

Branding Guide: Signage & Branding



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Colorado Convention Center Branding Guide: Signage and Branding



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Guidelines and Overview

Colorado Convention Center **Branding Guide: Signage and Branding**



GENERAL BRANDING RULES

All branding placements require CCC Operations approval. Branding must not obstruct emergency equipment, required signage, attendee flow, or fire/life safety systems. Installations must not damage walls, floors, glass, or finishes. Artwork must be produced to size and installed only in approved locations. Early access or extended installation hours must be coordinated in advance. All branding must be removed by the end of the event's contracted move-out. Final availability depends on event overlap, building schedule, safety, traffic flow, visibility, and other operational considerations. CCC may restrict or modify placements at any time based on operational needs.

Measurements listed are approximated and while generally correct, additional measurements by your contractor are recommended.

All sponsor branding is limited to interior-facing surfaces.

Sponsors may not brand exterior windows, doors, sidewalks, or outdoor structures. Exterior branding is permitted only for non-sponsorship welcome messages or event identity signage placed by the contracted group.

Given the possibility of multiple events within the facility, general branding and sponsorships are primarily permitted within the contracted space of the event. Branding outside of contracted spaces must be

discussed with the CCC so we can coordinate with the other groups in house. No branding will be allowed in any non contracted or public spaces without the approval of the CCC.

Branding may not include offensive content or imagery inconsistent with CCC standards. Audio, scent, motion, or interactive elements require advance approval. All branding must comply with ADA and fire code requirements.

Extraordinary cleaning charges will apply to any damage caused by or residue left by branding applicants.

Digital files must comply with the specifications we provide for the file art





PRODUCTION, INSTALLATION & REMOVAL

CCC does not produce or print any signage. All production, printing, fabrication, and material sourcing must be handled by the client's selected provider (e.g., General Service Contractor, AV/Production company, or other approved vendor). All installation, hanging, rigging, and removal activities are governed by union jurisdiction. Only authorized union labor may perform these functions inside the Colorado Convention Center. Costs for production, labor, rigging, and equipment are the responsibility of the client and/or their contracted providers. All artwork must be submitted production-ready, and all materials must comply with CCC's specifications and requirements. A sample of all proposed adhesive and cling materials must be submitted to CCC operations and approval to proceed must be granted prior to installation.

Installations must occur during CCC-designated access times and may not begin early without prior approval. Clients are responsible for submitting production-ready artwork by established deadlines. Any damage caused during installation or removal will be billed back to the client. Removal must be completed by the end of contracted move-out unless otherwise approved. Late removals may incur fees.

BILLING & PAYMENT

Branding charges will be included in the CCC master invoice. Asset pricing includes the placement only; production, labor, materials, rigging, equipment, and third-party services may be billed separately by the General Service Contractor or approved providers. Late artwork, rush production, or reprints requested due to client errors may incur additional charges.

CANCELLATION POLICY

Branding canceled after installation begins is non-refundable. If installation is canceled due to missed deadlines, non-compliant artwork, or operational constraints, charges may still apply. Weather-affected exterior add-ons (if applicable) will be evaluated on a case-by-case basis.

CUSTOMIZATION & NONSTANDARD REQUESTS

Standard pricing applies to the asset dimensions listed in the brochure. Custom shapes, custom materials, segmentation, extensions, alternative sizing, or unique builds may require additional review and pricing.

Nonstandard requests must be reviewed jointly by the Colorado Convention Centers Sales, Event Management, and Operations team.

GENERAL BRANDING RULES

Branding may not include offensive content or imagery inconsistent with CCC standards. Audio, scent, motion, or interactive elements require advance approval. All branding must comply with ADA and fire code requirements. Sponsorships may not include branding of exterior façades unless specifically approved as part of CCC's external asset policy.

ADD-ON ASSETS & SHARED SPACES

Some branding opportunities are located in shared or high-traffic concourse areas. These add-on assets require event overlap review and must be approved for each event individually. Availability is not guaranteed.

BRANDING DEADLINES

- Artwork files are due 30 days before the event for approval.
- Production timelines may vary by asset type.
- Consult with your Event Manager for exact deadlines related to your event.

CONTACT INFORMATION

For questions regarding branding opportunities please contact the CCC Sales Team. For artwork submission, or production requirements, please contact your assigned CCC Event Manager.





PRODUCTION, FABRICATION & UNION LABOR REQUIREMENTS

CCC does *not* print, fabricate, or produce signage.

All production must be handled by:

- The client's GSC
- Their production/AV company
- Or another approved vendor

Union Labor Requirements (Mandatory):

- All installation, hanging, rigging, and removal must be performed by authorized union labor per facility and City & County of Denver requirements.
- Clients may not self-install.
- Clients must provide production-ready artwork to their vendors.
- Late labor, overtime, or damage repair is billable to the client or their contractor.

STANDARD ASSET DEFINITIONS & NONSTANDARD REQUESTS

Pricing applies only to the standard asset size and format listed in the Asset Types matrix.

Nonstandard requests require joint review by:

- Sales
- Event Management
- Operations

Examples of nonstandard requests:

- Custom shapes beyond rectangular
- Layered materials
- Floor-to-ceiling full takeovers
- Architectural wraps
- Vinyl requiring access equipment
- Segmentation, extensions, or nonstandard mounts
- Custom quotes may be required.

Column Wrap

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Size Range and Price

Up to 6' H - \$300

6' - 10' H - \$450

10' - 15' H - \$650

15'+ H - \$1,000

Notes

Each Column varies in size,
measurements required



Blue Bear Cling - Premium

Colorado Convention Center Branding & Sponsorship Guide



Size Range and Location

Nine Windows in front of the Blue Bear, comprise of an area measuring 13'11" x 27'10"

Price

\$6,000



Window Cling

Colorado Convention Center Branding & Sponsorship Guide



Size Range and Price

\$600 per window

Notes

Sizes vary, measurements required



Door Cling

Colorado Convention Center Branding & Sponsorship Guide



Dimensions

Varies by location

Price

1 Door: \$75

2 Doors: \$150

3 Doors +: \$500

Notes

Single door panels, exterior door branding requires specific materials and is subject to CCC Operations approval.



Railing Glass Cling

Colorado Convention Center Branding & Sponsorship Guide



Dimensions

One Panel: \$125

Two Panels: \$250

3+ Panels: \$400

Notes

Sizes vary, measurements required



Wall Graphic

Colorado Convention Center Branding & Sponsorship Guide



Size Range and Price

Small: 4ft x 4ft - \$300

Medium: 4x4ft-8x8ft - \$600

Large: 9x9ft+ - \$1000

Notes

Street Level



Hanging Banner

Colorado Convention Center Branding & Sponsorship Guide



Size Range and Price

- Small: 8' W x 20' H - \$350
- Medium: 18' W x 3' H - \$550
- Large: 27' W x 13' H - \$850
- XL: 68' W x 14' H - \$3,500

Notes

Street Level



Escalator Side Panels

Colorado Convention Center Branding & Sponsorship Guide



Location

All escalator banks in building

Dimensions

Sizes may vary, measurements required

Notes

Glass panels. No branding allowed on the two end glass panels. Only Exterior facing branding on escalator glass is allowed.

Price

\$800 per escalator



Blue Bird Ballroom Escalator Header

Colorado Convention Center Branding & Sponsorship Guide



Dimensions

10–30' W

Location

Blue Bird Ballroom West Escalator

Notes

Wall above escalators heading down. Does not include glass panels above.

Price

\$600



Stair Step Branding - Premium

Colorado Convention Center Branding & Sponsorship Guide



Location

Any stairwell in building

Dimensions

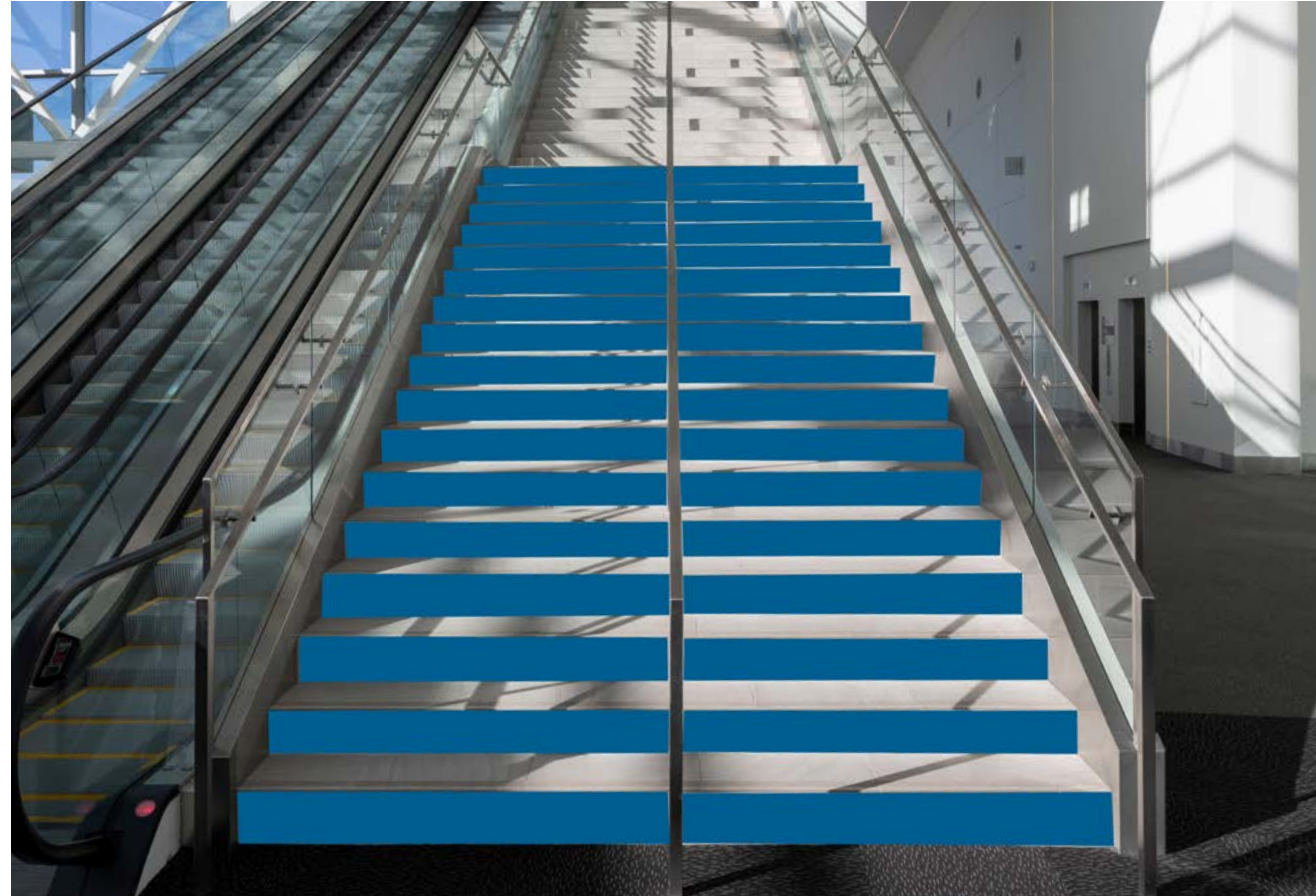
Vary by stairwell

Notes

Each stair branded

Price

\$2,500



Floor Decal

Colorado Convention Center Branding & Sponsorship Guide



Size Range and Price

Small: Up to 3' - \$50

Medium: 3-6' - \$100

Large: 6-10' - \$250

XL: 10'+ - \$500



Optic Wash Tower Branding - Premium

Colorado Convention Center Branding & Sponsorship Guide



Location

F Atrium (relocatable)

Notes

Two Optic Wash Towers available; branding includes digital content. Optional loyalty cards available (customizable; contact CCC Sales).

Price

\$1,500 each



A Atrium Digital Feature - Premium

Colorado Convention Center Branding & Sponsorship Guide

Coming July 2026



Resolution

Full Resolution - 2496p x 384p

Split x 2 - 1248p x 384p

Split x 4 - 624p x 384p

Price

\$2,500 for run of show



F Atrium Digital Feature - Premium

Colorado Convention Center Branding & Sponsorship Guide

Coming July 2026



Resolution

Full Resolution - 1408p x 320p

Split x 2 - 704p x 320p

Split x 4 - 352p x 320p

Price

\$2,500 for run of event



Grand Concourse Digital Feature - Premium

Colorado Convention Center Branding & Sponsorship Guide
Coming July 2026



Resolution

Full Resolution - 3392p x 320p

Split x 2 - 1692p x 320p

Split x 4 - 848p x 320p

Price

\$2,500 for run of event



Plant Wall Digital Feature - Premium

Colorado Convention Center Branding & Sponsorship Guide

Coming 2027



Resolution

Full Resolution - 3840p x 2160p

Split x 2 - 1920p x 1080p

Split x 4 - 960p x 540p

Price

\$3,000 for run of event



Mile High Ballroom Prefuction Digital Feature - Premium

Colorado Convention Center Branding & Sponsorship Guide

Coming 2027



Resolution

Mile High Ballroom 1

Full Resolution - 2400p x 2900p

Split x 2 - 1200p x 1450p

Mile High Ballroom 2

Full Resolution - 2400p x 2900p

Split x 2 - 1200p x 1450p

Price

\$4,000 per screen



A Concourse Digital Feature - Premium

Colorado Convention Center Branding & Sponsorship Guide



Resolution

10 Individual Screens

1920p x 1080p'

Notes

By gift shop on the way to
Four Seasons Ballroom

Price

\$250 per screen per slide



14th Street Exterior Facing Windows - Premium

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Dimensions

Sizes may vary, measurements required

Notes

Event messaging only, no sponsorship messaging may be applied

Price

9 window section for \$5,000 OR each window is \$600



Charging Stations

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Location

- 100's Meeting Rooms
- 200's Meeting Rooms
- 500's Meeting Rooms
- 600's Meeting Rooms
- 700's Meeting Rooms

Size Range

Varies, please consult your sales or event manager for specifics on each panel

Notes

Fabric backdrops that can be removed and replaced with your custom printed artwork

Price

\$500 a piece



A - Concourse Networking Area

Colorado Convention Center Branding & Sponsorship Guide



Dimensions

50' W × 16'H

Notes

Two tables include two outlets and eight chairs

Price

\$2,000



Charging Station Grand Concourse - Premium

Colorado Convention Center Branding & Sponsorship Guide



Size Range or Location

Grand Concourse

Dimensions

Images comprised of 3 fabric panels

Panel A

Premium visibility lobby. 60"W x 88"H All Viewable

Panel B

106.5"W x 55"H Viewable size due to table

106.5"W x 88"H Print size

3" on the right side will be obscured to accommodate center monitor

Panel C

106.5"W x 55"H Viewable size due to table

106.5"W x 88"H Print size

3" on the left side will be obscured to accommodate center monitor

Facility Restrictions: Must use fabric with bead - no other options.



Notes

Extremely large signature footprint. Partial branding may be considered based on design. 3 side digital monitors included.

Price

\$2,000



Branding Guide: **Signage & Branding**

Colorado Convention Center/Bellco Theatre/Legends Global

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Email: sales@denverconvention.com