



Santa Fe County Branding

Presented by GumCo

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GumCo

We are branding experts specializing in tourism and economic development for destinations across the west.



TAOS



MOAB

Colusa
COUNTY



An In-Depth Process

In defining and expressing the essence of Santa Fe County, we conducted extensive research.

- **15 key stakeholder interviews (45+ minutes each)**
- **2 focus groups in partnership with Southwest Planning**
- **273 county-wide online surveys**

*Full research reports and findings are in your packet.

Two major themes emerged:

1

The endless open vistas, mountains, and skies are what set Santa Fe County apart.

2

One must go beyond the city to fully understand the richness of Santa Fe.

Based on the research with the community, we created a brand statement, logos and taglines that were reflective of the findings.

BRAND STATEMENT

Santa Fe County's boundless high plains, majestic mountain tops, and wide open spaces are renowned for their mystical and restorative character. The mosaic of cultures is as welcoming and open as the landscapes themselves. The full bounty is found when one steps past the city limits to explore, escape, and connect with something greater.

LOGO OPTIONS

We have two directions with two taglines each.

Direction 1



SANTA FE
COUNTY



SANTA FE
COUNTY



102 Grant Ave
Santa Fe, NM 87501-2061
505.986.6200








SANTA FE
COUNTY




SANTA FE
COUNTY

Tagline Options

Direction 1



**SANTA FE
COUNTY**

**Stand On
Higher Ground**



Above the Beaten Path

Direction 2

**SANTA
FE COUNTY**



SANTA FE COUNTY

SANTA FE COUNTY

102 Grant Ave
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505.986.6200



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SANTA FE COUNTY

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A side-profile view of a white pickup truck. The truck is positioned against a plain white background. On the driver's side door, there is a dark brown logo that reads "SANTA FE COUNTY". The word "SANTA" is in a bold, sans-serif font. Below it, "FE" is in a larger, bold, sans-serif font, and "COUNTY" is in a smaller, bold, sans-serif font to the right of "FE". The truck has a black bumper, black fenders, and black wheels with silver hubcaps. The truck bed is visible on the right side of the image.

**SANTA
FE COUNTY**



**SANTA
FE COUNTY**

Tagline Options

Direction 2

**SANTA
FE COUNTY**

**The Greater
Santa Fe**

**SANTA
FE COUNTY**

**Step Outside
the Limits**

Back to Back Comparison



**SANTA
FE COUNTY**



**SANTA FE
COUNTY**

Above the Beaten Path



**SANTA FE
COUNTY**

Stand on Higher Ground

**SANTA
FE COUNTY**

The Greater Santa Fe

**SANTA
FE COUNTY**

Step Outside the Limits

**We've seen it time and time again—
a strong brand with the right message
will unite a community.**

**Thank you for the opportunity to help
you promote your amazing county.**

gumco

Thank you!