

## 1. BRANDING THE FIESTA DISTRICT

### A. BRANDING DEFINED

Simply put, an area’s “brand” is the impression formed at every point of contact, and is a means of distinguishing one place from another, while creating and maintaining an image that encourages confidence in its quality and performance. When branding a geographic area, the goal is to create a “sense of arrival” to a unique area and establish the area’s boundaries. An area’s brand will serve as a sense of pride and importance and in turn, create a visual and physical “sense of place” for an area with unique attributes and significant investment.

### B. EFFECTIVE BRANDING

A successful branding program is multidimensional, emphasizing the total user experience. Critical to the success of a branding program is community support and assistance in its implementation. In the case of the Fiesta District, the implementation of a district brand relies on both the public and private sectors. The public sector can implement the district brand through signage, marketing collateral, and the physical environment as it pertains to publicly held property. As with most districts, only a small percentage of land is publicly held, and therefore, the Fiesta District’s branding will rely heavily on the private sector’s contribution to implementing the brand.

By taking a collaborative approach to branding, over time, the public and private sectors can fill in the entire puzzle of the district brand, creating a cohesive and distinct Fiesta District. The signage, the landscaping, colors, the physical and built environment will send a message to district users, stakeholders and visitors that this vital and well maintained area is a unique and vital area for investment and reinvestment.

### C. THE FIESTA DISTRICT PROJECT

PMC began its assessment of the Fiesta District and its potential branding in April of 2007 as part of an overall Design and Revitalization Plan requested by the City of Mesa. The goal was to create a brand/logo or icon that would be flexible enough to accommodate the needs of a diverse group of businesses—from large corporate bodies to small retailers—but still be able to convey a sense of place to the project area. The brand would also need to be able to be incorporated into design elements, way-finding and other signage as well as into the existing and/or planned brands promoted by tenants within the District.



All businesses and interests within the project are encouraged to participate in the brand's implementation by adopting the images, landscaping and streetscape elements which are presented in this handbook. This cooperative adoption will ensure brand implementation.

As with any branding process, stakeholder engagement and involvement were crucial to future acceptance of the brand itself. PMC developed and implemented a proactive outreach program to ensure that business interests, developers and representatives from the college and the hospital, as well as residents and representatives of the City, were involved. Our program included:

- One-on-one meetings with individual stakeholders.
- Meetings with City staff.
- Focus groups with representatives from the community and business leaders.
- An "Open House" event designed to solicit community input.
- Workshops and presentations.

#### **D. DATA REVIEW – RESOURCE EVALUATION**

Our initial research included several on-site visits to the project area, review of branding strategies used by key stakeholders (Banner Desert Medical Center, Fiesta Mall, Mesa Community College and others), as well as those of smaller malls and businesses clusters. We also reviewed psycho-demographic data and spending patterns of local residents as well as surplus and leakage reports for local businesses within the project area. As part of this effort, PMC worked collaboratively with City staff to develop a comprehensive stakeholders list which was supplemented and expanded throughout the process. This list is included in Appendix 1.

One of the driving forces behind the revitalization effort was the knowledge that private interests were preparing and in some cases in the process of making substantial investments in the area. Conservative projections put the improvements value at well over \$500 million. Coupled with the synergy of strategic improvements proposed by the City, this private-public nexus results in a real opportunity for the District to evolve into a thriving, exciting area.



## 2. MEETINGS WITH STAKEHOLDERS

### A. KICK-OFF MEETING

PMC's project team made its initial presentations to the Economic Advisory Board and City staff (representing the City Manager's office, Planning, Public Works and Economic Development) on April 2, 2007. The purpose of these meetings was to introduce team members and explain the opportunities for involvement and the overall goal of the Revitalization Plan.

### B. STAKEHOLDER MEETINGS, FOCUS GROUPS AND CITY COUNCIL

Throughout the month of April, PMC conducted individual meetings and focus groups with key stakeholders to learn more about their assessment of the area and their plans for future development and investment. Several stakeholder meetings were held to gain an understanding of existing issues, future plans, opportunities and concerns. Meetings were held at Banner Desert Medical Center, Mesa Community College, Fiesta Mall, Mesa Fiesta, Poca Fiesta, Fiesta Village, and with other business and property owners in the District.

The project team made a presentation to and solicited input from the Mesa City Council as well as a broad cross section of City staff.

In all cases, people were asked about their impressions of the area, ideas for future improvements and a variety of other questions relating to both brand development and the overarching revitalization effort.

### C. COMMUNITY ENGAGEMENT AT FIESTA MALL

One of the key issues with outreach and branding is finding the right mechanism to obtain feedback from residents and individuals who come to the area to shop, attend school and use services. The team opted for a non-traditional event at the Fiesta Mall.

PMC, in conjunction with the City of Mesa and the mall's management team at Westcor, hosted an informational open house to collect feedback on everything from design possibilities to needs in the area. The workshop engaged residents in developing a



“blueprint” to help the area grow into a thriving mixed-use district. To encourage public participation, the workshop was promoted via:

- Newsletters from Banner Desert Medical Center, the Fiesta Mall and the City of Mesa.
- City of Mesa and the Banner Desert Medical Center Web sites.
- E-mail blasts from the City of Mesa to more than 6,500 people.
- An e-mail blast sent by the Fiesta Mall to more than 4,000 shoppers who frequent the area.
- Press releases to the local media.
- Signage at the Fiesta Mall.
- Listings on the Mesa community calendar.

In addition, Fiesta Mall staff hand-delivered promotional fliers to their 145 retailers and made fliers available at their guest services center. City staff went door-to-door in the area to educate business owners and staff about what was happening in the Fiesta District, gave them a flyer for the open house, and encouraged them to attend the event. The workshop was also promoted on the City’s Web site where people could log on and offer comments and ideas for consideration.

The event was highly successful and was seen by over 500 mall guests, more than 250 of whom actively participated. The event earned positive media coverage and resulted in excellent feedback and comment generation from participants. Sign-up sheets were posted so that attendees could be informed of future events, and comment cards were available so that participants could provide any input they may not have mentioned while attending.

#### **D. BRANDING WORKSHOP AND COMMUNITY DESIGN WORKSHOPS**

Two workshops were held at the Dobson Ranch Library. The first workshop was geared to the key stakeholders and focused on the branding effort. PMC used the meeting to gauge opinions on the name, look and brand for the area. Key stakeholders at this particular workshop included representatives from the local chamber of commerce, the largest employers in the area, homeowners associations, and developers, as well as college and hospital representatives. A second workshop was held for local residents who were asked to participate in an interactive visual preference survey to gauge what looked good to them and the importance of various types of improvements. Participants shared with the City their insights into the desires and needs of the community. Comment cards were also available for those attendees who preferred to submit their comments in writing.



### 3. KEY FINDINGS

#### A. THE NAME

It may be aging, but stakeholders and community representatives seem to agree that “Fiesta” is still a recognizable name and one that should be incorporated into the branding effort. The feeling expressed by most representatives was that no matter what the City named or branded this area, its association with the word “Fiesta” would endure. For that reason, the team looked at a range of variations including:

- Mesa Fiesta
- Fiesta Mesa
- Fiesta District
- Fiesta Promenade
- Mesa Heights
- Fiesta Heights
- Fiesta Crossings
- Fiesta Crossroads
- Viva Fiesta
- Fiesta Palisades

#### B. THE COLOR SCHEME

Finding a single color scheme that is appropriate for all business interests in the area is challenging. Discussions identified a variety of options both revered and reviled by the group. So-called “Sedona Red” was reviled; blues and greens were revered.

#### C. THE BRAND LOOK

PMC’s design team created more than 20 iterations which were vetted through City staff and the key stakeholders who would be actually incorporating the proposed design into their materials.

#### D. THE BRAND

Colorful. Energetic. Adaptable. Fun. The Fiesta District will be vibrant pedestrian area which crosses over between business, commerce and homes. The logo and color palate make it possible for it to be adaptable to any business in the area, and the variety of colors reinforces the eclectic, “fiesta-like” feel stakeholders were seeking.



## INTRODUCTION + BRAND USAGE

Much care, concern, time and energy was spent developing the identity for the Fiesta District.

The identity and its uses, represent the pride, colors and festive energy of the area.

From a consumer standpoint, it is vital that the logo and its extensions adhere to strict standards, so that awareness and perception is strong and positive.

Your strict adherence to these guidelines will help to protect and promote the Fiesta District brand.

# FIESTA

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# DISTRICT

## LOGO COLOR OPTIONS



## COLOR SCHEMES



## COLOR PALETTE



## FONTS

Andrew Andreas Extra Bold  
 ABCDEFGHIJKLMNOP  
 OPQRSTUVWXYZ  
 1234567890

## LOGO INTRODUCTION



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## GRAPHIC ELEMENTS

Graphic elements were designed to add visual interest for the Fiesta District logo. The Fiesta District logo can serve as a principal graphic element, creating a powerful identity that takes advantage of its unique design. Using one or all of the graphic elements will insure both impact and practicality



Confetti Graphic



"S" Graphic



Combined "S" and Confetti Graphics

## IMPROPER LOGO USE

Improper usage of the Fiesta District identity detracts from the strong, responsible image sought through the branding campaign. Under no circumstance should the logo be set in type. It must be used as provided in this branding package.

The Fiesta District logo should never be taken apart or separated. Photographic distortion of the logo typography, letter arrangement or graphic images are not permitted. Also unacceptable are deviations of the Fiesta District colors and graphic elements within a shape or color embossing of the logo.

The Fiesta District logo mark, type and graphic elements work together to form a complete visual element.



Letter/Word/Mark Spacing  
Incorrect



Color Breakdown  
Incorrect



Distortion  
Incorrect



Emboss  
Incorrect



Unauthorized Arrangement  
Incorrect

## GRAPHIC ELEMENTS + IMPROPER LOGO USAGE



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## 4. RECOMMENDED FUTURE ACTION

### A. BRANDING THE PRIVATE REALM

The private realm includes all privately held property. As part of the impetus for this project, the private development community is looking for ways to help brand the Fiesta District. Concepts and guidelines presented in this Handbook for branding the private realm include:

- Private development and directional signage
- Furnishings and fixtures on private property
- Landscaping

*For details on these elements, refer to the Private Realm Design Chapter*

### B. BRANDING THE PUBLIC REALM

The public realm includes all publicly held parcels and Right-of-ways. Implementing the Fiesta District Brand in the public realm will be the most effective and consistent way to create continuity throughout the District. Concepts and guidelines presented in this Handbook for branding the public realm include:

- Public monument and directional signage
- Public Streetscape furnishings and fixtures
- Landscaping
- Public Spaces

*For details on these elements, refer to the Public Realm Design Chapter*

### C. USE OF BRAND ICON

The new logo should be incorporated in any/all collateral materials designed for economic development by the City and made available to all property and business interests in the area.

*For further details and concepts on district brand implementation, see the Private and Public Realm Design Chapters*



## 5. ADVERTISING

### A. CITY SPONSORED (PUBLIC)

Print Advertising

**Estimated Cost: \$50,000**

Initial launch of the brand programming would include a series of four print advertisements promoting the new brand. Ad placements would include both local and regional papers to diversity of the District development and live/work/play opportunities.

Sky Harbor International Airport

**Estimated Cost: \$80,000**

Sixty-six percent of the adults in Mesa metro demographic market area traveled by air in the past year. Dioramas are the most widely used form of airport advertising; these backlit standard size (43'h x 62'w) displays are located throughout the terminals in arrivals, departures and baggage claim, dominating key areas. They can be head on, elevated, mounted on the baggage deck, or integrated into planters or other airport amenities to reduce clutter.

The diorama unit is used to build full coverage campaigns in key areas of the airport. This coverage approach ensures advertisers that their message is in high traffic areas for maximum exposure-enhancing reach and frequency.

PMC suggests that the City consider development of a brand identity program for four months at the airport.

### B. COOPERATIVE ADVERTISING (PRIVATE)

Southwest Airlines In-Flight Magazine

**Estimated Cost: \$40,000**

A substantial number of residents and businesses in the Mesa area utilize Southwest airlines. We suggest a cooperative branding program in conjunction with the Chamber of Commerce and the District Economic Development Group, hotels or other interest groups to produce a full-page, full-color advertisement for a two-month run, concurrent with airport advertising.



### C. EVENT PROGRAMMING

Grant Program for Community Events

**Suggested Funding Level: \$50,000 per FY**

Under the auspices of the new brand, we suggest the City and District members cooperatively fund and create a grant program to support music, fairs, festivals and other activities that bring excitement to the Fiesta District. The City should make it clear it is seeking bright ideas that can demonstrate:

- The ability to be self-sustaining after a specific period of time.
- A broad section of public involvement and support.
- Utilization of public space with preference given to activities that make good use of the District area.

## 6. LINE ITEM SUMMARY OF TASKS/BUDGET INFORMATION

Costs for streetscape improvements, entry monument and way-finding signage and other site improvements including landscaping and circulation design will be detailed in Phase 2.

