

BRAND ARCHITECTURE

BRAND POSITION

For those who venture off the beaten path, Tucson is proud to be a little out there; a natural oasis from the unoriginal and pretentious that inspires the free spirit in us all.

BRAND ESSENCE

a distillation of brand positioning

BRAND VALUES

code of behavior

BRAND PROMISE

articulation of commitment to customers

BRAND EXPERIENCE

product + service proof points that deliver against the promise

BRAND VOICE

how the brand speaks

<p>Free Yourself.</p>	<ul style="list-style-type: none"> • Liberating • Free-Spirited • Personal • Genuine • Comfortable 	<p>Tucson inspires a sense of freedom among all who visit...</p> <p>Freedom of thought and expression...</p> <p>Freedom to discover and explore...</p> <p>And the freedom to be yourself.</p>	<ul style="list-style-type: none"> • A Little Out There • Surroundings that surround you • Freedom to roam • Open minds 	<ul style="list-style-type: none"> • Off Beat • Unpretentious • Relaxed • Refreshing • Energizing
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To learn more about the brand go to visitTucson.org/brand

FREE YOURSELF.®