

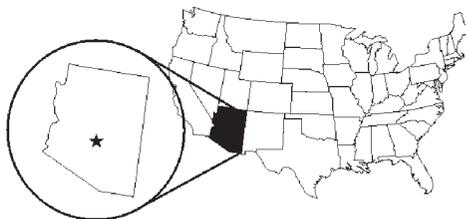
## MESA, ARIZONA



*Population Rank:* U.S. .... # 42  
Arizona ..... # 3

*Proportions:* 3:5 (usage)

*Adopted:* 1986-1997  
(official status unknown)



**DESIGN:** The flag of Mesa places its logo on a white field. The logo consists of a square divided into orange (at the top) and turquoise segments separated by a narrow white line. The line forms a chevron, or “V” shape, starting at roughly a third from the top of the square and descending to roughly a third from the bottom of the square. The orange ranges from a dark orange at its top to an orange-yellow at its point. The motto completes the logo. It consists of segments in three rows and in different fonts. In the first line, **CITY OF** appears in thin block letters. This legend starts at the center-right edge of the square. In the second line, **MESA** appears in heavy block lettering directly below and the same length as the first line, with its lower edge aligned

with the base of the square. The third line runs below the square and the second line, reading *Great People, Quality Service!*. On the existing 3 by 5 foot flag, the logo is 7 inches from the top and bottom edge, 4.5 inches from the fly end, and 4 inches from the hoist edge (with a 2-inch sleeve).

The logo was first used on 22 August 1986. The motto debuted in May 1997. Whether the flag (or as the public information office refers to it, the “banner”) or any of its elements have been officially adopted is not known.

**SYMBOLISM:** According to the press release announcing the logo: *The new logo portrays Mesa as a strong, progressive, high growth community. Using a square, the most basic geometric shape portraying unity, balance, and strength, the logo will be an easily recognizable symbol identifying the services provided by the city ... as well as the goals of the City Council ...* The turquoise segment represents the mountains around Mesa. Its shape represents the letter “M” of Mesa. The orange symbolizes the open expanses of the desert. *The top part is depicted with colors of an Arizona sunrise, symbolic of the dawning of a bright future for Mesa. The top half also focuses attention down toward Mesa and symbolizes the City’s energy and growth. The colors—turquoise, yellow, and orange—are traditional colors used in ancient times by area artists ... to represent the Southwest. The color scheme also represents the various City utility services: turquoise for water, and yellow and orange for gas and electric.*

**HOW SELECTED:** The public information office announced the logo in a news release. The flag itself appears to have been developed from the logo.

**DESIGNER:** Ellen Pence of the Public Information Office worked with a free-lance designer to design the logo. The motto was developed by a citywide team with considerable input from city employees.

**MORE ABOUT THE FLAG:** The flag (or “banner”) is displayed only in the lobby of the municipal building and in city booths at various events and has not actually been flown out of doors. RM 