



Fwd: New State Brand1 message

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From: **Ben Henderson** <bhenderson@az.gov>

Date: Wed, Aug 21, 2024 at 9:30AM

Subject: New State Brand

To: GOV_Cabinet Directors <gov_cabinet_directors@az.gov>Cc: GOV_Comms <gov_comms@az.gov>, GOV_Senior Staff <gov_senior_staff@az.gov>, GOV_PLIA <gov_plia@az.gov>, GOV_Operations <gov_operations@az.gov>

To: All Agency Leaders and Communications Directors/PIOs.

Thank you for your support and active involvement in shaping Arizona's new brand identity. It's no small feat to craft a brand that resonates across our diverse state and meets the needs of all 32 cabinet agencies. Great brands – whether corporate or governmental – earn their status as market leaders by embracing change and reinvention, all while staying true to their core purpose and vision. The State of Arizona is poised to follow this path.

Currently, more than 10 logos represent the 32 state agencies under the Governor's purview, leading to a fragmented and unclear portrayal of Arizona and our collective impact. Under the leadership of Governor Hobbs, the Arizona Office of Tourism embarked on a transformative journey a year ago to redefine our brand comprehensively and bring a sense of unity across all of Arizona. This initiative engaged Arizonans from every corner of the state – community leaders, industry professionals and residents – in a collaborative effort to discover our new state logo, color palette, narrative, tagline, campaign and playbook. This extensive listening process aimed to secure broad support and ensure enduring success. AOT has collaborated with state agency marketing and communications teams, as well as ADOA, to ensure that the new brand identity is ADA-compliant and technically equipped to meet the diverse needs of our agencies. Central to this identity is a mandala pattern symbolizing the diversity of Arizona including our rich indigenous culture and the diversity of our 22 federally recognized tribes, narrating the wealth of what our state has to offer. Additionally, each agency will have the opportunity to collaborate with our branding partner to develop specific icons within this mandala that represent your unique contributions, which will be incorporated into a unique agency logo.

For agencies, boards and commissions, the rollout will occur in three phases:

Phase 1: Immediately following the introduction on Friday, Aug. 23, ADOA ASET will push an update to all state websites to update the logo. Agencies will have the opportunity to preview the logo within the context of their website to ensure there are no conflicts or issues when the logo is updated in their LIVE environment. The new logo will be viewable by agencies in their TEST environment beginning at **1 p.m. on Thursday, Aug. 22**. ADOA ASET will communicate directly with agency web teams to support a smooth transition. For agency or program websites not on the state platform, agencies will be expected to make updates as soon as possible to reflect this new branding. This initial branding will be the new, general state logo; opportunities to customize the logo by agency will follow. While the new logo will be updated in four instances on websites – the favicon with the tab identifier, the thin banner at the top of the page, in the main body of the website, and in the footer – for a limited time, agencies with well established, independent logos may co-brand by displaying both logos together.

Phase 2: Agencies, boards and commissions can engage a process best suited for their organization to customize the logo. The Arizona mandala pattern provides the opportunity to incorporate up to four icons for each agency into the logo. We are asking agencies to initiate a process to gather input from employees, stakeholders or members of

the public to develop terms or themes that describe the agency and its work. These themes will then be provided to the designer of the mandala pattern to create the icons, ensuring a consistent look for these design elements.

Phase 3: Once the agency-specific logos have been created, using the elements chosen by the agency, full implementation can begin. This will involve integrating the logo into *new* orders of business cards, letterhead, vehicle markings and other applications of current logos. We are not asking that logos be replaced, only refreshed when new supplies are ordered, thus reducing any direct costs associated with this transition.

Any deviation from this new logo must be approved by the Governor's Office.

The new state brand will celebrate Arizona's rich history and our bright future. We look forward to implementation of these new logo elements across the state enterprise, and appreciate your support as we transition from the current collection of logos.



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