

LOGO SET

SANTA ANA BY SANTA ANA: THE LOGO STORY

Santa Ana is made by us and for us, so a conventional corporate logo is never going to fly. Four Santa Ana artists created a signature, which come together as a cohesive set of four distinct, original logos. These expressive marks weave the vibrant ingenuity of Santa Ana's makers and creators into the brand's visual language. Aki Tsuneizumi, Alicia Rojas, Wendy Duong and Brian Peterson brought their own visions, inspirations and relationships with the city of Santa Ana into the mix. As the city evolves, we'll continue to bring more artists into this bold mosaic of signatures.





AKI TSUNEIZUMI

A native of Japan, Tsuneizumi drew influence from his heritage and from his experience creating handcrafted lettering on murals and signs around Santa Ana. The strokes of the logo's letters pay homage to the brush strokes of Shodo, or Japanese calligraphy.

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ALICIA ROJAS

Alicia Rojas is a Colombian-born activist and artist whose work explores healing through self-expression, building the historical memory of the collective and placemaking within communities of color. The bold swoops and bright loops of Rojas' logo reflect the vibrancy of Santa Ana's diverse cultures and unified identities.

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WENDY DUONG

As a multidisciplinary creative, Vietnamese American artist Wendy Duong uses art to relate to others and to magnify the mundane. The close-knit circles of families, friends and businesses in Santa Ana inspired Duong as she created her logo. The loops and connected letters illustrate these linked interactions and bonds within the city.

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BRIAN PETERSON

Brian Peterson is an advocate, artist and humanitarian whose work within the Faces of Santa project has helped engage neighbors without homes through creativity. The connecting loops of the "S" and "A" within Peterson's logo embody the cultural and governmental significance of Santa Ana, which serves as the county seat of Orange County.

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ALI COYLE

Ali is a singer, songwriter, and multi-instrumentalist, who strives to convey messages of love and empowerment through her storytelling as a first generation Irish-American and openly queer artist. The signature is inspired by her daily walks around the city and the mix of architectural elements found in Santa Ana's most iconic buildings. Its lettering combines elements of Art Deco, and California Churrigueresque (Santora Building), with a subtle call out to the Spurgeon Clock Tower with the circle in the 'A'.