

*Be it remembered that at the Regular Meeting of the Luna County Board of County Commissioners in Deming New Mexico, on the 9<sup>th</sup> day of July 2020, the following proceedings were had and entered of record.*

**RESOLUTION NO. 20-38**

**ADOPTING NEW COUNTY LOGO**

**WHEREAS**, the current Luna County logo is based on the Zia Symbol and contains numerous elements reflective of Luna County's agricultural nature in a multitude of colors;

**WHEREAS**, as Luna County has grown so has the applications and uses of the county logo and the current logo has proven difficult to reproduce and display at times;

**WHEREAS**, it is time to create a new visual brand for Luna County that is bold in its simplicity yet easily distinguishable and is representative of the County's effort to become more streamlined and efficient;

**WHEREAS**, the new logo maintains the connection to New Mexico by incorporating the Zia Symbol into the design as one of two eternal characteristics of Luna County, namely the sun and the Florida Mountains and two banners, one of which bears Luna County and the other bearing 1901, the year of Luna County's creation in colors reflective of the vibrancy of Luna County; and

**WHEREAS**, the new logo accomplishes the desired goals and is easily adapted in form and colors to the wide variety of uses required by the County while remaining easily identifiable as Luna County.

**NOW, THEREFORE, BE IT RESOLVED**, by the Board of County Commissioners that the primary official logo of Luna County depicted below is hereby adopted as the official logo of Luna County to be used on official correspondence, for identification of Luna County employees and property and for marketing purposes:



**BE IT FURTHER RESOLVED** that the logo shall only be used for approved purposes and no person or organization or person shall exhibit, display or use the County Logo without advance written permission of the County Manager nor shall it be used in any manner likely to deceive or cause confusion or mistake or for the purpose of conveying, or reasonably calculated to convey, a false impression of sponsorship or approval by the County or any department, agency or instrumentality thereof.

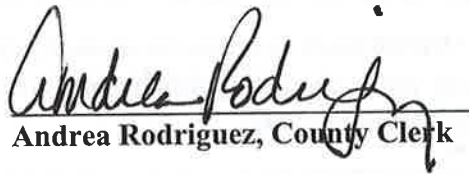
**Done at Deming, New Mexico this 9<sup>th</sup> day of July, 2020**

**Board of County Commissioners of Luna County**

**ATTEST:**



**John S. Sweeter, Chairperson  
Commissioner, District 3**



**Andrea Rodriguez, County Clerk**



**Barbara L. Reedy,  
Commissioner, District 1**



**Linda M. Smrkovsky,  
Commissioner, District 2**

