



**For Immediate Release:
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City of San Pablo Launches New Marketing and Branding Program to Boost Economic Development and Housing

San Pablo, CA – January 28, 2026 – The City of San Pablo is proud to announce the adoption of its new Marketing and Branding Program for Economic Development and Housing, a strategic initiative designed to strengthen the city's identity, attract investment, and foster community engagement.

In partnership with Tripepi Smith, the City has developed a comprehensive economic corridor brand system that reflects San Pablo's unique position in the Bay Area, its relative affordability, and its business-friendly environment. This effort supports reinvestment, business attraction, and placemaking, key priorities outlined in the City Council's Economic Development Strategy.

Residents and merchants will soon see the new branding come to life across the city, including street pole banners in commercial districts and other public and private spaces. The program introduces a family of corridor-level sub-brands, enabling the City to communicate more effectively about distinct areas and opportunities while building confidence among investors and strengthening resident engagement. With the new brand statement of: "Growing Forward, Grounded in Community", city staff, partners and business community can lean into San Pablo's sense of place that is shaped by diverse cultures, strengthened by community pride, that is positioned at the heart of the Bay Area.

"Tripepi Smith collaborated closely with City staff and community stakeholders to understand San Pablo, where we are today and where we are trying to go," said Kieron Slaughter, Economic Development & Housing Manager. "The result is a clear, functional brand system that supports one of the City Council's priorities and implements a key action from our Economic Development Strategy. This gives us a stronger platform to attract investment, support local businesses, and communicate our vision in a more coordinated way."

The branding initiative included a robust discovery phase, ensuring that key messaging and logos are adaptable for multiple uses from business outreach to community-building communications. The resulting Branding Toolkit provides staff with practical tools for outreach, marketing, and partnership conversations, positioning San Pablo as a city that is thoughtful, prepared, and open to opportunity.

"San Pablo's new branding program reflects our commitment to reinvestment, community pride, and a thriving local economy. By embracing a unified identity rooted in our diverse culture and strategic Bay Area location, we're strengthening our ability to attract investment, support local businesses, and 'grow forward' together," stated San Pablo Mayor Elizabeth Pabon-Alvarado.

As of February 2026, Tripepi Smith is working with the City on an implementation plan and communication materials to roll out the new brand system citywide.

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Adopted Logo Library

CITY OF SAN PABLO

ECONOMIC DEVELOPMENT & HOUSING DIVISION

