

## GGEDC unveils new logo

Written by Staff Report  
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### Logo signals brand evolution

Greater Gallup Economic Development Corporation, the nonprofit economic development organization undertaking business recruitment and attraction efforts on behalf of the City of Gallup and McKinley County, today unveiled a new logo that seeks to emphasize the organization's commitment to advance the economy of the Gallup-McKinley County area.

"As GGEDC continues to expand Gallup-McKinley County's national economic development footprint and with the successful launch of our website, we felt the timing was right to update our brand to better highlight the organization's mission to create economic-base jobs and to reflect our commitment to growing the economy of the Gallup-McKinley County area," GGEDC Executive Director Patty Lundstrom said.

The former logo had been in place since 2012, when GGEDC was formally created. The refreshed logo, with its rich color options and new, contemporary look, better reflects the enthusiasm of GGEDC and speaks to the momentum generated over the past three years. The new logo's bold, active and forward moving G shape symbolizes GGEDC's goal of advancing Gallup-McKinley County.

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In addition to the redesigned main logo, GGEDC has undertaken a refresh of its website incorporating new color schemes and updating graphics to better accentuate the competitive advantage available to businesses in Gallup-McKinley County.

“The evolution of our brand identity showcases GGEDC as a powerful, innovative, and progressive economic development organization at the center of a connected and ever-changing world,” Lundstrom said. “Our approach and services are engineering the connections between Gallup-McKinley County and the business community. The reinvention of our logo symbolizes the ever-evolving spirit of the organization and our commitment to innovating brilliant initiatives that truly integrate Gallup-McKinley County into the world economy”.

Greater Gallup Economic Development Corporation is a 501(c)3 non-profit corporation organized around the experience and talent of its Board of Directors and the professional management and economic development expertise of its Executive Director. GGEDC serves as the official Economic Development Organization (EDO) for the City of Gallup and McKinley County.

For more information on Greater Gallup Economic Development Corporation, visit [www.GallupEDC.com](http://www.GallupEDC.com)