



Aug. 23, 2007

**For immediate release**  
Contact: Sheila Storm, (520) 792-1093

## **Pima Association of Governments announces new logo, new Web site**

Pima Association of Governments will begin using a new logo today, one that makes use of its well-known acronym, PAG.

The new logo incorporates desert-oriented colors in the letters and features a yellow directional symbol that indicates the two-way flow of communication and cooperation among PAG and its member jurisdictions and the community. The yellow color is a transitional component of the former PAG logo, which included an image of a sun.

The new logo was designed to be bold, yet simple, providing a contemporary, distinctive feel that is complementary to the Regional Transportation Authority logo, which uses the RTA acronym. Pima Association of Governments manages the RTA.

"The new logo should help to identify that PAG is its own entity and not part of a jurisdiction," said Sheila Storm, PAG communications director. "The logo is more representative of PAG and is similar to logos associated with metropolitan planning organizations in dynamic markets across the country."

Pima Association of Governments is a 501(c)4 nonprofit association that has a nine-member Regional Council with elected representatives serving from the cities of South Tucson and Tucson, the towns of Marana, Oro Valley and Sahuarita, Pima County, the Pascua Yaqui Tribe, the Tohono O'odham Nation and the Arizona State Transportation Board.

The additional text of "partnering, planning and projecting" that will be used with the logo

--MORE--

---

### **Pima Association of Governments**

177 N. Church Avenue, Suite 405  
Tucson AZ 85701

(520) 792-1093 [tel]  
(520) 620-6981 [fax]  
[www.PAGnet.org](http://www.PAGnet.org) [web]

## Page 2

also helps to explain PAG's role of partnering with its member jurisdictions, planning as part of its core activity and being forward-looking with its practices of population forecasting and traffic modeling.

The new logo is incorporated into PAG's new Web site at [www.PAGnet.org](http://www.PAGnet.org). The Web site has new and updated information, including more regional data, economic snapshots, committee meeting information, interactive maps, traffic information, air and water quality information, and many useful links, including links to all the jurisdictions and regional news that has relevance to PAG activities and the region.

"The PAG Web site always has had a wealth of information," Storm said. "The new Web site has even more data and is user-intuitive. We believe the general public will have interest in the information that PAG makes available online, particularly those in business, development and education."

*Pima Association of Governments is an association of local, state and tribal governments with a mission to build consensus among its members and the public on regional planning for transportation, air quality and water quality. PAG's staff gather and analyze data, provide accurate information, and coordinate an open and cooperative planning process to promote good decision-making for the region. Please visit [www.pagnet.org](http://www.pagnet.org) for more information.*

Attachment: jpg of new PAG logo