

The City of Gallup has three new logos

Written by By Molly Ann Howell Sun Correspondent
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The Gallup rebranding journey has met a milestone. City councilors approved a new logo Aug. 24.

Gallup Tourism and Marketing Manager Jennifer Lazarz presented the councilors with three color options for the new “Visit Gallup” logo after they requested that more color, specifically turquoise, be put into the logo during their July 27 meeting.

The three options Lazarz presented included one where “Gallup” was in turquoise and had a turquoise and yellow border around it, one had “Gallup in turquoise and a red and turquoise border, and the final option had “Gallup” in red and a red and yellow border.

After he had seen the options, Mayor Louis Bonaguidi asked if it would be possible to approve

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all three logos.

“In some areas, I could see where one color is terrific ... and if we could pick all three, that would be my choice,” Bonaguidi said.

Lazarz told the mayor that the council could pick all three if they wanted to do that.

Councilor Fran Palochak, Dist. 4, shared her thoughts on how the different logos would or would not work in different situations.

“I think with the second one, when you put it on the black background, you can see it okay, but on the white [background], you can’t see that yellow at all,” she said.

Lazarz agreed with Bonaguidi and Palochak, telling the council that the city would be able to use whichever logo they wanted for whatever purpose they had in mind.

Councilor Linda Garcia, Dist. 1, made a motion to approve all three logos, and the motion was passed.

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