OPTION 1 - Inspiration words

UNITING: Flowing, Connecting, Regional **VIVID:** Sun, Outdoors, Relaxed **FUNCTIONAL:** Safe, Easy

OPTION 1 - Brand Name, Taglines and Color Palette

OPTION 1 - Name

Maricopa Link

OPTION 1 - Name Alternates

Maricopa Way

M-Link

Maricopa JAM

OPTION 1 - Tagline

Out Your Door, On Your Way

OPTION 1 - Tagline Alternates

Off-Street, On Your Way

Off-Street Connection

Off-Street, Outstanding

OPTION 1 - Color Palette

OPTION 1 - Brand Mark with Tagline

MARICOPA
LINK
OUT YOUR DOOR
ON YOUR WAY

MARICOPA
LINK
SKUNK CREEK
LINEAR PARK

OPTION 1 - Alternate Designs

MARICOPA
LINK
OFF-STREET
OUTSTANDING

M·LINK OFF-STREET
ON YOUR WAY

MARICOPA
WAY
OFF-STREET
OUTSTANDING

OPTION 1 - Brand Application

OPTION 1 - Brand Application - Merchandise

MARICOPA
LINK
OUT YOUR DOOR
ON YOUR WAY

OPTION 2 - Inspiration words

EXHILARATING: Energy, Healthy, Adventure, Mountains, Sun **UNITING:** Flowing, Connecting **VIVID:** Vistas

OPTION 2 - Brand Name, Taglines and Color Palette

OPTION 2 - Name

The Pulse

OPTION 2 - Name Alternates

Pulse Path

OPTION 2 - Tagline

Adventure your way

OPTION 2 - Tagline Alternates

Your Path, Your Way

Take your pulse

The rhythm of the valley

OPTION 2 - Color Palette

OPTION 2 - Brand Mark with Tagline

The Pulse

ADVENTURE YOUR WAY

Pulse Path

Your Path, Your Way

OPTION 2 - Alternate Designs

The Pulse

ADVENTURE YOUR WAY

The Pulse

YOUR PATH, YOUR WAY | SKUNK CREEK LINEAR PARK

Pulse Path

Take your Pulse

OPTION 2 - Brand Application

OPTION 2 - Brand Application - Merchandise

The Pulse

ADVENTURE YOUR WAY

OPTION 3 - Inspiration words

UNITING: Connecting, Regional **VIVID:** Sun, Outdoors, Relaxed **ESCAPE:** Oasis, Pleasant, Organic

OPTION 3 - Brand Name, Taglines and Color Palette

OPTION 3 - Name

Valley Connect

OPTION 3 - Name Alternates

Valley Connection
The Valley Way
Valley Network

OPTION 3 - Tagline

Bringing Maricopa Together

OPTION 3 - Tagline Alternates

Bringing The Valley Closer

OPTION 3 - Color Palette

OPTION 3 - Brand Mark with Tagline

VALLEY CONNECT

BRINGING MARICOPA TOGETHER

VALLEY CONNECT

BRINGING MARICOPA TOGETHER

OPTION 3 - Alternate Designs

VALLEY CONNECTION

SKUNK CREEK LINEAR PARK

VALLEY CONNECT

VALLEY CONNECTION

VALLEY CONNECT

OPTION 3 - Brand Application - Merchandise

VALLEY CONNECT

BRINGING MARICOPA TOGETHER

OPTION 3 - Brand Application

OPTION 4 - Inspiration words

VIVID: Sun, Outdoors, Beautiful, Fun, Variety, Relaxed **ESCAPE:** Inviting, Friendly, Organic, Scenic

OPTION 4 - Brand Name, Taglines and Color Palette

OPTION 4 - Name

Valley Pass

OPTION 4 - Name Alternates

Valley Path

Valley Breeze

OPTION 4 - Tagline

Out Your Door, On Your Way

OPTION 4 - Tagline Alternates

Off-Street, On Your Way

Off-Street Connection

Off-Street, Outstanding

OPTION 4 - Color Palette

OPTION 4 - Brand Mark with Tagline

VALLEY • PASS

OUT YOUR DOOR, ON YOUR WAY

VALLEY • PASS

OUT YOUR DOOR, ON YOUR WAY

OPTION 4 - Alternate Designs

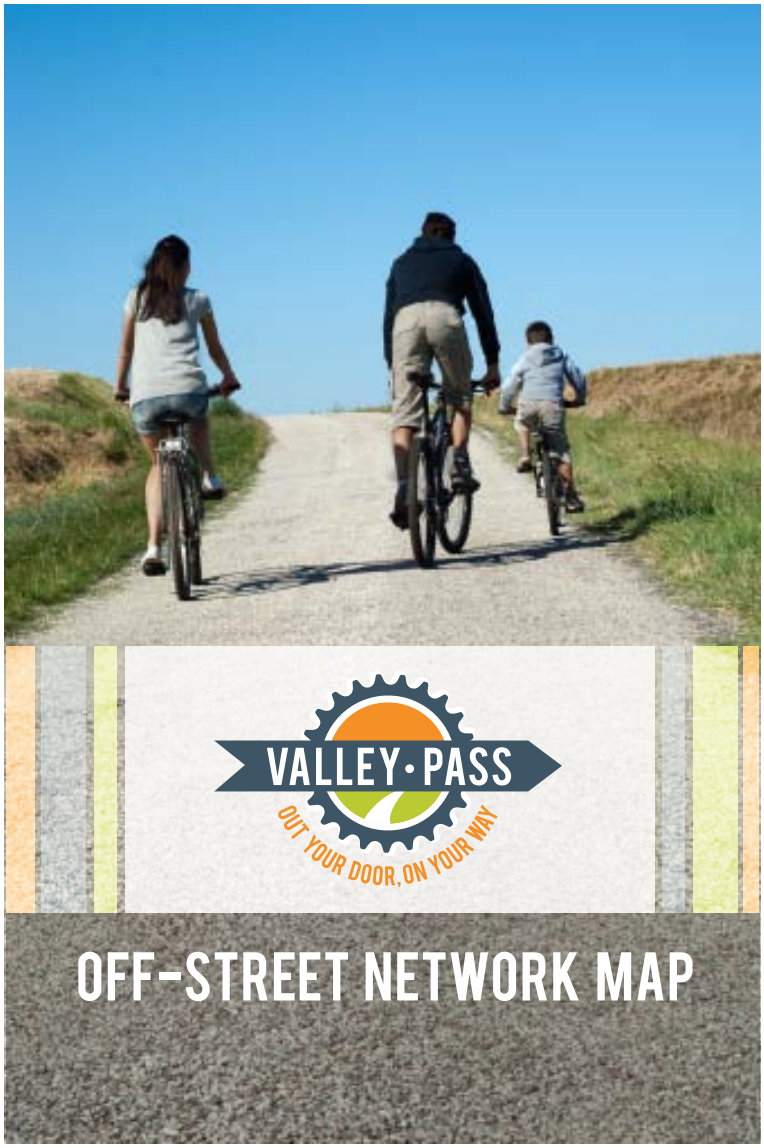
VALLEY • PATH

OFF-STREET + OUTSTANDING

VALLEY PATH

OFF-STREET ACCESS FOR ALL

OPTION 1 - Brand Application



OPTION 4 - Brand Application - Merchandise

OPTION 5 - Inspiration words

UNITING: Connecting, Regional **VIVID:** Scenic, Outdoors **EXHILIRATING:** Adventure, Independence

OPTION 5 - Brand Name, Taglines and Color Palette

OPTION 5 - Name

Maricopa Way

OPTION 5 - Name Alternates

M-Link

OPTION 5 - Tagline

Adventure your way.

OPTION 5 - Tagline Alternates

Linking the Valley

The Way to Go

Connecting Maricopa

OPTION 5 - Color Palette

OPTION 5 - Brand Mark with Tagline

MARICOPA
WAY | Adventure your way.

MARICOPA
WAY | Adventure your way.
SKUNK CREEK LINEAR PARK

OPTION 5 - Alternate Designs

MARICOPA WAY
Adventure your way.

MARICOPA
WAY | Adventure your way.

-LINK
Connecting Maricopa

OPTION 5 - Brand Application - Merchandise

MARICOPA WAY | Adventure your way.

OPTION 5 - Brand Application