



# **CITY MONUMENTAL LETTERS**

**PROPOSALS**

**By Ramon Leon Jr.**

JUNE 2021



# CURRENT COLORS



#1C4BA0

R: 28  
G: 75  
B: 160



#983520

R: 152  
G: 53  
B: 52



#5ABCEB

R: 90  
G: 188  
B: 235



#E83725

R: 232  
G: 55  
B: 37



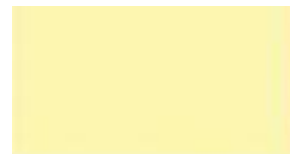
#F6EB14

R: 246  
G: 235  
B: 0



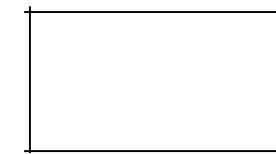
#199948

R: 25  
G: 153  
B: 72



#FAF5AF

R: 250  
G: 245  
B: 175



#FFFFFF

R: 255  
G: 255  
B: 255



# REPRESENTATIVE ELEMENTS OF THE CITY

- Desert
- Agricultural Valley
- Rio Colorado
- Sun
- Border
- Arizona
- Mountains
- Commerce
- Agriculture
- Lettuce
- Cauliflower
- Cantaloupe
- Real Estate Growth



# VECTORS



It represents the desert character of San Luis, Arizona, which covers a large part of its territory.

Represents the fertile agricultural valley of San Luis, Arizona.



Represents lettuce, the most prominent agricultural product of the city due to its incomparable production.

It represents the waters of the Colorado River that gave life to this region, illuminated by the strong rays of the warm sun.



It represents the border that divides and at the same time unites the sister cities of the United States and Mexico.

It represents the rapid real estate growth that has occurred on this border town.



Represents the commerce, one of the main economic activities of the city. The numbers shown correspond to the population of the census (2018) and the postal code.





## PROPOSALS

**SLAZ**

**SANLUISAZ**

**SAN  
LUISAZ**

**SAN LUIS  
ARIZONA**

**SANLUISAZ**



# PROPOSAL 1





# PROPOSAL 2





# PROPOSAL 3





# PROPOSAL 4





# PROPOSAL 5





# PROPOSAL 6



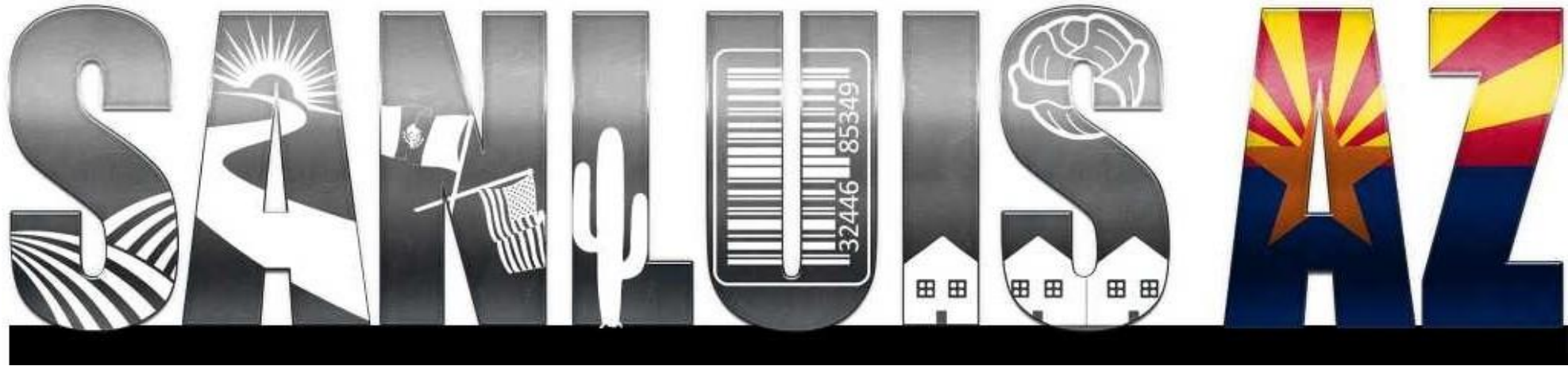


# PROPOSAL 7





# PROPOSAL 8





# PROPOSAL 9





# ASSEMBLY EXAMPLE WITH PROPOSAL 1





# ASSEMBLY EXAMPLE WITH PROPOSAL 1





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