

# BRANDING THE LA PAZ COUNTY REGION

Skip Becker, La Paz Economic Development Corporation  
Spalding Olmsted, Davidson & Belluso



SPALDING OLMSTED

Partner

davidson  belluso  
A D V E R T I S I N G / D E S I G N

# Process



- Perception Survey
- Analyze and Identify Central Assets for Brand
- Design 3-4 Sample Logos Based on Results
- Create Tagline(s) Based on Results
- Present to Executive Committee for Selection
- Design of Business System & Email Template
- Create Logo Standards Manual and Key
- Write Marketing Plan

# Perception Survey



- La Paz selects 12-20 parties to interview
  - Current locates in La Paz
  - Clients lost to another AZ community
  - Major ED entities in AZ who know La Paz
  - Others that will have impact on desired results
- Summation written and approved by LPEDC President/CEO and Executive Committee

# Perception Survey Results

- Determine basic SWOT characteristics including main competitors
- Select 3 key assets mentioned the most
  - ▣ Prioritize in order of preference
  - ▣ Use to determine brand strengths for logo design and tagline creation
  - ▣ Summarize for Positioning Statement
- Positioning Statement for La Paz County
  - ▣ It must distinctly define region in AZ and from its competition; how is La Paz County different?

# Design Sample Logos



- Sample logos and taglines need to reflect La Paz County's positioning statement and major strengths for Economic Development marketing purposes
- Considerations include:
  - Colors used
  - Font style used
  - Design that tells La Paz County's 'story'
- Tagline created at same time

# Logos & Taglines Selected



- ❑ 4 logo designs with taglines presented to LPEDC President/CEO and Board
  - ❑ Spalding's team recommends 1<sup>st</sup> and 2<sup>nd</sup> choices
- ❑ Board picks final logo and tagline: LPEDC Brand
- ❑ Two proposed business systems designed
  - ❑ President selects preferred business system
  - ❑ Final business system design with recommended paper stock, etc. and put on CD for printer
  - ❑ Email header template also designed

# Final Steps



- ❑ Logo graphic standards manual and key produced
  - ❑ Provides instructions on exactly how logo is to be printed for every type of situation
- ❑ 5-year Marketing Plan written for LPEDC along with recommendations for operational policies and procedures



# La Paz County Marketing Logo

One version:



# Final La Paz EDC Logo

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**LAPAZ**

*Economic Development Corporation*

# Business System



1217 California Avenue  
Parker, Arizona 85344



**D.L. Wilson**  
President/CEO

1217 California Avenue  
Parker, Arizona 85344  
[www.LaPazEDC.com](http://www.LaPazEDC.com)

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*The Western Gateway*

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*The Western Gateway*

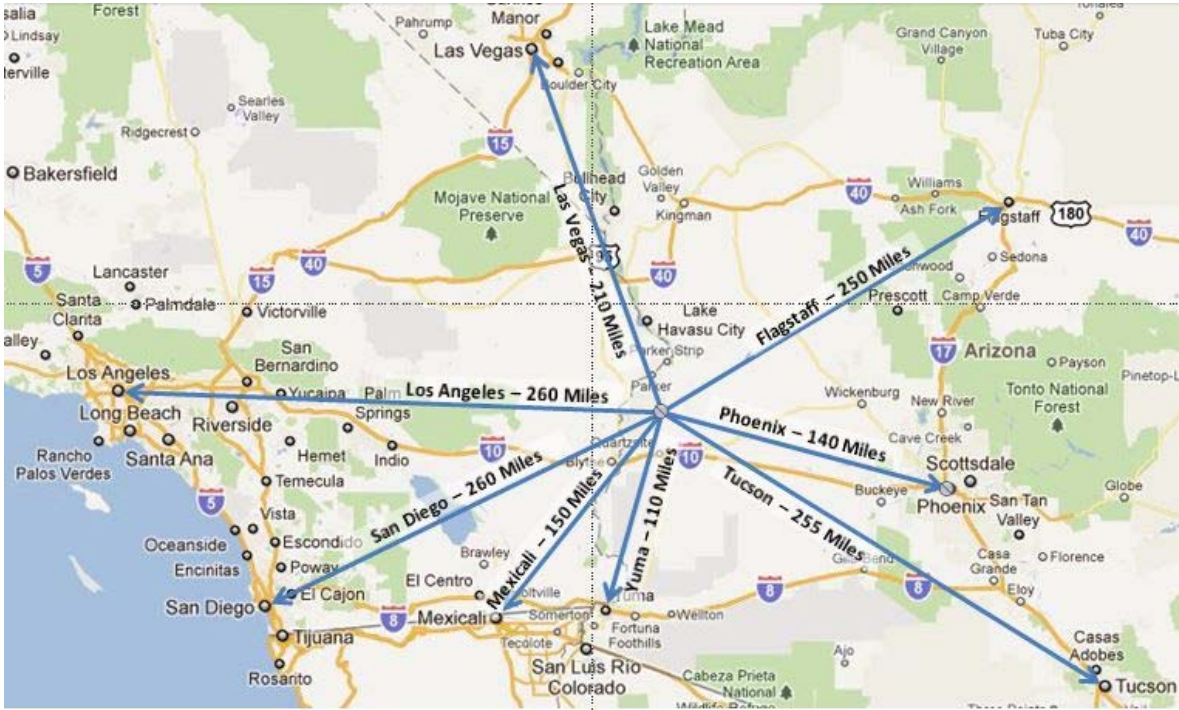
# Skip Becker



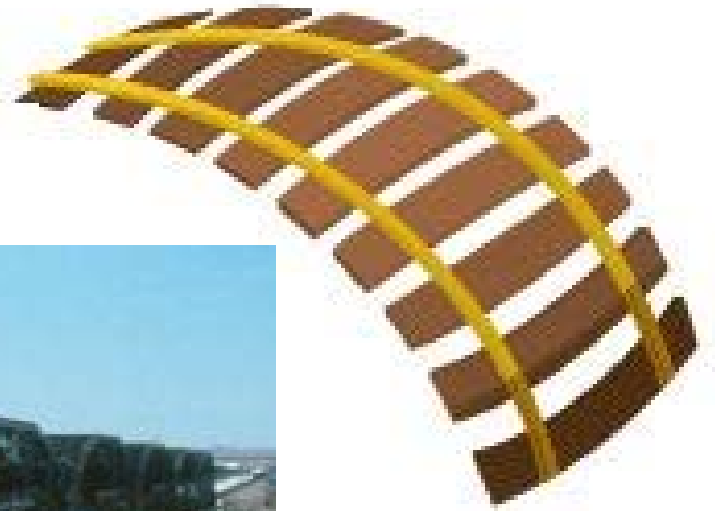
President/CEO

La Paz Economic Development  
Corporation

# Highway System



# Rail Road





# Agriculture and Water



Tag Line



*The Western Gateway*



# The Logo – E-Mail & Promotional

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# The Logo – County Marketing

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# THANK YOU



- Skip Becker, President/CEO-La Paz Economic Development Corporation
- Spalding Olmsted, Partner, Davidson & Belluso Branding and Marketing