



## ARIZONA BRAND - FREQUENTLY ASKED QUESTIONS

### FILES

- Where to access brand files?
  - All brand files can be accessed [HERE](#).
- Can my graphic designer have access to the logo files?
  - We have compiled a state Logo Task-Force to help all state entities with any logo needs moving forward. If you need logo assistance please reach out to Tim Tait, Assistant Director of Statewide Communication and Public Affairs at ADOA, by emailing [timothy.tait@azdoa.gov](mailto:timothy.tait@azdoa.gov)

### LOGO NEEDS

- My agency needs a logo for a new app we are developing, can you assist?
  - Yes, please send a note to Hannah at Heart & Soul, by emailing [hloew@heartandsoulmktg.com](mailto:hloew@heartandsoulmktg.com)

### COLOR

- Are there any additional brand colors that we can utilize?
  - The brand color palette features 6 colors that Arizonans identified as the “Color of Arizona.” The palette can be found [HERE](#).
  - There’s an opportunity to utilize an expanded/deeper color palette through the customization process with Heart & Soul. For more information please contact Hannah at [hloew@heartandsoulmktg.com](mailto:hloew@heartandsoulmktg.com)

### AGENCY LOGO INCORPORATION

- How can I use my agency’s seal in my customized logo?
  - If you choose to move forward with a customized logo, you will have the ability to identify two or four icons. These icons can be inspired by your agency’s seal, but need to be created by Heart & Soul to ensure they are aligned with the State of Arizona brand.

### SIGNAGE, COLLATERAL, & UNIFORMS

- When will my agency be expected to change out uniforms, signage and collateral to reflect the new brand and logo?
  - We understand that this is a large task and would ask agencies to change out the logos on uniforms, signage and collateral upon replacement.

### WEBSITE AND SOCIAL MEDIA

- What’s the timeline for website logo and color changes?
  - Once you receive your full logo suite, the expectation is that the website logo, color palette and fonts will be changed over within 30 days.
  - Specifics on usage of these new assets can be found [HERE](#).
- Do I need to change over my logo on the website or will ASET assist?
  - For agencies with internal capability, they can make those changes.
  - Other agencies can receive assistance from ASET, especially if on the state platform.