

# ARIZONA

THE BRAND PLAYBOOK

WINTER 2024



# TABLE OF CONTENTS



TANQUE VERDE RANCH, SAGUARO NATIONAL PARK

## TABLE OF CONTENTS

How to Use .....	Pg. 4
Introduction .....	Pg. 6
Strategic Brand & Framework .....	Pg. 12
Owning Our Narrative .....	Pg. 20
Communicating Our Brand .....	Pg. 24
Vibrant Arizona Manifesto .....	Pg. 40
Visual Identity .....	Pg. 76
Icon System .....	Pg. 84
Logo .....	Pg. 88
Arizona's Pattern .....	Pg. 98
Color Palette .....	Pg. 104
Font System .....	Pg. 106
Logo System .....	Pg. 112
Accessibility .....	Pg. 120

HOW TO USE **THE BRAND PLAYBOOK**

Our state brand is one of our most valuable assets, much like our residents, our businesses and our visitors. Its value is protected and enhanced through its cohesion and consistency, ensuring that the vibrancy of Arizona shines through in everything we do.

This Arizona Brand Playbook was created to guide and inspire you when designing or delivering any form of communication about Arizona. The pages that follow outline what our state stands for and how it should be expressed, both verbally and visually.

PLEASE FEEL FREE TO USE ANY OR ALL OF THE INFORMATION AND GUIDELINES THROUGHOUT THIS PLAYBOOK TO ASSIST AND STAY CONSISTENT IN YOUR COMMUNICATIONS.

COYOTE BUTTES, VERMILION CLIFFS



# INTRODUCTION

CANYON LAKE, APACHE JUNCTION

# BACKGROUND

This brand guide is the culmination of Arizona's most inclusive listening tour, connecting and conversing with hundreds of Arizonans from Phoenix to Yuma, Page to Nogales, and everywhere in between. From the breathtaking beauty of our state to the innovative business opportunities, rich diversity and immersive experiences that make Arizona come truly alive, our listening sessions uncovered a common thread — residents are proud to call Arizona home. These conversations grounded us and led us to where we are today while paving the path for the future of our state.

Our goal, first and foremost, is to positively position the brand of the State of Arizona. By amplifying what Arizonans are most proud of, we can change misperceptions and showcase that we are alive with beauty, inspiration and opportunity.

This brand guide serves to create a clearer, more differentiated brand identity that inspires Arizonans and potential businesses and visitors to form new, deeper connections to the state. Through a consistent and authentic brand identity, we aim to highlight Arizona's uniqueness,

foster a sense of belonging and inspire people to discover, explore and cherish our state's beauty and opportunities. So that in turn, every Arizonan may feel proud, every business may thrive and every visitor may be captivated by what our state has to offer.

# WHY BRAND MATTERS

A brand needs to be defined and articulated clearly for better understanding. Because if we don't define our brand, others will. A brand's strength always lies in its authenticity. That being said, Arizona's brand needs to come to life through every aspect of how we communicate with residents, colleagues, businesses and visitors. A brand is measured by its credibility, relevance, impact and longevity — Arizona is no different.

Just as the saguaro is one of the many symbols of Arizona's majestic beauty, our brand is built from the inside out to reflect Arizona's spirit. It captures the essence of our landscapes, heritage, diversity, ingenuity, connections and culture — reinforcing our mission to showcase Arizona as a state of endless inspiration.



SHEN YUN, MESA ARTS CENTER

A wide-angle photograph of the San Xavier del Bac Mission in Tucson, Arizona, captured at sunset. The mission's two prominent bell towers are illuminated from within, casting a warm, golden glow. The central facade features intricate Spanish Colonial Baroque carvings. The sky is a clear, pale blue, and a few palm trees are visible in the distance. Scaffolding is present around the right tower, suggesting restoration work.

# STRATEGIC BRAND & FRAMEWORK

SAN XAVIER DEL BAC MISSION, TUCSON

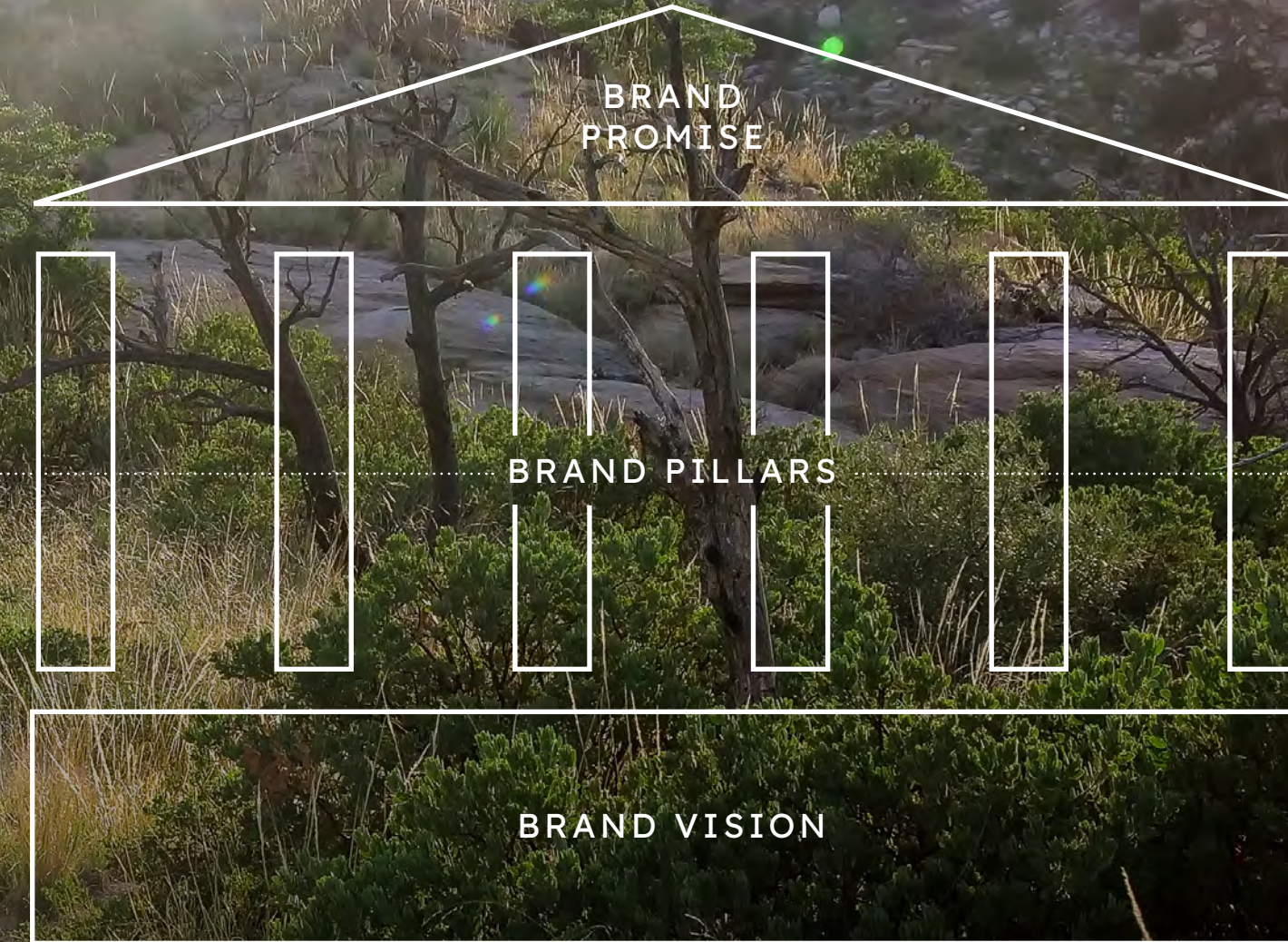
# OVERVIEW

A true, meaningful and distinctive strategic framework is essential for identifying a brand strategy's sweet spot. This type of framework is how we ensure we're connecting emotionally and authentically with each of our target audiences in ways that deepen their respect and appreciation for Arizona.



# STRATEGIC BRAND FRAMEWORK DEFINITIONS

The brand house and pillars within this framework represent the key brand benefits that will drive our messaging strategy and keep our brand identity feeling robust and connected. It's the foundation of our brand and should be reflected in everything we deliver. By understanding and leveraging these, we can create a cohesive and powerful strategy that resonates deeply with all three of our audiences.



**Brand Promise:** The commitment made by our brand to its people that outlines the value and brand experiences people can expect over time.

**Brand Pillars:** True, meaningful and distinctive characteristics of our brand that are both historically important and remain aspirational going forward.

**Brand Vision:** Describes the ideal future state the Arizona brand is striving to create in broad and inspirational terms.

# STRATEGIC BRAND FRAMEWORK DEFINITIONS



A PLACE  
TO SHINE

BRAND PROMISE



6 BRAND PILLARS

- Majestic Beauty
- Vibrant Arts, Culture & Experiences
- Abundant Diversity
- Welcoming Warmth
- Strong Connections
- Trailblazing Ingenuity

WE ENVISION AN ARIZONA FOR EVERYONE —  
ENERGIZED BY DIVERSE PEOPLE, UNFORGETTABLE  
PLACES AND POWERFUL TRADITIONS.

BRAND VISION

A wide-angle photograph of two women walking on a dirt path that runs along the edge of a calm lake. The women are dressed in outdoor gear, including teal jackets and khaki pants. The background is a dense forest of tall, green pine trees. The lighting suggests a bright, sunny day. The overall scene is peaceful and scenic.

# OWNING OUR NARRATIVE

RIGGS FLAT LAKE, MT. GRAHAM

# NARRATIVE FRAMEWORK

## OVERARCHING NARRATIVE AT A HIGH LEVEL

### WHY VIBRANT?

It's the energy and enthusiasm driving our communities, the unforgettable hues of our landscapes, and the flourishing possibilities of our industries. Vibrancy means fostering a place where residents, visitors and businesses alike experience a life of happiness, growth and enduring memories. This testament of Arizona is uniquely ours.



LAVA RIVER CAVE, FLAGSTAFF

## BY AUDIENCE CONSIDERATIONS

### VIBRANCY FOR RESIDENTS

This is where families build lasting memories and communities flourish with a sense of togetherness. From radiant sunrises to colorful sunsets, everyday living here offers endless opportunities for local adventures that fill life with bright joy and excitement.

### VIBRANCY FOR VISITORS

Every visit offers vivid experiences, from the striking pines and red rocks of the north to the serene desert beauty of the south, and everywhere in between. This is where stunning landscapes paint the horizon with a gradient of brush strokes you'll remember forever; where you can create memories as colorful as our state.

### VIBRANCY FOR BUSINESSES

This is where industries are filled with growth and opportunity. From passionate small businesses to microchip manufacturing and construction booming against a backdrop of bright skies and energetic communities, our state is a canvas for business success, flushed with the hues of potential and progress.



# COMMUNICATING OUR BRAND

BRAND PILLAR #1

# MAJESTIC BEAUTY

**OVERARCHING NARRATIVE**

Arizona is a place where natural beauty captivates the soul. Our vibrant sunsets, vast Sonoran Desert, lush pine forests and variety of mountains, valleys and canyons make Arizona a breathtaking playground for the body, a feast for the eyes and a respite for the soul.

**PROOF POINTS**

- Saguaro-dotted Sonoran Desert.
- 22 national parks and monuments and 35 state parks.
- Large network of hiking trails, rivers and lakes.
- Largest ponderosa pine forest in the world.
- Colorful sunrises and sunsets that give way to star-filled dark skies.
- Commitment to sustainability that preserves the natural beauty, wildlife and access for all.

LOST DUTCHMAN, APACHE JUNCTION

#1: MAJESTIC BEAUTY

## GUIDELINES, PER AUDIENCE, TO USE WHEN SPEAKING ON THIS PILLAR

**WHEN TALKING TO RESIDENTS**

Highlight how residents' daily lives are enriched by the stunning landscapes and outdoor activities available year-round.

**WHEN TALKING TO BUSINESSES**

Businesses can leverage picturesque settings for events, marketing and employee work-life balance. For example, the ability to work an eight-hour day and be in the middle of a hiking trail within a few minutes from home.

**WHEN TALKING TO VISITORS**

Paint a vivid picture of the diverse and awe-inspiring landscapes awaiting them. Encourage exploration of the national and state parks, hiking trails and natural attractions.

BRAND PILLAR #2

# VIBRANT ARTS, CULTURE, & EXPERIENCES

**OVERARCHING NARRATIVE**

Arizona is bursting with creative wonders to experience. This pillar highlights our state's diverse offerings in food, art, music, sports and entertainment. From professional sports teams and iconic events to colorful art exhibits, bold dining offerings and outdoor recreation, Arizona is a vibrant destination for experiences that are always full of life.

**PROOF POINTS**

- Indigenous history and contemporary Native American culture, practices and crafts.
- Arts:
  - Museums, theaters, music, outdoor art installations, sculptures and gardens.
- Sports events:
  - WM Phoenix Open, Super Bowl, NCAA Final Four, Spring Training, NASCAR, WNBA All-Star Game, rodeos.
- Extensive culinary scene:
  - James Beard award-winning dining, internationally recognized wineries and mixologists, craft beer breweries.
- Outdoor adventures:
  - Hiking, biking, golfing, boating, skiing, mountain climbing, OHV, RV, camping, birding and hot air ballooning.

#2: VIBRANT ARTS, CULTURE, & EXPERIENCES

## GUIDELINES, PER AUDIENCE, TO USE WHEN SPEAKING ON THIS PILLAR

**WHEN TALKING TO RESIDENTS**

Highlight the pride in Arizona's unique cultural heritage and the exciting experiences that are part of everyday life.

**WHEN TALKING TO BUSINESSES**

Focus on the diverse entertainment and dining options that enhance quality of life and create opportunities for business events, as well as exciting adventures for employees off the clock. From the highest levels of culinary and cultural events to cutting-edge local offerings, Arizona offers something for everyone.

**WHEN TALKING TO VISITORS**

Paint a picture of the diverse experiences, world-class events and outdoor adventures that make Arizona an eclectically unforgettable place to visit.

BRAND PILLAR #3

# ABUNDANT DIVERSITY

**OVERARCHING NARRATIVE**

Arizona thrives on its rich diversity. Our state is historically home to people from an abundance of different cultures, ethnicities and backgrounds, while our landscapes range from desert floors to forests and mountain peaks. This diversity creates a vibrant mix of activities and fuels a dynamic economy, making Arizona a place of endless possibilities.

**PROOF POINTS**

- 13 distinct ecosystems within a few hours' drive statewide:
  - Chaparral, desert, forest, grassland, tundra and woodland.
  - Sonoran desert is the wettest desert in the world with more flora and fauna than any other.
- 22 Federally Recognized Tribal Nations\* and Hispanic culture-bearers with rich languages and cultures.
- Multiculturalism and a growing international population.
- Fast-growing, diverse economic base:
  - Advanced manufacturing, healthcare, bioscience, semiconductor, supply chain, agriculture, mining, electric and autonomous vehicles.
- Diversified employment base due to diversified industries.
- Endless variety of cultural experiences to participate in.

#3: ABUNDANT DIVERSITY

## GUIDELINES, PER AUDIENCE, TO USE WHEN SPEAKING ON THIS PILLAR

**WHEN TALKING TO RESIDENTS**

Celebrate the rich cultural heritage, diverse landscapes and variety of experiences that make Arizona one-of-a-kind.

**WHEN TALKING TO BUSINESSES**

Emphasize the opportunities for businesses to thrive in various industries due to Arizona's diverse economic base and population. Underscore the work-life balance that can be found in a place filled with such natural and experiential diversity.

**WHEN TALKING TO VISITORS**

Encourage visitors to explore the rich tapestry of Arizona's history, culture and experiences.

\*When referring to Tribal Nations, use that term or "Tribes", "Tribal Communities", "Indigenous Communities" or "Native American". Do not use the possessive, i.e. "our tribes".

BRAND PILLAR #4

# WELCOMING WARMTH

**OVERARCHING NARRATIVE**

Arizona's inviting climate and hospitality define this pillar. From Nogales to the Grand Canyon, our abundant sunshine makes fall, winter and spring full of outdoor opportunities. And beyond the weather, our statewide spirit of hospitality makes everyone feel at home.

**PROOF POINTS**

- Phoenix has been one of the fastest growing cities in the country for years (fifth largest city in the nation). Our warm weather attracts residents, businesses, visitors and numerous national and global events.
- Sunny days lead to better moods, sunny dispositions and optimism.
- Arizona caters to visitors with its wide range of accommodations.
- Diverse population provides a sense of belonging and community.
- Supportive of new businesses large and small with fewer regulations.
- Friendly, neighborly and inclusive communities.
- Award-winning resorts and spas.

#4: WELCOMING WARMTH

## GUIDELINES, PER AUDIENCE, TO USE WHEN SPEAKING ON THIS PILLAR

**WHEN TALKING TO RESIDENTS**

Emphasize the comfort and joy of living in a place where the sun shines 300 or more days a year, and our communities are warm year-round.

**WHEN TALKING TO BUSINESSES**

Focus on the positive, pro-business, welcoming environment for growth and the appealing climate that attracts customers and talented employees.

**WHEN TALKING TO VISITORS**

Talk about the relaxing, sunny climate and the friendly, welcoming atmosphere that makes visitors feel at home from the moment they arrive.

BRAND PILLAR #5

# STRONG CONNECTIONS

**OVERARCHING NARRATIVE**

Our extensive infrastructure — canals, highways, airports and utilities — ensures easy mobility and access for all. Our strategic borders with Mexico, the Four Corners and California open doors to commercial and cultural opportunities that enhance our state’s appeal. We’re also connected in proximity — from sunny resorts to ski slopes, Arizona allows you to golf in the morning and ski in the afternoon, making us all feel deeply connected to our land and all of the ways we live, work and play.

**PROOF POINTS**

- Strong modern infrastructure:
  - Highways, energy grid, canals, light rail, mass transit, airports.
- Proximity to California, Four Corners and Mexico for commerce, international trade and tourism.
- Different topography within short distances
  - Deserts, lakes, valleys, forests, mountains and canyons.
- Strong work-life balance where you can work close to play.
- Rural communities throughout 14 counties are abundant with history and culture as well as residents who bring these areas to life.
- Indigenous people and communities connect Arizonans to the land and their rich traditions.

VERDE CANYON RAILROAD, CLARKDALE

#5: STRONG CONNECTIONS

## GUIDELINES, PER AUDIENCE, TO USE WHEN SPEAKING ON THIS PILLAR

**WHEN TALKING TO RESIDENTS**

Highlight the ease of access to various areas, including our rural cities and towns, and the strong sense of connection to family, our respective communities and tradition.

**WHEN TALKING TO BUSINESSES**

Mention the state’s connectivity to major markets, including Mexico, Canada and Europe, and the opportunities for significant business expansion or cooperation. Highlight the ability to feel strongly connected to your career and your community in a place filled with beauty and opportunity.

**WHEN TALKING TO VISITORS**

Emphasize the diverse landscapes, topography and the ease of exploring unique parts of the state, particularly our eclectic cities and towns.

BRAND PILLAR #6

# TRAILBLAZING INGENUITY

**OVERARCHING NARRATIVE**

Arizona has always been home to leaders in innovation and progress. From state-of-the-art water technology to semiconductors, advanced manufacturing, healthcare and eco-tourism, our state is at the forefront of global advancements. Arizona's culture of meritocracy and streamlined development fosters an environment that removes barriers, allowing people and innovation to thrive.

**PROOF POINTS**

- History of trailblazing leaders:
  - Sandra Day O'Connor, Bruce Babbitt, Navajo Code Talkers, Motorola.
- Sustainable living:
  - Water sensibility and conservation, renewable energy, eco-tourism and high-tech farming.
- Innovative universities, colleges and workforce development.
- Cutting-edge industries:
  - Advanced manufacturing, healthcare, bioscience, semiconductors, clean and renewable energy including EV and AV.
- Global prominence:
  - Aviation, astronomy, aerospace, space exploration and defense.
- A business environment that supports innovation and entrepreneurship; public, private and civic engagement.

#6: TRAILBLAZING  
INGENUITY

## GUIDELINES, PER AUDIENCE, TO USE WHEN SPEAKING ON THIS PILLAR

**WHEN TALKING TO RESIDENTS**

Highlight Arizona's history of innovation and how that gives residents the chance to contribute toward and benefit from this culture of progress.

**WHEN TALKING TO BUSINESSES**

Talk about our long history of innovation, from Indigenous tribes engineering waterways to the countless individuals who have carved new paths of discovery, inspiring modern trailblazers to continue driving innovation and moving us into a better tomorrow.

**WHEN TALKING TO VISITORS**

Showcase the innovative attractions and eco-friendly tourism options available and continuously emerging for visitors.

# OUR BRAND DNA

Our brand DNA captures the personality traits that define the essence of Arizona. Each facet of our identity reflects a unique piece of who we are; the sum of the parts culminating into what makes Arizona, Arizona.

IN ALL VISUAL AND VERBAL COMMUNICATIONS

## WE ARE

### COURAGEOUS

We've never said "no" to a challenge. Generations of trailblazers have boldly transformed the 6th largest state into a thriving place to live while bravely pushing the boundaries of innovation.

### INSPIRING

We're at the intersection of pro-business beliefs and profoundly beautiful scenery. A place where anyone can become someone and dreams can always become reality.

### ADVENTUROUS

We embody ambition and curiosity. From hiking through majestic canyons to navigating our entrepreneurial spirit, where others see obstacles — we see adventure.

### INCLUSIVE

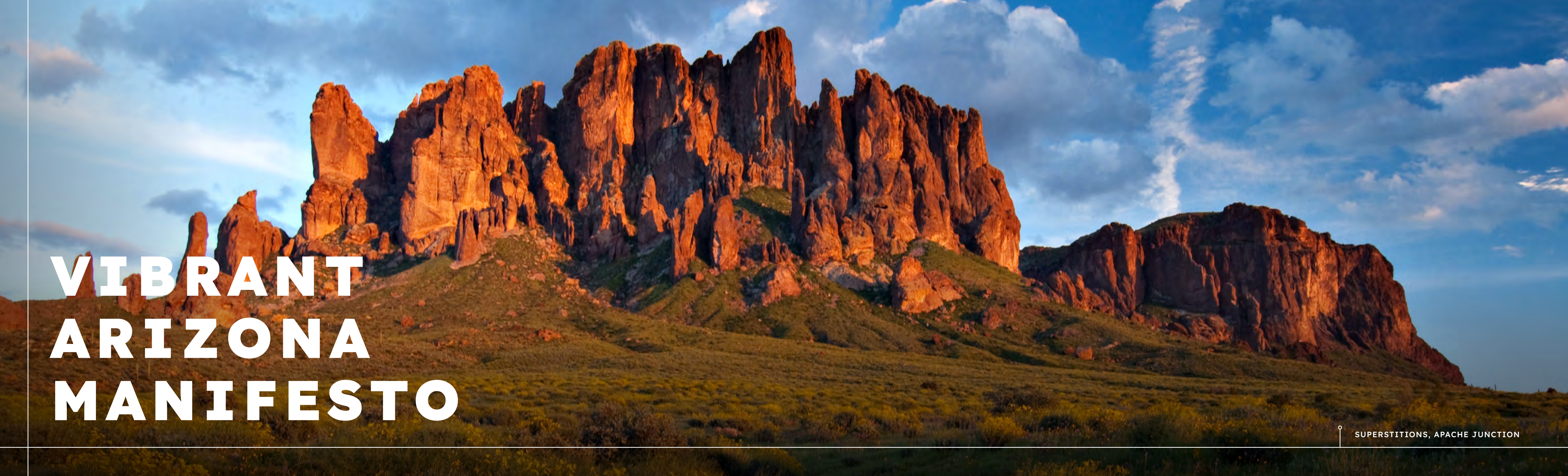
We pride ourselves on being compassionate, respectful and welcoming. We've always been that way. We foster a collaborative and kind community that champions equal opportunity, offering an Arizona for everyone.

### CREATIVE

From the innovative agriculture that feeds our state to the world-class food, entertainment, arts and culture that fuels our imagination, our diverse blend of people and places offers a world of creativity you won't find anywhere else.

### RESILIENT

Our spirit is unbreakable. Just as our deserts bloom after rain, we adapt and thrive in every circumstance. We have a tenacious heritage, and we unite our communities regardless of what challenges confront us. It's this resiliency that fuels endless possibilities.



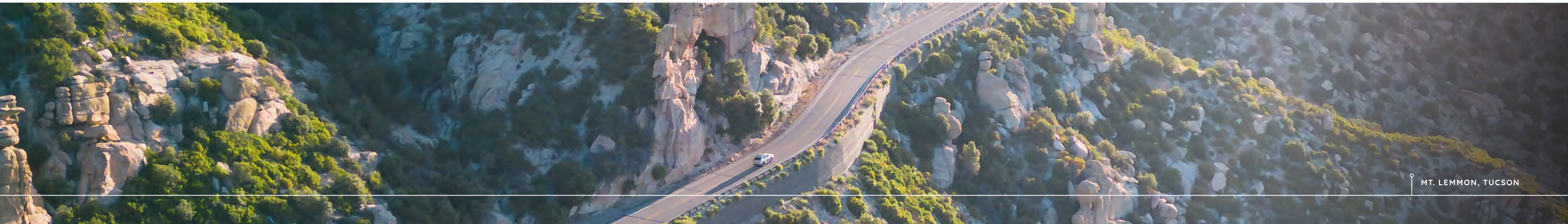
# VIBRANT ARIZONA MANIFESTO

○ SUPERSTITIONS, APACHE JUNCTION

# VIBRANT ARIZONA MANIFESTO

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Arizona's manifesto is a vibrant and visceral declaration of our state's one-of-a-kind energy, rich cultural tapestry and boundless opportunities for residents, businesses and visitors alike. It acts as a powerful message that epitomizes our unique offerings and tells our story in a way that unites Arizonans from all walks of life.



IN ARIZONA, EVERYWHERE YOU LOOK,  
MOUNTAINS ARE MOVING.  
THE LAND IS WIDE AWAKE.  
LIFE PULSES WITH AN ENERGY YOU WON'T  
FIND ANYWHERE ELSE.

YOU CAN SEE IT, AND YOU CAN FEEL IT:  
CULTURES BLOOMING. COMMUNITIES FLOURISHING.  
BUSINESSES THRIVING. VISITORS MESMERIZED.

OUR SKIES ARE CLEAR AND OUR STARS SHINE FREELY.  
DIVERSE FACES AND UNFORGETTABLE PLACES ARE WOVEN  
TOGETHER TO FORM COLORFUL TAPESTRIES OF  
ARTS AND CULTURE.  
HEARTS ARE FULL, AND INSPIRATION IS INEVITABLE.

ARIZONA IS VIBRANT.

BREATHTAKING SUNSETS ARE THE BRUSHED REFLECTION OF CRIMSON ROCK CANYONS AND THE DEEP BLUE WATERS OF FLOWING RIVERS AND CRYSTALLINE LAKES.

THE PINKS AND PURPLES OF PRICKLY PEARS ARE  
PORTRAITS OF VITALITY IN THE DESERT.



FROM FORESTS OF SAGUAROS TO TOWERING  
PONDEROSA PINES, THIS LAND IS ALIVE WITH UNIQUE  
GREENS OF ALL SHAPES, SIZES AND STORIES.

AND BEYOND THE VIVID HUES OF OUR LANDSCAPES,  
LIFE ITSELF IS SATURATED WITH ADVENTURE.

BREATHE IT IN. SOAK IT UP. CLIMB TO THE TOP  
OF IT, AND RACE DOWN THE OTHER SIDE.

WALK IT.

RUN IT.

DESERT BOTANICAL GARDEN, PHOENIX

MT. GRAHAM, SAFFORD

SWIM IT.

PADDLE IT.

COLORADO RIVER, GRAND CANYON

LOWER SALT RIVER, MESA

EXPLORE IT.

BECOME UNITED WITH THE  
MAJESTIC BEAUTY AROUND YOU.



**BLAZE GLOWING TRAILS OF TECHNOLOGY AND  
INNOVATION IN A PLACE WHERE BUSINESSES  
LARGE AND SMALL ARE VIBRANT WITH GROWTH.**

FEEL THE POWER AND PRIDE OF INDIGENOUS TRADITIONS THAT HAVE DEFINED THIS LAND'S LEGACY FOR THOUSANDS OF YEARS — TRADITIONS THAT PROVE PERSEVERANCE IS IN OUR DNA.

ARIZONA IS CENTURIES OF POSSIBILITY IN THE MAKING.  
A PLACE WHERE CREATIVITY AND INGENUITY ARE THE  
HEARTBEAT OF EVERY COMMUNITY, AND A POWERFUL  
HISTORY ENERGIZES OUR FUTURE.

SEE LIFE VIVIDLY. FEEL IT VISCERALLY.  
CONNECT TO IT DEEPLY. AWAKEN YOUR SPIRIT,  
AND FEEL THE BEATING PULSE OF...

# VIBRANT ARIZONA

# VISUAL IDENTITY

WHITE MESA ARCH, NAVAJO NATION



# EXPLORATION & INCLUSION

Arizona's visual identity started with extensive efforts to speak to Arizonans far and wide, hearing directly from residents how the state "feels" to them: what colors they see, what textures they feel, what icons identify them.

Indigenous tribal patterns, basket weaving, petroglyphs and art were studied and stories of Native-lived experiences and inspirations were shared. Countless sketches, innumerable color swatches, and hundreds of typefaces and iconography variations were explored, resulting in an authentic underlying visual story that can stand the test of time.

A bold, modern wordmark combined with the rich storytelling of an Indigenous-inspired pattern yields the perfect emblem to proudly represent Arizona's past, present, and future. A mark that is true, meaningful, distinctive — and unapologetically Arizonan.

# ARIZONA





**TYPEFACE**

Dynamic, bold, modern, epic, grand — all key words that inspired the search for the typeface that would tell this story. The strong font holds layers of character, with a dynamic forward-feeling energy that guides Arizona towards the future. The crisp lines with soft, slightly rounded corners provide a subtle southwestern touch. The strong mark embodies the resilience that has made Arizona grand for centuries.

**RISING SUN O**

The sun is the core of who we are as a state. It is our energy, our life force, our warmth, our bright disposition. We are known for our one-of-a-kind sunsets and sunrises that paint rich colors across our landscapes. The O was crafted to resemble a rising sun above the mountains; a vivid reminder of the new day and vibrant future ahead. A place that shines for everyone — residents, businesses and visitors alike.

**LOCATION-BASED ICONS**

Three accent icons were chosen to sit among the mountain emblem and specifically crafted to represent diverse aspects of the state. The iconic saguaro cactus represents central Arizona, the hummingbird represents Southern Arizona as a nod to Sierra Vista being the Hummingbird Capital of the U.S., and the Ponderosa pine tree represents Northern Arizona with the largest Ponderosa pine forest in the world. There is also a location agnostic version of the Arizona logo that is without any accent icons that can be used at any time.

**MOUNTAIN RANGE**

While known internationally for a world wonder, those who reside in the state know it a little more intimately as a dynamic terrain that houses over 3,900 mountain peaks and summits. The mountain range that connects the Z to the N was intentionally left open for interpretation, because it represents all of the various peaks and valleys throughout the state.

# LOCATION-BASED ICON SYSTEM

The flexibility granted with the location-based icons allows the Arizona logo to shift stylistically depending on where in the state is being represented or promoted.

When the Arizona logo is placed over or displayed on a layout with photography, or accompanying messaging about a particular region, the location-based icon that most closely corresponds to the represented location must be used.

If there are multiple photos or messages representing a wide range of areas throughout the state, the location agnostic version of the Arizona logo that is without any icon should be used.



**SAGUARO CACTUS**  
CENTRAL ARIZONA



**HUMMINGBIRD**  
SOUTHERN ARIZONA



**PONDEROSA PINE TREE**  
NORTHERN ARIZONA



PIESTEWA PEAK, PHOENIX



SAN XAVIER MISSION, TUCSON



SAN FRANCISCO PEAKS, FLAGSTAFF



ANTELOPE CANYON, NAVAJO NATION

## LOGO: PRIMARY

The primary Arizona logo is available in two versions, pattern and solid, with four location-based icon variations: central, southern, northern and location agnostic.

The pattern version of the primary logo should be used when the logo can be presented above 550 pixels or 5 inches wide. When the logo needs to be used in smaller instances, use the solid location agnostic version of the logo (without any locator icon).



LOCATION AGNOSTIC



CENTRAL ARIZONA



SOUTHERN ARIZONA



NORTHERN ARIZONA



When the primary logo needs to be decreased to less than 550px or 5", do not use the pattern version — only use the solid version.



The minimum clear space that surrounds the primary logo should equal the height of the A in the logo or larger.

## LOGO: SUBMARK

The submark logo, same as the primary logo, is available in two versions, pattern and solid, with four location-based icon variations: central, southern, northern and location agnostic.

The pattern version of the submark should be used when it can be presented above 250 pixels or 2.5 inches wide. When it needs to be used in smaller instances, use the solid version.

The pattern version of the submark should be used when it can be presented above 250 pixels or 2.5 inches wide. When it needs to be used in smaller instances, use the solid location agnostic version of the submark (without any locator icon).



LOCATION AGNOSTIC



CENTRAL ARIZONA



SOUTHERN ARIZONA



NORTHERN ARIZONA



When the submark logo needs to be decreased to less than 250px or 2.5", do not use the pattern version — only use the solid version.



The minimum clear space that surrounds the submark logo should equal the height of the mountains at the base of the submark or larger.

## PRIMARY LOGO: DONT'S

Consistency is key to building a recognizable brand. Altering the approved logos can weaken their impact and create confusion. This section outlines some practices to avoid, ensuring the logos remain effective and maintain their integrity across all platforms.



Don't move the location specific icons and don't add additional icons to a logo.



Don't reshape or alter the elements in the logo.



Don't rotate, angle or distort the logo in any way.



When using the logo version with the pattern, don't alter or remove pieces of Arizona's Pattern.



When using the logo version with the pattern, don't alter the color of Arizona's Pattern.



Don't fill the logo with a gradient, pattern, or your own color combinations.



Don't alter or substitute the font.



Don't add a drop shadow to the logo when it isn't necessary for legibility.

## LOGO COLOR GUIDELINES

The primary and submark logos are only to be presented in the approved color combinations.

The full-color use case of the primary logo is Open Skies Turquoise with the Rising Sun O accented in the color Sunrise Copper. When a location-based icon is used, the saguaro cactus should always be Desert Sage, the hummingbird always in Setting Sun Magenta, and the Ponderosa pine tree should always be in Pine Green.

# ARIZONA



# ARIZONA



# ARIZONA



# ARIZONA



SAGUARO NATIONAL PARK

# ARIZONA



TONTO NATURAL BRIDGE

## TAGLINE LOCKUP

The tagline lockup version of the primary logo is available in two versions, pattern and solid, with four location-based icon variations: central, southern, northern and agnostic.

The pattern version of the tagline lockup should be used when the lockup can be presented above 550 pixels or 5 inches wide. When the logo needs to be used in smaller instances, use the solid location agnostic version of the lockup (without any locator icon).

The tagline lockup should be used when promoting the vibrant Arizona rebrand or tourism campaign.



CENTRAL ARIZONA



SOUTHERN ARIZONA



NORTHERN ARIZONA



LOCATION AGNOSTIC



When the primary logo needs to be decreased to less than 550px or 5", do not use the pattern version — only use the solid version.



The minimum clear space that surrounds the primary logo should equal the height of the A in the logo or larger.





- SUNRAYS
- SAGUARO CACTUS
- HUMMINGBIRD
- PONDEROSA PINE TREE
- APACHE TROUT
- DESERT WILDFLOWERS
- STARLIGHT/OPEN SKIES
- MOUNTAIN VALLEYS
- RAINBOWS
- MONSOON CLOUDS
- PETROGLYPH HAND
- AGRICULTURE
- MICROCHIP
- WATER SYMBOLS

Arizona is more than just one famous landmark — it is an accumulation of the countless incredible people, places, ecosystems and cultures that make our state so uniquely vibrant. To celebrate and showcase this, we wanted to leverage an authentic and meaningful artform that could encapsulate the diverse spectrum of elements that make State 48 truly special. A design in which all Arizonans can see a part of themselves, and find something they would be proud to stand behind.

Arizona's Pattern is based on the concept of a woven basket — a craft that has significant spiritual and

utilitarian importance for Indigenous people worldwide. From the gathering and meticulous preparation of natural materials to the thoughtful formation and execution of designs, these handmade art forms hold numerous prayers, blessings and symbolic meaning. It was only fitting to use this concept as the foundation of this contemporary design. It honors and celebrates Arizona's rich history, the land and the continuous good work that is happening to bring us more promising days ahead.



## ARIZONA'S PATTERN USE & GUIDELINES

Arizona's Pattern is composed of multiple elements, but it should never be broken up into its individual components. Always keep the elements locked in their layout to preserve the integrity of the design. The inclusion of Arizona's Pattern in compositions does not serve as a replacement for the logo.

The pattern may be used in white color at 40% opacity over photography. Always make sure more than 1/4 of the pattern is visible.



### Half Circle

The Half Circle view of the pattern is used to frame content or guide the viewer's eye within a composition. This element works well at the edge of layouts, used either horizontally or vertically to complement other design elements without overwhelming the layout. When using the Half Circle, be sure to have the design cut off just past the half point, or above hand icons, to avoid creating a half-line in the center.

### Offset Quarter Circle

The offset quarter circle introduces a dynamic element when used in corners or as a framing device. The center point is offset from the corner of the crop to maintain visual balance of the radiating circular motif.

## COLOR PALETTE

Our colors are a rich, joyful expression of the land and its natural wonders.

In a tonal range that bridges the gap between shades of blue and green, Open Skies Turquoise grounds the palette as Arizona's primary color. Reflecting our state's history and landscapes alike, Open Skies Turquoise represents our vast skies and surreal waters, as well as the symbolic mineral of Arizona's Indigenous cultures.

The bright secondary tone, Sunrise Copper, brings the sun's natural energy, paying homage to the state flag and its historic roots in the mineral.

Two beautiful shades of green called Desert Sage and Pine Green encapsulate the broad range of flora

and fauna found within the state, and are the key colors for the saguaro cactus and Ponderosa pine tree location icons respectively. These greens are also intentional — to help change the narrative about what is differentiating about our living deserts.

Setting Sun Magenta is the attention-grabbing effervescent hue brightly showcasing the only-possible-in-Arizona shade of a sunset sky, and is the key color of the hummingbird location icon.

Lastly, the palette is complemented by Warm Sand, a creamy taupe color that invitingly contrasts the bolder hues to softly round out the vivid color palette.

## OPEN SKIES TURQUOISE

HEX #369992  
RGB R54 G153 B146  
CMYK C76 M21 Y46 K1  
PMS 2398 C

## SUNRISE COPPER

HEX #CC6C20  
RGB R204 G108 B32  
CMYK C16 M67 Y100 K3  
PMS 144 C

## WARM SAND

HEX #EBD4A3  
RGB R235 G212 B163  
CMYK C7 M14 Y40 K0  
PMS 9161 C

## PINE GREEN

HEX #005528  
RGB R0 G85 B40  
CMYK C90 M39 Y100 K39  
PMS 7733 C

## DESERT SAGE

HEX #8CB27B  
RGB R140 G178 B123  
CMYK C49 M14 Y65 K0  
PMS 2255 C

## SETTING SUN MAGENTA

HEX #8A3A6D  
RGB R138 G58 B109  
CMYK C47 M90 Y31 K10  
PMS 2355 C

## TYPOGRAPHY

HEX #414042  
RGB R65 G64 B66  
CMYK C0 M0 Y0 K90  
PMS 425 C

## FONT SYSTEM

This page showcases our chosen type specimens for all internal and external communications for all Arizona agencies.

Each font weight has been demonstrated, along with the suggested use case and tracking recommendation. Whenever possible, align type to the left with a ragged right side for ease of reading. A recommended hierarchy for our type system has also been provided to show headlines, subheads, body copy with links or callouts, and buttons. This hierarchy recommendation is applicable for print and digital pieces.

### LEXEND BLACK

Hero Headlines

Tracking: 100  
All Caps

### LEXEND MEDIUM

Subheadlines

Tracking: 80  
All Caps

[Download Lexend Here](#)

A B

A B C D E F G H I J K  
L M N O P Q R S T U V  
W X Y Z

@\$\*!- & ©  
1234567890

A B C D E F G H I J K L  
M N O P Q R S T U V W X  
Y Z

@\$\*!- & ©  
1234567890

A b

### ARCHIVO REGULAR

Body Copy

Tracking: 10

### ARCHIVO SEMI BOLD

Buttons

Tracking: 10

[Download Archivo Here](#)

Aa Bb Cc Dd Ee Ff Gg Hh Ii  
Jj Kk Ll Mm Nn Oo Pp Qq Rr  
Ss Tt Uu Vv Ww Xx Yy Zz

@\$\*!- & ©  
1234567890

Aa Bb Cc Dd Ee Ff Gg Hh Ii  
Jj Kk Ll Mm Nn Oo Pp Qq Rr  
Ss Tt Uu Vv Ww Xx Yy Zz

@\$\*!- & ©  
1234567890

**Headline:** Lexend Black is used for all hero headlines. Keep the font in all caps and tracking set to 100, kerning individual letters when applicable.

**Subheadline:** Lexend Medium is used for all subheadlines. Keep the font in all caps and tracking set to 80, kerning individual letters when applicable.

**Body Copy:** Archivo Regular is the recommended font and weight combination for body copy. This use case is recommended in sentence case, with tracking at 10.

**Buttons:** Digital only buttons are to be placed in Archivo Semi Bold with a 16pt size at minimum. Keep the font in all caps and tracking at 10 in this use case. Button size should be a minimum of 42 pixels in height.

# EXAMPLE TEXT

## LACUS PURUS JUSTO LACUS ORCI IN DUI PARTURIENT.

Ad congue sagittis curae blandit quisque lectus interdum. Magnis tellus facilisis vulputate ex ligula nunc dolor justo. In magnis nibh justo quis porta ipsum nisl vitae. Cubilia aliquam etiam rutrum conubia netus tempus volutpat maximus. Curae feugiat conubia mus mollis at nostra. Placerat dis in phasellus morbi vehicula magnis nec. Semper accumsan felis volutpat magna rhoncus neque urna metus leo.

Rhoncus sapien euismod fermentum diam neque eget. Nibh quisque iaculis; natoque dictumst ridiculus fames. **Odio platea phasellus ante, vel nisl ultricies.** Scelerisque purus vehicula sem sed sed. Metus scelerisque; urna eget adipiscing tincidunt. Felis nunc at efficitur dis facilisi metus platea. Litora cras venenatis cursus; tortor et odio.

LEARN MORE

## FONT SYSTEM IN COLOR

The following guide has been created to show the available options when combining different colors with type. Please be aware of the brand colors and accessibility, also in this guide, for guidelines on what qualifies as normal text, large text, graphics and user interface components.

Use white for your typography color when using Open Skies Turquoise or Sunrise Copper as your background color

Use white, Warm Sand or Desert Sage for your typography color when using Pine Green as your background color

Use Pine Green for your typography color when using Desert Sage as your background color

Use white or Warm Sand for your typography color when using Setting Sun Magenta as your background color

**LOREM IPSUM**

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## FONT SYSTEM IN COLOR CONT'D

The following guide has been created to show the available options when combining different colors with type. Please be aware of the brand colors and accessibility, also in this guide, for guidelines on what qualifies as normal text, large text, graphics and user interface components.

Use white for your background color with large amounts of body copy for legibility.

**LOREM IPSUM**

~~LOREM IPSUM~~

**LOREM IPSUM**

**LOREM IPSUM**

**LOREM IPSUM**

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**LOREM IPSUM**

Use the typography color Pine Green or Setting Sun Magenta when using Warm Sand as your background color.

~~LOREM IPSUM~~

**LOREM IPSUM**

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**LOREM IPSUM**

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**LOREM IPSUM**

Don't use the typography color as a background color.

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## STATE DEPARTMENT LOGO SYSTEM

Each department within the Arizona state government has a consistent look and feel. Utilizing the submark icon, each department name is formatted using the proprietary Arizona logo font, emphasizing the key word in bold.

The primary department logo is to be used in all instances where a horizontal layout will fit the space best. The secondary department logo will be used in any instance where a smaller footprint is needed, such as in an email signature or business card.

The tertiary department logo has the department named styled under the primary Arizona master brand logo. The tertiary logo is to be used very sparingly — only for official or legal documentation. Do not use for marketing or official communication materials.

Follow the same pattern usage sizing rules as the submark for when to use the solid version of the logo without icons.

### PRIMARY LOGO



### SECONDARY LOGO



### TERTIARY LOGO



### NIGHTFALL TEAL

HEX	#22665F
RGB	R34 G102 B95
CMYK	C100 M37 Y64 K23
PMS	7717 C

### CANYON CLAY

HEX	#844114
RGB	R132 G65 B20
CMYK	C27 M81 Y100 K25
PMS	1605 C

### Alternate Colors

On a case-by-case basis, departments are able to utilize darker versions of the Open Skies Turquoise and Sunrise Copper colors for use in their logo and brand colors.

Only the approved alternate color combinations may be used, which feature one dark tone and one tone from the primary color palette. If there is a need for your department to use one of the alternate colors for your logo, please contact Heart & Soul Marketing for approval and design assistance.



NIGHTFALL TEAL + SUNRISE COPPER



NIGHTFALL TEAL + OPEN SKIES TURQUOISE



NIGHTFALL TEAL + SETTING SUN MAGENTA



CANYON CLAY + SUNRISE COPPER



CANYON CLAY + OPEN SKIES TURQUOISE



CANYON CLAY + DESERT SAGE

NAMING CONVENTIONS: MASTER STATE BRAND LOGO SYSTEM

CENTRAL AZ



ARIZONA PRIMARY LOGO\_Pattern\_CentralAZ\_Color



ARIZONA PRIMARY LOGO\_Solid\_CentralAZ\_Color



AZ ICON LOGO\_Pattern\_CentralAZ\_Color



AZ ICON LOGO\_Solid\_CentralAZ\_Color

NORTHERN AZ



ARIZONA PRIMARY LOGO\_Pattern\_NorthernAZ\_Color



ARIZONA PRIMARY LOGO\_Solid\_NorthernAZ\_Color



AZ ICON LOGO\_Pattern\_NorthernAZ\_Color



AZ ICON LOGO\_Solid\_NorthernAZ\_Color

SOUTHERN AZ



ARIZONA PRIMARY LOGO\_Pattern\_SouthernAZ\_Color



ARIZONA PRIMARY LOGO\_Solid\_SouthernAZ\_Color



AZ ICON LOGO\_Pattern\_SouthernAZ\_Color



AZ ICON LOGO\_Solid\_SouthernAZ\_Color

LOCATION AGNOSTIC



ARIZONA PRIMARY LOGO\_Pattern\_Agnostic\_Color



ARIZONA PRIMARY LOGO\_Solid\_Agnostic\_Color



AZ ICON LOGO\_Pattern\_Agnostic\_Color



AZ ICON LOGO\_Solid\_Agnostic\_Color

NAMING CONVENTIONS: STATE DEPARTMENT LOGO SYSTEM

PRIMARY



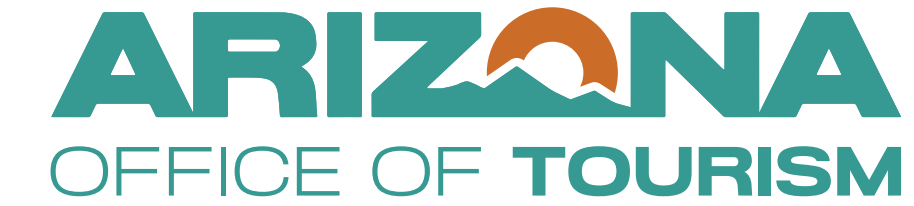
Arizona Office of Tourism\_2024 Department Logo\_Primary\_Color\_Pattern

SECONDARY



Arizona Office of Tourism\_2024 Department Logo\_Primary\_Color\_Pattern

TERTIARY



Arizona Office of Tourism\_2024 Department Logo\_Tertiary\_Color



Arizona Office of Tourism\_2024 Department Logo\_Primary\_Color\_Solid

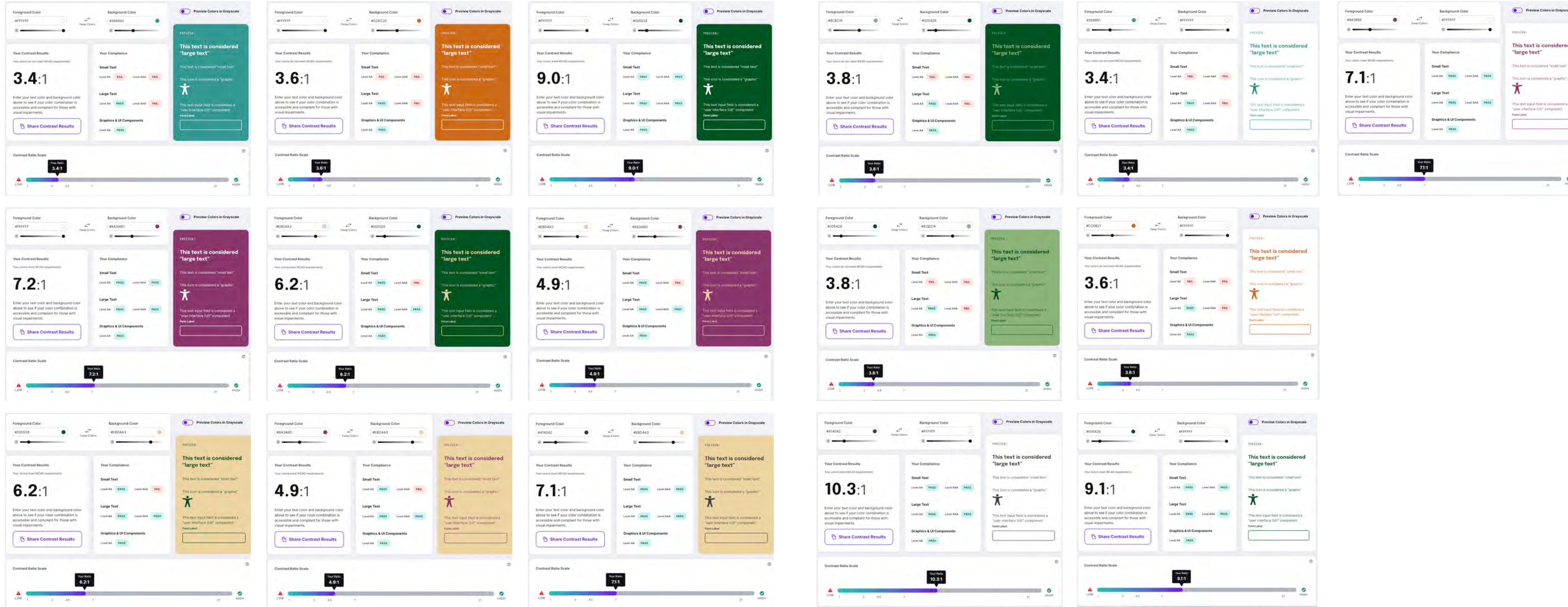


Arizona Office of Tourism\_2024 Department Logo\_Secondary\_Color\_Solid

## BRAND COLORS & ACCESSIBILITY

In order to ensure our color palette is accessible across print and web services, we have completed testing on the contrast of each color combination, keeping WCAG (Web Content Accessibility Guidelines) scores in mind. AudioEye testing has informed the color usage and application of the new color palette. Our goal is to ensure that brand touchpoints are accessible for all users, most importantly those with visual impairments or other disabilities. We are applying best practices to ensure that our colors provide enough contrast between the UI components, graphics, text and the background so that they are legible for those with low vision and color deficiencies.

The following samples provided approved color combinations for both small and large text, graphics and UI components with their respective scores.



**WCAG 2.0+ level AA** requires a contrast ratio of at least 4.5:1 for normal text (16 points, 14 points if bolded) and 3:1 for large text (18 points, or 14 points if bolded) or larger.

**WCAG 2.1** requires a contrast ratio of at least 3:1 for graphics and user interface components (such as form input borders and form labels).

**WCAG 2.0+ Level AAA** requires a contrast ratio of at least 7:1 for normal text (less than 18 points) and 4.5:1 for large text.



**ARIZONA**