

NEW MEXICO TRUE CERTIFIED PROGRAM
VERSION 3.0

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INTRODUCTION

Extend the authenticity promise of the New Mexico True brand to qualified New Mexico companies and products for the mutual benefit of:

1. NEW MEXICAN COMPANIES/PRODUCTS

- Key Benefit: Certification promises authenticity and creates competitive advantage for partner's brands and products.
- Allows private brands to be aligned with the New Mexico True brand and take advantage of the millions of dollars invested and resulting advertising impressions.
- New Mexico True Certified affiliates have a special business section on NewMexico.org/TrueCertified.

2. NEW MEXICO TOURISM DEPARTMENT

- Key Benefit: Increased brand impressions/visibility of New Mexico True will grow a sense of pride in-state and generate interest in NM out-of-state.

BRAND GUIDELINES

Licensee shall abide by the following guidelines and requirements for use of the 100% Made in New Mexico Certified Logo:

1. Every product branded with the New Mexico True Certified 100% Made in NM Certified Logo is manufactured in the State of New Mexico. This does not require that every ingredient or component, such as packaging materials, used to produce the end product is sourced, made or grown in New Mexico.
2. Any use of the New Mexico True Certified 100% Made in NM Certified Logo must be pre-approved by the Licenser prior to publication including but not limited to packaging, point-of-sale materials, online, advertising or other use of the Certified Logo in conjunction with Licensee organization, brand or product. Visual examples in the form of proofs or mock-ups shall be submitted via the Media Approval website at media.nmtourism.org.



Licensee shall abide by the following guidelines and requirements for use of the 100% Grown in NM Certified Logo:

1. Every product branded with the New Mexico True Certified 100% Grown in NM Certified Logo is limited to plants or foods cultivated in the State of New Mexico.
2. Licensee must source food products which: 1) Originate from suppliers certified by Where Food Comes From, Inc., or other third-party verifier, with the explicit prior written approval of Licensor. 2) Have been third-party verified as handled and/or processed in compliance with the following requirements: a) Plants or other agriculture products must be lotted and carry marks and/or identification that can be traceable to farm of harvest.
3. Any use of the New Mexico True Certified 100% Grown in NM Certified Logo must be pre-approved by the Licensor prior to publication including but not limited to packaging, point-of-sale materials, online, advertising or other use of the Certified Logo in conjunction with Licensee organization, brand or product. Visual examples in the form of proofs or mock-ups shall be submitted via the Media Approval website at media.nmtourism.org.



Licensee shall abide by the following guidelines and requirements for use of the Products Sold Here Certified Logo:

1. Retail partners may use this Certified Logo to advertise that at least some, though not necessarily all, of their inventory is comprised of New Mexico True Certified merchandise.
2. Any use of the New Mexico True Certified Products Sold Here Certified Logo must be pre-approved by the Licensor prior to publication including but not limited to packaging, point-of-sale materials, online, advertising or other use of the Certified Logo in conjunction with Licensee organization, brand or product. Visual examples in the form of proofs or mock-ups shall be submitted via the Media Approval website at media.nmtourism.org.



DESIGN GUIDELINES

NEW MEXICO TRUE BRAND COLORS

For recommended consistency across all advertising, feel free to use these customized brand colors. Access the Media Approval website along with brand assets including colors at media.nmtourism.org.

NEW MEXICO TRUE BRAND COLORS

TRUE BLACK

RGB 0-0-0
CMYK 75-68-67-90
HEX 000000
PANTONE BLK

TRUE ORANGE

RGB 247-147-30
CMYK 0-50-99-0
HEX f7931e
PANTONE DS 32-1

WHITE SANDS

RGB 245-246-255
CMYK 3-2-0-0
HEX f4f5ff

BLACK BEAR

RGB 31-31-31
CMYK 72-66-65-75
HEX 1e1e1e

CREOSOTE FLOWER

RGB 252-196-0
CMYK 1-23-100-0
HEX fcc400

RED CHILE

RGB 113-16-17
CMYK 31-100-100-445
HEX 710f11

GREEN CHILE

RGB 52-69-30
CMYK 72-48-100-51
HEX 34451d

GILA MONSTER

RGB 147-47-30
CMYK 27-91-100-27
HEX 932f1e

PIÑON

RGB 72-48-18
CMYK 49-67-93-61
HEX 483012

ADOVADA

RGB 64-9-0
CMYK 47-83-79-73
HEX 3f0900

TURQUOISE

RGB 8-107-125
CMYK 89-45-41-13
HEX 086b7c

PATINA

RGB 23-79-74
CMYK 87-48-64-39
HEX 174f4a

BLUE CORN

RGB 26-61-83
CMYK 93-70-46-37
HEX 1a3d52

BISCOCHITO

RGB 156-142-127
CMYK 40-39-49-4
HEX 9b8d7f

NEW MEXICO TRUE CERTIFIED LOGOS

The New Mexico Tourism Department grants a limited, non-exclusive and royalty-free right to use the NM True Certified Logos for the purposes described herein.

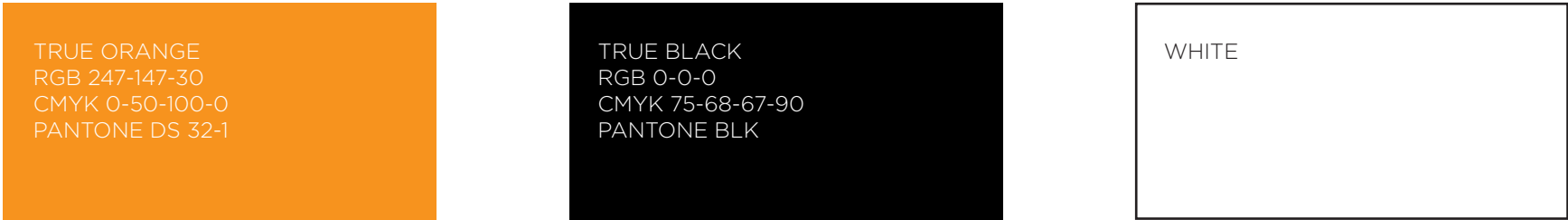
[Email](#) to request the New Mexico True Certified logos.

LOCK-UPS

PRIMARY LOCK-UP [TRUE BLACK + TRUE ORANGE] (ARTBOARD 1)



COLOR PALETTE



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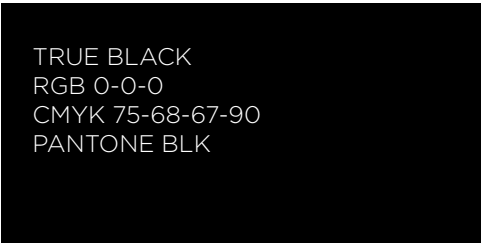
[Email](#) to request the New Mexico True Certified logos.

LOCK-UPS

REVERSE PRIMARY LOCK-UP [WHITE + TRUE ORANGE] (ARTBOARD 1)



COLOR PALETTE



LOGO LOCK-UP “DO NOTS”

For consistency across all advertising, the logo lock-up should not be altered in any way.

Access the Media Approval website along with brand assets such as colors at media.nmtourism.org.



Do not substitute typefaces



Do not alter the color or add other artwork



Do not change size of the copy



Do not alter the color of TRUE



Do not add a drop shadow



Do not alter the LOCK-UP of the ribbon



Do not warp the logo design



Do not angle the logo



Do not change the placement of 'True'

PRINT AND DIGITAL TYPOGRAPHY

There are three primary fonts used for all applications outside of digital; Interstate Bold Condensed, Universe 47 Light Condensed and Hand Test. There are three primary fonts used for all web-based applications; Proxima Nova Extra Condensed Bold, Times Roman Regular and Times Italic. Access the Media Approval website along with brand assets such as typography at media.nmtourism.org.

HEADLINE FONT

Interstate Bold Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

DIGITAL HEADLINE FONT

Proxima Nova Extra Condensed Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

BODY COPY FONT

Univers 47 Light Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

DIGITAL BODY COPY FONT

Times Roman Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

BODY COPY ITALIC FONT

Univers 47 Light Condensed Oblique

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

DIGITAL BODY COPY ITALIC FONT

Times Roman Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

LOCATION DESCRIPTOR COPY FONT

Hand Test

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

BEST PRACTICES

Placement Examples

Below are examples of partners' Certified Logo use.

Use these as inspiration for leveraging the New Mexico True brand in your own creative executions.

Remember, all use of the New Mexico True Certified Logo must be pre-approved. Upload visual examples to the Media Approval website at media.nmtourism.org.

SALSA CAP PLACEMENT



Placement Examples

Below are examples of partners' Certified Logo use. Use these as inspiration for leveraging the New Mexico True brand in your own creative executions. Remember, all use of the New Mexico True Certified Logo must be pre-approved. Upload visual examples to the Media Approval website at media.nmtourism.org.

STICK-ON LABEL FOR CHOCOLATE BAR



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LOGO TAPE FOR COSMETICS



SUPPORT

Added benefits to becoming a New Mexico True Certified Partner:

1. Alignment with magnetic, powerful New Mexico True brand
2. Approved use of appropriate New Mexico True Certified Logo
3. Microsite dedicated to New Mexico True Certified partners
4. Marketing, advertising, social media and public relations support
5. E-commerce and vendor opportunities
6. Annual Partner Summit
7. Education and networking opportunities
8. Referrals and access to partner community



If you have any questions or
if you would like to formalize a
licensing agreement, please contact:
True.Certified@state.nm.us