

History

Nogales, Arizona - County Seat of Santa Cruz County

Nogales, Arizona borders the city of Nogales, Sonora, Mexico and is Arizona's largest international border town. Nogales has been a trade post from its early origins to today. As the fifth largest port of entry, Nogales brings \$26 billion dollars worth of agricultural products and manufactured goods into Arizona and the United States.

Once part of Heroica Nogales across the border, Nogales, Arizona has been home to the many cultures that have made the Sonoran Desert their home.

Nogales was known in the O'odham language as *Nowa:l* or "Black Walnuts" since the area's mountains and landscapes were rich with walnut trees.

According to Wikipedia, Nogales was at the beginning of the 1775-1776 Juan Bautista de Anza Expedition as it entered the present day U.S. from New Spain, and the town is now on the Juan Bautista de Anza National Historic Trail. On the second floor of the Nogales Courthouse built in 1904 there is a small room dedicated to the 1775-1776 Anza Expedition.

In 1841, a land grant from the Mexican government to the Elías family established Los Nogales de Elías. Following the Gadsden Purchase in 1853, Nogales became a part of the United States of America. In 1880, Russian immigrant Jacob Isaacson built a trading post at present-day Nogales. The U.S. Postal Service opened the Isaacson post office but renamed it as Nogales in 1883.

On August 27, 1918, a battle between United States Army forces and Mexican militia - mostly civilian in composition - took place. Culminating as the result of a decade's worth of tensions originating from the Mexican Revolution and earlier battles in Nogales along the border in 1913 and 1915, the main consequence of the 1918 violence saw the building of the first permanent border wall between Nogales, Arizona and Nogales, Sonora along the previously unobstructed boundary line on International Street. (* Wikipedia)

Scenic Attractions

There are over 200 attractions in Santa Cruz County and the City of Nogales listed on the National Register of Historic Sites, including Tumacacori National Monument visited by Father Kino in 1691 and Tubac Presidio established by the Spanish in 1752 on an Indian village site. Others include the Old Tubac Schoolhouse, Old Nogales City Hall, Santa Cruz County Courthouse, and Patagonia Railroad Depot. The Patagonia-Sonoita Creek Sanctuary, 19 miles east, attracts worldwide visitors to see its diverse bird life. The area around Nogales is also host to ghost towns, mining camps, curio shops, first-class restaurants and night clubs.

Downtown Nogales

Downtown Nogales is rich in history and architecture!

The Santa Cruz County Historical Courthouse on Morley Street / Court Street has a statue of Lady Justice on top of the building. The Nogales version of Lady Justice is not wearing a blindfold. Nogales, near the Mexican-American border, offers a unique opportunity for visitors to experience the downtown border-style shopping setting similar to that of the mid-20th century. Interesting architecture and historical homes along Crawford and Court Streets provide a glimpse of border life at its peak during that time period.

Arizona Sonoran Desert Heritage Act of 2013

The Arizona Sonoran Desert Heritage Act of 2013 seeks to designate Santa Cruz Valley a National Heritage Area.

What is a National Heritage area? The National Park Service describes a National Heritage Area as a place “where natural, cultural, historic and recreational resources combine to form cohesive, nationally distinctive landscapes arising from patterns of past and present human activities shaped by geography.”

What are the benefits? The Santa Cruz Valley Heritage Alliance expresses well:

“Benefits of being designated a National Heritage Area include both economic and non-economic benefits. The proposed Santa Cruz Valley National Heritage Area will provide a framework for heritage-based economic development, including tourism-related increases in local jobs, business incomes, and tax revenues.

The non-economic benefits of the proposed Santa Cruz Valley National Heritage Area include the promotion of local foods, crafts, and other traditional products. The National Heritage Area designation also supports an improved quality of life for residents through preservation of the places, landscapes, and traditions that make this region unique.”

Nogales and Santa Cruz County are rich in history, culture and diversity (prehistoric Hohokam people, Spanish explorers, U.S. Army expeditions, hard-riding cowboys, ranchers, and hard-rock miners) as well as being home to a wealth of wildlife: bighorn sheep, desert tortoises, Gila monsters, bobcats, mountain lions, and more than 300 species of native birds.

“Landscape-scale habitat conservation is an important component of wildlife management,” says Tom Mackin, president of the Arizona Wildlife Federation. “The Arizona Wildlife Federation remains open to working with Congressman Grijalva and the rest of the Arizona delegation to ensure that responsible wildlife management remains at the forefront of this legislation and is inclusive of management tools necessary for wildlife to continue to thrive in the Sonoran Desert.”

Branding of Cities

Brand recognition is ever important these days with the increase of products and services in the market place and the major activity via Social Media networks.

What is a Brand?

A brand is a customer’s experience represented by a collection of images, ideas, names, logo, slogan, or design style. Why is it important? It effects the recognition of the product or service and therefore the ability to perform in a competitive market.

In the case of cities that compete for tourism and residents in order to increase their popularity as well as visitors, we have well-documented cases where a brand makes a huge difference: I ♥ New York. This campaign was so powerful that everyone got on board, making New York a major tourist destination.

Branding Nogales

Reviewing the history of Nogales and the present environment, we came to the conclusion that the best approach is to build a brand around the Arizona Sonoran Desert Heritage Act of 2013. Even if the initiative does not pass, the whole environment points in that direction as a successful venue.

The branding should include historical heritage preservation, environmental preservation, and integration of vision for the future of the city: A modern Nogales that preserves and capitalizes on its roots and heritage.

Avoiding the Negative Issues

Branding a city like Nogales can be a challenge because it is a border town. The recent years and the changes in policy make it even more difficult to address the issues with immigration. Borders will always be borders yet in this case the best approach is not to highlight or defend a problem but to make it a strength!

Gateway to the Sonoran Desert Heritage

A gateway is a door, a portal that embodies a sense of adventure. We want to offer tourists an adventure to the past in a modern setting; a place where they can explore our Sonoran Desert Heritage in all its aspects.

Nogales reveals a vivid human record in the Sonoran Desert: prehistoric Hohokam people, Spanish explorers, U.S. Army expeditions, hard-riding cowboys, ranchers, and hard-rock miners all converged here across generations to shape the area's rich cultural heritage.

Efforts are under way to create tours and revive the downtown. Lets bring back more than Walnut Trees to the walkways on the main streets. Let's bring back a sense of pride and history to the our streets.

Creating a Logo

Mission: Creating a logo for Nogales that integrates the image of modern commerce and a successful city with a rich cultural heritage that can attract tourists and revive the sense of pride in the community.

Vision: A revived Nogales where Sonoran Desert Heritage plays a big role in the economic development of the community as it preserves wildlife and empowers small businesses.

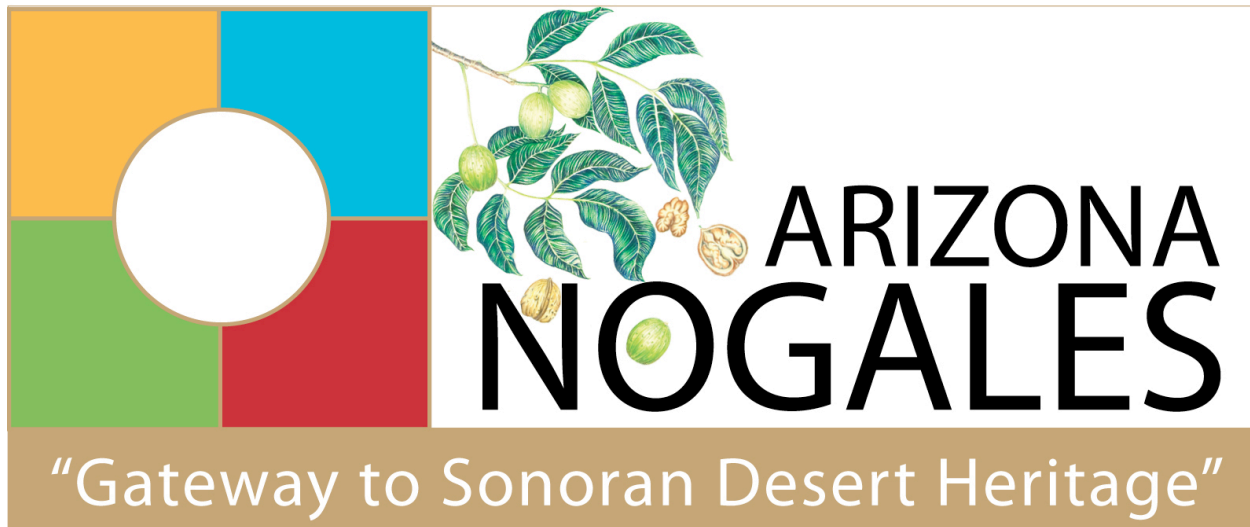
Nogales

It is only fitting that a place called "Walnuts" has those elements incorporated in the brand design. How many times have you been asked what does *Nogales* mean? With the elements in the logo, we are hoping that question will be eliminated or at less asked less frequently. The eyes see the image and the mind reads the word and somehow the message gets through. The magic of visual communication!

Our logo contains the words *Nogales* and *Arizona*. It establishes a sense of place so there is no confusion.

We also have our concept "Gateway to the Sonoran Desert Heritage". This slogan places Nogales as the Gateway to the Sonoran Desert Heritage! And it is fitting since the Sonoran Desert extends from Mexico and Baja California to Arizona, making Nogales the Portal to this Magnificent Area!

Logo Elements



In the drawing you can see a white circle which is a gateway, an opening or a portal, surrounded by the colors of both countries' flags. What do they have in common? The color white in the circle, the gateway.

The circle is also a symbol of completion which means it has no beginning and no end. Additionally, the circle is a symbol of unity and strength. The circle represents Nogales as the "Gateway to Sonoran Desert Heritage".

The colors used in this logo are blue, red, green, yellow. In North American mainstream culture, the following colors are associated with certain qualities or emotions:

Yellow – warmth, sunshine, cheer, happiness

Blue – (listed as the most popular color) trust, reliability, belonging, coolness.

Green -- nature, fresh, cool, growth, abundance

Red – adventure, excitement, strength, sex, passion, speed, danger.

These colors have an upbeat look and feel yet target our specific audience : Tourists in search of adventure, love of history, love of the west and interested in the large diverse group of species the Sonoran Desert has to offer.

We have a branch from a walnut tree with walnut fruits near the words *Nogales, Arizona*. It is subliminal enough to make the connection for people to remember once they have seen the graphic.

Implementation

The logo gives us the first step for branding Nogales. We then pair the logo with images of the specific locations we want to highlight with the specific messaging for a specific target. Example: Salsa Trail trail, to create traffic to specific locations.

"Gateway to the Sonoran Desert Heritage"

Nogales

Visual Collateral

Posters, Postcards, Brochures, Maps, Ads, Press Releases vehicles are used to distribute to specific targets.

Social Media & Web

Social Media, Blog and Web are integrated in the brand with a quarterly newsletter.

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