



THE PLANNING CENTER
a division of TPC Group, Inc
 110 s church ste 6320 tucson az 85701

Brand Development

Salpointe Catholic high school

Planned Area Development

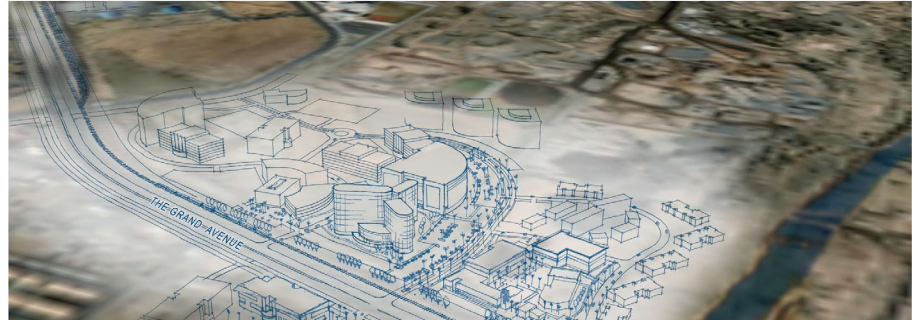
November 2008

CITY OF EL MIRAGE



AGUA FRIA GATEWAY

- MIXED RESIDENTIAL AND PROFESSIONAL USES ON THE BANKS OF THE AGUA FRIA RECREATIONAL RIVER CORRIDOR — INCLUDING POTENTIAL PROFESSIONAL BASEBALL
- CORPORATE HEADQUARTERS SITES ADJACENT TO COMMUTER RAIL STATION ALONG THE GRAND AVENUE
- INTEGRATION OF CONTEMPORARY DEVELOPMENT WITH NATURAL RIVER CORRIDOR IN HARMONY WITH THE DESERT



community character development

logo design

printed media templates

expression of local character

brand/vision development

digital media

The Planning Center's approach to successful branding consists of vision, logo, community character, and media development. Our team of professionals works in collaboration with the client, other consultants, and the public to study and understand the context and vision of each project. Additionally, this collaboration helps ensure the particular needs of the community are satisfied. The ultimate goal of our branding process is the articulation and transformation of a two-dimensional community brand into a three-dimensional built environment. Allow The Planning Center's experience to help develop your branding approach and ideal community character.