ARIZONA

THE BRAND PLAYBOOK

SPRING 2025

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

COMMUNICATING OUR BRAND

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.

COLORADO RIVER, MARBLE CANYON

VISUAL IDENTITY

ARIZONA

The primary Arizona logo is available in two versions, pattern and solid.

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 version of the logo.

550PX OR LESS / 5" OR LESS

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.

CLEAR SPACE

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

The submark logo, same as the primary logo, is available in two versions, pattern and solid.

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).

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.

250PX OR LESS / 2.5" OR LESS

CLEAR SPACE

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

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 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.

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.

ARIZONA
AZ

ARIZONA
AZ

ARIZONA
AZ

ARIZONA
AZ

SAGUARO NATIONAL PARK

TONTO NATURAL BRIDGE

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Only the agnostic solid variations of the logo should be used when printing or embroidering merchandise. The small details of Arizona's pattern and location-based logo variations do not translate effectively to small print or embroidery processes. Therefore, only solid location-agonistic variations of logos should be used.

Different materials and vendors will require different sizing specifications, please refer to these guidelines when printing or embroidering branded merchandise.

SPACING

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

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

USE: Location-agnostic solid logo & submark

DO NOT USE: Any location-based or patterned variation of the logo.

Spacing

CLEAR SPACE

CLEAR SPACE

When embroidering department-specific merchandise, only the main department logo is permitted for use. Sub-departments, committees, and task forces should exclusively use the logo from the parent department they fall under. Primary, secondary, and tertiary department logos may be used. When engraving or embroidering, the line of text in the logo that is a thinner weight may be increased slightly for legibility, but should never be made any thicker than the bold words in the logo. If the department logo contains a key icon, it must be removed before being used on any merchandise.

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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.

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

SUNRISE COPPER

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

SETTING SUN MAGENTA

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

OPEN SKIES TURQUOISE

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

WARM SAND

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

TYPOGRAPHY

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

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.

A B

Ab

LEXEND BLACK

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

Hero Headlines

Tracking: 100

All Caps

LEXEND MEDIUM

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

Subheadlines

Tracking: 80

All Caps

Download Lexend Here

ARCHIVO REGULAR

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

Body Copy

Tracking: 10

ARCHIVO SEMI BOLD

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

Buttons

Tracking: 10

Download Archivo Here

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

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

LOREM IPSUM

LOREM IPSUM

LOREM IPSUM

LOREM IPSUM

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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.

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

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

LOREM IPSUM

LOREM IPSUM

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LOREM IPSUM

LOREM IPSUM

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

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	
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

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	NORTHERN AZ	SOUTHERN AZ	LOCATION AGNOSTIC
ARIZONA PRIMARY LOGO_Pattern_CentralAZ_Color	ARIZONA PRIMARY LOGO_Pattern_NorthernAZ_Color	ARIZONA PRIMARY LOGO_Pattern_SouthernAZ_Color	ARIZONA PRIMARY LOGO_Pattern_Agnostic_Color
ARIZONA PRIMARY LOGO_Solid_CentralAZ_Color	ARIZONA PRIMARY LOGO_Solid_NorthernAZ_Color	ARIZONA PRIMARY LOGO_Solid_SouthernAZ_Color	ARIZONA PRIMARY LOGO_Solid_Agnostic_Color
AZ ICON LOGO_Pattern_CentralAZ_Color	AZ ICON LOGO_Pattern_NorthernAZ_Color	AZ ICON LOGO_Pattern_SouthernAZ_Color	AZ ICON LOGO_Pattern_Agnostic_Color
AZ ICON LOGO_Solid_CentralAZ_Color	AZ ICON LOGO_Solid_NorthernAZ_Color	AZ ICON LOGO_Solid_SouthernAZ_Color	AZ ICON LOGO_Solid_Agnostic_Color

PRIMARY

SECONDARY

TERTIARY

Arizona Office of Tourism_2024 Department Logo_Primary_Color_Pattern

Arizona Office of Tourism_2024 Department Logo_Primary_Color_Pattern

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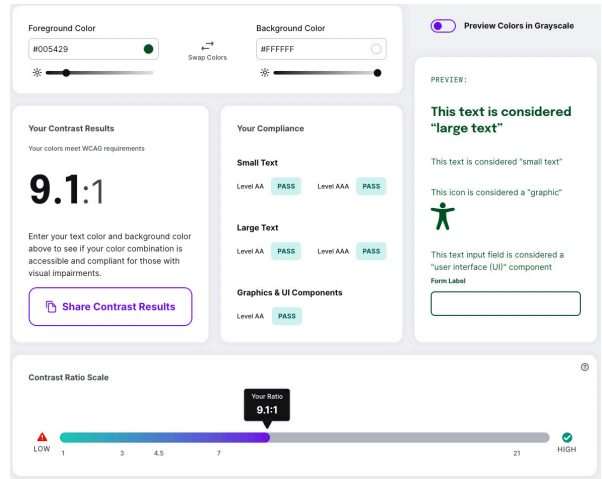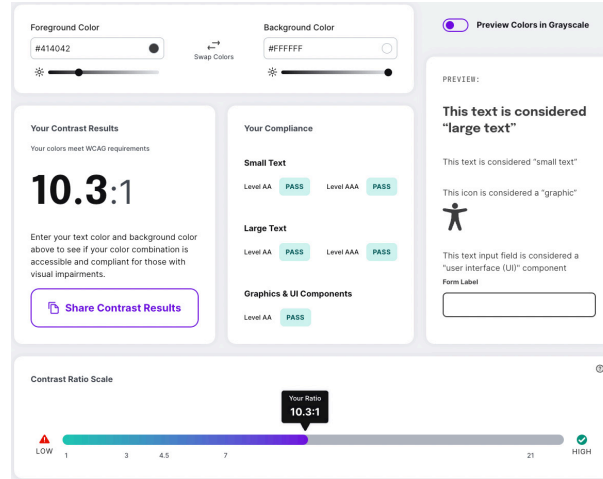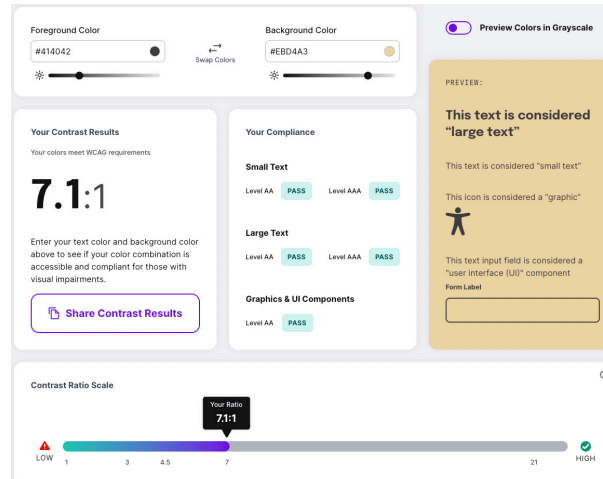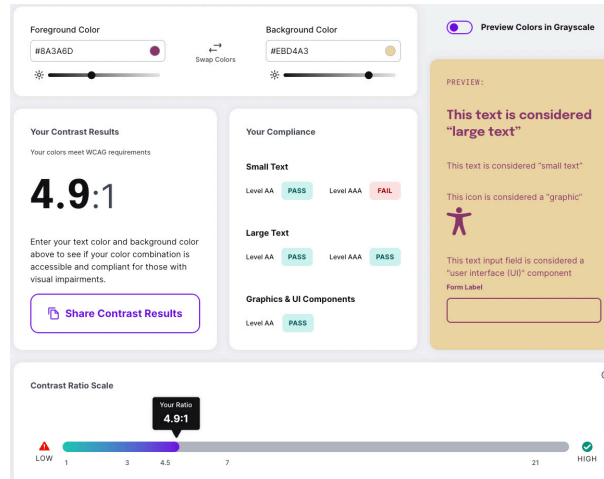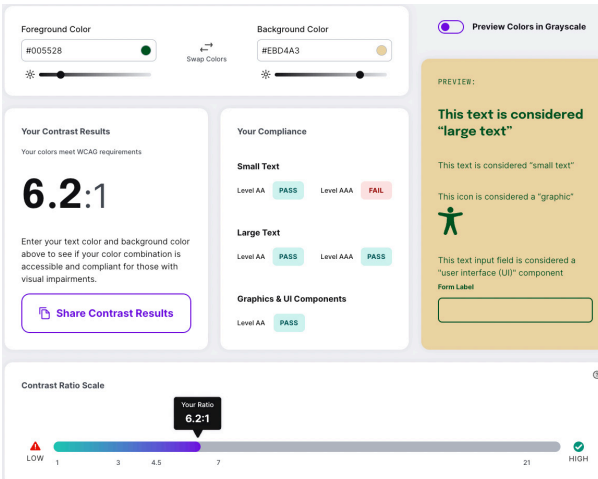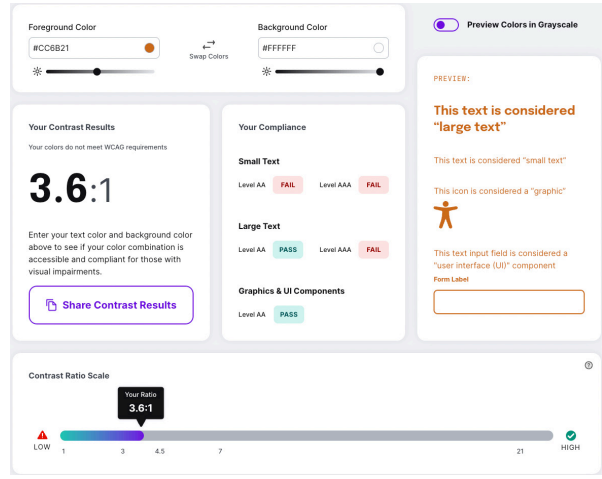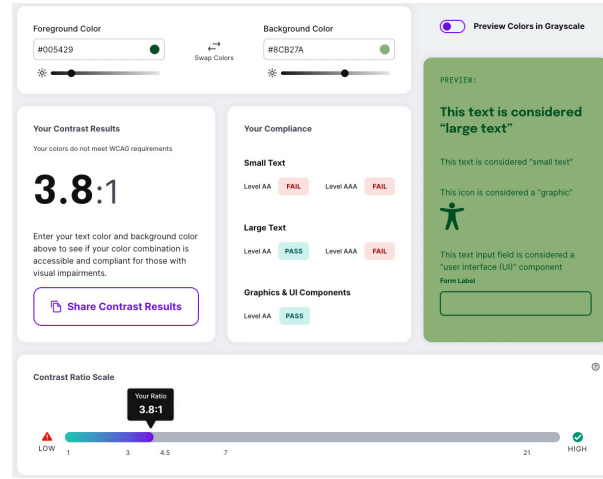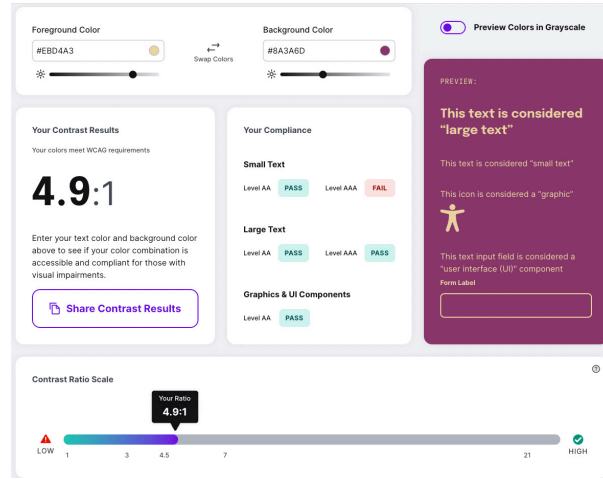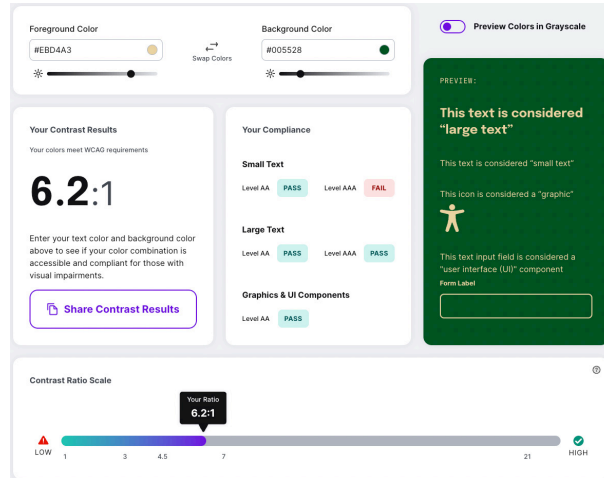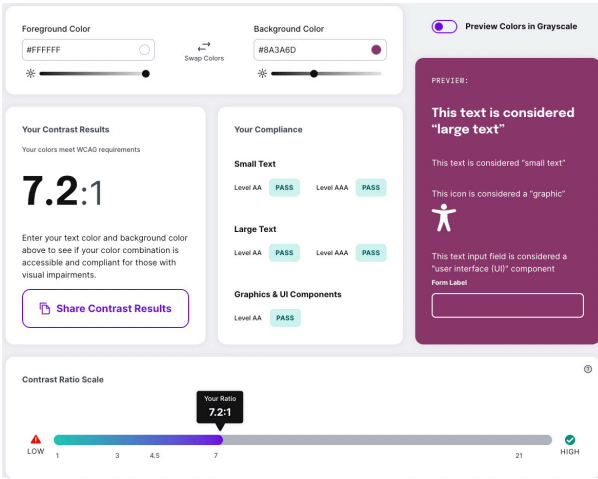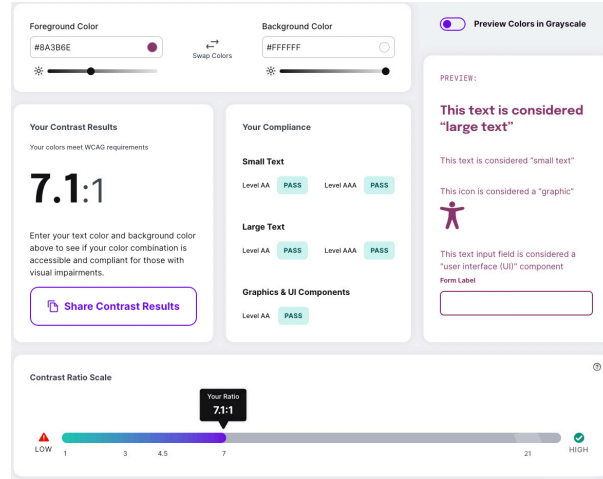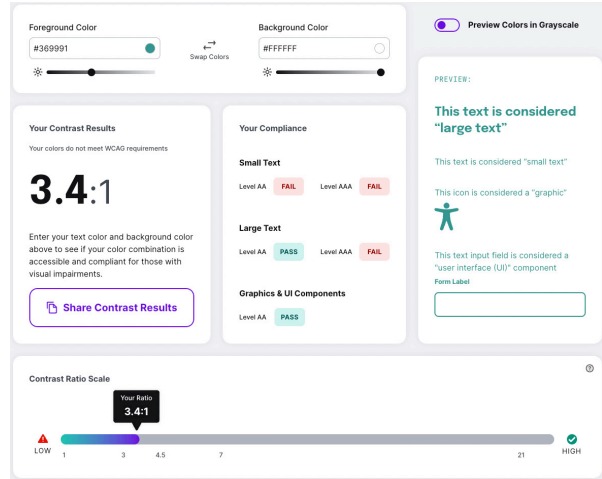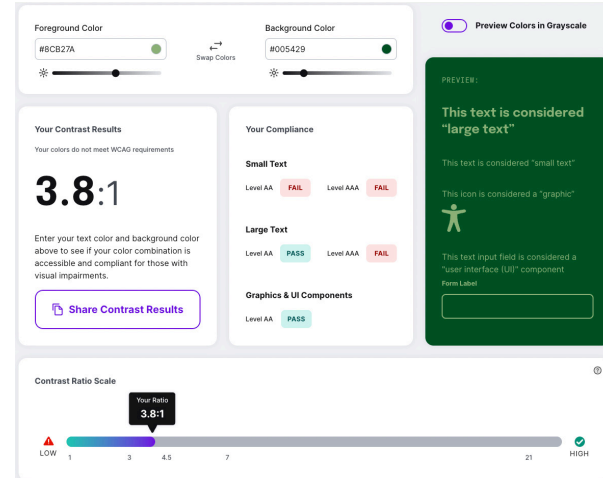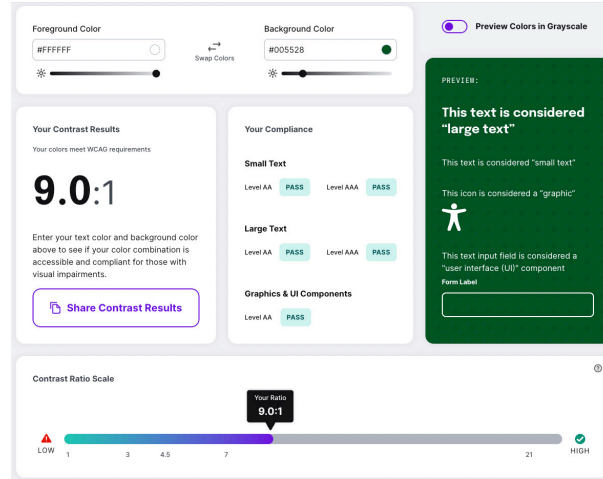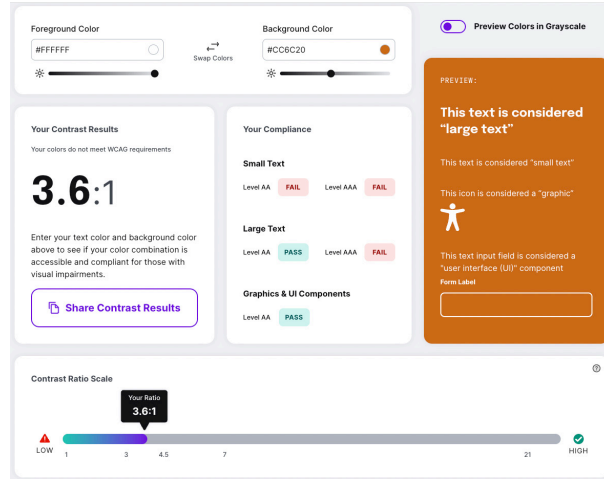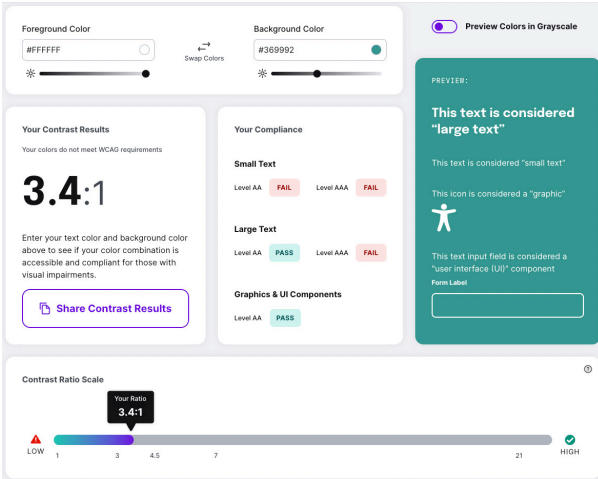
WCAG 2.0+ level AA requires a contrast ratio of at least 4.5:1 for normal text (16 points, 14 points if bolded) and 3:1 for large text (18 points, or 14 points if bolded) or larger.

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