

Mesa Branding Plan Overview

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Opportunity

- The Problem: Mesa lacks a cohesive, modern brand identity.



Opportunity



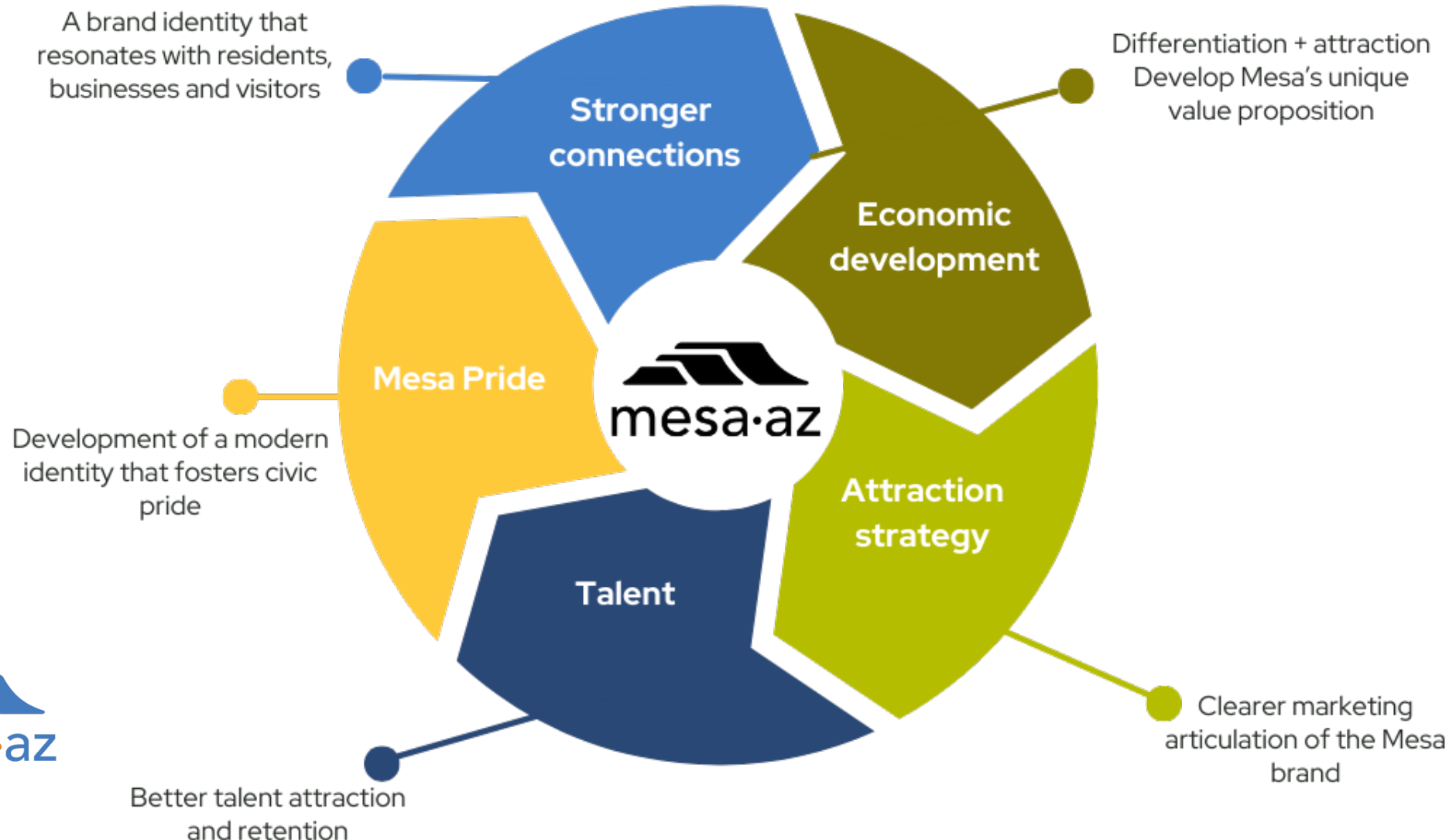
Opportunity

- The Problem: Mesa lacks a cohesive, modern brand identity.
- The Solution: Develop a unified communications framework that reflects Mesa's direction and supports growth, investment, and community pride.

Goals & Objectives

- Shift perception and fix reputation issues
- Increase brand value and recognition
- Unify messaging and identity
- Support long-term economic growth

Anticipated Benefits



Brand Development in Mesa

- Mesa OED brand development examples:
 - LaunchPoint
 - Mesa Business Builder
 - Falcon District
 - Asian District
- More to Mesa (Mesa's retail campaign)
- Mesa OED' brand refresh



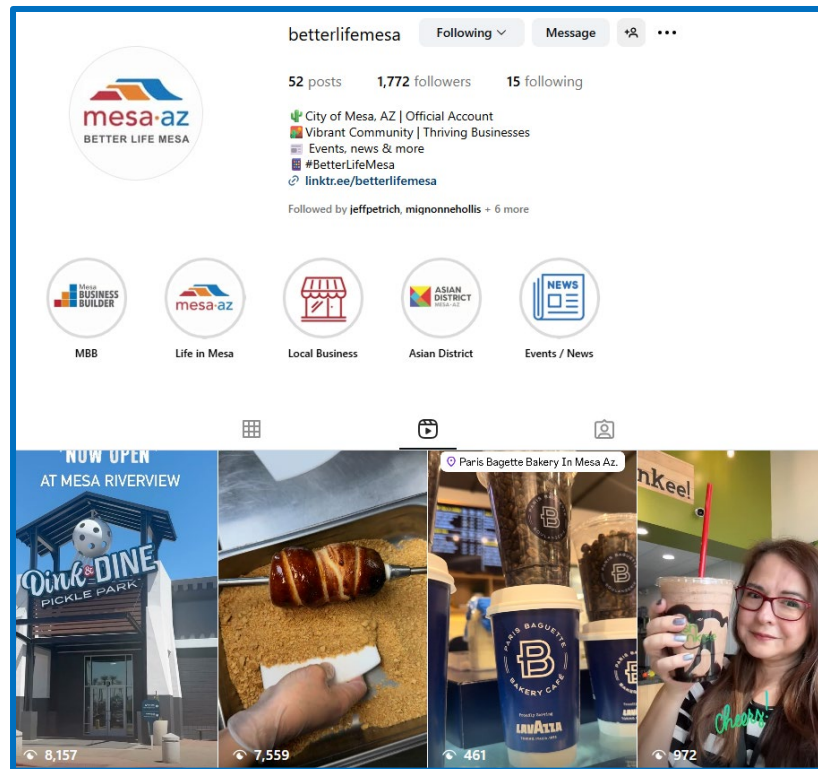
Brand Refresh

- Mesa's OED Aerospace and Defense Industry Profile Brochure Refreshed



One Brand: Multiple Audiences

- Treatments for B2C and B2B

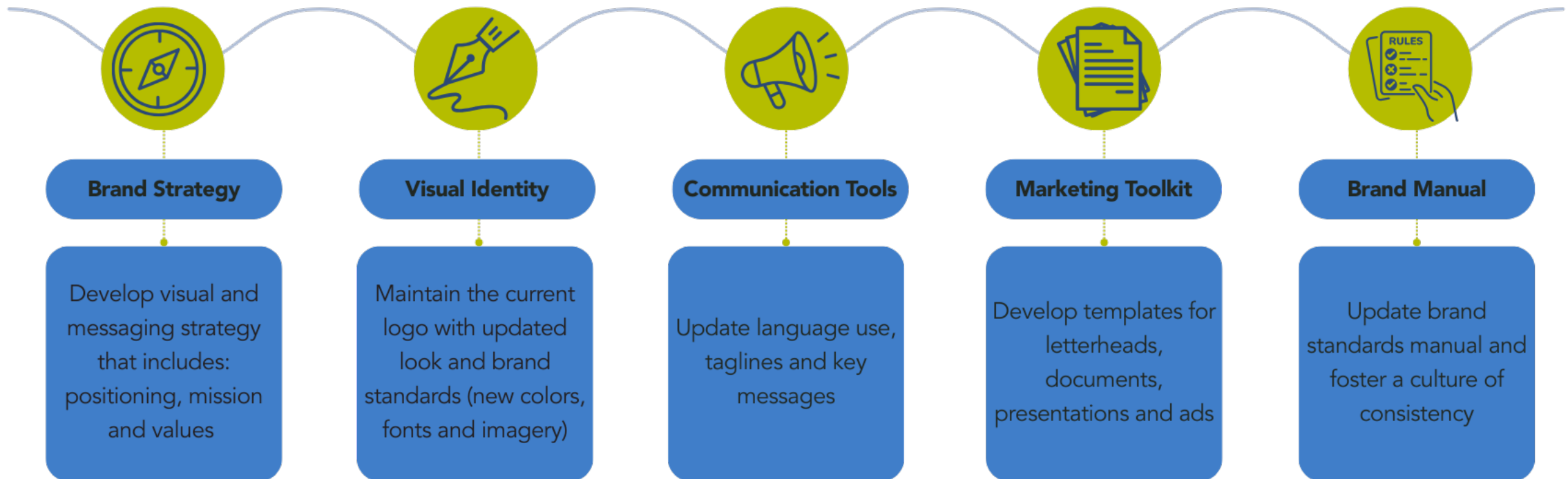


Our Approach

Collaborative, research-driven, phased process:

1. Discovery - surveys, input, baseline
2. Brand Identity Development - purpose, values, voice
3. Testing & Refinement - feedback + adjustments
4. Guidelines & Assets - standards + tools
5. Internal Alignment - training + integration
6. Launch & Evaluation - rollout + monitoring

Deliverables



The End Result

By the end of this process, Mesa will have:

- A modern and professional brand system that conveys a clear and compelling Mesa brand
- A brand toolkit with clear messaging and visual guidance
- A long-term strategy for brand health



Next Steps

- Direction from council...