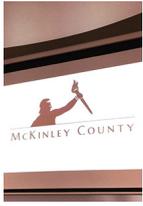


McKinley County's new look

Written by By Babette Herrmann Sun Editor
Friday, 12 June 2015 15:02



It didn't take much discussion for McKinley County Board of Commissioners to vote in a new logo, in essence, a fresh brand for the county at their June 9 meeting.

Gone is the hard to make out graphic of the county building encased in a circle and welcome to a strong, Native American figure holding a torch, inspired by the Manuelito sculpture on the county building's first floor.

Artist Theo Bremer-Bennett read from a statement on what he feels the new logo symbolizes:

"After studying what other counties in our area are using as logos, we concluded that many try to visually say absolutely everything and end up with an often colorful but undecipherable blob," he said. "In order for McKinley County to stand out, we decided not to try and say absolutely everything that McKinley County is, but aimed for a simple, more iconic representation."

Commissioner Genevieve Jackson said she's pleased that the Native figure was not donning the stereotypical "feather."

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"I think it's very well done," she said.

In a statement, Bremer-Bennett said the silver-patterned armband on the figure "represents his refined skill and trade. The torch he bears is Romanesque in design, signifying democracy, justice and equality. And the fire he bears is that which warms and provides insight to all of humanity."

During a slideshow presentation, Bremer-Bennett showed the logo in both the earthy brown, gold and tan tones, in addition to black and white. He showed what it would look like on the entrance to the county building as well on vehicles, letterhead and more.

"The simplicity of this logo is easy to copy and reproduce," he said.

Commissioners didn't discuss in the public meeting the launch date of the logo or go over the costs associated with the numerous changes that will need to be made.