

City Manager
JUSTIN A. HOWALT, P.E.

Assistant City Manager
CLAIRE H. BURROUGHS

City Attorney
JARED MORRIS

Post Office Box 760
Clovis, New Mexico
88101-0760
Phone (575) 769-7828



CLOVIS CITY COMMISSION

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MIKE MORRIS

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Press Release
For Immediate Release:

City of Clovis, New Mexico
321 N. Connelly Street
(575) 769-7828

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CITY OF CLOVIS ANNOUNCES NEW LOGO

CLOVIS, NM - The City of Clovis is pleased to announce the incorporation of a new logo, pictured above. The logo will be utilized by the City and its various departments to visually unify Clovis' local government in its marketing and communication efforts. The Clovis City Commission has adopted the logo that allows the City of Clovis to reserve the seal, which was previously used for marketing and communication purposes, for official communication from the mayor and city commission only.

“Incorporating a logo into our communication strategy will take the City of Clovis to the next level,” commented Kelsey Knight, the City’s Marketing, Communication, and Grant Coordinator. “We look forward to gradually introducing the logo throughout the City of Clovis and our various departments.”

The City’s new logo works in conjunction with the newly released Clovis community brand, which features the tagline: “heartfelt connections. endless horizons.” The essence of the community brand is that Clovis welcomes all into the family while creating connections that inspire growth with endless opportunities. Both logos draw inspiration from Clovis’ rich railroad and architectural history and were designed by New Mexico graphic design firm Leighton Moon. The City of Clovis is pleased to align with this brand mindset through its new logo and looks forward to the success of the brand as a whole.

For questions regarding the City of Clovis’ new logo, please contact the City Manager’s Office at (575) 769-7828.

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