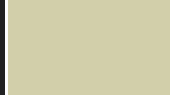


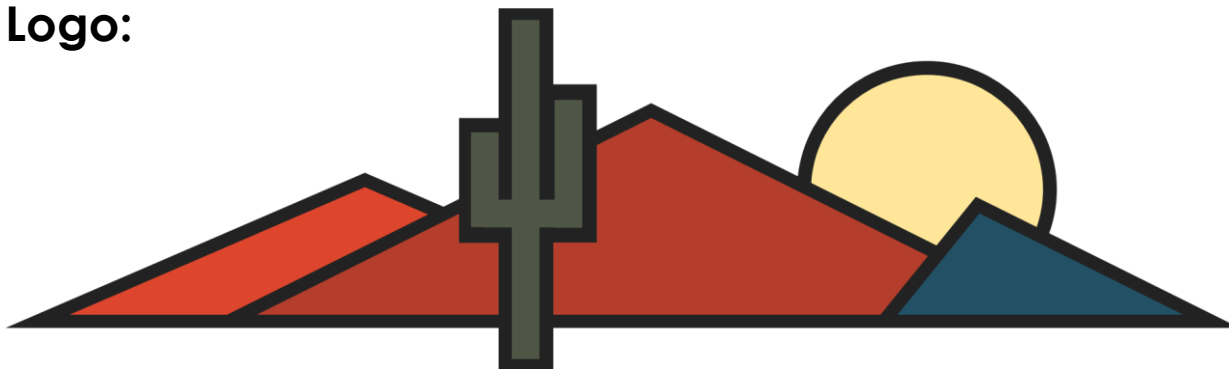
# Paradise Valley General Plan Update

## Branding Exploration

### Colors:

|                                                                                   |                                                                                   |                                                                                   |                                                                                   |                                                                                   |                                                                                    |                                                                                     |
|-----------------------------------------------------------------------------------|-----------------------------------------------------------------------------------|-----------------------------------------------------------------------------------|-----------------------------------------------------------------------------------|-----------------------------------------------------------------------------------|------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|
|  |  |  |  |  |  |  |
| R: 34<br>G: 81<br>B: 102                                                          | R: 80<br>G: 86<br>B: 70                                                           | R: 34<br>G: 34<br>B: 34                                                           | R: 210<br>G: 207<br>B: 170                                                        | R: 180<br>G: 62<br>B: 43                                                          | R: 236<br>G: 73<br>B: 46                                                           | R: 255<br>G: 230<br>B: 153                                                          |

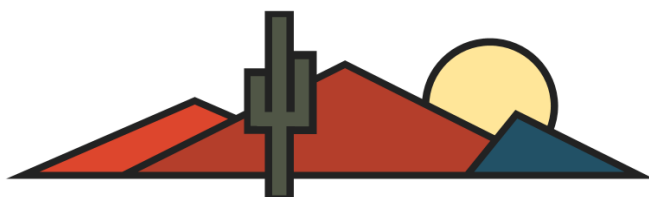
### Logo:



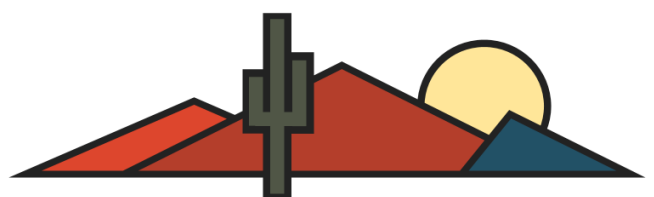
#### Logo Components:

- Iconic Reference: Camelback Mountain
- Three Abstract Shapes: The Public – Community, Decision Makers, Stakeholders
- Rising Sun: Rising Opportunity, Bright Future
- Saguaro: Unique, Desert Oasis – Paradise
- Blue Arrow: Clean angular design pointing towards the future

### Tag Line Options:



**UNIQUELY PV**  
2022 General Plan



**PARADISE VALLEY, TOGETHER.**  
2022 GENERAL PLAN



*Uniquely PV*  
2022 GENERAL PLAN



*Achieving Paradise*  
2022 GENERAL PLAN