

Brand Essence.

Raton. *Your Pass* to adventure! Located at the base of the Raton Pass, the highest point along the historic Santa Fe Trail, Raton is a small town tucked away in the foothills of the Sangre de Cristo Mountains in the northeastern part of New Mexico.

Raton sits at a perfect distance for access to regional fun while being far enough away from the hectic lifestyle of bigger cities. Many travelers enjoy our amenities and the ease of being at a crossroads between New Mexico, Texas, and Colorado. Residents love the perks of a small town, coupled with *just the right amount* of activities and history to enjoy a rich, full life.



Photo by Bob Wick

Sugarite Canyon State Park — Raton, NM

With four seasons, clean air, and crystal waters, Raton's amazing climate and beautiful vistas create a fantastic living environment. Wildlife and public lands call to outdoor enthusiasts. As a hometown fusion of cultures—*forged from our mining history*—historic and cultural sites and activities offer unique experiences for visitors and residents alike. Our simple pace of life and affordable living are attractive to many retirees. A horizon of business potential spans our safe, friendly town. Raton is wide open; a place to relax. Stay a day, a week, or a lifetime. Raton, *Your Pass!*

All of the elements represented in the visual brand reflect Raton's overall essence which was fleshed out in community meetings and narrowed down by the branding team over several months. The team is comprised of representatives from community groups. Special thanks to Robyne Beaubien and NM MainStreet for leadership and support in this process.



ExploreRaton.com



The Logo.

travel • motion • landscape • connection • light

The wheel is a major theme for the visual brand and is directly related to Raton's Santa Fe Trail and railroad history along with our perfect situation as a crossroads for travelers and residents. Considering our proximity to Colorado, Texas, Oklahoma and Kansas, we are well connected to adventure both within Raton and in areas immediately surrounding our town. Our radiant sunrises and sunsets are second to none and reflect the friendly and warm nature of our residents. Goat Hill and the beautiful flowing landscape surrounding Raton are suggested in the negative space of the logo and relate to our connection with the land, from our mining history to the scenic hiking and outdoor activity that both tourists and lifelong residents enjoy today.



The Tagline.

Your Pass references the Raton Pass, a unique feature that no one else can claim and by which many visitors recognize us. The use of "your" invites visitors to enjoy all we have to offer in and around the community. The underline reflects a strike in the earth, hearkening to our mining history and also highlighting the duality of "your" and "our" in the same word. The tagline will be extended in marketing campaigns as "your pass to..." and will offer flexibility for promoting area attractions and events. Raton, *Your Pass* to adventure!

YOUR PASS TO *Adventure.*

