City of Monroe Adopts New Logo

The City of Monroe has created and adopted a new brand that tells the rich history and future development of the city. Through months of community focus groups, fine tuning and final City Council approval, the city’s new logo highlights the agricultural roots of Monroe as well as the commitment to aerospace and manufacturing sectors.

“This new logo will identify the City of Monroe in the region, nation and world as a community that not only values its rural heritage but also embraces the technology of the future,” said Pete Hovanec, City of Monroe Communications and Tourism Officer. “We are extremely proud that our residents played a part in the development of this new logo and that they did not want to exclude our rural past while embracing future development.”

A balance that incorporates agriculture is found in the greenery “growing” out of the left side of the “M,” while a meeting of the agricultural past and the manufacturing future is found in the green and blue field above the center of the “M.” The meeting of the green and blue shows a symbiotic relationship between the past and present with the obvious aircraft taking off into the “future.”

“We have the largest geographic concentration of aerospace industry in North Carolina, and we are proud to showcase that sector in our new logo,” said Monroe Mayor Bobby Kilgore. “Our new logo tells our story, and people will be able to look at it and immediately know what and who we are.”

The new logo will be implemented across all city departments and facilities over the next several months. The process will include placing decals on vehicles, uniforms, general apparel and signage.

In addition to being easily identifiable, the logo will also serve to unify the city departments internally. Each department will adopt the new logo in daily use, creating a singular identity that puts the City of Monroe in the forefront and builds unity among departments.

“We have some true crown jewels in the City of Monroe that many people don’t know are owned and operated by the city,” Hovanec said. “Our Aquatics and Fitness Center, the Monroe Country Club Golf Course, and the Charlotte Monroe Executive Airport are all operated by the city; and we need to showcase these assets.”

Plans are to have an 80 percent logo implementation by Jan. 1, 2018 and full implementation by March or April. The transition allows departments to phase in the new logo and replace uniforms and apparel on a regular schedule, keeping costs down.

For more information, please contact the Communications and Tourism Office at (704) 282-4542.