

#### Santa Fe County Branding

Presented by GumCo

09.13.16

#### GumCo

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









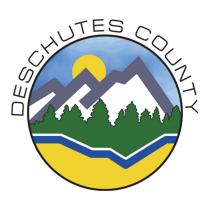












#### An In-Depth Process

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:



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



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







102 Grant Ave Santa Fe, NM 87501-2061 505.986.6200



#### KRISTINE MIHELCIC

Title Goes Here

email@amail.com 102 Grant Ave Santa Fe, NM 87501-2061 (505) 986-6200



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## Tagline Options

Direction 1





### Stand On Higher Ground



# Above the Beaten Path

#### Direction 2

## SANTA FEGUNTY



#### SANTA FE COUNTY

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#### SANTA FE COUNTY

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## Tagline Options

Direction 2





## The Greater Santa Fe



# Step Outside the Limits

### Back to Back Comparison







Above the Beaten Path



Stand on Higher Ground



The Greater Santa Fe



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.



Thank you!