



Click a title to skip to that page.

1	INTRODUCTION	03
2	REQUIREMENTS	04
	Certified Logo	04
	Products Sold Here	05
3	DESIGN GUIDELINES	06
	Logos	07
	Brand Colors	09
	Typography	10
4	USAGE EXAMPLES	11
5	BENEFITS AND SUPPORT	15

The New Mexico True Certified program allows qualified New Mexico companies to enjoy the benefits of a nationally successful brand.

Certification:

- Promises authenticity and creates a competitive advantage for partners' brands and products.
- Offers private brands the opportunity to align with the New Mexico True brand and take advantage of the millions of dollars invested, extensive reach, and resulting advertising impressions.
- Affords New Mexico True Certified affiliates a special business section on NewMexico.org/TrueCertified.

Licensee's use of the Certified Logo is contingent upon strict adherence to guidelines and requirements specified in its agreement with the New Mexico Tourism Department:

1. The Certified Logo is only to be used for products that are grown, created, or manufactured in the State of New Mexico. This does not require that every ingredient or component of the final product be sourced, made, or grown in New Mexico, but that significant transformation of the aforementioned does result from the manufacturing process in New Mexico.
2. Any usage of the New Mexico True Certified Logo must be pre-approved by the New Mexico Tourism Department (Licensor) prior to publication, including but not limited to packaging, point-of-sale materials, online assets, advertising, or other use of the Logo in conjunction with Licensee organization, brand, or product. Visual examples in the form of proofs or mock-ups shall be submitted to the [Brand Resource Hub](#) for approval.



Licensee's use of the Certified Logo is contingent upon strict adherence to guidelines and requirements specified in its agreement with the New Mexico Tourism Department:

1. The "Products Sold Here" version of the Certified Logo is only to be used by stores or sites that sell products grown, created, or manufactured by authorized participants of the New Mexico True Certified Program.
2. Any usage of the Certified Logo must be approved by the New Mexico Tourism Department (Licensor) prior to use, including but not limited to, packaging, point of sale materials, website, advertising, or any other use of the Brand or Certified Logo in conjunction with any Licensee organization, brand, service, or product. Visual examples in the form of proofs or mock-ups shall be submitted to the [Brand Resource Hub](#) for approval.





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

Email True.Certified@state.nm.us to request the logo.



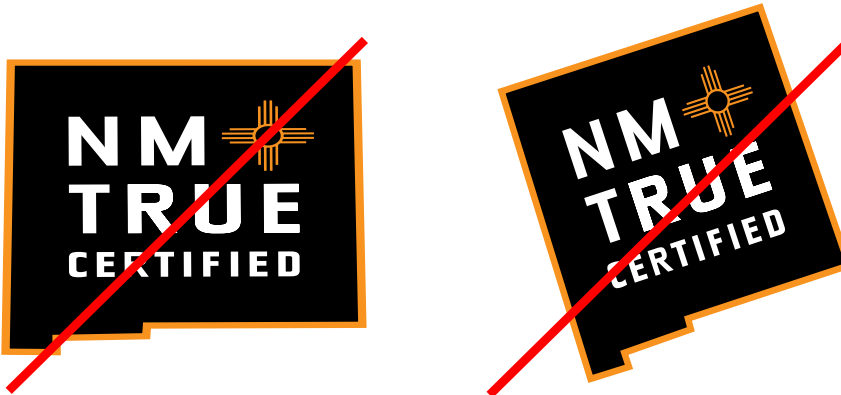
LOGO “DO NOTS”

For consistency across all advertising, logos should not be altered in any way.

Do not alter the logo lockup elements.



Do not warp or angle the logo lockup.



NEW MEXICO TRUE BRAND COLORS

For consistency across all advertising, please only use these customized brand colors.

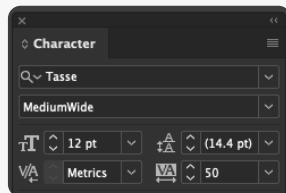
		TRUE BLACK RGB 0-0-0 CMYK 75-68-67-90 HEX 000000 PANTONE BLK	TRUE ORANGE RGB 247-147-30 CMYK 0-50-99-0 HEX f7931e PANTONE DS 32-1
WHITE SANDS RGB 245-246-255 CMYK 3-2-0-0 HEX f4f5ff	BLACK BEAR RGB 31-31-31 CMYK 72-66-65-75 HEX 1e1e1e	CREOSOTE FLOWER RGB 252-196-0 CMYK 1-23-100-0 HEX fcc400	RED CHILE 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

There are two primary fonts for New Mexico True Certified partner use: Tasse Medium Wide and PT Sans Regular. Both fonts are available for download on the [Brand Resource Hub](#).

HEADLINE FONT

Tasse Medium Wide

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

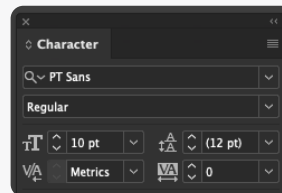


Headline tracking (spacing) should be set at 50 regardless of the font size.

BODY COPY FONT

PT Sans Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789



Body copy tracking (spacing) should be set at 0 regardless of the font size.



Here and following are examples of Certified Logo use to inspire your own creative executions.

Remember, all uses of the New Mexico True Certified Logo must be pre-approved. Upload requests to the [Brand Resource Hub](#) for approval







Benefits of becoming a New Mexico True Certified Partner:

1. Alignment with authentic, successful New Mexico True brand
2. Approved use of 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