



heartfelt connections. endless horizons.

Clovis is a place that welcomes newcomers with open arms and makes all feel like family, creating connections that inspire growth with endless opportunities. The brandline "*heartfelt connections. endless horizons.*" captures this mindset but it's more than a catchphrase. It reflects a bold promise that residents, businesses and organizations work together to make those personal and professional connections, and provide meaningful opportunities to everyone who lives, works, plays or stays in the community.



THE NEW COMMUNITY LOGO

This new Clovis community logo represents the city's past, present and future, incorporating inspiration from the community's rich railroad and architectural history and elements representing the region's landscape.

Benefits of the Clovis Community Brand:

- Unites residents, businesses and organizations under a common identity
- Builds a mindset that Clovis is a place where everyone thrives in a friendly environment
- Owned by no one; shared by the entire community



allinclovis.com

Clovis Action Team (CAT)

JOIN US!



WORKING TOGETHER TO MAKE CLOVIS BETTER

The goal of the new community brand is to make Clovis a great place to live, work, play and stay by enhancing local pride and attracting new residents, businesses, organizations and visitors. The Clovis Action Team (CAT) meets monthly to bring this goal to fruition by working together to ensure Clovis delivers on its promise of "heartfelt connections. endless horizons." CAT is open to all residents, businesses and organizations with a strong desire to truly make the community a place that welcomes all into the Clovis family, creating connections that inspire growth with endless opportunities.



Clovis Action Team Goals:

- Build a unique and compelling community brand
- Enhance Clovis customer service and experiences
- Create a unified marketing voice
- Market cooperatively
- Develop and manage a network of brand ambassadors
- Strengthen community pride



Learn more about the Clovis Action Team today!

Rachel Forrester, Communications Manager
Clovis Chamber of Commerce/Clovis Economic Development
575.763.3435 · pr@clovisnm.org