

07-13-16

PCA

PINAL COUNTY AIRPORTS

Branding Report



2016

ARZ





A brand is not just a logo; it is a guidepost for a comprehensive marketing and public relations plan.

The brand discovery process reveals and defines:

- Key attributes
- Core values
- Brand purpose



What follows is communication that is always consistent and true to:

- Brand look and feel
- Core values
- Key messaging

We will establish an authentic brand that will effectively communicate Pinal County Airports across all marketing outlets into the future.



Pinal Airpark Was:

- Originally Marana Army Air Field
- Built in 1942
- Army Air Force training base during WWII
- Disbanded after the war
- Pinal County accepts deed in 1948/facility and land leases
- Entire airport leased to Darr Aero Tech, Inc. in 1951
- Darr reconstructed runways, roads and buildings



Pinal Airpark Is:

- One of world's largest commercial aircraft storage and heavy maintenance facilities
- Managed by Pinal County Public Works
- Used by Silverbell Army Helicopter for helicopter training
- Used by U.S. Special Operations for parachute training and testing



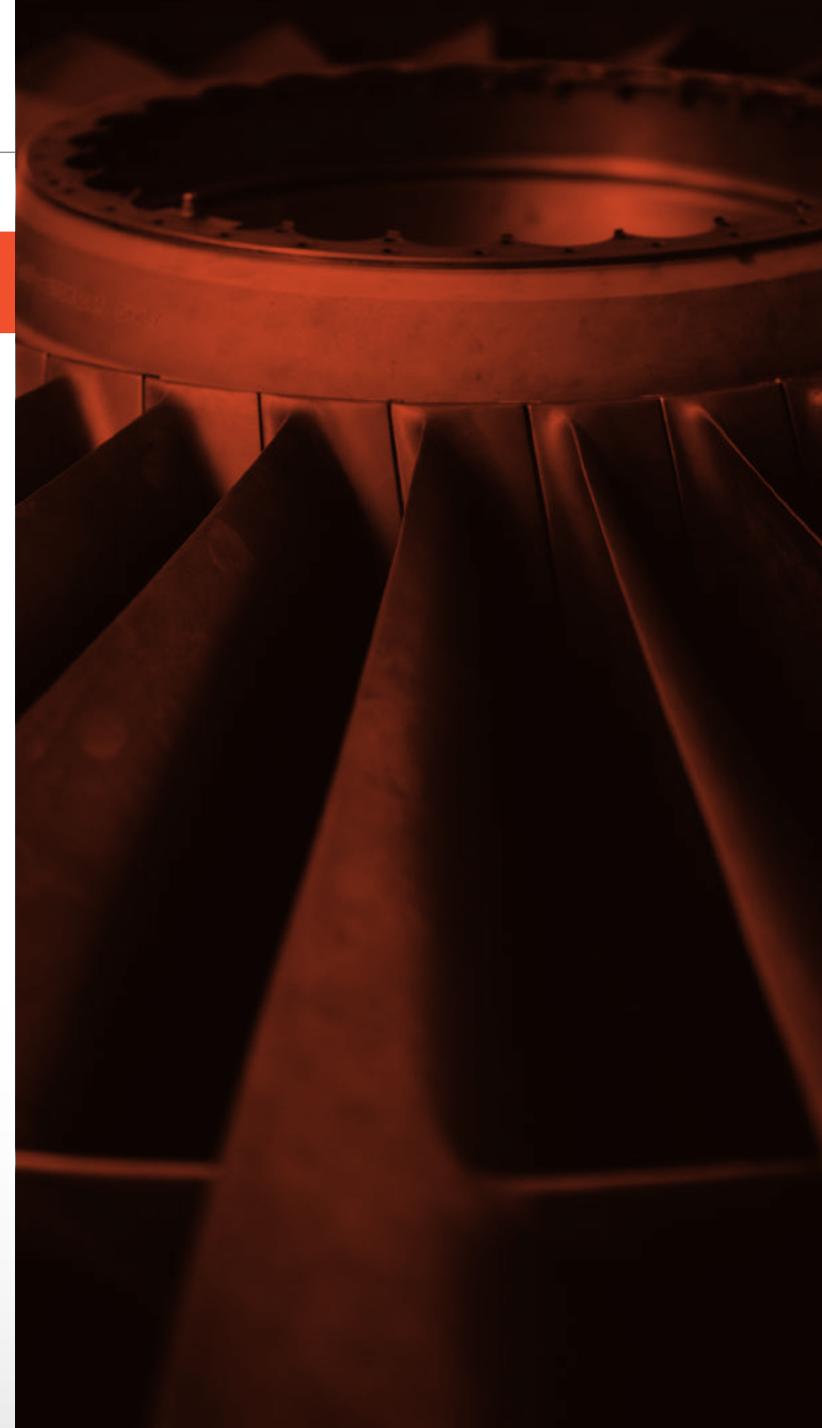
Pinal Airpark Is:

- Major repository for planes from airlines all over the world
- Located in southern Pinal County, adjacent to Pima County
- Nine miles northwest of Marana, Arizona
- Accessible via I-10
- Open to the public but no presence as a tourist destination

PINAL AIRPARK

Strengths

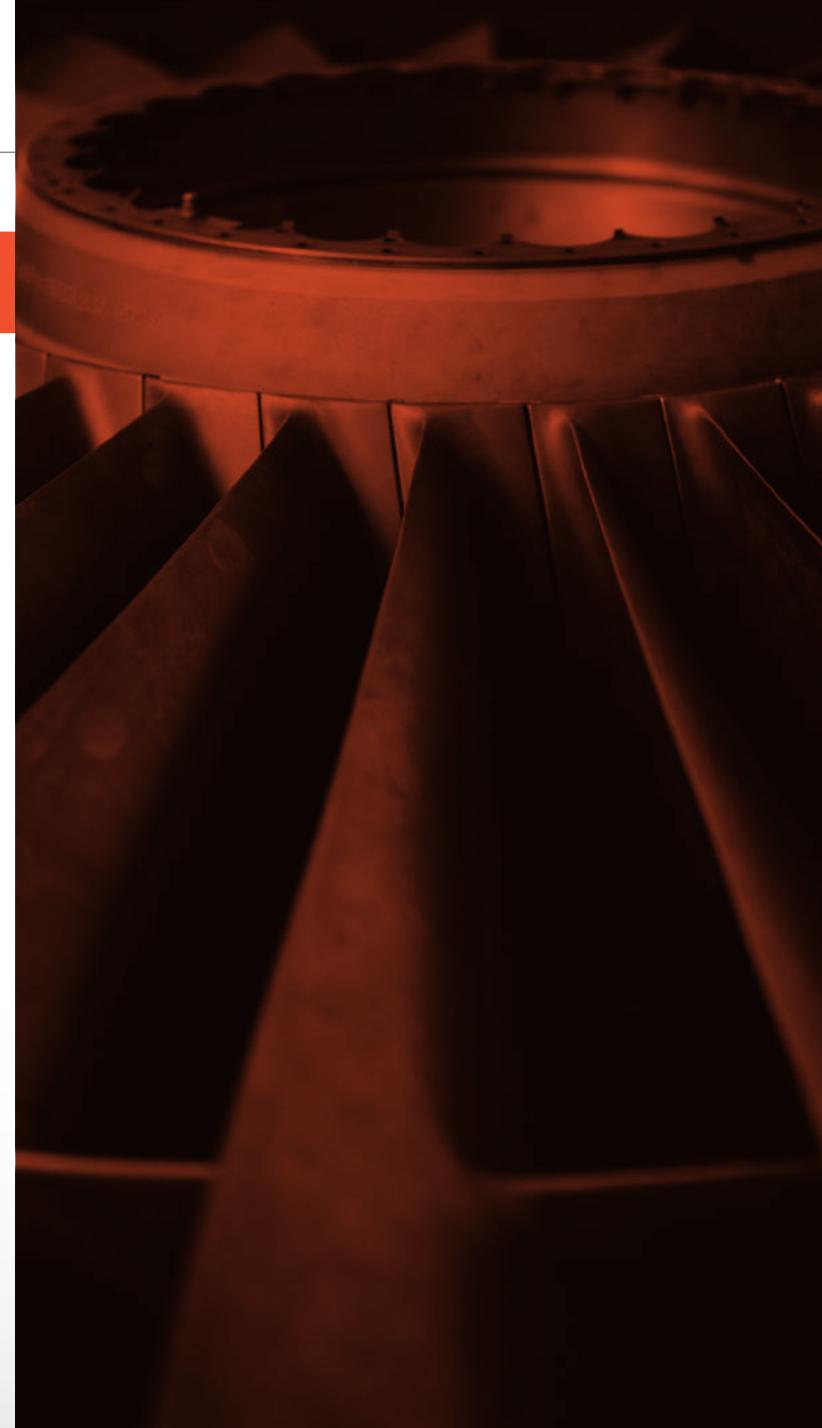
- An interesting history that could be “owned” and capitalized on to attract tourists
- Already established as Maintenance Repair and Overhaul (MRO) and military activities facility
- Impressive and historic inventory of commercial aircraft from all over the world



PINAL AIRPARK

Strengths

- Relatively undeveloped land surrounding means low impact to communities
- Current tenants that fit target customers
- Vast acreage open to development now
- No control tower allows for ease of access for some pilots

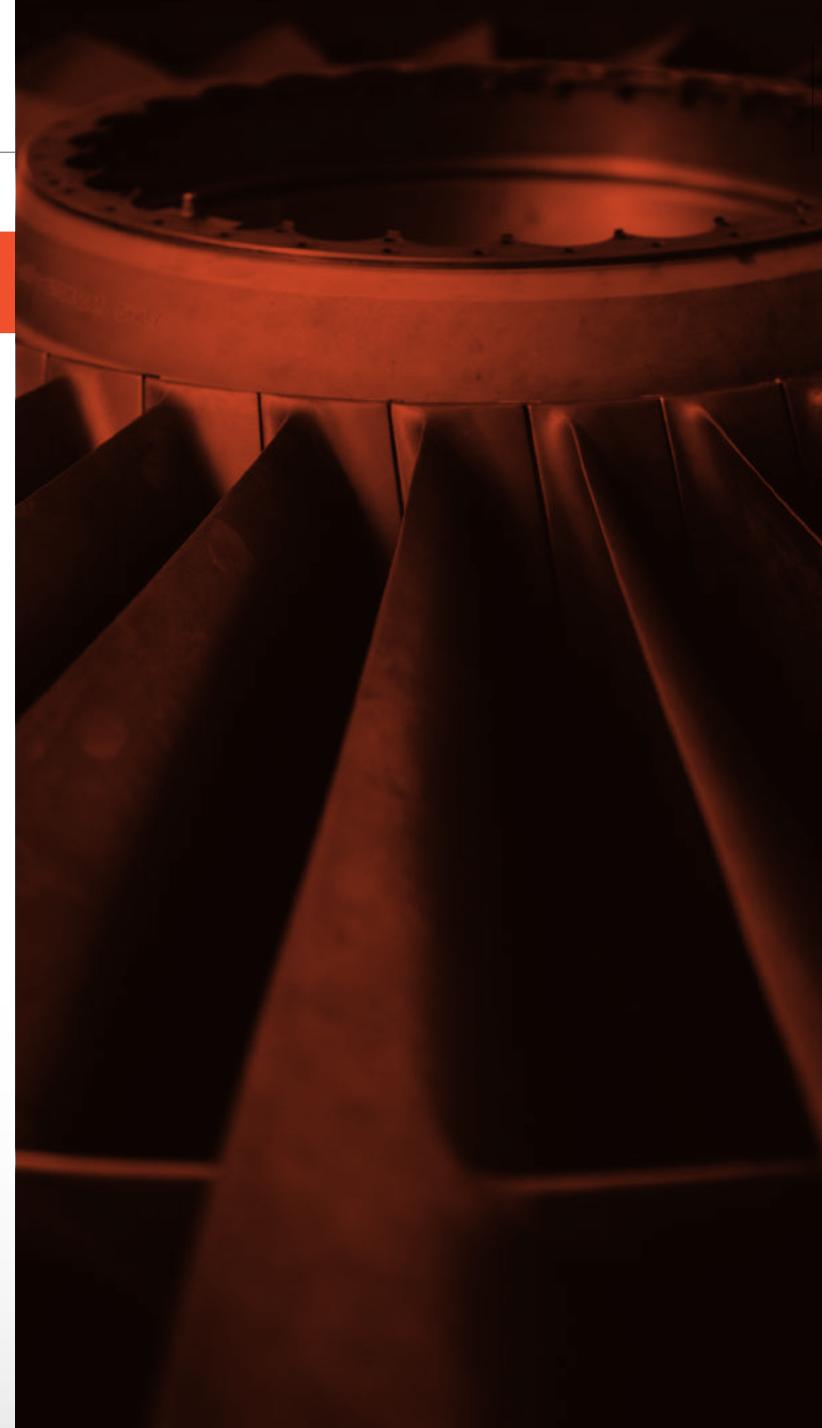


PINAL AIRPARK

Target Audience

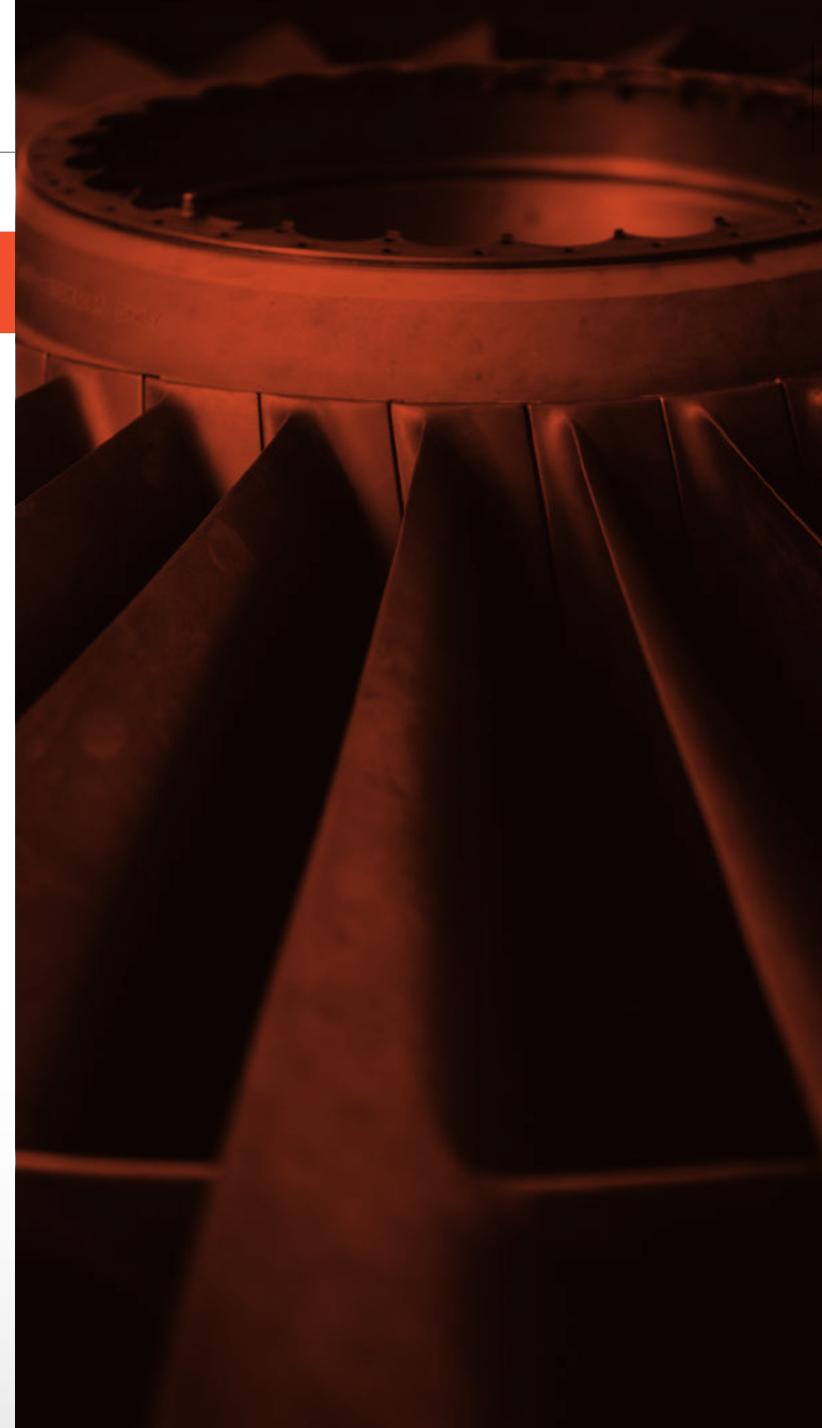
Business owners and managers of:

- Businesses associated with aviation
- Aviation start-ups
- Light industrial to advanced aerospace industry
- Charter services
- Flight instruction



PINAL AIRPARK**Brand Attributes**

- Historical interest
- Durable/lasting
- Growth
- Energy/movement





ARZ 1943 USA

A DIVISION OF
PINAL COUNTY AIRPORTS

A Perfect
LANDING



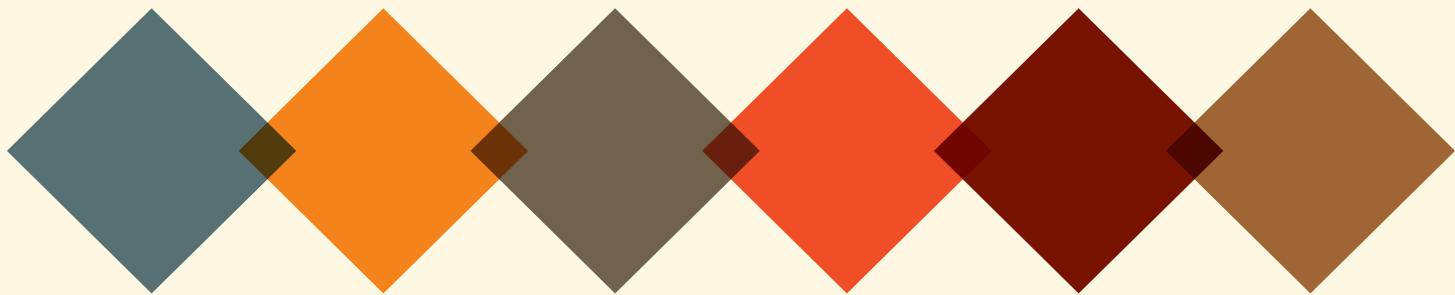
Kinescope

BUREAU EAGLE

TREND SANS

ALEO REGULAR

POSSIBLE TYPOGRAPHY



POSSIBLE COLOR PALETTE

A PERFECT LANDING

Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo.

PINAL COUNTY
AIRPARK

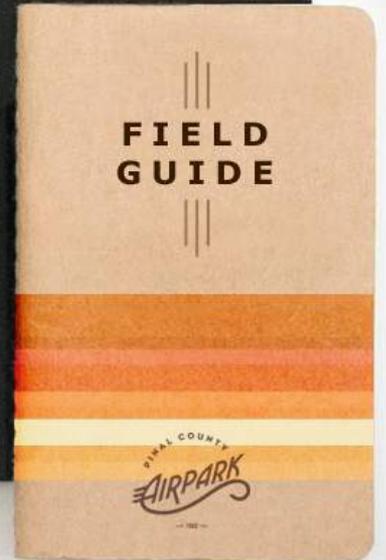
ARZ 1943 USA

PINAL COUNTY AIRPORTS





A Perfect
LANDING

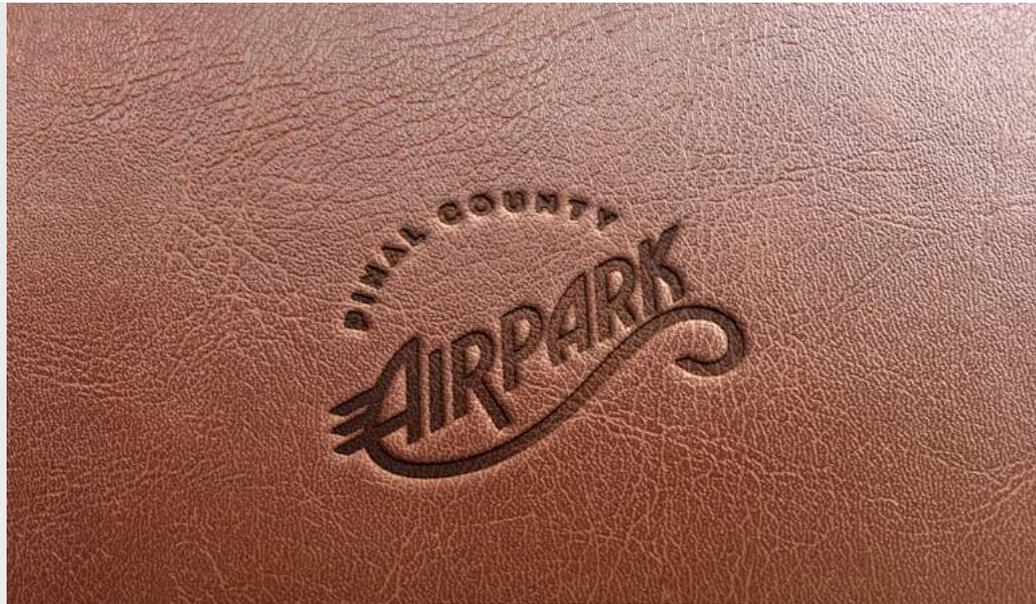




SIGNAGE ON EXISTING BUILDINGS



WAYFINDING



SAN MANUEL AIRPORT

Strengths

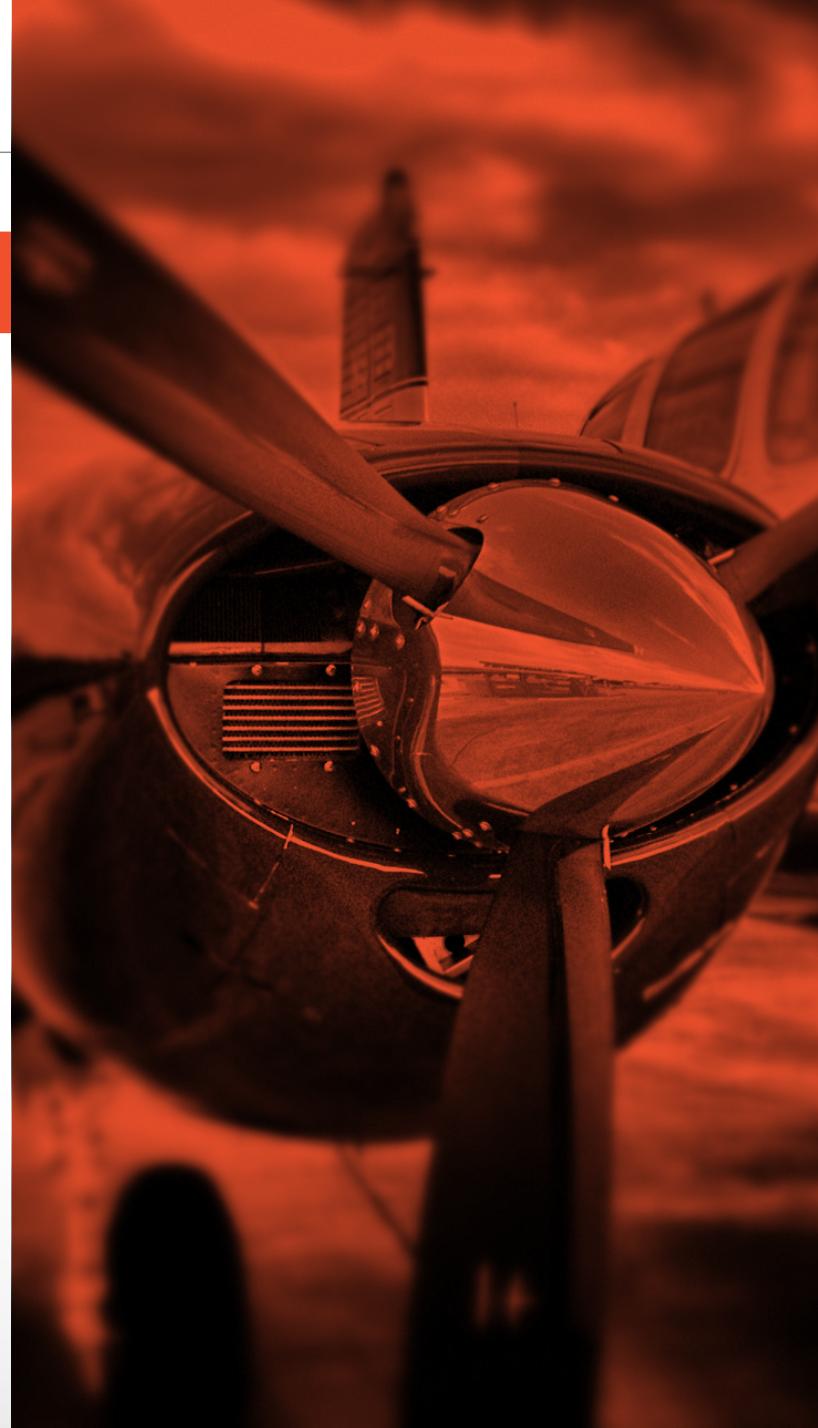
- Beauty of the area
- Scenic attraction of the San Pedro River Valley area
- Close proximity to Aravaipa Canyon Wilderness, Santa Catalina Mountains, Catalina State Park, Mt. Lemmon Ski Valley and Oracle State Park/Center for Environmental Education with huge potential for ecotourism and recreation



SAN MANUEL AIRPORT

Strengths

- Significant projected growth in area south along Highway 77
- Recent groundbreaking on a casino in immediate area
- Potential industrial redevelopment on old mine site



SAN MANUEL AIRPORT

Target Audience

- Sport/hobby pilots
- Explorers
- Adventure seekers
- Eco tourists
- Student pilots
- Private plane owners

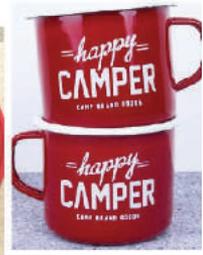
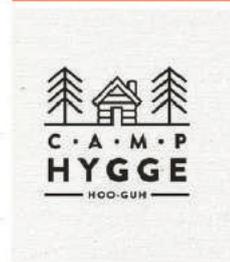
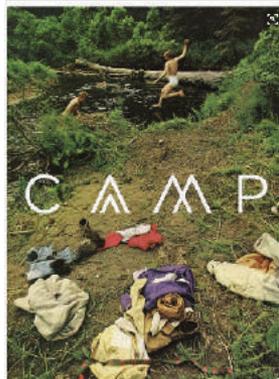


SAN MANUEL AIRPORT

Brand Attributes

- Adventure
- Nature/beauty
- Independent
- Mountains
- Unspoiled





Adventure

Nature/Beauty

Independent

Mountains

Unspoiled

San Manuel
AIRPORT



The destination is the
A D V E N T U R E



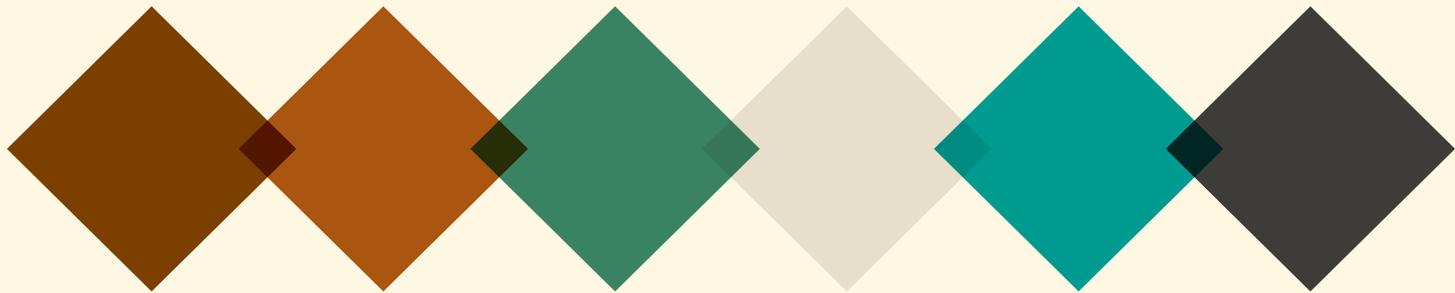
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BUREAU EAGLE

TREND SANS

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POSSIBLE COLOR PALETTE



The destination is the
ADVENTURE





