



Avon Brand

Upholding Avon’s brand character, promise and positioning statement, which is Avon’s adopted platform for guiding investments, including special events in Avon, is a priority for the Town Council.

Boilerplate for Press Releases and Websites

Avon, Colorado is a year-round mountain resort community and the gateway to the world-renowned Beaver Creek Resort. Located on Interstate 70, eight miles west of Vail, Colorado, Avon is an unpretentious, small-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. With 6,500 year-round residents, plus another 3,500 part-time residents, Avon offers those looking for vibrant and inspiring Rocky Mountain experiences a comfortable community to recreate and enjoy the vast and rich cultural offerings of the region.

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.

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.