preserving its natural assets and creating a sustainable environment, and the renowned Walking Mountains Science Centre, the Avon Land Trust and a collection of passionate outdoor advocates and proactive user groups have positioned themselves as key contributors to the town's ability to attract and inspire outdoor sport and nature lovers from around the world.

And finally, Avon's deep arts and culture roots have been instrumental in sprouting a vibrant artisan community and a festival lineup that is unrivalled for its combination of homegrown and professionally produced events. Father's Day fishing derbies share the lineup with world-class music acts and the result is a year-long vibe of good times where locals and visitors rub shoulders and share in the festivities.



Population: 6,345
Median Age: 35.2
Median Home Price: \$421,090
Average Commute: 4.9 minutes



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