

Press Release

For Immediate Release:

July 14, 2022

HILLCREST PARK ZOO ANNOUNCES NEW LOGO

CLOVIS, NM – The City of Clovis and the Hillcrest Park Zoo are pleased to announce the incorporation of a new zoo logo, pictured below. The logo will be utilized by the Hillcrest Park Zoo for advertising and unified branding throughout the zoo. The new design highlights New Mexico and a giraffe, which is one of the most popular animal exhibits at the zoo. The logo also incorporates the color scheme of the community's brand and aligns with the City of Clovis' overall branding effort.

"A branding refresh is essential for the Hillcrest Park Zoo as we continue to make improvements and establish the zoo as a major tourist destination in our region," remarked Zoo Director Damian Lechner. "We look forward to gradually introducing the logo throughout the zoo and in our advertising."

City Commissioner Megan Palla, who also serves as the Chair of the Parks, Recreation and Beautification Committee, also commented on the new logo. "The logo represents a new era for the Hillcrest Park Zoo, and we look forward to the exciting improvements to come underneath the leadership of both Mr. Lechner and Mr. Russell Hooper, the Parks and Recreation Director."

For more information regarding the Hillcrest Park Zoo's new logo, please contact the City Manager's Office at (575) 763-9670.



**HILLCREST PARK
ZOO**
CLOVIS, NEW MEXICO