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New Mexico True has anchored nine years of record-breaking growth in the state's tourism industry. Partnering with the New Mexico True brand allows your destination or business to keep your own identity, while leveraging the power and recognition of a successful national campaign.

This guidebook is designed to help you create marketing assets that align with the New Mexico True brand, through image selection, copywriting, design, typography, and logo usage.



A brand is more than a logo. The brand essence of New Mexico True is:

Adventure Steeped in Culture

Every aspect of travel in New Mexico is defined by both culture and adventure, whether you're exploring art galleries, tasting local cuisine, participating in an event or tradition, or spending time outdoors.

Multicultural diversity is at the heart of all experiences in our state. Everywhere you turn you find Native American, Spanish, Mexican, and American West influences. The combination of this rich history and natural beauty is what makes our destination distinct.



New Mexico True's target audience is *Venturesome Travelers*. They are frequent travelers with an adventurous spirit and thirst for authenticity. They love to try new things and explore new places, and they're trusted resources and influencers in their social circles—friends and family turn to them for travel advice.





Your destination’s “True” is defined by the authentic experiences found nowhere else.

What can travelers discover?

What might be unexpected?

What is there for visitors to do, not just see?

What is authentic to and unique about your destination?



Does your image connect people to place with emotion?



The Tourism Department's research has shown that Venturesome Travelers prefer images with people. Parents prefer images with a family/children, while non-parents prefer solo adults or pairs.

Is it uniquely New Mexican?



Does it capture an emotion?



Does it feel spontaneous and unscripted?



Even though our headlines no longer conclude with the [TRUE] graphic, your headline is still written as a True statement.



It should not just be a simple fact.

It should tell a story about the destination.

It should not be written as a command or directive.

It should be no longer than 8 words.



PRIMARY LOCK-UP

Our identity system protects the legibility of the destination name and the NM True logo, no matter what media is around or behind it.

The partner logo box is 50% black with a blend mode pre-applied, allowing some of the background image to filter through.

All lock-ups will be created for you. To request creation of a new, customized lock-up, complete this [form](#).

The primary lock-up will “tab” off the right side of all marketing pieces and can slide up and down within the lower third of vertical space.



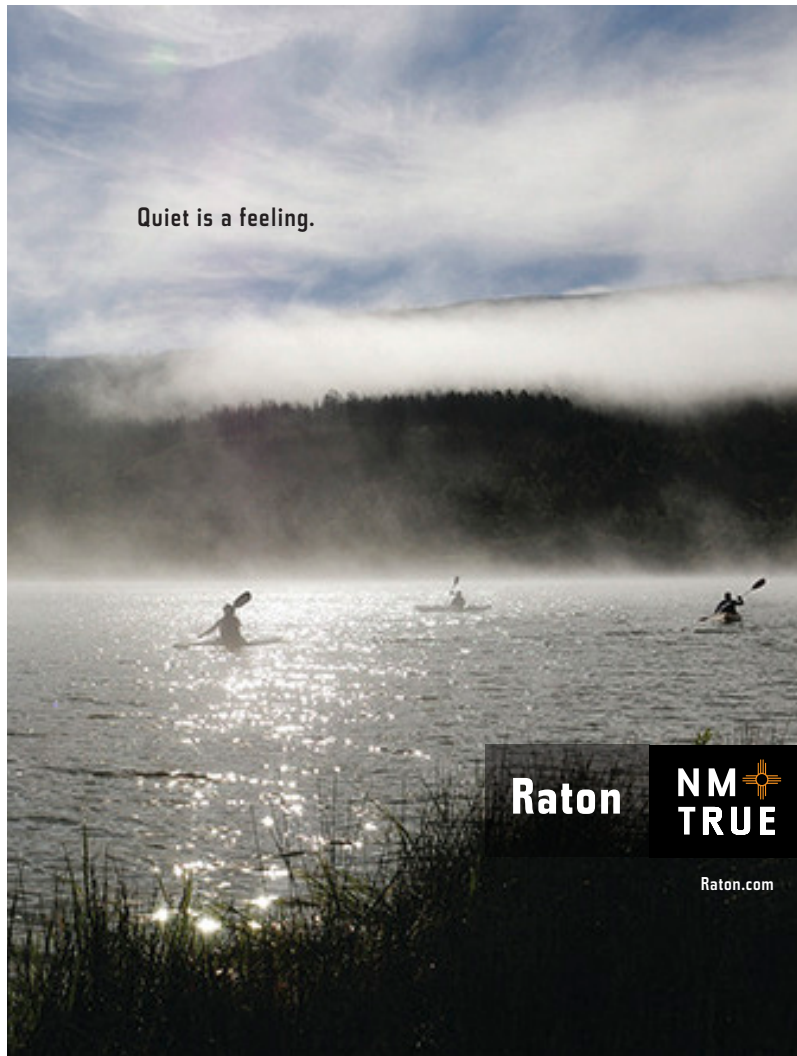
Link to the logo lock-up request form [here](#).

PRIMARY LOCK-UP WITH URL SPECIFICATIONS

When adding your URL place it flush right with the 'E' in the NM TRUE lock-up.
Use upper and lower capitalization to maximize readability.

Primary Lock-up (Provided)**Primary Lock-up with URL**

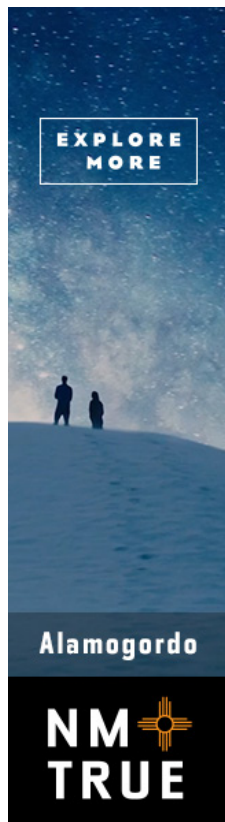
PRIMARY LOCK-UP POSITIONING (HORIZONTAL)



The Primary Lock-up can slide up and down but is always flush right to the trim and kept within the lower right third vertical section of the ad.

VERTICAL LOGO LOCK-UP (STACKED)

In extreme vertical ad sizes like 160x600, a stacked version of the destination lock-up can be used.



← Stacked NM True destination lock-up

HORIZONTAL LOGO LOCK-UP WITH PARTNER LOGO

Partners can request a custom primary destination lock-up by filling out this [form](#).



Custom primary destination lock-up

LOGO LOCK-UP “DO NOTS”

For consistency across all advertising, destination lock-ups should not be altered in any way.



Do not substitute typefaces.



Do not change size of destination.



Do not alter color or artwork.



Do not add words.



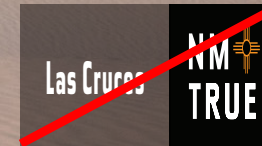
Do not add a drop shadow.



Do not alter the “True” Logo.



Do not change the color of True.



Do not warp the lockup.

NEW MEXICO TRUE BRAND COLORS

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

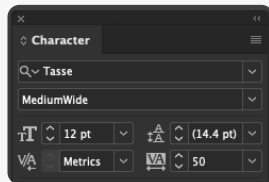
		TRUE BLACK RGB 0-0-0 CMYK 75-68-67-90 HEX 000000 PANTONE BLK	TRUE ORANGE RGB 247-147-30 CMYK 0-50-99-0 HEX f7931e PANTONE DS 32-1
WHITE SANDS RGB 245-246-255 CMYK 3-2-0-0 HEX f4f5ff	BLACK BEAR RGB 31-31-31 CMYK 72-66-65-75 HEX 1e1e1e	CREOSOTE FLOWER RGB 252-196-0 CMYK 1-23-100-0 HEX fcc400	RED CHILE 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 483d12	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 partner use:
Tasse Medium Wide and PT Sans Regular.

HEADLINE FONT

Tasse Medium Wide

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

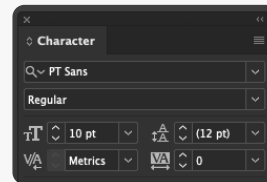


Headline tracking (spacing) should be set at 50 regardless of the font size.

BODY COPY FONT

PT Sans Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789



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

URL FONT


TasseMediumWide

URL font tracking (spacing) should be set at 50 same as headlines regardless of the font size.

EVENT DATE FONT

BUREAU EAGLE BOLD

For Digital Event CTA use only. Font tracking (spacing) should be set at zero regardless of the font size.



Our ad effectiveness is aided by staying on-brand with True messaging and remaining consistent in our ad executions. The following pages break down the basic design principles to help maintain consistency in delivering our True message.

THE BASICS

We are visually driven. We are competing for eyeballs and engagement and we have three design elements to work with:

1. Image- Find a compelling image to capture attention and create an emotion. Connect people with place and exploration in your visuals.

2. Headline- Create a simple True statement that connects venturesome travelers to your unique experience. Place it over a background that is uncluttered, with enough contrast for maximum readability and impact.

Use black headlines against light backgrounds.

3. Lock-up- Place your partner logo lock-up flush right to the lower third portion of the ad.

4. URL- place it flush right with the 'E' in the NM TRUE lock-up. Use upper/lower capitalization to maximize readability.

5. EXPLORE Call-to-Action (CTA) Button- These are supplied to you for use in Digital ads.



WORKING WITH IMAGES

Keep your images simple to avoid clutter and add impact.

Make sure there is ample room for the headline to 'float'.

Ensure that the background is dark enough to allow for readability of the headline.

Choose images that work well with the particular ad size.



WORKING WITH HEADLINES

For consistency across all advertising, True statements should follow these guidelines.

Use sentence case (upper/lower capitalization, unless using a proper noun), followed by a period.

Use white headlines against dark backgrounds and black headlines against light backgrounds to ensure maximum readability.

Generations in the making.

Focus on features or feelings that are unique to New Mexico.

Stories told in stone.

Keep headlines under 8 words. Phrases often pack more punch than a full sentence.

Quiet is a feeling.

Use headlines to add soulfulness or depth to the images they accompany.

~~**Find treasures here.**~~

Do not use commands or directives. Craft statements you can respond “true” to. (i.e. Treasures found here.)

~~**Where you'll discover adventure and more.**~~

Avoid overused tourism marketing speak, including true statements that start with “Where...” and other common descriptors.

~~**Hatch is the Chile Capital of the World.**~~

Don't include the name of the destination in the headline.

~~**It's about the journey, not the destination.**~~

Avoid clichés.

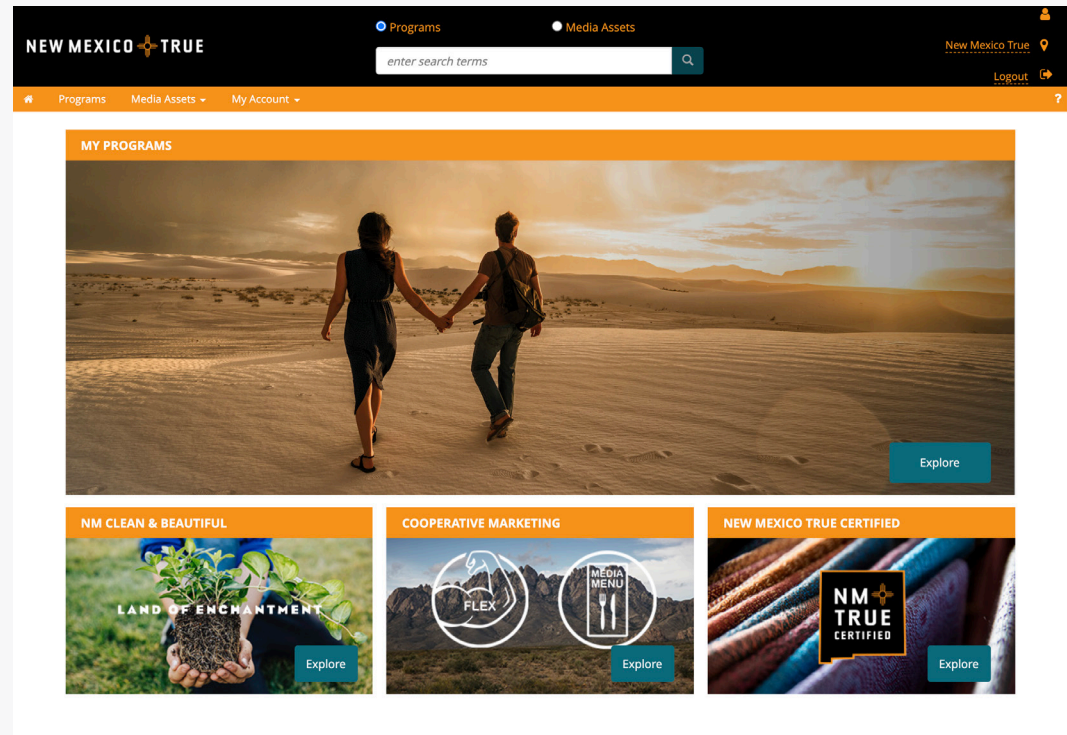


CREATING ON-BRAND ADVERTISING WITH THE BRAND RESOURCE HUB

The **Brand Resource Hub (BRH)** was created as a tool to build and submit advertising creative in a straightforward and streamlined way, without the need for design software.

Anyone can use the BRH to create on-brand and on-spec New Mexico True advertising. Partners participating in the Co-Op Media Menu Plan (MMP) will have the templates for each specific MMP initiative in their hub, along with customized NMTrue logo lockup, URL, and appropriate fonts embedded.

Whether you're participating in the Co-Op program or integrating the New Mexico True brand into other marketing efforts, we highly encourage you to use this platform to build your creative and avoid many common errors that prevent creative from being approved the first time.



As a reminder, *ALL* usages of the New Mexico True brand must be submitted for approval by Team True via the Brand Resource Hub, regardless of how/where they were designed.

For maximum impact contrast and placement are key with your True headline and EXPLORE CTA button.

1. Contrast- Use either white or black text for your headline and EXPLORE CTA depending on how dark or bright your chosen image is.

2. Placement- Give True headlines and EXPLORE CTA lots of breathing room for maximum readability. Choose images that are impactful but the simpler the better!

True headlines and the EXPLORE CTA are centered, either on the vertical or horizontal axis depending on the orientation of the digital ad.



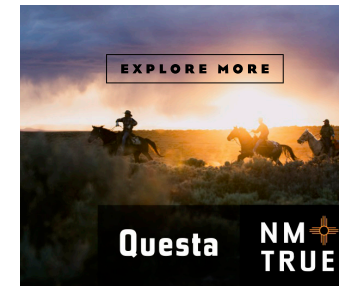
300x600



160x600



300x250 EVENT



300x250

In some digital sizes, the partner's horizontal lockup may not span the full width of the placement.



720x90



1000x90

Examples of digital banners in common sizes with headline and CTA options.

Note - Roswell is an example of an approved custom partner destination logo.

GIFs may be used in lieu of static digital ads. Recommended sequencing:

1. Image with lockup. 2. Headline fades in. 3. CTA Button appears. Max file size: 150k/72dpi



Headline sizes can fluctuate between 18-20pt. 18pt. is suggested for headlines of 4 words or greater; 20pt. is preferred for tight headlines of 3 or fewer words. Size can depend on the ad size but keep the size proportional to the other elements on the page.

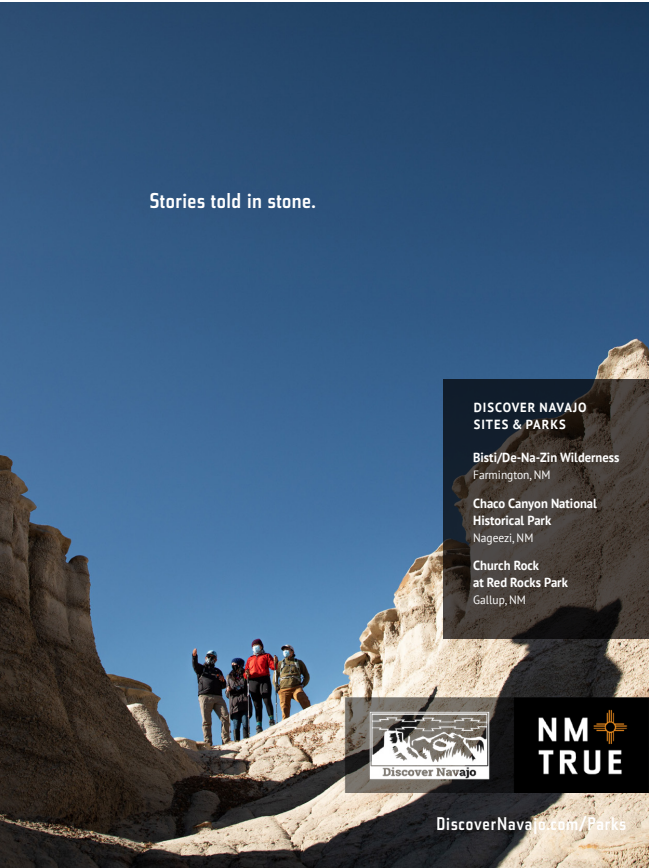
See page 19 Design Guidelines / The Basics



Headlines can also support a single event. Text size can be between 14-20pt. with a difference of 4pts. between event name and date to create visual hierarchy and contrast.

The use of copy boxes is on a limited basis, to offer a list of attractions or events in your destination.

Avoid lengthy prose and focus on a short but compelling list of features to inspire trip planning. Please discuss with your Co-Op representative.





← For the URL use upper and lower capitalization to maximize readability.

Non-Event Billboard



Event Specific Billboard

ADVENTURE THAT FEEDS THE SOUL

It remains the cornerstone of our brand and continues to keep New Mexico TRUE.

Video is a prime medium to communicate that.

Here are a few tips:

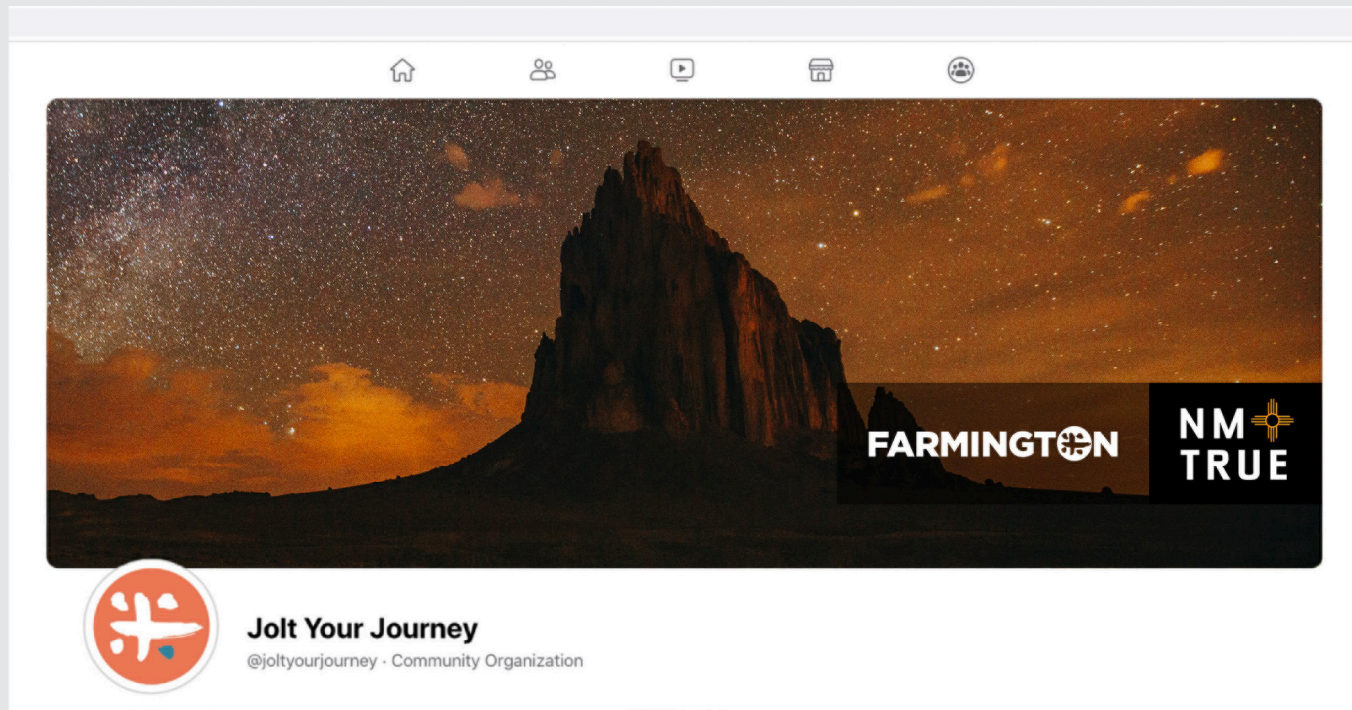
- Tell a simple story
- Create an emotion
- Connect people to place
- Strive for authenticity

REQUIRED REFERENCES**Video Production Guidelines****:15 Video Example****:30 Video Example****Licensed Music Beds****Logo Placement**

For :05 to :15 edit length: Use your destination's primary logo lock-up (horizontal) over imagery and "tab" it off the right side of the frame within the lower third of vertical space for duration of spot.

For :30 and longer pieces an optional fade up of the primary logo lock-up can be centered over imagery in the last :02 seconds.

SOCIAL HEADER Use your logo graphic and positioning line (tagline) in social template.

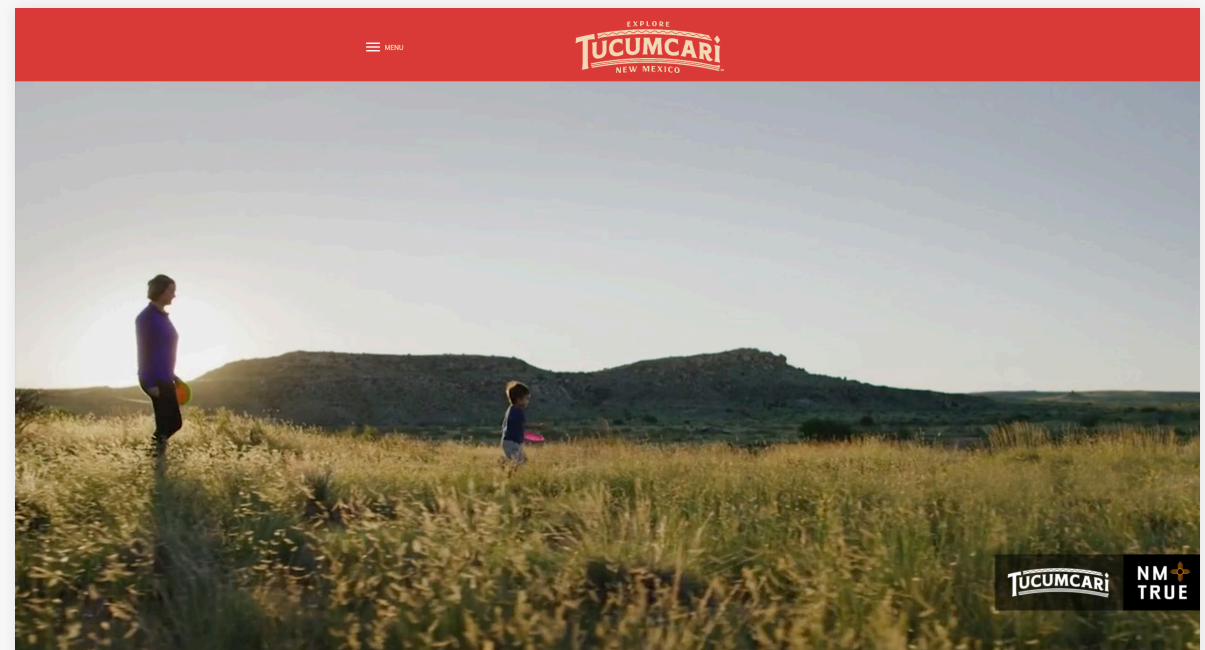
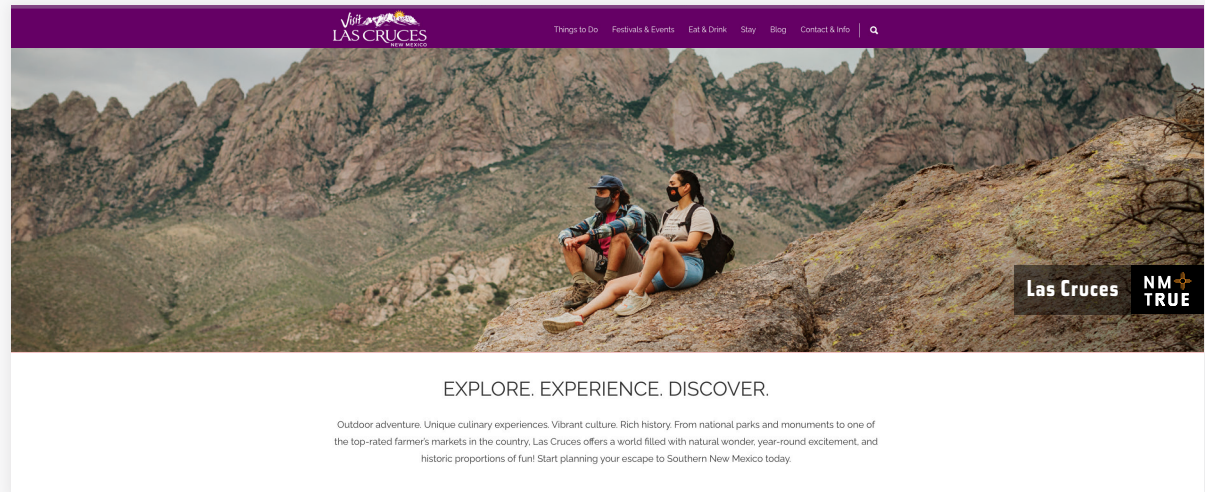


WEBSITE LOCK-UP

Use your primary partner logo lockup (horizontal) on your header image, header video, or the first large image.

It “tabs” off the right side of the header image within the lower third of vertical space.

At a minimum, the lockup must appear on the home page as well as any Co-Op funded landing pages.



:15s Template

[List of three short compelling activities or features.]
[Event or place name] is New Mexico True.

[One-sentence invitation about what your location has to offer.]

Plan your trip at [simple URL].

Your script should come in around 30 words.

:15s Examples

Wildlife, world-class art, and nonstop alien adventures.

Roswell is New Mexico True.

This fall, come explore Roswell and find a reason to believe.

Plan your trip at seeroswell.com.

Link to [Licensed Music Beds](#).

If you need a custom New Mexico True logo, please follow this link to the [custom logo request form](#).

To ensure you are on the email list for future communications and webinars, please sign up for the [Tourism Talk newsletter](#).

Contact your Co-Op team representative with any questions on using the [Brand Resource Hub](#) to create and submit your New Mexico True ads.

Don't have a Co-Op contact?
Reach out to Concierge@NMTrueCoOp.org