

Mojave Desert Air Quality Management District

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AIR DISTRICT UNVEILS NEW LOGO

VICTORVILLE — Moving into its 26th year of service to the region, the Mojave Desert Air Quality Management District (MDAQMD) has updated its logo and branding to reflect the organization’s mission going forward. The new logo will be featured on all agency materials in print and digital effective immediately.

“One third of our current staff has been hired in the last two years,” said Brad Poiriez, the agency’s executive director who took the helm in 2016. “After more than 20 years with the same logo, we thought it was time to update it.”

MDAQMD celebrated its 25-year anniversary as an independent agency in 2018, adding the years in service to their logo that’s been in use for more than 20 years. With that 25th year now officially in the books, District leadership decided to fully modernize the logo to kick off the New Year.

“We were mindful to keep the elements that residents and stakeholders recognize from the logo used for the last 20 years, such as the roadrunner and the curved ‘M’ in ‘Mojave,’” said Community Relations and Education Specialist Martial Haprov, who handled the artwork and design of the new logo. “We’ve also added a Joshua tree and a silhouette of a mountain range to reflect some of the distinct physical and natural features of our vast geography.”

As part of a renewed push for educating the district’s approximately 600,000 residents on the importance of healthful air quality and the risks of air pollution, MDAQMD has joined several chambers of commerce within its jurisdiction and stepped up its outreach to local school districts.

Anyone interested in learning more about MDAQMD’s efforts can contact Ryan Orr in the Community Relations and Education section at Rorr@mdaqmd.ca.gov or 760-245-1661, ext. 3001.

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