

Mesa Branding Plan Update

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Background

- Council provided direction in October to update the City's branding strategy
- Additional feedback provided during the February Strategic Planning Retreat
- Today's presentation provides an update on the proposed approach, partner and next steps

What this is not

- Not a new logo initiative
- Not a complete rebrand of the City
- Not a separate identity for individual districts or areas

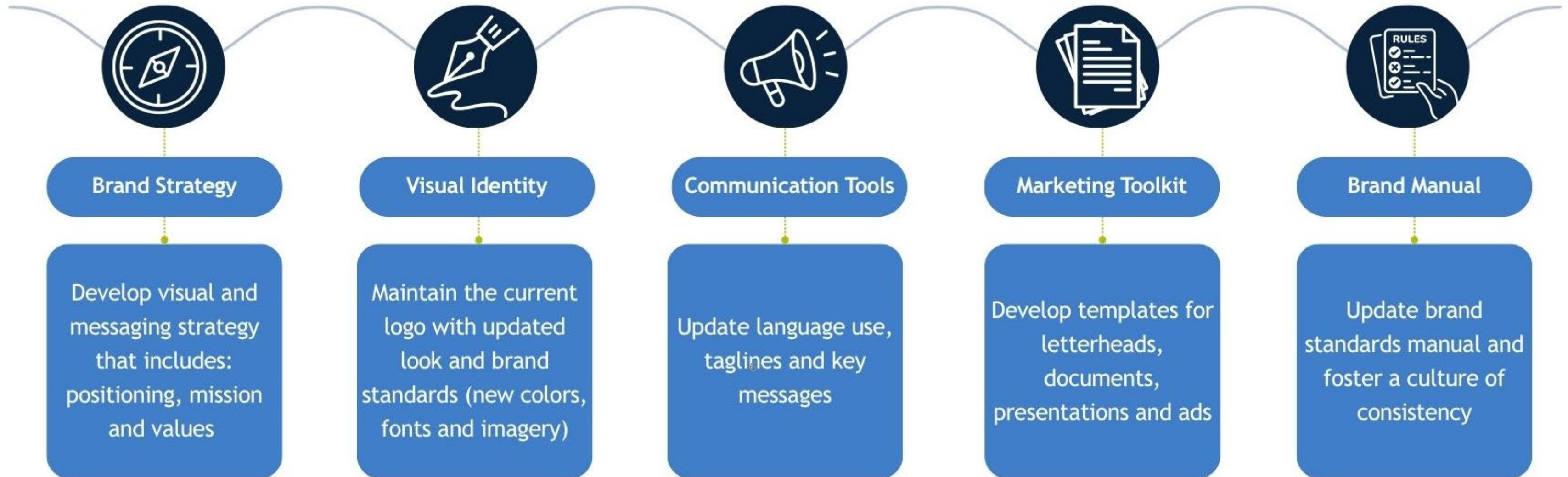
What this is

- Better understanding of how Mesa is perceived
- Defining a clear and cohesive citywide identity
- Creating a strategic foundation for future initiatives, including Community Character Plans and the Mesa Placemaking Playbook
- Modernizing and aligning the City's brand strategy, messaging and visual identity

Why this matters



Deliverables



Introducing HAPI

- Jason Hackett + Danny Stoeller



SMILE

YOUR BRAND

IS IN VERY GOOD THINKING

> Experience & Examples



➤ **City of Mesa Brand Re-Alignment**

New Communications Framework

- Differentiating and Unified Language
- Tone and Personality
- Brand Book / Brand Essence Video

New Visual Identity Framework

- Colors / Fonts / Graphics
- Style / Brand Usage Guide
- Marketing Templates

➤ **Brand Strategy Process**

- A.** One-on-one Stakeholder Interviews
- B.** One-on-one Local Business Interviews
- C.** Online Survey
- D.** Eight Pillars of a Perfect Smile Workshop
- E.** Brand Positioning / Strategy / Messaging
- F.** Stakeholder Feedback / Edits / Refinement

➤ **Eight Pillars of the Perfect Smile**

HAPI's research approach is guided by the following pillars that work together to create City of Mesa's brand persona.

1. Public Perception

Do people like you?

2. Social Identity

What is the chatter about your business?

3. Pathos

Emotional impact & personal connection.

4. Ethos

Trustworthiness, authority & credibility.

5. Logos

Facts & scientific evidence.

6. Utility

What is the usefulness of your product or service?

7. Creativity

How many are there like you?

8. Public Awareness

Do people know about you?

➤ **Brand Realignment Timeline - 6-8 Months**

August - September 2026

Building the Framework for the City of Mesa Brand

- Stakeholder Interviews / Secondary Research
- Online Survey
- Research Report
- Eight Pillars Brand Workshop

October - December 2026

Developing the City of Mesa “Story”

- Messaging / Communications / Pillars Development
- Visual Identity Development- Color Palette, Fonts, Style Guide
- Feedback and Fine-Tuning

January - April 2027

Creation and Execution of New Branding

- “Brand Book” Creation
- Style / Brand Usage Guide
- New Communications and Marketing Templates
- Brand Rollout Announcement

What's next?

- Finalize scope and contract
- Begin stakeholder engagement
- Conduct research and perception analysis
- Return to Council with progress updates and recommendations

Questions





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Budget

- \$55k
 - Pending final scope
 - May adjust pending focus group additions