

## AD BUILDER CHECK LIST

- 1** Is your ad uniquely New Mexico? Does it focus on adventure that truly “Feeds the Soul”?
- 2** Is the experience authentic to YOUR destination?
- 3** Does your ad fit with the brand tone?
  - Welcoming
  - Authentically enthusiastic
  - Unscripted
  - Soulful
  - Simple and to the point
  - Cool (without “trying”)
- 4** Does your image fit with the New Mexico True Imagery guidelines? Is it “site-doing” rather than “site seeing”?
  - Does it capture a moment?
  - Is it purposeful and genuine?
  - Does it tell a story?
  - Is it spontaneous?
  - Does it convey emotion?
  - Is it inspiring?
  - Is it colorful?
  - Is it candid?
  - Is it uniquely New Mexico?
- 5** Did you use the correct logo lock-up? Rectangular is the primary logo to be used in most ads. The square logo should only be used for small sized or vertical ads.
- 6** Does the logo align with the appropriate size relationship per the guidelines or templates?
- 7** Did you use the approved typography and typography size guidelines?
- 8** Is your [TRUE] statement True, not just a “fact”?
- 9** If you wrote a True statement, did you use the [TRUE] lock-up?
- 10** Did you double check your size specifications from the printer or vendor?