



City Council

Major Events 2026 & Community Engagement and Request for City Council approval of Slogan and Logo

Paulina Morales, Assistant City Manager
Elycia Knight, Assistant to the City Manager
Janine De la Vega, Public Information Officer
David Knight, Communications Manager
Agenda Item # 6, (25-1012)
September 23, 2025

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Agenda

- Staff Presentation
 - Introductions to the Team
 - Background
 - Input for Slogan
- Slogan and Logo Journey
 - zö agency presentation

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Staff Introductions

- **City Manager's Office:**
 - Paulina Morales, Assistant City Manager
 - Elycia Knight, Assistant to the City Manager
 - Janine De la Vega, Public Information Officer
 - David Knight, Communications Manager
- **zö Agency:**
 - Sonja Anderson, Consultant
 - Ron Comer, Consultant

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Superbowl 2016

- Santa Clara's slogan for Super Bowl 2016
 - "The Center of What's Possible"
 - Subtaglines
 - "50 Awesome Things to do in Santa Clara"
 - "A City with a mission"

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Background – Economic Development and Marketing Committee (EDMC)

- Established EDMC Ad Hoc in January 2025
- EDMC established for focus on community engagement and timeframe
- EDMC has been providing input on Community Engagement for major events 2026
 - Provided input on campaign slogan and logo

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Community Engagement Efforts
Elycia Knight, Assistant to the City Manager

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Input for Development of the Slogan



Core Values Survey



Economic Development & Marketing Committee Input



Consultant Workshop with staff

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Community Survey

“Share one word or value that captures the spirit of Santa Clara”

Dates Open: June 30, 2025 – July 10, 2025
Survey Results: 335

Top 5 Values
 Home – 46 votes
 Diversity – 34 votes
 Community – 29 votes
 Inclusive – 16 votes
 Family – 12 votes



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Committee Input

Presented Base Value Statements

- Santa Clara is where [VALUE] takes the field
- The road to 2026 runs through Santa Clara – powered by [VALUE]
- Our city. Our [VALUE]. Our game.
- Santa Clara [VALUE]: The World Plays Here
- Santa Clara, where it takes [VALUE] to become a Champion
- Santa Clara's [VALUE], the World's Stage.
- Where [Value] meets [Value].

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EDMC Input

Submitted Base Value Statements

1. Santa Clara where [Diversity/Innovation] takes the field (13)
2. The road to 2026 runs through Santa Clara – powered by [Diversity/Opportunity] (5)
3. Santa Clara where it takes [Innovation/Heart] to become a Champion (16)
4. Santa Clara the [future] starts here (2)
5. Santa Clara the World kicks off here (3)
6. Santa Clara: The World [Connects/Competes/Intersects] Here (2)
7. Santa Clara 2026 (request to include within the slogan)
8. Santa Clara: Hometown [Heart] on a World Class Stage (8)
- ~~9. Santa Clara: Get your kicks in 2026 (1)~~
10. Santa Clara: Where [tradition] meets/intersects [innovation] (3)
11. Santa Clara: Our City. Our [Champions]. Our Game. (5)

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Slogan and Logo Journey

Janine De La Vega, Public Information Officer

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Consultant Workshop

- What Archetype is Santa Clara?
 1. **The Host**
"A city that doesn't just hold events; makes you feel at home the second you arrive"
 2. **The Bridge**
"The link between tradition and future, between local pride and global connection"
 3. **The Catalyst**
"The spark that turns possibility into progress and makes the future feel personal"



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Slogans that Missed the Mark

- From every corner we come.™
- Game on, World.™
- All plays lead here.™
- Gather here. Go far.™
- All the world—our stage.™
- Home field, global stage.™
- Home field for the world.™

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Slogans that Came Close

- **Gather here. Make your mark.™**
 - Make your mark is aspirational and outcome-focused, connecting to sports, innovation, culture, and civic pride.
- **On the global stage we shine.™**
 - “Global stage” evokes the prestige of international attention, while “we shine” affirms readiness and excellence. It works for more than sports—encompassing hospitality, innovation, and cultural pride—and holds up year-round as both a rallying cry and a statement of presence.

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Recommended Slogan,

Where the mission meets the moment.

- Bridges Santa Clara’s proud identity as “The Mission City” with the excitement of hosting landmark global events.
- “Meets the moment” captures timeliness and readiness.
- "Mission" and "Moment" are versatile, Santa Clara rises to many occasions.
- Connects the past and future, local and global—while instilling community pride and inviting participation.

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Slogan and Logo

- The slogan pairs with a logo and are meant to compliment each other
- The slogan/logo is meant to be an extension of our brand – not to take its place but to elevate the community in the global moment

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Recommended Logo & Mark

WHERE THE CITY OF SANTA CLARA



MEETS THE **M O M E N T**

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 **City of Santa Clara**
The Center of What's Possible

Recommended Logo & Mark



SANTA
CLARA



SANTA
CLARA

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zö agency Presentation

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Items for consideration

- Staff to finalize images that require licensing
- City Council approval requested
- Upcoming Events:
 - October 4th – Parade of Champions
 - December 5th – Holiday Tree Lighting

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Recommended Council Action

- Approve the recommended Slogan and Logo, subject to minor modifications and third-party approval requirements, which include approval of required licensing rights for the intended use of the logo.

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