New Mexico DEPARTMENT OF
TRANSPORTATION
MOBILITY FOR EVERYONE

New Mexico Department of Transportation's

Public Engagement Brand Guidelines

Reference guide to using the NMDOT brand.

WWW.DOT.NM.GOV

CONTENTS

A guide to the elements that make up the NMDOT brand.

LOGO USE

The Primary Logo

The primary logo is the horizontal stacked logo with black text.

The primary logo should be used on all materials and collateral including printed publications, digital media, paid advertising, media releases and all other communication materials.

Stylized, animated, hand-drawn or other versions of the logo are not permitted. This undermines the logo system and brand consistency. Please consult with NMDOT if you have any questions.

Recommended formats are:
.eps | .png | .jpg | .tiff

Spacing Considerations

Clear space is needed around all sides of the logo in order for it to read properly. The amount of clear space is proportional and derived from the height of the text in the logo. Please ensure that clear space is used to prevent the logo from being lost or associated wrongfully with other visual elements.

Primary Logo

New Mexico DEPARTMENT OF
TRANSPORTATION
MOBILITY FOR EVERYONE

New Mexico DEPARTMENT OF
TRANSPORTATION
MOBILITY FOR EVERYONE

LOGO USE

Logo Variations

Only use the primary logo in instances where there is enough contrast, to insure logo integrity between the logo frame and background.

The primary logo with a white background may be used if there is not enough contrast with the background.

A stacked variation of the logo with the NMDOT acronym underneath the state logo mark may be used in cases of limited space.
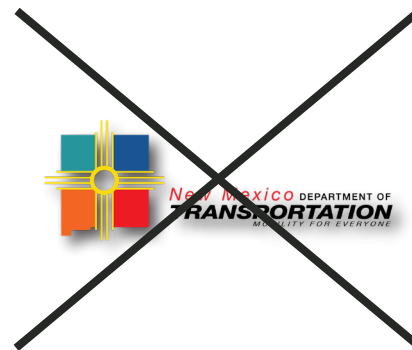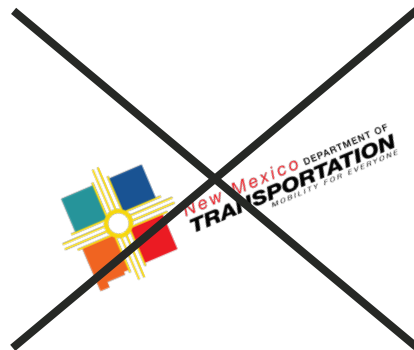
Vertical Stacked Logo:
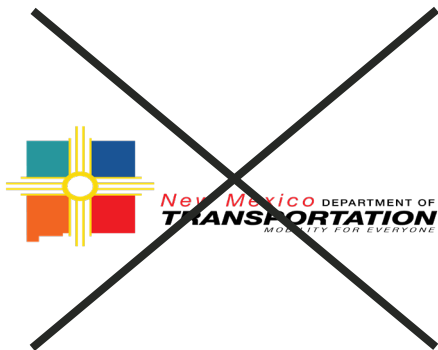

Logo with white background:

Logo Proportions

Do not embellish the logo with shadows, patterns or intricate backgrounds. Do not stretch, scale or rotate the logo. The logo is a graphic artwork and should not be recreated or modified.

LOGO USE

Acceptable Image Use

The logo may be placed on an image if the logo is clearly readable.

Unacceptable Image Use

This image has too much detail and the logo is not clearly readable.

Acceptable Image Use

Unacceptable Image Use

COLORS

Color Palette

Please ensure that any typography used on top of a color field is clearly visible and readable, with sufficient contrast against the background.

On white or light colored backgrounds, dark text should be used. On dark or colored backgrounds, white text should be used.

Primary: Logo / Brand

This is the primary color palette for NMDOT and should be used in brand applications including the website and other promotional pieces.

CMYK 76 76 0 0	**CMYK** 0 60 75 0	**CMYK** 87 63 12 1	**CMYK** 79 23 39 1	**CMYK** 34 80 0 0	**CMYK** 2 9 93 0	**CMYK** 25 84 77 16	**CMYK** 83 39 39 8
RGB 88 85 165	**RGB** 244 131 78	**RGB** 48 99 159	**RGB** 39 150 156	**RGB** 173 85 161	**RGB** 253 222 38	**RGB** 167 68 62	**RGB** 39 121 136
HEX #5855A5	**HEX** #F4834E	**HEX** #30639F	**HEX** #27969C	**HEX** #AD55A1	**HEX** #FDDE26	**HEX** #A7443E	**HEX** #277988

Greys

Use these shades of grey when needed.

CMYK 73 67 65 78	**CMYK** 69 63 62 58	**CMYK** 60 51 51 20	**CMYK** 49 41 41 5
RGB 26 26 26	**RGB** 51 51 51	**RGB** 102 102 102	**RGB** 135 135 135
HEX #1A1A1A	**HEX** #333333	**HEX** #666666	**HEX** #878787

TYPOGRAPHY

Fonts

Montserrat Font Family

Montserrat is the font family to use for all K-96 publications, reports, letters and presentations.

Free download available from Google Fonts: https://fonts.google.com/specimen/Montserrat?query=Mont

System Font: Aptos

Aptos may be used as a substitute when brand fonts are not available.

MONTSERRAT BLACK

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9

MONTSERRAT REGULAR

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9

MONTSERRAT SEMIBOLD

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9

MONTSERRAT BOLD

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9

Typography

Font Usage: Documents

Title: Montserrat Regular 36pt

Heading 1: Montserrat Regular 20pt

Heading 2: Montserrat Bold 15pt

HEADING 3: MONTSERRAT BOLD (ALL CAPS) 12PT

Body Text: Montserrat Light 11pt

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Nec feugiat nisl pretium fusce id velit ut tortor.

· Bulleted list level 1
· Lorem ipsum dolor
    » Bulleted list level 2
    » Lorem ipsom

Callout text copy:
Montserrat Regular 16pt

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