

State of New Mexico
Rio Grande Trail Commission

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FOR IMMEDIATE RELEASE

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Official Logo for Rio Grande Trail Selected

Santa Fe, NM – Santa Fe, NM – The Rio Grande Trail Commission met on August 29, 2018 in Santa Fe and selected a new logo for the Rio Grande Trail. This colorful logo will define designated segments of the Rio Grande Trail for trail-users and visitors. It will also be utilized for marketing and branding purposes.

The Commission worked with New Mexico Magazine, whose graphic artists provided a series of renderings that were first reviewed by the Commission and the public during the Commission's June 12 meeting in Las Cruces, NM. Public input was provided at that time to help in final design.

Three final potential logos were submitted for Commission and public comment at the beginning of August and input was summarized. At the August 29 Commission meeting, further comments were taken in prior to the final vote.

“The Commission is pleased to present the new Rio Grande Trail logo, which will represent the beauty of our state and the wonderful opportunities the trail provides,” said Chairman Ken McQueen. “The logo will provide a great beacon for those who want to enjoy the trail.”

Signed into law by Governor Martinez in 2015, the Rio Grande Trail will span from the Colorado border to the Texas border, when completed. For more information about the Rio Grande Trail, visit www.riograndetrailnm.com/.



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