

# Visit Tucson's ANATOMY OF A NEW LOGO

According to Stewart Colovin, Executive Vice President of Brand Strategy at MMGY Global, logos are not designed to tell the entire brand story. “Logos make a very powerful statement,” he explains. “But they shouldn’t attempt to say everything at once. Instead, a logo should help explain a destination’s brand promise.”

Since early 2013, travel marketing agency MMGY Global has undergone an immersive process with Visit Tucson and the destination to develop a new brand identity that conveys the true fabric of the community. The process, which included many visits to Tucson and in-depth research, resulted in a logo that makes a statement about how Tucson inspires a sense of freedom for all who visit. Freedom of thought and expression. Freedom to discover and explore. And the freedom to be yourself.

“Those who are attracted to a destination like Tucson share a common thread: They’re looking for a place where they feel comfortable in their own skin,” says Chris Davidson, Executive Vice President of Global Strategy for MMGY. “Tucson isn’t chic, polished or plastic. Tucson is a bit off the beaten path and attracts the free-spirited and genuine.”

## A HISTORY OF BEING OFFBEAT AND ENERGIZING

By its nature, Visit Tucson is an organization that serves as the official “welcoming committee” for visitors to the destination. The new Visit Tucson logo generates a liberating, refreshing sense of what Tucson really is – a community of open minds and free spirits that invite others to discover, explore and be themselves.

## EMBRACING FREEDOM OF EXPRESSION

The essence of the new Tucson brand is **Free Yourself**. Tucson inspires the freedom to discover and explore, the freedom to be yourself, and the freedom of thought and expression.

## IMPORTANCE OF THE SAGUARO

The saguaro cactus is important to the Tucson destination. “It has become an American icon,” said Tim Vimmerstedt, Visit Tucson’s director of marketing, “and the Tucson destination has embraced and protected the saguaro.” Tucson’s surrounding natural environment is an important, distinctive element of the destination’s experience. So much so that the saguaro has been part of the MTCVB’s logo since 1991.

## HISTORY OF THE MTCVB LOGO

2013



2008



2000



1991



1990



1988



1986

