COMPREHENSIVE

NMDOT BRAND & STYLE GUIDE

NMDOT

NMDOT

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1. OUR STORY

Perseverance, innovation, and dedication

Story by Matthew Hunt

In the heart of the department stood a team of passionate individuals—engineers, planners, technicians, and administrators—all working tirelessly to keep the wheels of progress turning. They embraced the challenges posed by the state's diverse terrain, from the rugged peaks of the Sangre de Cristo Mountains to the sweeping flats of the eastern plains.

Once upon a time, in the vast and diverse landscape of New Mexico, there existed an organization dedicated to ensuring safe and efficient transportation for all its residents and visitors—the New Mexico Department of Transportation (NMDOT).

The story of the NMDOT is one of perseverance, innovation, and dedication to serving the people of the Land of Enchantment. From the bustling streets of Albuquerque to the serene highways cutting through the deserts and mountains, the NMDOT's influence could be felt far and wide.

In the heart of the department stood a team of passionate individuals—engineers, planners, technicians, and administrators—all working tirelessly to keep the wheels of progress turning. They embraced the challenges posed by the state's diverse terrain, from the rugged peaks of the Sangre de Cristo Mountains to the sweeping flats of the eastern plains.

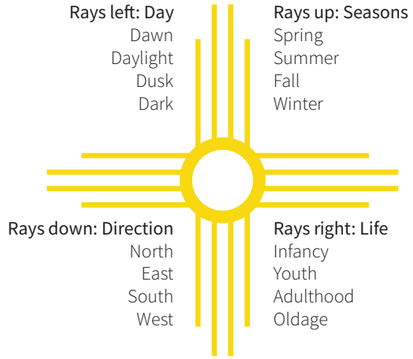
One of the NMDOT's greatest triumphs came in the form of its commitment to road safety. Recognizing the importance of reducing accidents and fatalities on New Mexico's roads, the department launched ambitious initiatives aimed at improving infrastructure, enhancing driver education, and promoting responsible behavior behind the wheel.

But the NMDOT's work extended beyond mere asphalt and concrete. With a forward-thinking approach, they embraced the future of transportation, championing projects to expand public transit, encourage cycling and walking, and support the adoption of electric vehicles. Their efforts earned them recognition as leaders in sustainable and forward-looking transportation planning.

However, like any great story, the tale of the NMDOT was not without its challenges. They faced budget constraints, logistical hurdles, and the occasional political headwind. Yet, through collaboration, innovation, and unwavering dedication to their mission, they overcame these obstacles time and time again.

2. OUR BRAND

The brand of the NMDOT is emblematic of the state's unique identity, its diverse landscapes, and its commitment to safe and efficient transportation. The NMDOT logo features the four quadrants of the state that symbolizes mountains and plains, representing the department's role in connecting communities across the state. The colors of the logo often reflect the cadmium pigments of New Mexico's scenery, with shades of blue representing the expansive skies and rivers, deep reds and oranges depict the its breathless sunsets and its timeless Zia symbol that ties in all the elements of nature. Overall, the NMDOT brand embodies reliability, innovation, and a deep-rooted connection to the people and places of New Mexico.







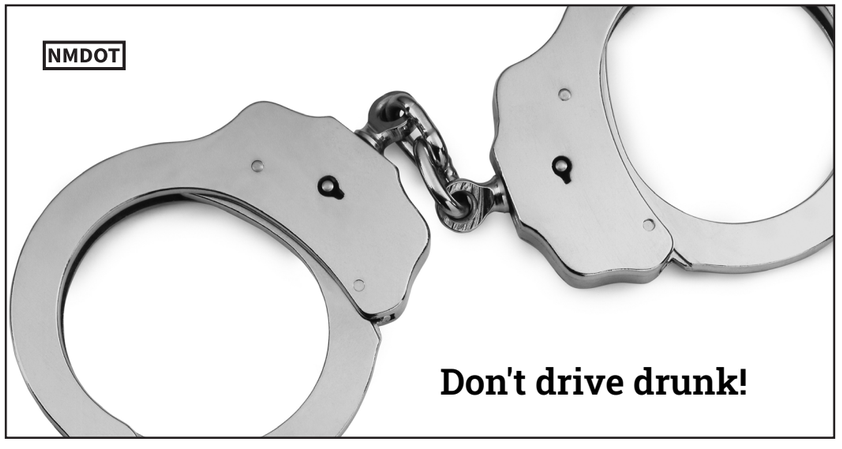




3. BRAND IDENTITY

This section outlines our brand's core elements, such as our logo, tagline, and brand colors. It provides specifications for logo usage, including size, placement, and clear space requirements.

NMDOT

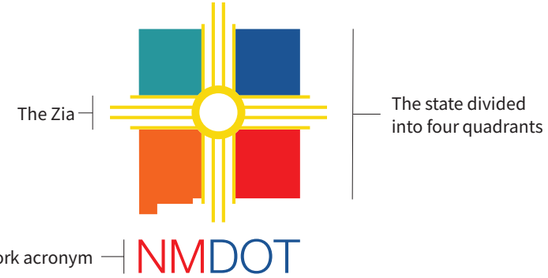


The executive staff has endorsed the NMDOT Style & Branding Guide as the official department standard for maintaining a consistent and unified identity. All materials must use the official NMDOT logos provided in the guide—independent or secondary logos are not permitted under the principle of one logo, one team, one umbrella. Any older or alternate logos should be phased out and replaced with approved versions. The only exception is the Equipment Roadeo logo contest, which may continue using its special annual mark. Departments may identify themselves internally with the NMDOT bug and department name (see page 18), but all public-facing materials must use the official logo.

Our primary logo

The NMDOT identity, the visual embodiment of our brand, conveys the agency's personality and culture. As our primary identifier and most valuable brand asset, this identity consists of three elements: the wordmark, the Zia symbol, and the quadrants of New Mexico. These components, including their colors, size relationships, and arrangements, must remain unaltered to preserve brand integrity. The Zia and the four quadrants vsymbolize the diverse culture of New Mexico. The wordmark, rendered in the elegant and modern Swiss 721 font, ensures distinctiveness and recognition wherever it is displayed.

Vertical logo



Horizontal logo

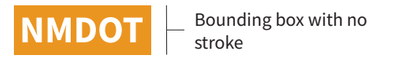


Our NMDOT button

The secondary logo is a mark specifically for social media graphics, reports, and various marketing material. It's meant to depict a serious and business like tone.

It is a straight foward NMDOT framed in a bounding box. The font used is Source Sans. The reason why the font is different from the primary logo is because the secondary logo is meant to reach a broad audience that might not have access to the fonts from our primary logo. Source Sans is availble on Google Fonts.







The logo color variations

The primary palette includes six colors. These are the signature colors of the brand and at least one (typically orange) appears on most materials. The primary logo shall only be placed on a white background with no other conflicting colors.

The one color logo may be used in applications where two or more colors are not an option. It may be used in dark blue or black. It may appear in white on applications where dark backgrounds or photos are used and where the two-color logo will not appear with enough contrast to be legible.

Five color

NMDOT

Six color

New Mexico DEPARTMENT OF TRANSPORTATION
MOBILITY FOR EVERYONE

One color

NMDOT

New Mexico DEPARTMENT OF TRANSPORTATION
MOBILITY FOR EVERYONE

The tagline ‘Mobility for Everyone’

Our tagline is a short, memorable phrase that encapsulates the essence, purpose, or unique selling proposition of our brand. It is often used in marketing and advertising to communicate key messages, differentiate the brand from competitors, to create our brand recognition. **Mobility for Everyone:** *Connecting Communities, Empowering Lives.*

MOBILITY FOR EVERYONE

New Mexico DEPARTMENT OF TRANSPORTATION
MOBILITY FOR EVERYONE

The logo minimum size & clear space

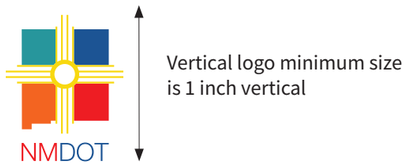
Minimum size

For vertical logo minimum size is 1 inch

For horizontal logo minimum size is 1 x 3 inches

Clear space

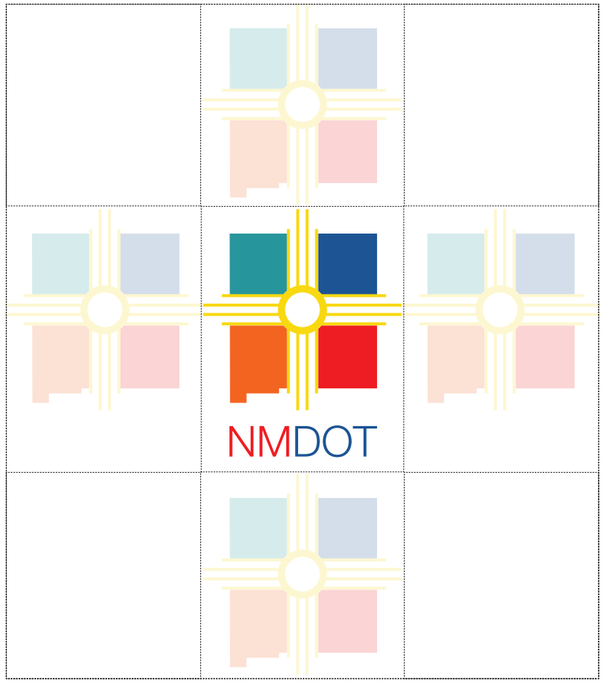
The clear space required for the logo is the height of the “Zia” at its size in use. All type, images, graphics or design elements must be kept free of the clear space. This ensures that the logo will have an uncluttered presentation at all times. Clear space requirements as outlined here illustrate the minimum space required.



Vertical logo minimum size
is 1 inch vertical



Horizontal logo minimum size
is 1 inch x 3 inches.



Minimum clear space
A space equal to the height and length of the “Zia” is used here to indicate preferred and minimum clear space around the logo.



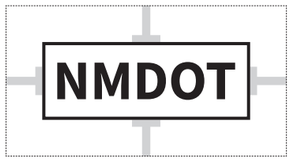
The button/secondary logo minimum clear space & size

Button Logo

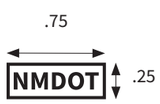
The clear space required for the logo is the height of the “T” at its size in use. All type, images, graphics or design elements must be kept free of the clear space. This ensures that the logo will have an uncluttered presentation at all times. Clear space requirements as outlined here illustrate the minimum space required. Also, it should not be any smaller than .25 x .75 in size.

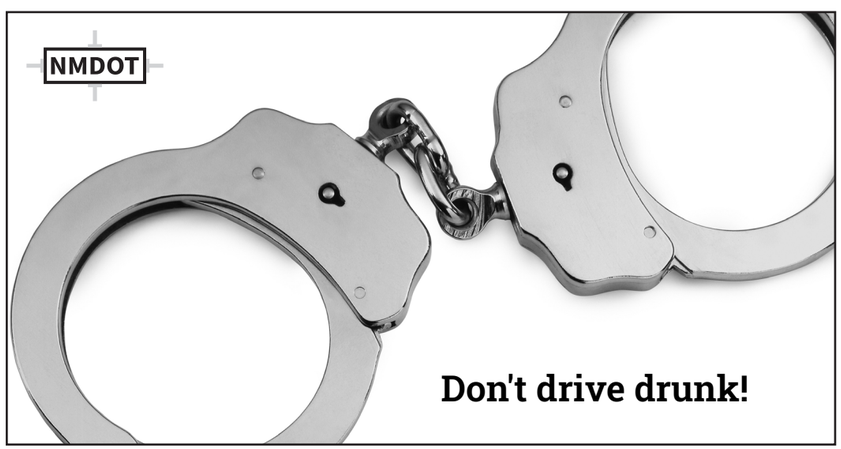
Button/Social Logo

The social icon is a specialized mark specifically for use across social media platforms, all social media artwork and NMDOT reports. This mark should appear on social media applications, and/or speacial reports like annual report, LFC reports and outdoor billboards. It’s meant to portray a serious demeanor.



.75





Logo misuse

One logo umbrellas the entire agency. Please do not create your own department logo or alter the NMDOT logo in any way—we are one department—one logo.

The logo should appear in a consistent manner on all communications to reinforce and build recognition of the NMDOT brand. The logo’s elements and their relationships should not be changed or altered from their original form. A few of the most common misuse examples are shown here.

Do not use these two logos in any circumstance. Please phase them out asap.







Do not expand or condense the logo.



Do not alter the colors applied to the logo.



Do not use special effects such as drop shadows.



Do not add elements to the logo.



Do not rotate or flip the logo icon.



Do not adjust the scale of logo elements.



Do not place the logo on backgrounds that do not provide adequate contrast.



Do not apply titles to logo. We are one agency one logo.



Do not alter the typeface used in the wordmark.

Inner department identity marks

To ensure consistency with our brand, all internal department logos must align with the overarching NMDOT branding. Therefore, each department's logo should incorporate the NMDOT button alongside the department's title. Please see the examples below for reference.

NMDOT | District one

NMDOT | District Two

NMDOT | Information Technology

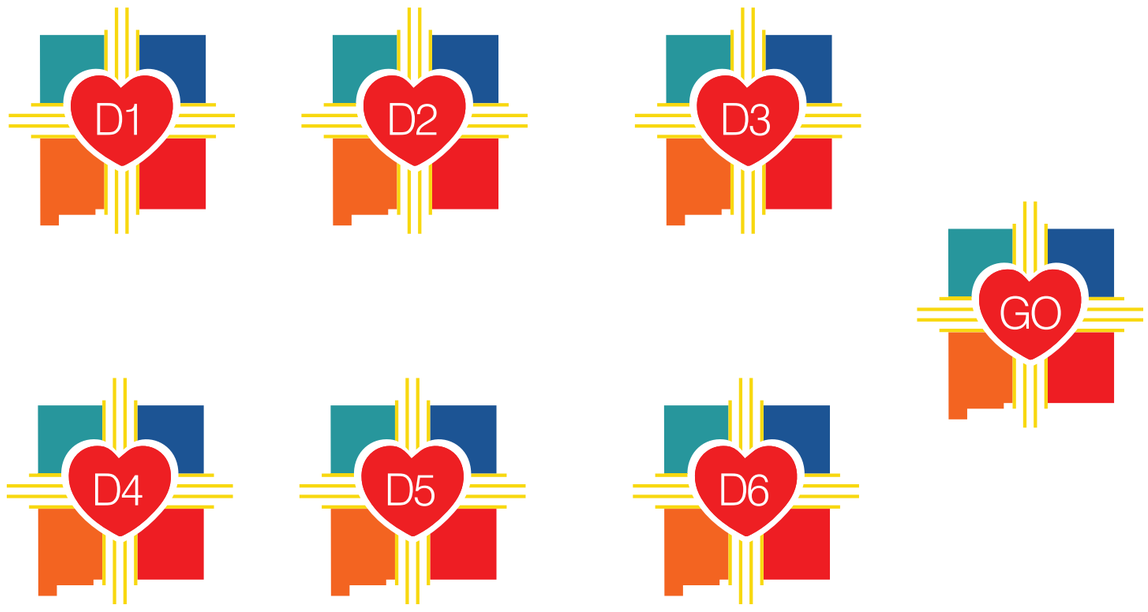
NMDOT | Public Relations & Marketing

NMDOT | Human Resources

NMDOT | Traffic Safety Bureau

NMDOT District love logos

The NMDOT District Love identity marks are intended solely to enhance morale and promote the agency in a fun and engaging way. They are strictly for in-house use and must not appear on professional letterheads or any business-related materials. Ensure they are used appropriately and in alignment with their intended purpose. Before incorporating them into any design materials, please consult Communications for proper usage guidelines and approved files.



Color palette

The primary palette includes six colors. These are the signature colors of the brand and at least one appears on most materials. The secondary palette colors appear in support of the primary palette.

The secondary palette colors appear in support of the primary palette. They call out important information, highlight areas of interest and build clear information graphics.

Primary

Black	Red	Orange	Deep Blue	Aqua	Yellow
PMS Black C c0 y0 m0 k100 R0 G16 B63 Hex # 000000	PMS 485 C c100 y94 m36 K52 R0 G16 B63 Hex #ED1C24	PMS 165 C c0 y100 m75 k2 R242 G101 B34 Hex #F26522	PMS 7685 C c95 y13 m74 k2 R30 G84 B148 Hex #1E5494	PMS 7474 C c79 y39 m23 k1 R37G150 B156 Hex #25969C	PMS 109 C c3 y98 m11 k0 R37 G150B156 Hex #FAD810

Secondary

Blue	Teal	Purple	Light Orange	Crimson	Midnight	Yellow
PMS 7684 C c70 y0 m37 k38 R47 G99 B158 Hex #2F639E	PMS 7474 C c75 y0 m4 K39 R39 G150 B156 Hex #27969C	PMS 2582 C c0 y2 m53 k31 R175 G83 B171 Hex #AF53AB	PMS 1635 C* c0 y68 m46 k4 R244 G131 B78 Hex #F4834E	PMS 1807 C* c0 y63 m60 k35 R166 G67 B61 Hex #A6433D	PMS XXX c50 y0 m53 k31 R87 G83 B175 Hex #5753AF	PMS 115 C* c0 y84 m13 k0 R254 G222 B41 Hex #FEDE29

	Black	Red	Orange	Deep Blue	Aqua	Yellow
80%	PMS Black C c0 y0 m0 k80 R51 G51 B51 Hex #333333	PMS 485 C c0 y67 m72 K5 R241 G67 B80 Hex #F14350	PMS 165 C c0 y68 m46 k4 R245 G132 B78 Hex #F5844E	PMS 7685 C c56 y0 m30 k34 R75 G118 B169 Hex #4B76A9	PMS 7474 C c76 y0 m3 k31 R81 G171 B176 Hex # 25969c	PMS 109 C c0 y94 m14 k2 R251 G224 B64 Hex #FBE040
60%	PMS Black C c0 y0 m0 k60 R102 G102 B102 Hex #666666	PMS 485 C c0 y50 m54 K4 R245 G112 B122 Hex #F5707A	PMS 165 C c0 y51 m34 k3 R247 G163 B122 Hex #F7A37A	PMS 7685 C c37 y0 m20 k25 R75 G152 B191 Hex #7898BF	PMS 7474 C c37 y0 m2 k23 R124 G192 B196 Hex #7CC0C4	PMS109 C c0 y60 m8 k1 R251 G224 B64 Hex #FCE866
40%	PMS Black C c0 y0 m0 k40 R153 G153 B153 Hex #999999	PMS 485 C c0 y33 m37 K2 R249 G156 B167 Hex #F99CA7	PMS 165 C c0 y33 m23 K2 R250 G193 B167 Hex #FAC1A7	PMS 7685 C c22 y0 m20 k25 R165 G187 B212 Hex #A5BBD4	PMS 7474 C c22 y0 m1 k15 R168 G213 B216 Hex #A8D5D8	PMS 109 C c0 y37 m6 k1 R253 G239 B159 Hex #FDEF9F
20%	PMS Black C c0 y0 m0 k20 R204 G204 B204 Hex #CCCCCC	PMS 485 C c0 y17 m21 K1 R252 G200 B210 Hex #FCC8D2	PMS 165 C c0 y16 m11 K1 R252 G224 B211 Hex #FCE0D3	PMS 7685 C c10 y0 m12 k17 R30 G84 B148 Hex #D2DDEA	PMS 7474 C c37 y39 m0 k15 R211 G234 B235 Hex #D3EAEB	PMS 109 C c0 y19 m3 k0 R254 G247 B207 Hex #FEF7CF

	Blue	Teal	Purple	Light Orange	Crimson	Midnight	Yellow
80%	PMS 7684 C c87 y63 m12 k1 R49 G100 B159 Hex # 2f639e	PMS 7474 C c53 y0 m3 K31 R82 G171 B176 Hex #52ABB0	PMS 2582 C c0 y2 m39 k25 R191 G117 B188 Hex #BF75BC	PMS 1635 C* c0 y68 m46 k4 R246 G156 B113 Hex #F69C71	PMS 1807 C* c0 y46 m42 k28 R184 G106 B100 Hex #B86A64	PMS 2725 C* c37 y0 m39 k25 R121 G117 B191 Hex #7975BF	PMS 115 C* c0 y67 m10 k0 R254 G236 B84 Hex #FEE554
60%	PMS 7684 C c87 y63 m12 k1 R89 G130 B177 Hex #83A1C5	PMS 7474 C c36 y0 m2 K23 R125 G192 B196 Hex #7DC0C4	PMS 2582 C c0 y1 m27 k19 R207 G152 B205 Hex #CF98CD	PMS 1635 C* c0 y27 m27 k3 R248 G181 B152 Hex #F8B598	PMS 1807 C* c100 y94 m36 k52 R202 G106 B100 Hex #CA8E8B	PMS 2725 C* c26 y0 m27 k19 R154 G152 B207 Hex #9A98CF	PMS 115 C* c0 y50 m7 k0 R254 G236 B127 Hex #FEEC7F
40%	PMS 7684 C c87 y63 m12 k1 R49 G100 B159 Hex #ACC1D8	PMS 7474 C c22 y0 m1 K15 R169 G213 B216 Hex #A9D5D8	PMS 2582 C c34 y80 m0 k0 R223 G186 B221 Hex #DFBADD	PMS 1635 C* c0 y27 m18 k2 R251 G205 B184 Hex #FBCDB8	PMS 1807 C* c0 y19 m18 k14 R219 G180 B177 Hex #DBB4B1	PMS 2725 C* c76 y76 m0 k0 R87 G83 B175 Hex #BCBADF	PMS 115 C* c0 y34 m5 k0 R255 G242 B169 Hex #FFF2A9
20%	PMS 7684 C c87 y63 m12 k1 R49 G100 B159 Hex # 2f639e	PMS 7474 C c10 y0 m0 K15 R212 G234 B235 Hex #D4EAEB	PMS 2582 C c0 y80 m8 k6 R239 G221 B238 Hex #EFDDEE	PMS 1635 C* c0 y13 m9 k1 R253 G230 B219 Hex #FDE6DB	PMS 1807 C* c100 y94 m36 k52 R237 G217 B216 Hex #EDD9D8	PMS 2725 C* c76 y76 m0 k0 R89 G86 B165 Hex #DDDEEF	PMS 115 C* c0 y17 m2 k0 R255 G242 B169 Hex #FFF9D4

NMDOT stationery

1120 Cerrillos Road, Santa Fe, NM 87504
(505) 123-4567 | www.nmdot.gov
contact@nmdot.gov

June 11, 2024
Dear NMDOT Team,

I hope this message finds you well. I am writing to share some exciting news and updates regarding our department's ongoing projects and initiatives.

Firstly, I want to express my heartfelt gratitude for the exceptional work and dedication each one of you has demonstrated over the past year. Our collective efforts have made significant strides in improving New Mexico's transportation infrastructure, ensuring safety and efficiency for all residents.

Project Updates:

Highway Improvement Plan: We have successfully completed Phase 1 of the Highway Improvement Plan ahead of schedule. This achievement is a testament to our team's hard work and coordination. Phase 2 will commence next month, focusing on the northern regions of the state.

Public Transportation Enhancements: Our new initiatives to enhance public transportation services have been well-received. We are implementing additional routes and upgrading facilities to provide better services to our community.

In closing, I want to thank you again for your unwavering commitment to excellence. Together, we are making a profound impact on the lives of New Mexicans and setting the standard for transportation departments nationwide. Please feel free to reach out to me directly or to your supervisors if you have any questions or need further information.

Best regards,
[Signature]
John Smith
Secretary
New Mexico Department of Transportation

Governor
Current Governor

Transportation Secretary
Current Cabinet Secretary

District One
Current commissioner
Current District Engineer

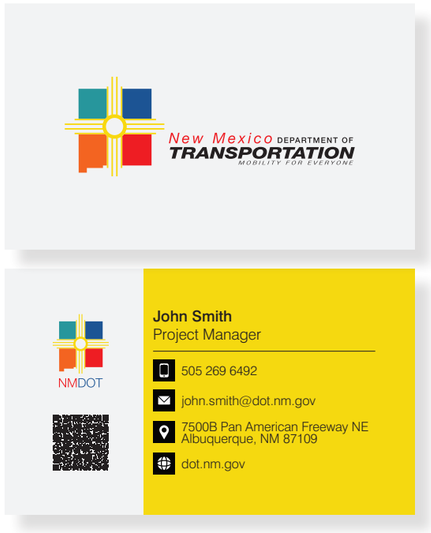
District Two
Current commissioner
Current District Engineer

District Three
Current commissioner
Current District Engineer

District Four
Current commissioner
Current District Engineer

District Five
Current commissionerCurrent
District Engineer

District Six
Current commissioner
Current District Engineer





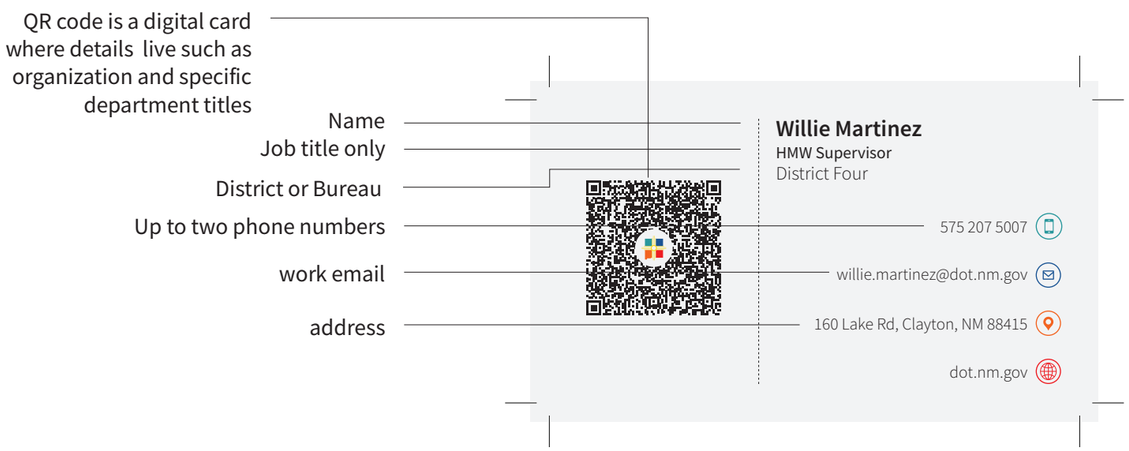
NMDOT business card layout

Sticking to a business card style guide is important for several reasons:

Consistency: The style guide must be followed to ensure uniform use of design elements, including colors, fonts, logo placement and layout. Consistent branding across all business cards strengthens brand recognition and maintains a professional appearance. Formatting for phone numbers, QR codes and URLs must remain exactly as shown in the example below and should not be altered.

Scalability: As your business grows and evolves, maintaining a consistent brand image becomes increasingly important. A style guide serves as a reference point for internal and external stakeholders, ensuring that everyone involved in creating business cards adheres to the established branding guidelines.





The QR code contains additional information, such as bureau details and full job titles, which sometimes cannot be fully displayed on the printed card. Due to space limitations and the fact that all divisions operate under the NMDOT umbrella, it is not always feasible to include every detail on the physical card.



NMDOT letterhead

1120 Cerrillos Road, Santa Fe, NM 87504
(505) 123-4567 | www.nmdot.gov
contact@nmdot.gov

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Best regards,
[Signature]
John Smith
Secretary
New Mexico Department of Transportation

Governor
Current Governor

Transportation Secretary
Current Cabinet Secretary

District One
Current commissioner
Current District Engineer

District Two
Current commissioner
Current District Engineer

District Three
Current commissioner
Current District Engineer

District Four
Current commissioner
Current District Engineer

District Five
Current commissionerCurrent
District Engineer

District Six
Current commissioner
Current District Engineer

NMDOT envelope

General Office
1120 Cerrillos Road
Santa Fe | NM 87504

Source Sans Extra Light | 40 pt

4. TYPOGRAPHY

Source Sans Black | 160 pt

TYPOGRAPHY

Libre Baskerville | 11 pt

Guidelines for typography ensure consistency in the fonts used across different materials. This includes specifying primary and secondary typefaces, as well as guidelines for font sizes, weights, and spacing.

NMDOT

Mobility for Everyone

The NMDOT brand embodies reliability, innovation, and a deep-rooted connection to the people and places of New Mexico.

Mobility for Everyone

The NMDOT brand embodies reliability, innovation, and a deep-rooted connection to the people and places of New Mexico.

NMDOT

Primary brand font

The NMDOT font used on its primary logo is Swiss 721. It is available for desktop and web use from Fonts.com.

7 pt | 8 pt | 11 pt

Swiss 721 thin

abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNOPQRSTUVXYZ
123456789

abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNOPQRSTUVXYZ
123456789

abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNOPQRSTUVXYZ
123456789

Swiss 721 Light

abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNOPQRSTUVXYZ
123456789

abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNOPQRSTUVXYZ
123456789

abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNOPQRSTUVXYZ
123456789

7 pt | 8 pt | 11 pt

Swiss 721 Roman

abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNOPQRSTUVXYZ
123456789

abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNOPQRSTUVXYZ
123456789

abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNOPQRSTUVXYZ
123456789

7 pt | 8 pt | 11 pt

Swiss 721 Medium

abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNOPQRSTUVXYZ
123456789

abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNOPQRSTUVXYZ
123456789

abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNOPQRSTUVXYZ
123456789

Swiss 721 thin Italics

abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNOPQRSTUVXYZ
123456789

abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNOPQRSTUVXYZ
123456789

abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNOPQRSTUVXYZ
123456789

Swiss 721 Light Italics

abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNOPQRSTUVXYZ
123456789

abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNOPQRSTUVXYZ
123456789

abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNOPQRSTUVXYZ
123456789

Swiss 721 Roman Italic

abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNOPQRSTUVXYZ
123456789

abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNOPQRSTUVXYZ
123456789

abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNOPQRSTUVXYZ
123456789

Swiss 721 Medium Italic

abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNOPQRSTUVXYZ
123456789

abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNOPQRSTUVXYZ
123456789

abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNOPQRSTUVXYZ
123456789

7 pt | 8 pt | 11 pt

Swiss 721 Bold

abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNOPQRSTUVXYZ
123456789

abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNOPQRSTUVXYZ
123456789

abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNOPQRSTUVXYZ
123456789

Swiss 721 Heavy

abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNOPQRSTUVXYZ
123456789

abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNOPQRSTUVXYZ
123456789

abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNOPQRSTUVXYZ
123456789

7 pt | 8 pt | 11 pt

Swiss 721 Black

abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNOPQRSTUVXYZ
123456789

abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNOPQRSTUVXYZ
123456789

abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNOPQRSTUVXYZ
123456789

7 pt | 8 pt | 11 pt

Swiss 721 Bold Italic

abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNOPQRSTUVXYZ
123456789

abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNOPQRSTUVXYZ
123456789

abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNOPQRSTUVXYZ
123456789

Swiss 721 Heavy Italic

abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNOPQRSTUVXYZ
123456789

abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNOPQRSTUVXYZ
123456789

abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNOPQRSTUVXYZ
123456789

Swiss 721 Black Italic

abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNOPQRSTUVXYZ
123456789

abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNOPQRSTUVXYZ
123456789

abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNOPQRSTUVXYZ
123456789

Secondary fonts

Source Sands Variable and Libre Baskerville are our secondary fonts. They are mainly used for press releases, reports, social media graphics and any print design such as posters, flyers etc... They are available for free download on Google Fonts.

7 pt | 8 pt | 11 pt

Source Sans Extra Light

abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNOPQRSTUVXYZ
123456789

abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNOPQRSTUVXYZ
123456789

abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNOPQRSTUVXYZ
123456789

Source Sans Extra Light

abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNOPQRSTUVXYZ
123456789

abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNOPQRSTUVXYZ
123456789

abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNOPQRSTUVXYZ
123456789

7 pt | 8 pt | 11 pt

Source Sans Light

abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNOPQRSTUVXYZ
123456789

abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNOPQRSTUVXYZ
123456789

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Source Sans Light

abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNOPQRSTUVXYZ
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ABCDEFGHIJKLMNOPQRSTUVXYZ
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abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNOPQRSTUVXYZ
123456789

7 pt | 8 pt | 11 pt

Source Sans Regular

abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNOPQRSTUVXYZ
123456789

abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNOPQRSTUVXYZ
123456789

abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNOPQRSTUVXYZ
123456789

Source Sans Italic

abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNOPQRSTUVXYZ
123456789

abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNOPQRSTUVXYZ
123456789

abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNOPQRSTUVXYZ
123456789

7 pt | 8 pt | 11 pt

Source Sans Semibold

abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNOPQRSTUVXYZ
123456789

abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNOPQRSTUVXYZ
123456789

abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNOPQRSTUVXYZ
123456789

Source Sans Semibold Italic

abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNOPQRSTUVXYZ
123456789

abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNOPQRSTUVXYZ
123456789

abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNOPQRSTUVXYZ
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7 pt | 8 pt | 11 pt

Source Sans Bold

abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNOPQRSTUVXYZ
123456789

abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNOPQRSTUVXYZ
123456789

abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNOPQRSTUVXYZ
123456789

Source Sans Bold Italic

abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNOPQRSTUVXYZ
123456789

abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNOPQRSTUVXYZ
123456789

abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNOPQRSTUVXYZ
123456789

Source Sans Black

abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNOPQRSTUVXYZ
123456789

abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNOPQRSTUVXYZ
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abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNOPQRSTUVXYZ
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Source Sans Black Italic

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abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNOPQRSTUVXYZ
123456789

abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNOPQRSTUVXYZ
123456789

7 pt | 8 pt | 11 pt

Libre Baskerville

abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNOPQRSTUVXYZ
123456789

abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNOPQRSTUVXYZ
123456789

abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNOPQRSTUVXYZ
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Libre Baskerville Bold

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ABCDEFGHIJKLMNOPQRSTUVXYZ
123456789

abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNOPQRSTUVXYZ
123456789

abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNOPQRSTUVXYZ
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Libre Baskerville Italic

abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNOPQRSTUVXYZ
123456789

abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNOPQRSTUVXYZ
123456789

abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNOPQRSTUVXYZ
123456789

Set the font size at a comfortable reading level. For digital content, a font size of around 16-18 pixels (or 9.5-14 points for print) is recommended for body text. Adjust the size based on the medium and audience—larger fonts may be needed for older audiences or content viewed from a distance.

Typography display & headings

Typography dictates the appearance of our content, defining it through the brand font. A typographic style encompasses font, weight, size, and line spacing. The choice of style should be purpose-driven.

Headlines should be prominent and attention-grabbing, formatted in sentence case. Headers must be easily identifiable for quick navigation, aiding readers in locating detailed information. Headings should always be used in descending order of size. For instance, the main body may be divided into sections using Heading 2, but any subsection within a Heading 2 section should never revert to Heading 1.

Headline | Source Sans Regular| 42-48 pt

Once upon a time, in the vast and diverse landscape of New Mexico

Headline 1 | Source Sans Black | 24–36 pt

Once upon a time, in the vast and diverse landscape of New Mexico

Heading 2 | Source Sans Bold | 22–28 pt | preferable for most documents

Once upon a time, in the vast and diverse landscape of New Mexico

Heading 3 | Source Sans Italic | 16–22 pt | preferable for most documents

Once upon a time, in the vast and diverse landscape of New Mexico

Heading 4 | Source Sans Regular | 14–18 pt

Once upon a time, in the vast and diverse landscape of New Mexico

Typography body copy

Body copy font refers to the specific typeface or font style used for the main text of a document or publication. The body copy font is chosen for its readability and legibility, making it suitable for extended reading. Libre Baskerville is an elegant font that enhances the reader's experience. Please consider using Libre Baskerville for paragraphs that contain more than 50 characters.

Proper line spacing (leading) is crucial for comfortable reading. Aim for a line spacing of around 1.5 times the font size to prevent lines from appearing cramped or tightly packed.

Libre Baskerville Regular | 11 pt | 14 pt leading

In the heart of the department stood a team of passionate individuals—engineers, planners, technicians, and administrators—all working tirelessly to keep the wheels of progress turning. They embraced the challenges posed by the state's diverse terrain, from the rugged peaks of the Sangre de Cristo Mountains to the sweeping flats of the eastern plains.

Libre Baskerville Regular | 10 pt | 14 pt leading

In the heart of the department stood a team of passionate individuals—engineers, planners, technicians, and administrators—all working tirelessly to keep the wheels of progress turning. They embraced the challenges posed by the state's diverse terrain, from the rugged peaks of the Sangre de Cristo Mountains to the sweeping flats of the eastern plains.

Libre Baskerville Regular | 9.5 pt | 13.5 pt leading | Preferred setting for text heavy documents

In the heart of the department stood a team of passionate individuals—engineers, planners, technicians, and administrators—all working tirelessly to keep the wheels of progress turning. They embraced the challenges posed by the state's diverse terrain, from the rugged peaks of the Sangre de Cristo Mountains to the sweeping flats of the eastern plains.

Libre Baskerville Italic | 9 pt | 13 pt leading

In the heart of the department stood a team of passionate individuals—engineers, planners, technicians, and administrators—all working tirelessly to keep the wheels of progress turning. They embraced the challenges posed by the state's diverse terrain, from the rugged peaks of the Sangre de Cristo Mountains to the sweeping flats of the eastern plains.

Libre Baskerville Bold | 8 pt | 12 pt leading

In the heart of the department stood a team of passionate individuals—engineers, planners, technicians, and administrators—all working tirelessly to keep the wheels of progress turning. They embraced the challenges posed by the state's diverse terrain, from the rugged peaks of the Sangre de Cristo Mountains to the sweeping flats of the eastern plains.

Typography misuses

Swiss 721, Source Sans and Baskerville can be used in a variety of weights and colors and should be the only typefaces used to represent NMDOT. Consider accessibility guidelines when choosing which fonts to use. Use sufficient contrast between text and background colors, and avoid using these fonts on graphics that are difficult to read for people with visual impairments. Here are some common typographic mistakes:

1. Using Swiss 721 for headline and body copy
2. Using colors in headlines that don't have adequate contrast
3. Using other typefaces not listed in this document
4. Using a color other than gray, dark blue, or black for body copy
5. Using very open or very tight leading (the space between lines of copy)
6. Using very open or very tight kerning (the space between letters)
7. Using large body text typically over 12 pt
8. Using the wrong font for callout text
9. Using too many fonts
10. Ignoring Hierarchy
11. Overusing All Caps

1.

Lorem
insum

2.

Lorem
insum

3.

Lorem
insum

4.

However, like any great story, the tale of the NMDOT was not without its challenges. They faced budget constraints, logistical hurdles, and the occasional political headwind. Yet, through collaboration, innovation, and unwavering dedication to their mission, they overcame these obstacles time and time again.

5.

However, like any great story, the tale of the NMDOT was not without its challenges. They faced budget constraints, logistical hurdles, and the occasional political headwind. Yet, through collaboration, innovation, and unwavering dedication to their mission, they overcame these obstacles time and time again.

6.

However, like any great story, the tale of the NMDOT was not without its challenges. They faced budget constraints, logistical hurdles, and the occasional political headwind. Yet, through collaboration, innovation, and unwavering dedication to their mission, they overcame these obstacles time and time again.

7.

However, like any great story, the tale of the NMDOT was not without its challenges. They faced budget constraints, logistical hurdles, and the occasional political headwind. Yet, they overcame these obstacles time and time again.

8.

In the heart of the department stood a team of passionate individuals—engineers, planners, technicians, and administrators—all working tirelessly to keep the wheels of progress turning. They embraced the challenges posed by the state's diverse terrain, from the rugged peaks of the Sangre de Cristo Mountains to the sweeping flats of the eastern plains.

9.

Lorem insum

Lorum insum

However, like any great story, the tale of the NMDOT was not without its challenges. They faced budget constraints, logistical hurdles, and the occasional political

10.

Lorem insum

Lorum insum

However, like any great story, the tale of the NMDOT was not without its challenges. They faced budget constraints,logisticalhurdles,

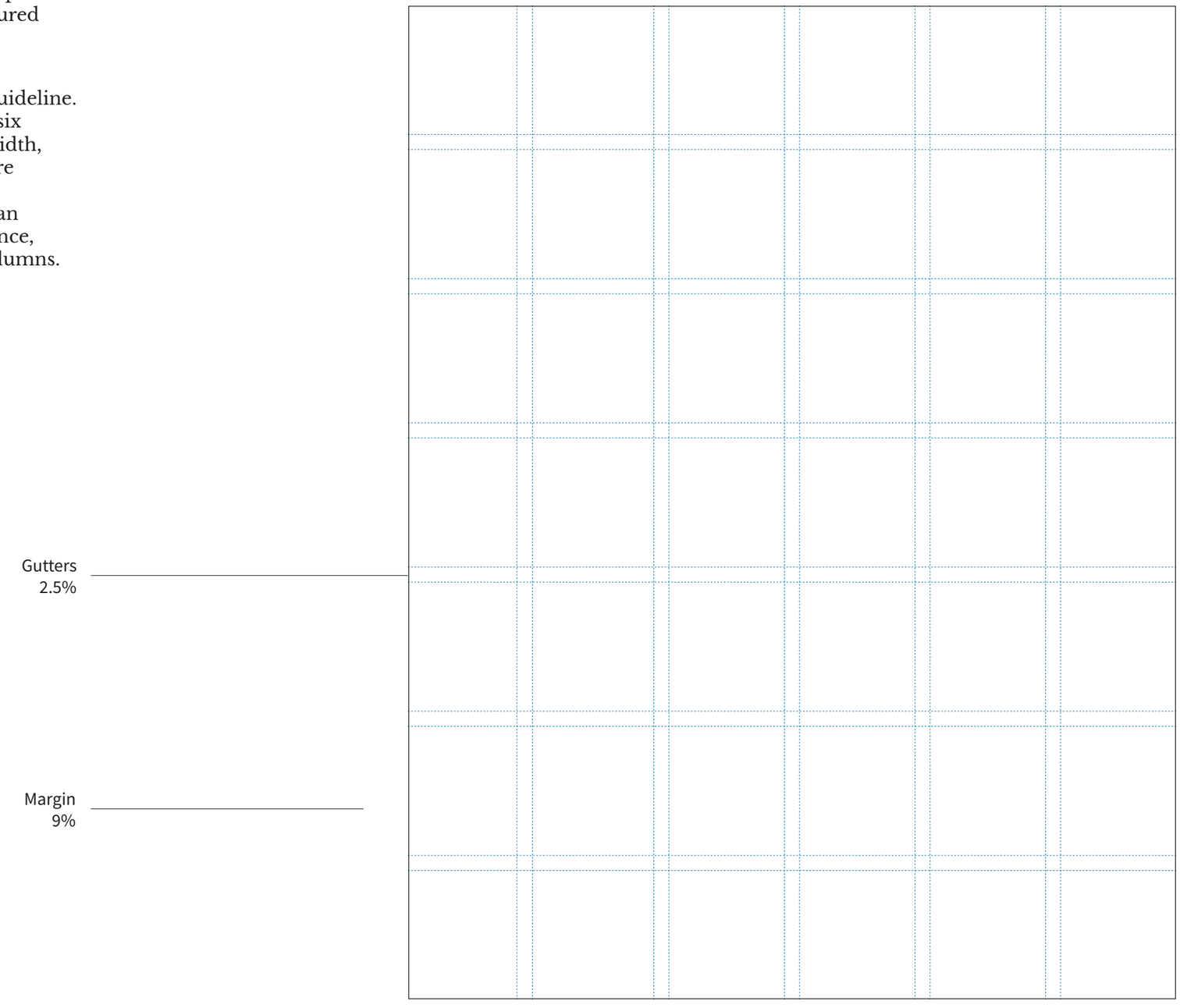
11.

LOREM
INSUM

Layout grid

A layout grid is an essential framework used in graphic and web design to systematically organize and align elements on a page or screen. It comprises a series of horizontal and vertical lines, creating a balanced and structured environment for content placement. Layout grids enable designers to achieve consistency, hierarchy, and visual harmony in their designs.

When developing a new layout, use the following grid structure as a guideline. This grid consists of squares with equally spaced gutters and features six columns and eight rows. The margin is set at 9% of the layout's total width, and the gutter occupies 2.5% of the width. Once the grid and gutters are established, any excess height can be allocated to the bottom margin, while the top and side margins remain equal. This flexible structure can accommodate diverse typographic and visual requirements. For instance, text can flow across four columns or be divided into three separate columns. Images can span the bottom four rows or occupy just four squares.



Layout hierarchy

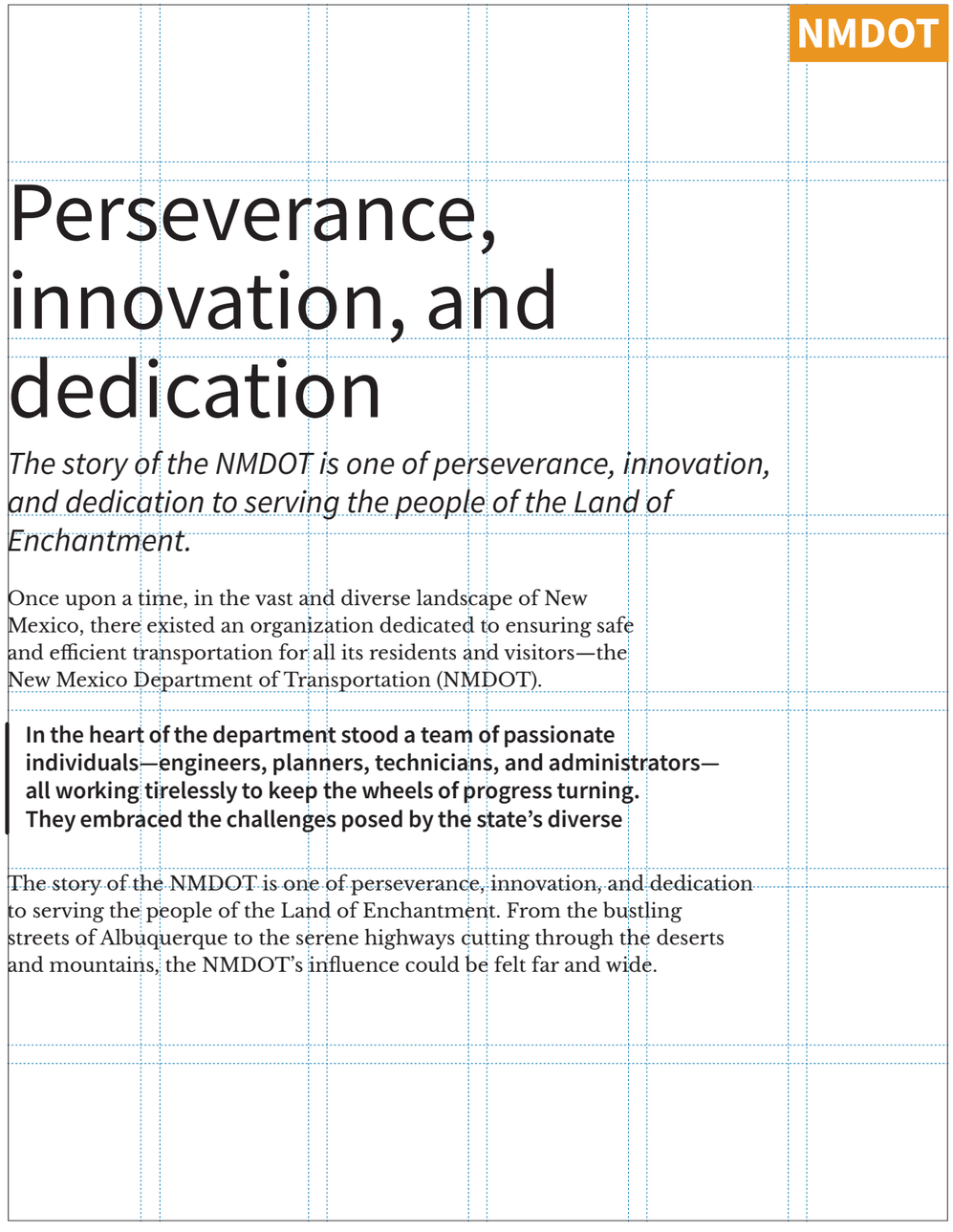
When creating collateral, follow best practices for a cohesive look and clear typographic hierarchy: headings, subheadings, body copy, disclosures, and headers/footers. Each content piece fits within its own square, with no overlap. The logo spans two squares at half the square's height, and content starts at the left side.

NMDOT story headline | 42 pt

Headline 3 | 16 pt | ideal for subheadings

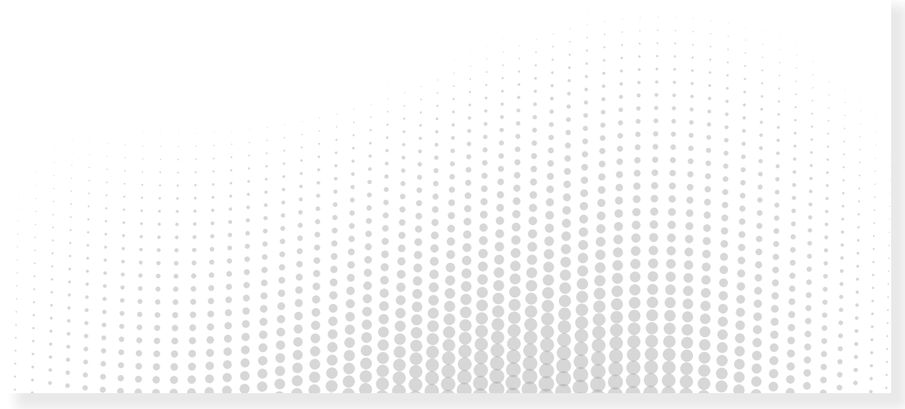
NMDOT story pull quote | 12 pt

NMDOT story body copy | 9.5 pt



5. VISUAL ELEMENTS

This section covers additional visual elements that contribute to our brand's identity, such as patterns, graphics, icons, and photography styles. It provides examples and guidelines for their use to maintain brand cohesion.



NMDOT

From the bustling streets of Albuquerque to the serene highways cutting through the deserts and mountains, the NMDOT's influence could be felt far and wide.

Brand brackets

When considering “brackets for brand graphics,” it’s important to understand how brackets can be used creatively in the context of branding and graphic design. Brackets, also known as parentheses or square brackets, can serve various purposes in visual communication.

Using brackets consistently across different brand assets can contribute to visual continuity and brand recognition. Whether it’s in typography, iconography, or layout design, incorporating brackets as a recurring motif can strengthen brand identity.

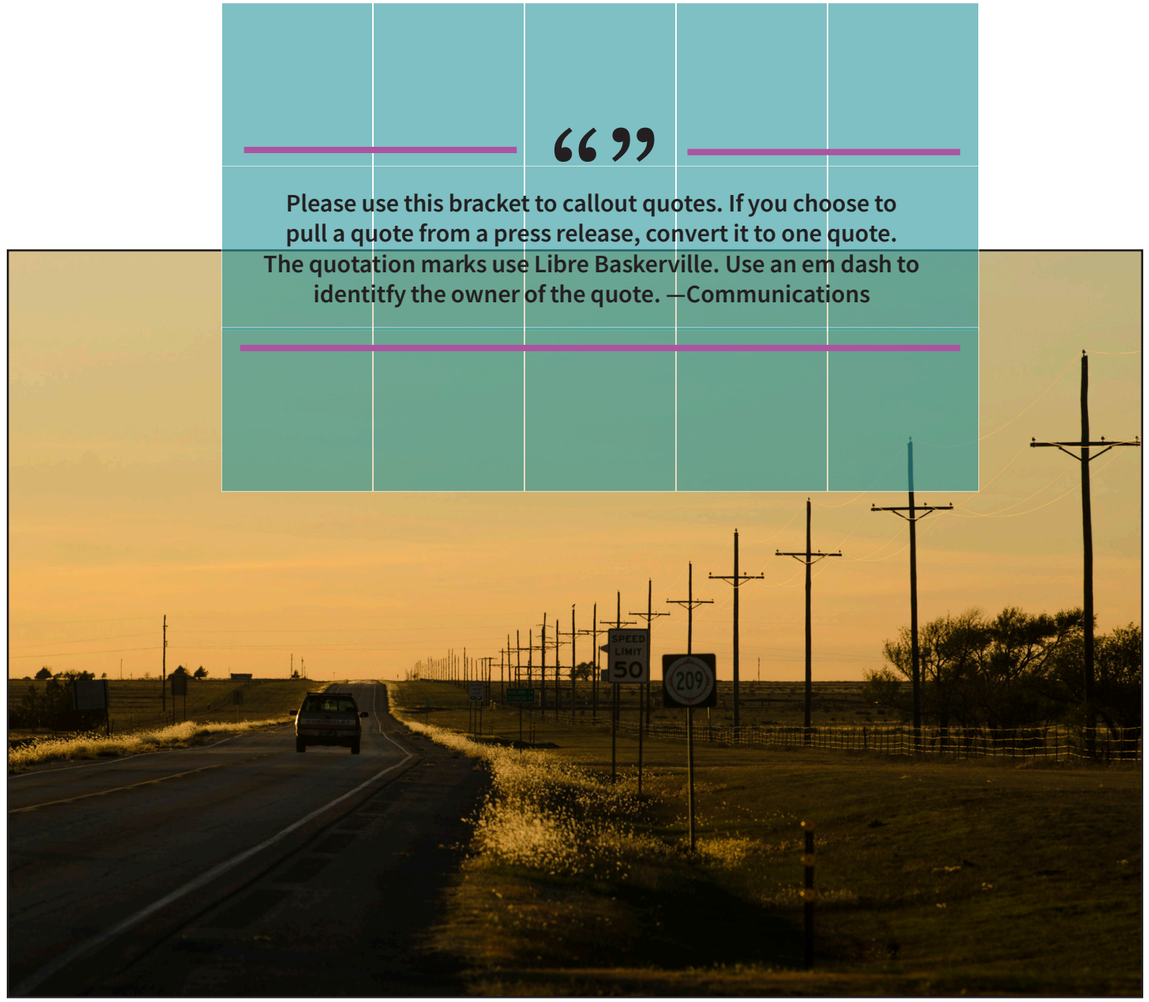
Please use this bracket to callout important text from the body. This example is best for press releases. Convert it to one quote. This paragraph style is available under ‘NMDOT story pull quote’ in the assets folder.

“”

Please use this bracket to callout quotes. If you choose to pull a quote from a press release, convert it to one quote. The quotation marks use Libre Baskerville. Use an em dash to identitfy the owner of the quote. —Communications

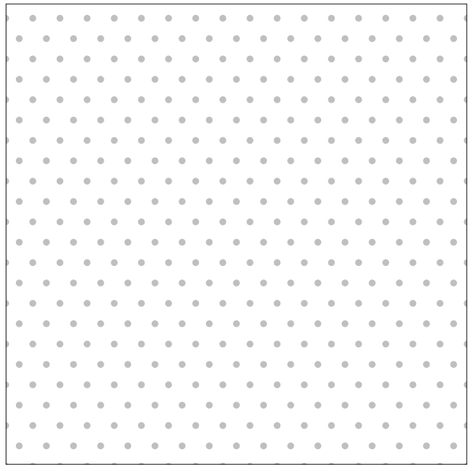
Brand graphics transparent squares

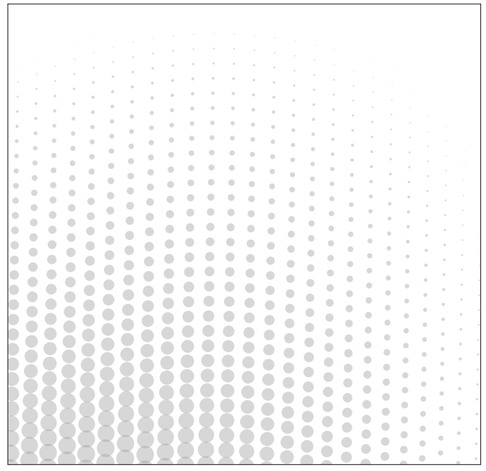
Transparent squares may be used to bring visual interest and depth to web banners, report covers, social media posts etc. Transparent squares may be combined to form a rectangle (see below). The squares always appear over photographs. They may extend over the edge of the image. They must have an opacity within a range of 60-90%. Color squares may appear at 100% opacity when used with one or more transparent squares.

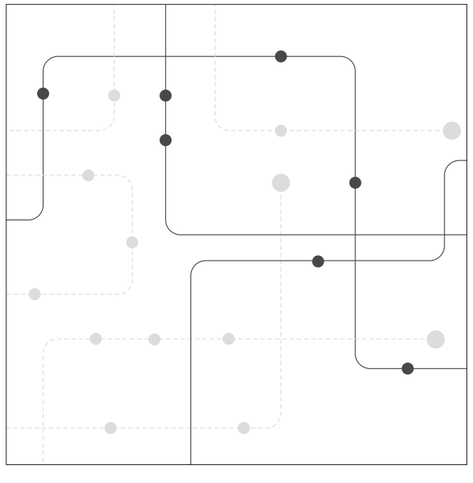


Brand graphics patterns

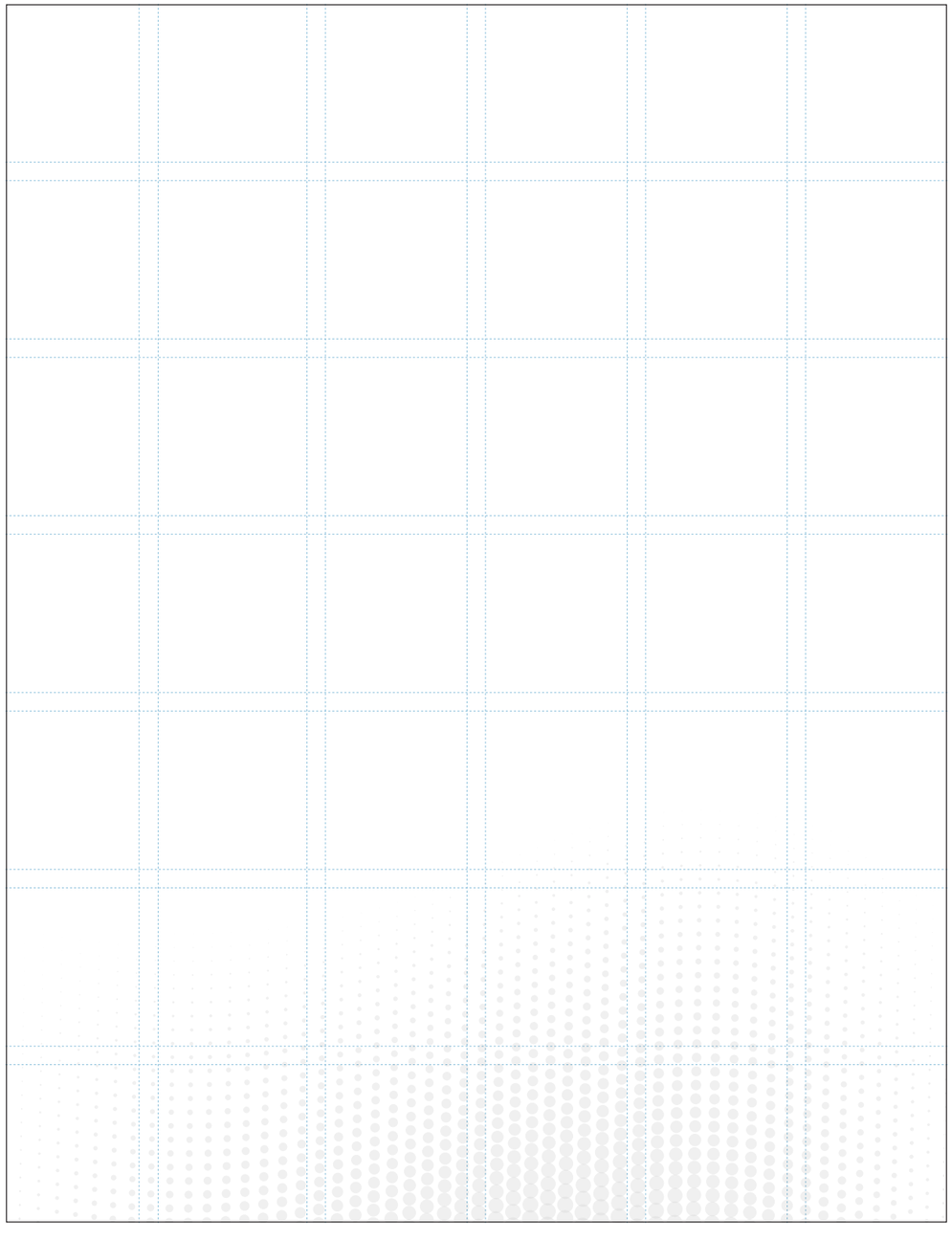
The NMDOT brand utilizes a library of gridbased patterns. The patterns represent the structured mindset and analytical perspective at the center of NMDOT approach. These patterns are used in a variety of ways: as overlays on key brand images, as structural elements in layouts and as a foundation for information graphics. Each pattern is based on a square grid. While the patterns appear in the foreground, they are light in both weight and color so as to remain transparent enough to allow other elements to be clearly seen through them. Patterns should be 90-100% opaque when they are placed on top of images or color fields, but when paired with typography patterns should be reduced to 20%-70% opacity.





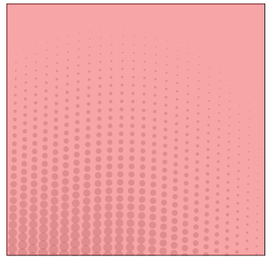
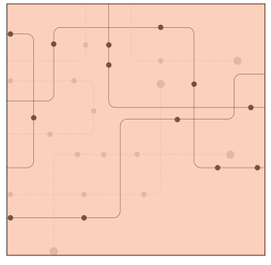
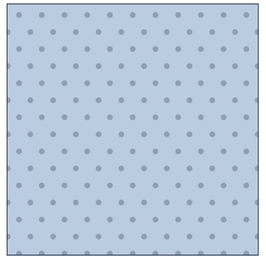
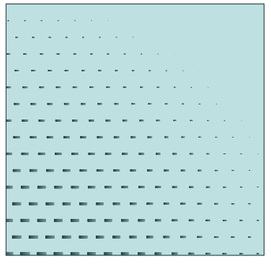


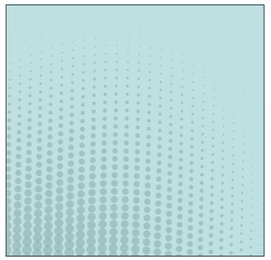
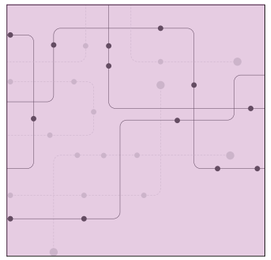
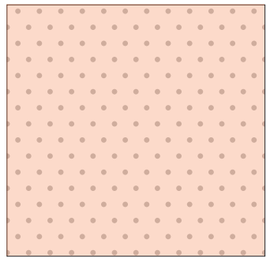
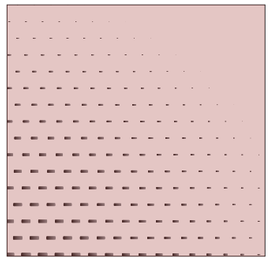


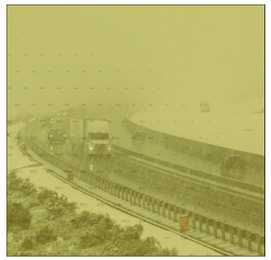


Brand graphics patterns

Use patterns with the designated brand colors or over photos to maintain visual consistency. These patterns are not included in the assets folder. To access and apply them, please consult the NMDOT Graphic Design Manager for approval, as proper usage requires alignment with NMDOT's design principles.

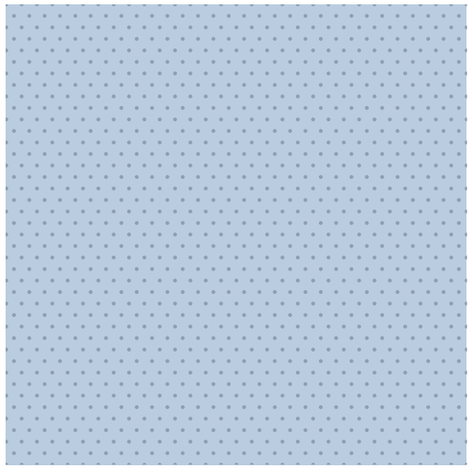








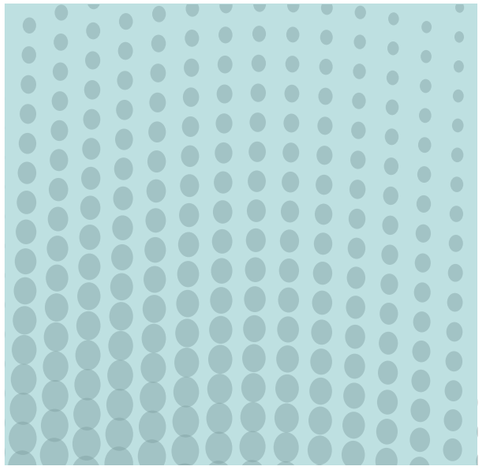


Brand graphics patterns

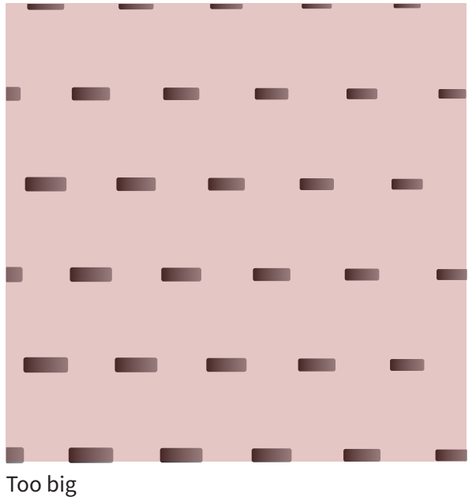
When scaling the patterns, to ensure legibility, lines should remain no less than 1pt wide (1px in digital). Dots may be no less than 3pts (3px in digital) in diameter. The ratio of the dot size to the line weights within the pattern should not be changed. Avoid making the pattern too large to be identifiable as a grid.



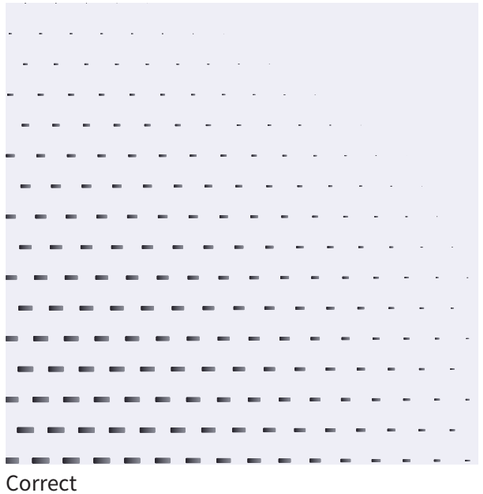
Too small



Out of proportion



Too big



Correct

Photo overlays

Many of the image styles can be used with a color overlay. Setting up a color overlay is simple.

Start with a black and white image. Color images may be converted to black and white if needed. Do not select images with very high contrast.

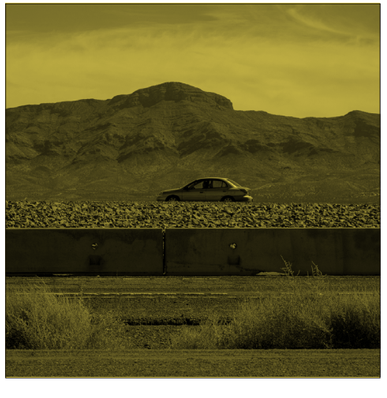
Choose a color. Any of the brand or secondary colors work. For the darker colors (dark blue and gray) a tint may be used. Do not use more than one color.

Overlay the image with the color. Set transparency effects to **multiply**. Do not screen or reduce the image in any way.

The results should be dramatic. The image should have a great deal of texture and detail along with a rich depth of color. If your resulting image lacks detail or has predominant areas of a single color, then your original image was too high contrast.









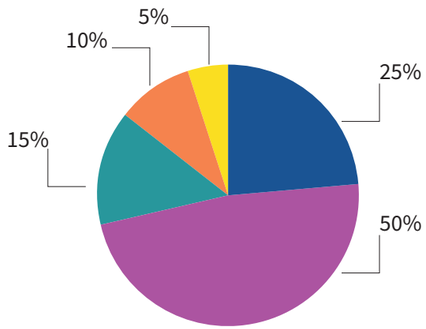
Information graphics, charts and graphs

If you would like to work with Communications on developing custom NMDOT graphs that follow brand style and visual standards, you are welcome to collaborate.

If not, please ensure your graphics closely match the approved examples:

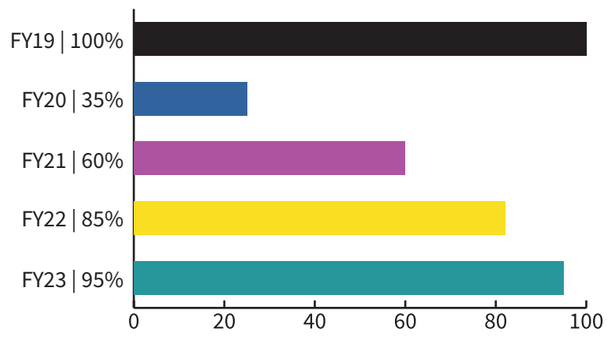
Information graphics, such as graphs and tables, should be simple and clear, using brand colors for data with black labels, guides, and dividers. Follow the brand color order, using full opacity first, then tints if needed. Avoid drop shadows.

Typography should be Source Sans, between 7pt and 14pt, including graph titles.

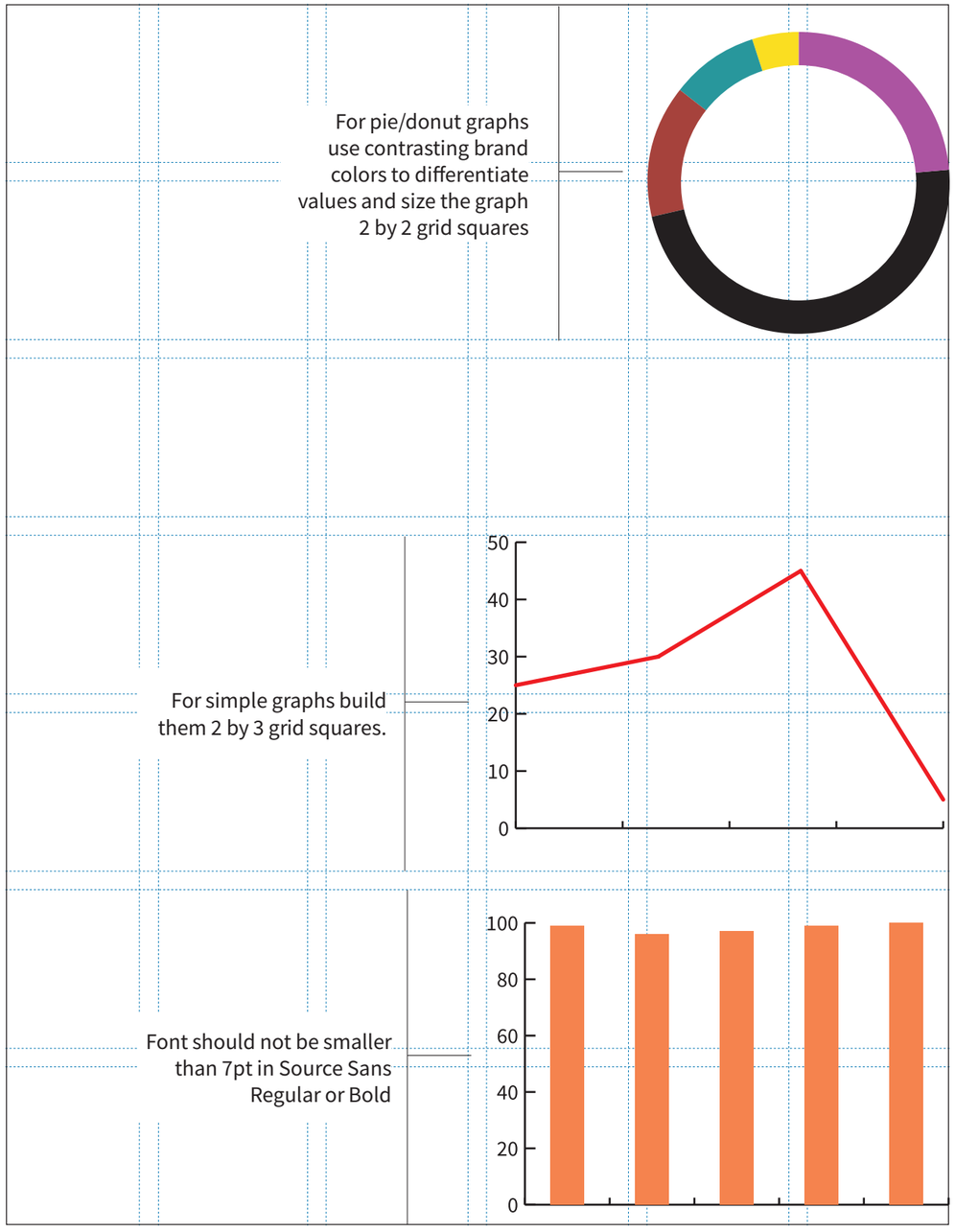


Rule of thumb for pie/donut graphs: Six colors or less to depict each value is ideal, absolutely no more than 12 colors.

Bar, stacked bar, column and stacked column graphs can be extended to more than three grid squares depending how many vulues need to be depicted. However, keep them no more than two grid squares high







Information graphics charts and graphs

Tables come in two styles for print and web. Use black Source Sans, at least 7pt, with bold for headings. In print, use black text on white with color tints for emphasis. Online, alternate Light Gray tints to improve readability and guide readers through large tables.

Header background shall remain white for print

Follow heirchy | Source Sans 11pt bold

heirchy if various line items related to the one group | Source Sans 11pt regular

Numbers and dollar amounts are right aligned

Print

	FY22	FY23	Total
Road Fund			
RF State Funds	$520 million	$600 million	$1.12 billion
RF FHWA	$400 million	$500 million	$900 million
Traffic Safety Funds	$2 million	$3 million	$5 million
Aviation	$5 million	$5 million	$10 million

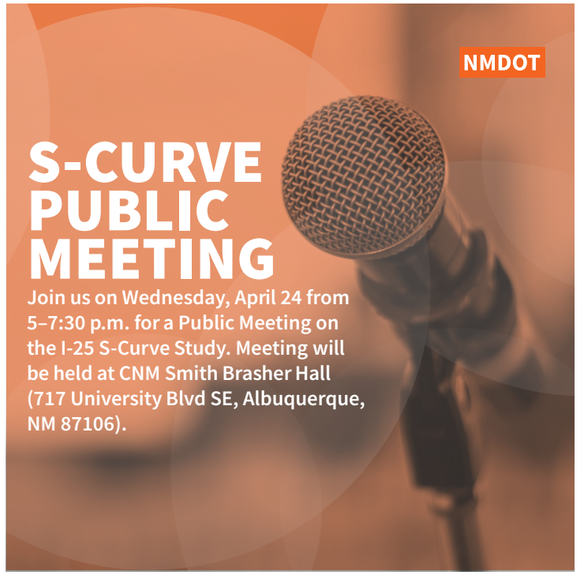
Web

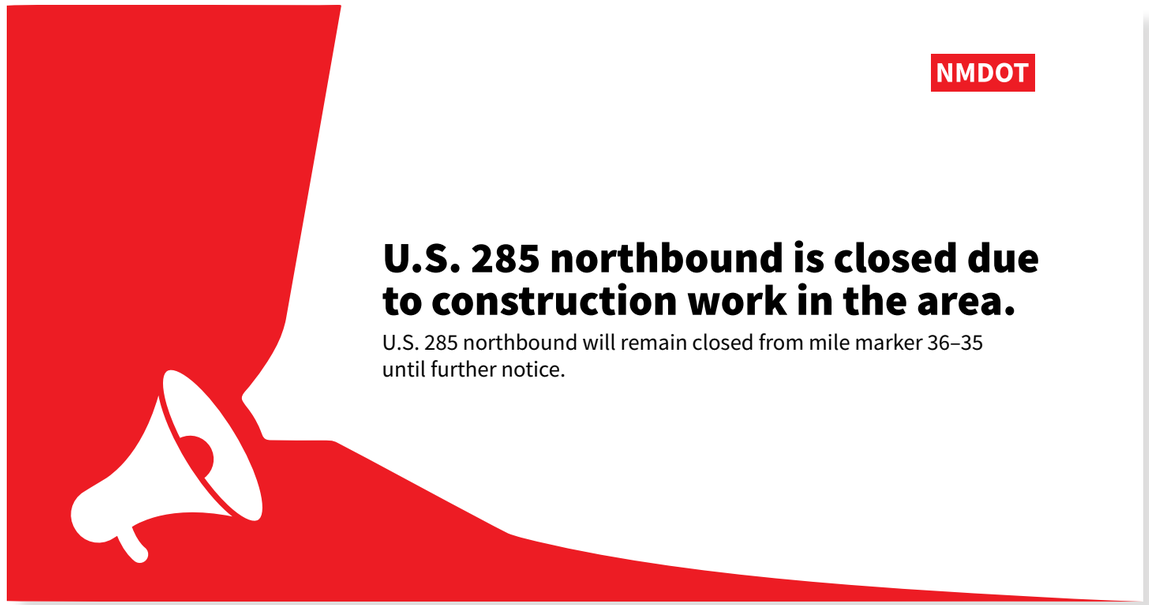
Header background shall remain light gray for web

	FY22	FY23	Total
Road Fund			
RF State Funds	$520 million	$600 million	$1.12 billion
RF FHWA	$400 million	$500 million	$900 million
Traffic Safety Funds	$2 million	$3 million	$5 million
Aviation	$5 million	$5 million	$10 million

6. DIGITAL GUIDLINES

Specific guidelines for digital platforms cover aspects such as email templates, social media usage, and digital advertising, ensuring a cohesive brand experience online.





Important components of social media, how they work and how they can help brand awareness

The different components of social media, such as impressions, likes, and conversion rates, are essential in strengthening a brand. Impressions help increase brand visibility by showing how often our content is seen, while likes measure audience engagement and indicate how well content resonates with them. Conversion rates are crucial as they directly reflect how effectively social media efforts are turning engagement into tangible actions like sales or sign-ups. Together, these metrics provide valuable insights that enable us to refine strategy, enhance brand perception, and drive business growth.

Conversion rate refers to the percentage of users who take a desired action out of the total number of users who interacted with a particular element, such as a website, landing page, or social media post. The desired action could be making a purchase, signing up for a newsletter, filling out a form, or any other predefined goal.

Conversion rate

Data is just information. It's anything that can be collected and recorded — like how many people visit your website, how many sales you make, or even how many steps you take in a day.

The concept of conversion rate is explained. It's a way to measure how many people took a desired action out of everyone who saw your content.

Here's a super simple way to think of it:

- Imagine you hand out 100 flyers for your lemonade stand.
- 10 people come and buy lemonade.
- The conversion rate is how many people bought lemonade out of the total who saw the flyer:

Conversion Rate =10/100 ×100% = 10%

In short: data helps you understand what's happening so you can make better decisions — like changing your flyer design if not enough people show up!

Conversion rate is a crucial metric in digital marketing because it indicates the effectiveness of your marketing efforts in persuading users to take the desired action. A higher conversion rate typically means that your marketing strategy and messaging are resonating well with your target audience, while a lower conversion rate may indicate areas for improvement in your campaign optimization, user experience, or targeting.

It's important to track conversion rates regularly and analyze factors that may be influencing them, such as the quality of traffic, the effectiveness of your social media posts, the clarity of your calls to action, and the relevance of your campaigns. By continuously monitoring and optimizing your conversion rate, you can improve the overall performance and success of your marketing campaigns.

Impressions, likes, and conversion rate are all important metrics in digital marketing, but they measure different aspects of audience engagement and behavior. Here's a breakdown of each metric and their differences:

Impressions

- Impressions refer to the total number of times your content (e.g., ad, post) has been displayed on a user's screen, regardless of whether it was clicked or interacted with.
- Impressions provide insight into the reach of your content and how many times it has been seen by users. They indicate the potential exposure of your content to your target audience.
- Impressions are a measure of visibility and brand awareness, but they do not necessarily indicate user engagement or action.

Likes

- Likes represent the number of times users have interacted with your content by clicking the "like" button. This typically applies to social media platforms like Facebook, Instagram, and LinkedIn.
- Likes indicate user engagement and positive sentiment towards your content. They show that users found your content interesting, valuable, or entertaining enough to express their approval.
- Likes can help boost the visibility of your content by increasing its reach and engagement, as social media algorithms often prioritize content with higher engagement metrics.

Conversion rate

- Conversion rate refers to the percentage of users who complete a desired action (conversion) out of the total number of users who interacted with your content or visited your website.
- Conversions can vary depending on your specific goals and objectives, such as making a purchase, signing up for a newsletter, filling out a form, or downloading a resource.
- Conversion rate is a measure of how effective your marketing efforts are in persuading users to take the desired action. A higher conversion rate indicates that your content or advertising is resonating well with your audience and driving meaningful outcomes.
- Conversion rate is a critical metric for assessing the performance and ROI of your marketing campaigns. It helps determine the effectiveness of your messaging, targeting, and overall user experience.

In summary, impressions measure visibility, likes measure engagement, and conversion rate measures effectiveness in driving desired actions. While all three metrics provide valuable insights into different aspects of your digital marketing efforts, it's essential to analyze them in conjunction with each other to gain a comprehensive understanding of your campaign performance and optimize your strategies accordingly.

Social media templates

Maintaining consistency across your social media channels is crucial for building brand recognition and trust with your audience. Create visually appealing templates for different types of social media posts, such as promotional posts, quotes, product highlights, and announcements. Use graphics, images, and text overlays to make the NMDOT's posts stand out.

By following these social media templates that are not only visually appealing but also consistent with our brand identity and messaging. This consistency helps strengthen NMDOT's presence and fosters deeper connections with our audience across different social media platforms.



Facebook story post: 1640 x 856

The purpose of a Facebook Story post is to share ephemeral, short-lived content with your audience in a more casual and engaging format compared to traditional posts. It is important to note that, in most cases, simple typographic quotes or headlines tend to be the most engaging for the audience.

Facebook/Instagram Ad: 1080 x 1080

The purpose of a Facebook ad is to achieve specific marketing objectives and goals, whether that's increasing brand awareness, driving website traffic, generating leads, boosting sales, or engaging with your audience. The key is to align the ad campaigns with overall objectives and target audience to maximize effectiveness. Facebook ads should be concise and straight to the point with no added clutter. Most of the information should be stated in the description.





Facebook announcement post: 1200 x 630

The purpose of a Facebook announcement post is to promote an upcoming event and encourage people to attend or to inform the traveling public about upcoming closures.

How to create, promote and post a Facebook event

Creating a Facebook event

Navigate to Events: Click on “Events” in the left-hand menu on your homepage.

Create Event

Click on the “+ Create Event” button.

Choose between “Online” or “In-Person” depending on the nature of your event.

Fill in event details

Event Name: Give your event a clear and descriptive name.

Date and Time: Set the start and end times.

Location: Specify the location for an in-person event or the platform for an online event.

Description: Provide a detailed description of your event, including any important information attendees need to know.

Category: Select a category that best fits your event.

Privacy Settings: Choose whether your event is Public, Private, or Friends Only.

Add Co-Hosts (Optional): If you’re collaborating with others, you can add them as co-hosts.

Cover artwork: Upload an eye-catching cover that represents your event. Use the NMDOT style guide to keep your events cohesive.

Post description

NMDOT State Transportation Commission Meeting

Join us for the upcoming NMDOT State Transportation Commission Meeting on Thursday, January 16, 2025, at 8:30 a.m. in Santa Fe, NM. The meeting will be held at the General Office Auditorium.

Date: January 16, 2025

Time: 8:30 a.m.

Location: General Office Auditorium, Santa Fe, NM

This is a crucial meeting where we will discuss important transportation issues and projects impacting our state. Your participation and input are invaluable to us.

Agenda Items Submission:

Please submit any agenda items you would like to discuss by December 16, 2024.

Don’t miss this opportunity to have your voice heard and to contribute to the future of transportation in New Mexico.

RSVP and let us know you’re coming!

For more information and to submit agenda items, visit our website [insert website link here].

RSVP Now: [Insert Facebook Event Link Here]

We look forward to seeing you there!

#NMDOT #TransportationMeeting #SantaFe #StateTransportation #CommunityEngagement

Headline 42–48 | Bold

Make sure to create social media headlines big and bold. This will ensure the end user will be able to view the text at any sized monitor.

Headline 1 | 30-36 | Semibold

Make sure to create social media headline 1 big and bold. This will ensure the end user will be able to view the text at any sized monitor.

Choose a clean and non busy image to overprint text on.

Use small type to intise the reader to navigate the entire event post. Note: QR codes don’t work on screen very well, but design them into your social media post in case you deside to use them as printable flyers and hide them if you decide to use as social media posts.



7. VOICE & TONE

Guidelines for voice and tone establish the personality and communication style of our brand. This includes examples of language to use (and avoid), as well as guidance on how to adapt the tone for different audiences and contexts.

Voice

1. **Professional:** Reflecting expertise and authority in transportation and infrastructure.
2. **Clear and Concise:** Ensuring information is straightforward and easy to understand.
3. **Informative:** Providing valuable information and updates that stakeholders need.
4. **Community-Oriented:** Demonstrating a commitment to serving the public and engaging with the community.

Tone

The tone of NMDOT should vary depending on the context, but generally should be:

1. **Respectful and Courteous:** Always showing respect for the public and stakeholders.
2. **Positive and Encouraging:** Highlighting achievements, improvements, and opportunities positively.
3. **Responsive and Helpful:** Offering assistance and responding to inquiries promptly and helpfully.
4. **Neutral and Impartial:** Maintaining an objective tone, especially when discussing regulations or contentious issues.



Rules for consistency

Stay on brand: Ensure all communications reflect the professional and community-oriented values of NMDOT.

Be clear and concise: Avoid jargon and complex language. Make sure every message is easy to understand.

Maintain neutrality: When discussing policies, regulations, or any potentially controversial topics, stay neutral and objective.

Engage positively: Whenever possible, highlight positive aspects and encourage community involvement and feedback.

Be responsive: Address inquiries and feedback promptly and courteously, showing that NMDOT values public input and participation.

Adapt tone as needed: Adjust the tone depending on the context—more formal for official announcements, warmer for community engagement.

By adhering to these voice and tone guidelines, NMDOT can ensure consistent, clear, and effective communication with all stakeholders.

Examples

Announcements

Voice: Professional, clear, informative.

Tone: Respectful, neutral.

Example:

"Starting July 1, 2024, the New Mexico Department of Transportation will implement new speed limits on State Highway 47 to enhance road safety. Please adhere to the updated speed limits and drive safely."

Public meeting invitations

Voice: Professional, community-oriented.

Tone: Positive, encouraging.

Example:

“Join us for the NMDOT State Transportation Commission Meeting on January 16, 2025, at 8:30 a.m. in Santa Fe, NM. Your input is valuable as we discuss the future of our state’s transportation. Submit agenda items by December 16, 2024, and be part of the conversation!”

Road safety campaigns *(see example press release on pages 64-65)*

Voice: Professional, clear, informative.

Tone: Positive, encouraging.

Example:

“Stay safe on the roads this winter! Ensure your vehicle is winter-ready and always drive cautiously in snowy conditions. Together, we can reduce accidents and keep New Mexico roads safe for everyone.”

Emergency notifications *(see example below)*

Voice: Professional, clear.

Tone: Neutral, urgent.

Example:

“Due to severe weather conditions, Interstate 40 is temporarily closed between Albuquerque and Gallup. Please use alternative routes and avoid travel if possible. We will provide updates as the situation develops.”

Project Updates

Voice: Professional, informative.

Tone: Positive, encouraging.

Example:

“We’re excited to announce the completion of the new overpass on State Route 528, improving traffic flow and safety. Thank you for your patience during construction. Drive safely and enjoy the new roadway!”



NMDOT

Stay safe on the roads this winter

“Winter weather can present unique challenges for drivers, but with proper preparation and cautious driving, we can all contribute to safer roads,” said Jane Smith, Secretary of NMDOT. “Our winter road safety campaign is designed to remind everyone of the steps they can take to protect themselves and others.”

Santa Fe, NM — December 1, 2024 — As winter approaches, the New Mexico Department of Transportation (NMDOT) is launching a comprehensive road safety campaign to keep drivers safe during the colder months. With the increased risks of snow, ice, and low visibility, NMDOT urges all motorists to take extra precautions to ensure their safety and the safety of others on the road.

Winter road safety tips:

Prepare your vehicle: Ensure your vehicle is winter-ready by checking the battery, tires, and windshield wipers. Keep an emergency kit in your car that includes blankets, a flashlight, and non-perishable food items.

Slow down and increase following distance: Reduce your speed and maintain a greater following distance between your vehicle and the one ahead. This gives you more time to react to unexpected situations.

Stay informed: Check weather forecasts and road conditions before embarking on any journey. Visit the NMDOT website or download the NMRoads app for real-time updates on road conditions and closures.

Use headlights wisely: Keep your headlights on during snowy or rainy conditions to improve visibility. Remember to use low beams in foggy conditions.

Avoid sudden movements: Accelerate and decelerate slowly to maintain control of your vehicle. Avoid sudden turns and lane changes, which can cause skidding.

NMDOT

- **Stay off the roads if possible:** During severe weather, it is best to stay home and avoid unnecessary travel. If you must travel, inform someone of your route and expected arrival time.

Campaign highlights:

- **Public service announcements:** NMDOT will be airing radio and TV spots to remind drivers of key winter driving safety tips.
- **Social media outreach:** Follow NMDOT on Facebook, Twitter, and Instagram for regular updates and safety tips.
- **Community workshops:** NMDOT will host workshops in various communities to educate drivers on winter road safety and vehicle preparedness.

For more information on winter road safety and to access real-time road condition updates, visit NMDOT’s Winter Road Safety Page or download the NMRoads app.

Stay safe, New Mexico! Together, we can make our roads safer for everyone this winter.

About NMDOT

The New Mexico Department of Transportation is dedicated to providing a safe and efficient transportation system for the citizens of New Mexico. Our mission is to plan, build, and maintain a quality state transportation network that enhances mobility and economic growth.

###

8. BRAND APPLICATIONS

Practical examples and templates demonstrate how the brand elements should be applied across various touchpoints, including print materials, digital assets, signage, packaging, and merchandise.

Print material

PowerPoint presentations

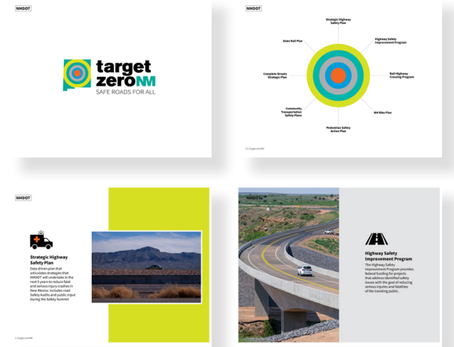
Tip: PowerPoint presentation (design for print then convert to Powerpoint via Adobe Acrobat). Design as simple and clean as you can.

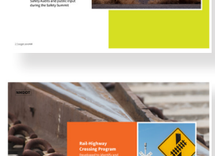
Logo: Include the NMDOT logo at the top left or right. Be consistent where the logo is placed.

Body text area: Maintain ample white space for text.

Images: Use clean and simple images to create word/image association

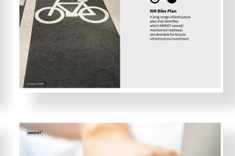
















Visual graphics for print—posters, flyers etc...

Creating a poster design can be a fun and creative process!
Here's a basic guide to get you started:

Define your objective: Determine the purpose of your poster. Are you promoting an event, product, cause, or something else? Understanding your goal will help shape the design.

Gather information: Collect all the necessary details that need to be included on the poster, such as event name, date, time, venue, key messages, and any visuals or branding elements.

Choose a size and orientation: Decide on the dimensions of your poster based on where it will be displayed. Common sizes include A3, A2, or A1 for standard posters, but you can also go for custom sizes if needed. Choose between portrait or landscape orientation.

Design elements

Typography: Use Source Sans Variable family and Libre Baskerville for all poster typography. Use different font sizes and styles to create hierarchy and emphasis.

Images/graphics: Incorporate relevant visuals that capture attention and convey your message effectively. Ensure images are high-quality and reflect the theme of the department and your poster. Use the tools covered in this chapter such as patterns and photo overlays.

Color scheme: Choose brand colors. Consider using color psychology to evoke certain emotions or associations.

Layout: Organize your content in a visually appealing manner. Balance text and images, and use grids or guides to maintain alignment and consistency.

Negative space: Don't overcrowd the poster with too much information. Leave enough negative space to allow elements to breathe and create a clean, uncluttered look.

Create a mockup: Use design software like Adobe Photoshop, Illustrator, or online tools like Canva to bring your design to life. Experiment with different layouts, colors, and elements until you're satisfied with the result.

Review and iterate: Step back and review your design critically. Make sure all information is accurate and easy to understand. Get feedback from others if possible and make any necessary adjustments.

Finalize and print: Once you're happy with the design, save it in the appropriate file format (e.g., PDF, JPEG) and send it to a professional printer or print it yourself if you have the necessary equipment.

Remember to keep your target audience in mind throughout the design process and tailor your poster to appeal to them. Good luck with your poster design! If you need any further assistance or specific advice, feel free to ask one of our graphic designers in Communications to help you out.





Digital assets

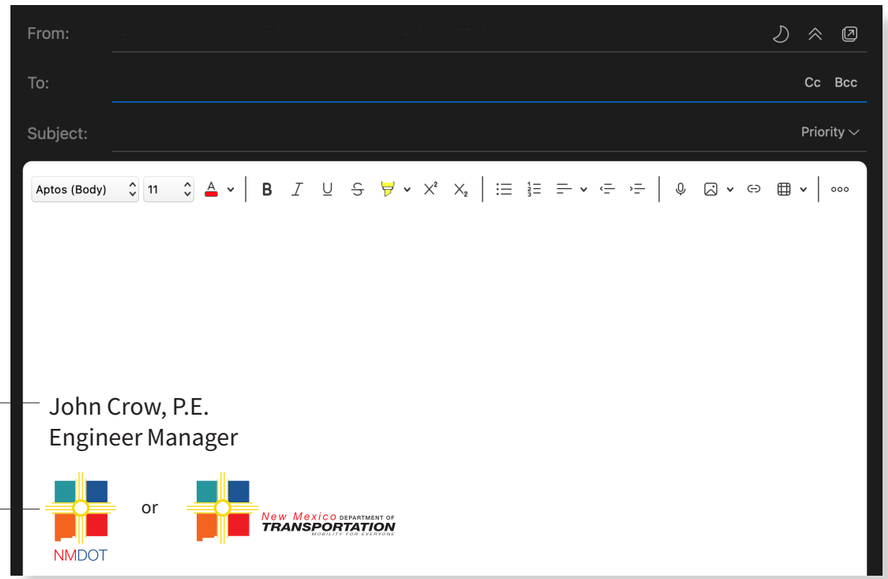
Email sig

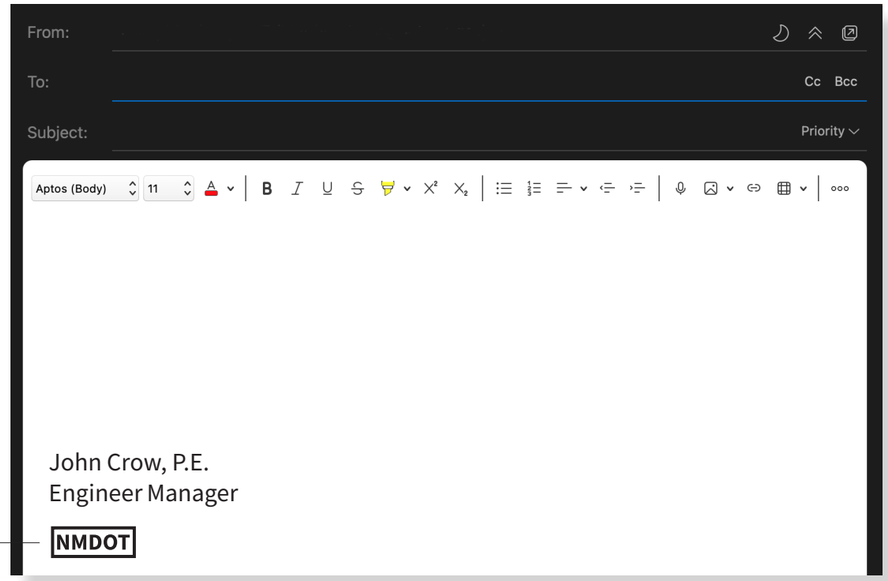
Ensure your email signature aligns with the NMDOT brand strategy. It should include the NMDOT logo, employee name, title, department, phone number, email, and social media icons. Consistency is key — use the official NMDOT color palette, fonts, and logos to maintain visual cohesion.

Please refrain from using personal identity marks or symbols in your email signature, as this is a direct violation of the NMDOT brand strategy.

When crafting your subject line, keep it concise, descriptive, and engaging to encourage recipients to open the email. Avoid clickbait or misleading subject lines, as they can erode trust with your audience.

Note: Including the NMDOT logo in your email signature is optional, but if you choose to use it, please follow these guidelines carefully.

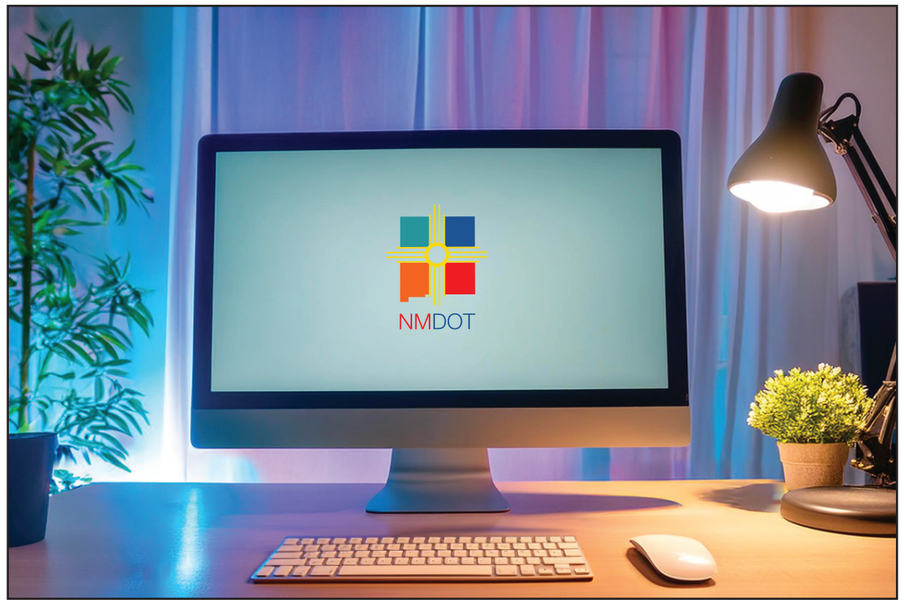




Digital Devices

Screens

Format: Large logo always at the top, use heircy typography to display information.





Apparel

Black branded t-shirt

Format: Logo and printed on black t-shirt.

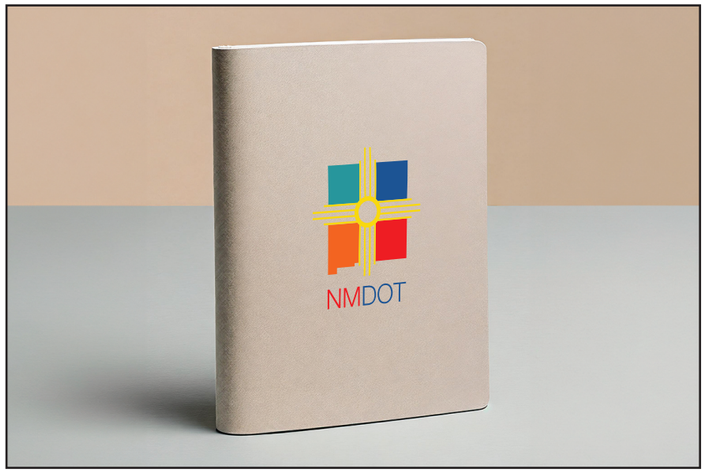
Rule: the 'DOT' in NMDOT needs to be printed white. It's a wise decision to white out the entire NMDOT logo if you decide to print on black.



Apparel and merchandise

Full color branded sweatshirt or merchandise

Format: Logo and printed on white or light shaded color sweatshirt besides black.





Merchandise

One color cups, bags etc...

Format: NMDOT identity needs to be white or a contrasting color like yellow on black or red on black when printed on dark colored hardware. See examples.





9. VALUES & GUIDING PRINCIPLES

This section articulates the brand's mission, vision, and values, providing context for employees and stakeholders to understand the brand's purpose and guiding principles.

Mission

NMDOT is committed to providing a safe, efficient, and sustainable transportation system that enhances the quality of life for all New Mexicans. Our mission is to plan, build, and maintain a high-quality state transportation network that supports mobility, economic growth, and community well-being.

Vision

NMDOT envisions a future where New Mexico's transportation system is a model of excellence, known for its safety, innovation, and efficiency. We strive to be a leader in sustainable transportation, fostering economic development and improving the quality of life for our residents.



Values

Safety first

We prioritize the safety of our employees, contractors, and the traveling public in all our decisions and actions.

We are committed to reducing accidents and fatalities on New Mexico roads through proactive measures and education.

Integrity and accountability

We conduct our work with honesty, transparency, and accountability.

We are committed to ethical practices and responsible stewardship of public resources.

Customer focus

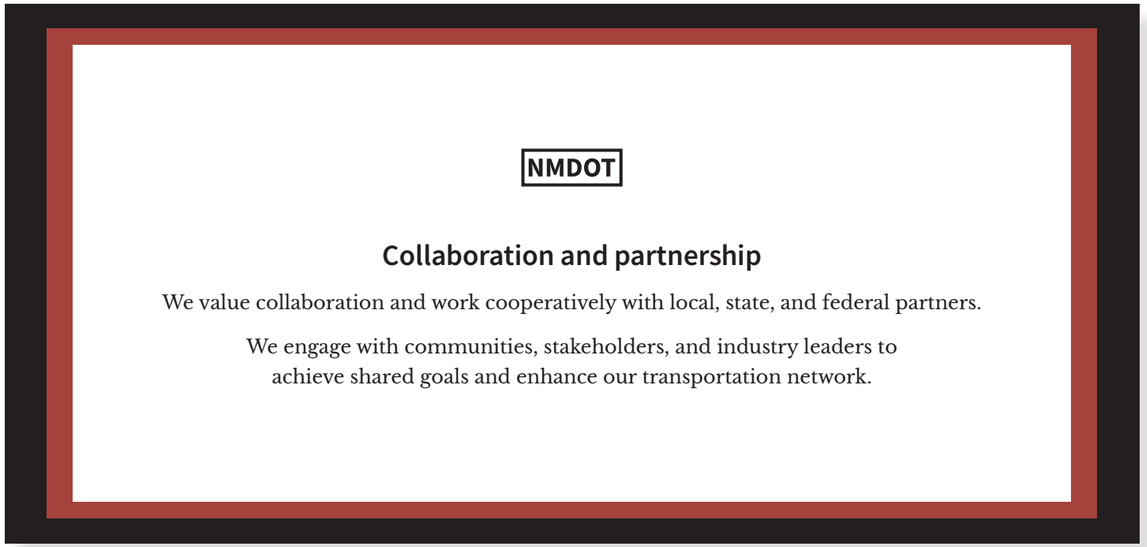
We are dedicated to meeting the needs of our customers, including residents, businesses, and visitors.

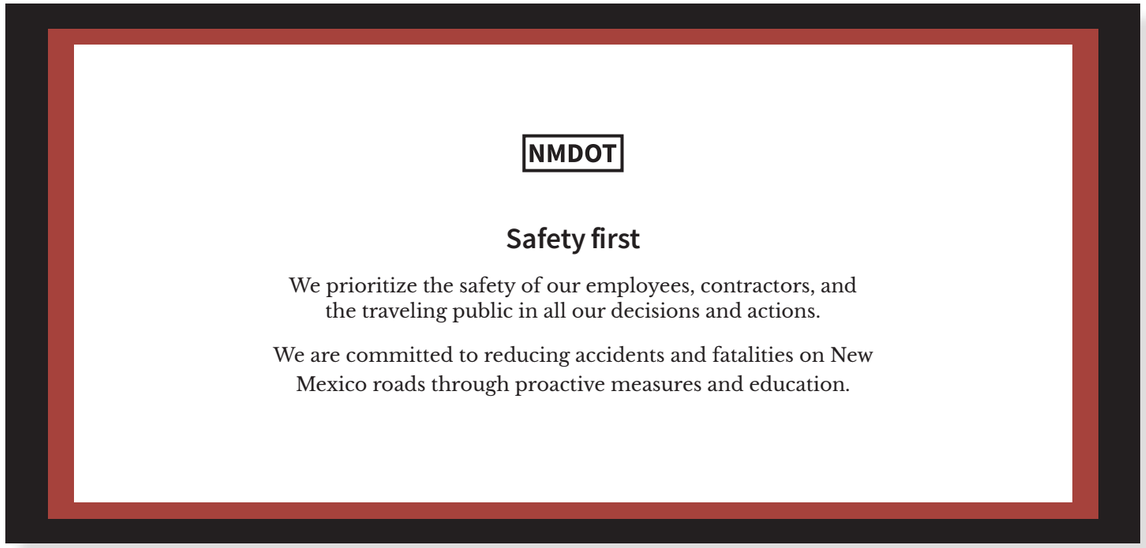
We listen to feedback and strive to exceed expectations in service and responsiveness.

Innovation and excellence

We embrace innovation and continuously seek to improve our processes and technologies.

We strive for excellence in all our projects and services, setting high standards and delivering quality results.





Sustainability

We are committed to sustainable practices that protect the environment and conserve resources.

We promote the use of green technologies and support initiatives that reduce the carbon footprint of our transportation system.

Collaboration and partnership

We value collaboration and work cooperatively with local, state, and federal partners.

We engage with communities, stakeholders, and industry leaders to achieve shared goals and enhance our transportation network.

Respect and inclusion

We treat all individuals with respect and foster an inclusive work environment.

We value diversity and are committed to equity in our workforce and services.

10. USAGE GUIDLINES

Clear rules and restrictions regarding the use of the brand's assets help protect its integrity and ensure consistency. This includes guidelines for third-party usage, co-branding, and adaptations for specific contexts.

Usage guidelines for NMDOT brand

To protect the integrity and ensure the consistency of the NMDOT brand, clear rules and restrictions regarding the use of the brand's assets must be followed. These guidelines include:

Third-party usage: Specific requirements and restrictions for third parties using NMDOT brand assets to ensure proper representation.

Co-branding: Rules for co-branding initiatives to maintain alignment with NMDOT's visual and messaging standards.

Context-specific adaptations: Instructions for adapting the brand assets for different contexts while preserving the brand's core elements and integrity.

Adhering to these guidelines helps maintain a strong and consistent brand identity.



Proportion and positioning: Rules on how the NMDOT logo should be proportionally sized and positioned relative to other brands' logos.

Types of third-party usage guidelines for NMDOT

Logo usage

Approval process: Third parties must seek approval from NMDOT before using the logo.

Placement and sizing: Guidelines on minimum size, clear space, and appropriate placement to ensure visibility and prominence.

Color and background: Instructions on acceptable color variations and background usage to maintain logo integrity.

Co-branding

Alignment: Co-branding materials must align with NMDOT's visual identity, including color schemes, typography, and overall design.

Proportion and positioning: Rules on how the NMDOT logo should be proportionally sized and positioned relative to other brands' logos.

Promotional materials

Content approval: All promotional content featuring NMDOT's brand must be reviewed and approved by NMDOT to ensure accurate representation.

Design consistency: Promotional materials must adhere to NMDOT's design standards, including font usage, color palette, and imagery.

Digital media

Website and social media: Guidelines for using NMDOT's brand assets on websites and social media, including linking back to NMDOT's official site when applicable.

Email Campaigns: Requirements for using NMDOT branding in email communications, ensuring it adheres to NMDOT's style and messaging guidelines.

Printed materials

Quality standards: Specifications for print quality, paper type, and color fidelity to maintain brand integrity in printed materials.

Distribution Approval: Printed materials using NMDOT's brand must be approved for distribution to ensure compliance with brand standards.

Event sponsorships and partnerships

Brand visibility: Ensure that NMDOT's brand is prominently displayed according to guidelines at sponsored events or partnerships.

Representation: Clear instructions on how NMDOT's brand should be represented in event materials, including banners, brochures, and digital displays.

Merchandise

Product quality: Standards for the quality of merchandise bearing the NMDOT logo to ensure it reflects positively on the brand.

Design approval: All merchandise designs must be approved by NMDOT before production.

Adaptations for specific contexts

Localized adaptations: Guidelines for adapting the brand assets for local contexts while ensuring the core elements remain intact.

Cultural sensitivity: Ensuring that all brand adaptations respect cultural norms and values relevant to the target audience.

By adhering to these third-party usage guidelines, NMDOT ensures that its brand is consistently and accurately represented across all platforms and materials.



Brand visibility: Ensure that NMDOT's brand is prominently displayed according to guidelines at sponsored events or partnerships.

Types of co-branding usage guidelines for NMDOT

Visual identity alignment

Color scheme: Ensure that co-branded materials use colors that are consistent with NMDOT's brand palette.

Typography: Use fonts that align with NMDOT's typographic standards.

Logo usage: Follow specific guidelines for the size, placement, and clear space around the NMDOT logo in co-branded materials.

Brand proportion and hierarchy

Equal representation: Ensure both brands are represented equally in terms of logo size and placement.

Primary and secondary branding: Define which brand takes precedence in different contexts and ensure clarity in branding hierarchy.

Content consistency

Messaging alignment: Ensure that the messaging is consistent with NMDOT's brand voice and tone.

Taglines and Slogans: Use taglines and slogans that complement NMDOT's branding and are pre-approved by both parties.

Design and layout

Symmetry and balance: Maintain a balanced and symmetrical design that respects both brands' visual identities.

Imagery and icons: Use images and icons that align with NMDOT's brand aesthetics and values.

Digital co-branding

Website integration: Guidelines for integrating NMDOT branding on third-party websites, including linkbacks and logo placement.

Social Media Collaboration: Rules for co-branded social media posts, ensuring both brands are tagged and represented correctly.

Printed materials

Brochures and flyers: Standards for the design and printing of co-branded brochures and flyers, including paper quality and print specifications.

Posters and banners: Guidelines for creating co-branded posters and banners, ensuring visibility and adherence to brand standards.

Event co-branding

Event signage: Standards for co-branded signage at events, ensuring both brands are equally visible.

Joint presentations: Guidelines for co-branded presentations, including slide design and content approval.

Merchandising and giveaways

Product design: Standards for co-branded merchandise, ensuring quality and consistency with both brands' guidelines.

Approval process: Co-branded merchandise must be approved by both NMDOT and the partnering brand before production.

Communication and marketing materials

Press releases: Joint press releases must be reviewed and approved by both parties, ensuring consistent messaging and branding.

Email campaigns: Co-branded email templates should adhere to the visual and content guidelines of both brands.

Compliance and legal considerations

Trademark Use: Ensure proper use of trademarks and logos, complying with legal agreements between both parties.

Confidentiality agreements: Adhere to any confidentiality agreements related to co-branded projects.

By following these co-branding guidelines, NMDOT ensures that its brand integrity is maintained while effectively collaborating with other brands.

Types of context-specific adaptations usage guidelines for NMDOT

Localized adaptations

Cultural sensitivity: Ensure all brand adaptations respect local cultural norms and values.

Language variations: Provide guidelines for translations and language adaptations to maintain the brand's message and tone.

Media-specific adaptations

Digital media: Adapt brand assets for digital platforms, ensuring readability and visual consistency across devices (e.g., websites, social media, and mobile apps).

Print Media: Adjustments for print materials such as brochures, flyers, and posters, including specifications for paper type and print quality.

Event-specific adaptations

Event signage: Guidelines for adapting the brand for event signage, including banners, booths, and displays, ensuring visibility and adherence to brand standards.

Presentation Materials: Adapting brand elements for use in presentations and slideshows, ensuring consistency in design and messaging.

Audience-specific adaptations

Target demographics: Tailor brand messaging and visuals to different audience segments while maintaining core brand elements.

Stakeholder Communications: Specific guidelines for adapting the brand for communications with various stakeholders, including government entities, community groups, and industry partners.

Environmental adaptations

Indoor vs. outdoor: Guidelines for adapting brand assets for indoor and outdoor use, considering factors such as visibility, lighting, and weather conditions.

Permanent vs. Temporary Installations: Adaptations for permanent fixtures (e.g., office signage) versus temporary installations (e.g., event booths).

Platform-specific adaptations

Social media: Tailor brand elements for different social media platforms, ensuring optimal presentation and engagement.

Website and online content: Adapt brand assets for web use, including guidelines for responsive design and accessibility.

Format-specific adaptations

Video content: Guidelines for incorporating brand elements into video content, including intros, outros, and lower-thirds.

Audio Content: Adapting the brand for audio-only formats such as podcasts, ensuring the brand's voice and tone are consistent.

Merchandising adaptations

Product-specific: Guidelines for adapting brand elements for various merchandise types, ensuring quality and consistency.

Packaging: Adaptations for product packaging, maintaining brand integrity while considering practical constraints.

Legal and compliance considerations

Regulatory Requirements: Ensure adaptations comply with local regulations and legal requirements.

Trademark and Copyright: Maintain the integrity of trademarks and copyrights in all adaptations.

Innovative and emerging platforms

AR/VR: Guidelines for adapting the brand for augmented reality and virtual reality experiences.

Interactive media: Adapting brand elements for use in interactive and immersive media formats.

By following these context-specific adaptations usage guidelines, NMDOT ensures its brand remains strong and consistent across various platforms and environments while being sensitive to local and specific contextual needs.

11. ACCESSIBILITY CONSIDERATION

e inclusive and usable by all audiences, including considerations for color contrast, font legibility, and alternative text for images.

Accessibility considerations for NMDOT's brand

Visual accessibility

Color contrast: Ensure sufficient contrast between text and background colors to enhance readability for individuals with visual impairments.

Font size and style: Use clear, legible fonts and adequate font sizes to accommodate users with visual difficulties.

Scalable Text: Design with scalable text that can be resized without losing content or functionality.

Digital accessibility

Alt text for images: Provide descriptive alt text for all images to ensure that screen readers can convey the content to visually impaired users.

Keyboard navigation: Ensure that all web interfaces can be navigated using a keyboard alone, supporting users with mobility impairments.

Screen reader compatibility: Design digital content to be compatible with screen readers, ensuring that all interactive elements are accessible.

Audio accessibility

Transcripts and captions: Provide transcripts for audio content and captions for video content to support users who are deaf or hard of hearing.

Clear audio quality: Ensure high-quality audio recordings with minimal background noise for better clarity and understanding.

Cognitive accessibility

Simple language: Use clear, concise language and avoid jargon to make content easier to understand for users with cognitive impairments.

Consistent Layouts: Maintain consistent layouts and navigation structures across platforms to help users easily find and understand information.

Physical accessibility

Touch targets: Design larger touch targets for interactive elements on touchscreens to accommodate users with motor impairments.

Accessible PDF documents: Ensure that all PDF documents are accessible, including proper tagging and structured headings.

Web Accessibility Standards

WCAG compliance: Adhere to the Web Content Accessibility Guidelines (WCAG) to ensure that all digital content meets internationally recognized accessibility standards.

Regular audits: Conduct regular accessibility audits and user testing to identify and address potential accessibility issues.

Inclusive design

User diversity: Consider the diverse needs of all users, including those with disabilities, in the design and development of brand assets.

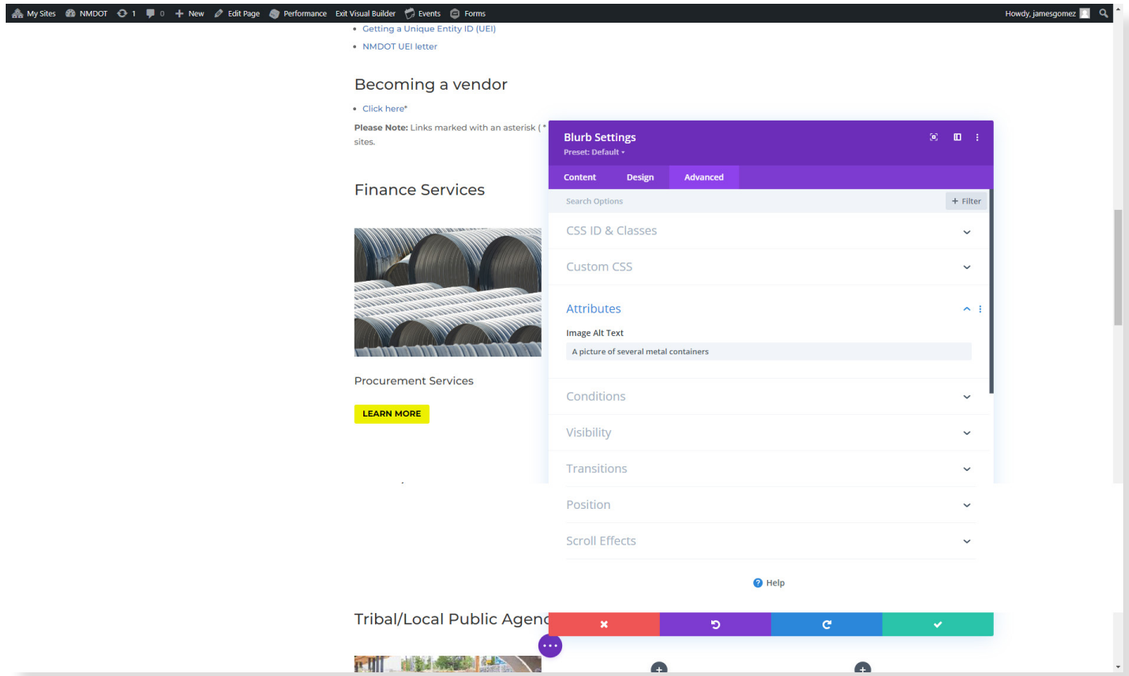
Feedback mechanism: Implement a feedback mechanism for users to report accessibility issues and suggestions for improvement.

Training and awareness

Staff training: Provide training for staff on accessibility best practices and the importance of inclusive design.

Awareness campaigns: Promote awareness of accessibility considerations within the organization to foster a culture of inclusivity.

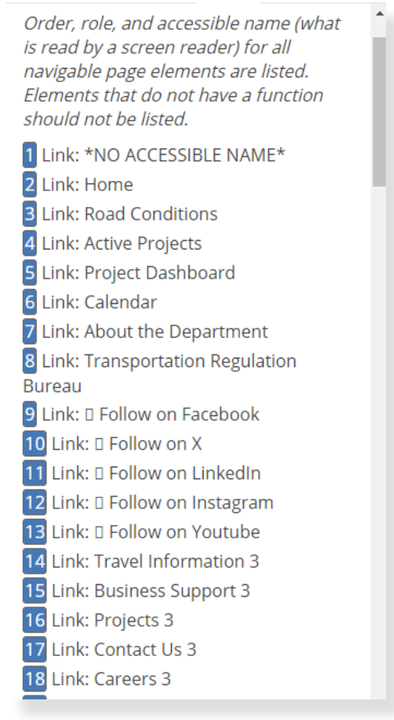
By incorporating these accessibility considerations, NMDOT can ensure that its brand is inclusive and accessible to all users, reflecting a commitment to diversity and equal access.



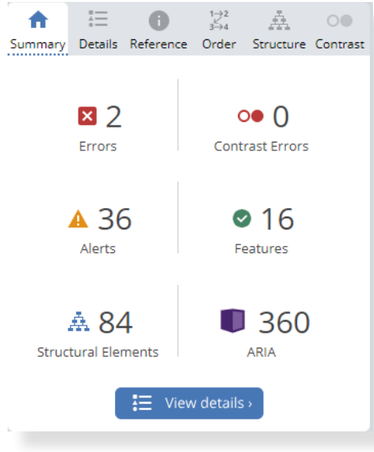
For third party web designers:

Basic web accessibility standards are guidelines designed to ensure that websites are usable by everyone, including individuals with disabilities. Key standards used in NMDOT website include:

1. Text Alternatives: Provide alt text for images, ensuring screen readers can convey visual content.
2. Keyboard Navigation: Ensure all interactive elements can be accessed and operated using a keyboard alone.
3. Readable Content: Use clear, simple language and provide text alternatives for multimedia content.
4. Visual Contrast: Ensure sufficient contrast between text and background for readability.
5. Semantic HTML: Use proper HTML elements (like headings, lists, and landmarks) to structure content for screen readers and improve navigation.
6. These standards help create inclusive websites that are accessible to people with various disabilities, improving usability and compliance with legal requirements.







12. GUIDLINE MAINTENANCE

Procedures for updating the brand guidelines and maintaining consistency over time, including roles and responsibilities for brand stewardship within the organization.

Maintenance for NMDOT style and branding guide

Regular updates

Scheduled reviews: Conduct biannual reviews of the Style and Branding Guide to ensure all content is current and relevant.

Incorporate feedback: Collect and incorporate feedback from stakeholders and users to continuously improve the guidelines.

Version control

Documentation: Maintain detailed records of all changes and updates, including the date, nature of the changes, and the person responsible.

Version umbering: Assign version numbers to each update for easy reference and tracking.

Stakeholder involvement

Collaborative process: Involve key stakeholders in the review and update process to ensure that the guide meets the needs of all departments.

Approval workflow: Establish a clear approval workflow for any changes, ensuring that updates are reviewed and approved by relevant authorities.

Accessibility updates

Compliance checks: Regularly review and update the guide to ensure compliance with current accessibility standards and best practices.

Inclusive design: Incorporate new insights and advancements in inclusive design to enhance accessibility.

Technological adaptations

Digital integration: Ensure the guide is compatible with the latest digital tools and platforms used by NMDOT.

Responsive design: Update digital versions of the guide to ensure they are fully responsive and accessible on all devices.

Consistency maintenance

Brand integrity: Monitor the implementation of the guide across all departments to maintain consistency in the application of brand elements.

Training: Provide regular training sessions and resources for staff to ensure understanding and correct usage of the brand guidelines.

Content accuracy

Current information: Ensure all contact information, URLs, and references within the guide are up-to-date.

Relevant examples: Update examples and case studies to reflect recent projects and best practices.

Feedback and improvement

User feedback: Establish a system for users to provide feedback on the guide and suggest improvements.

Continuous improvement: Implement a continuous improvement process, regularly integrating user feedback into the guide.

Distribution and communication

Notification of updates: Communicate updates to all relevant stakeholders promptly, ensuring everyone has access to the latest version.

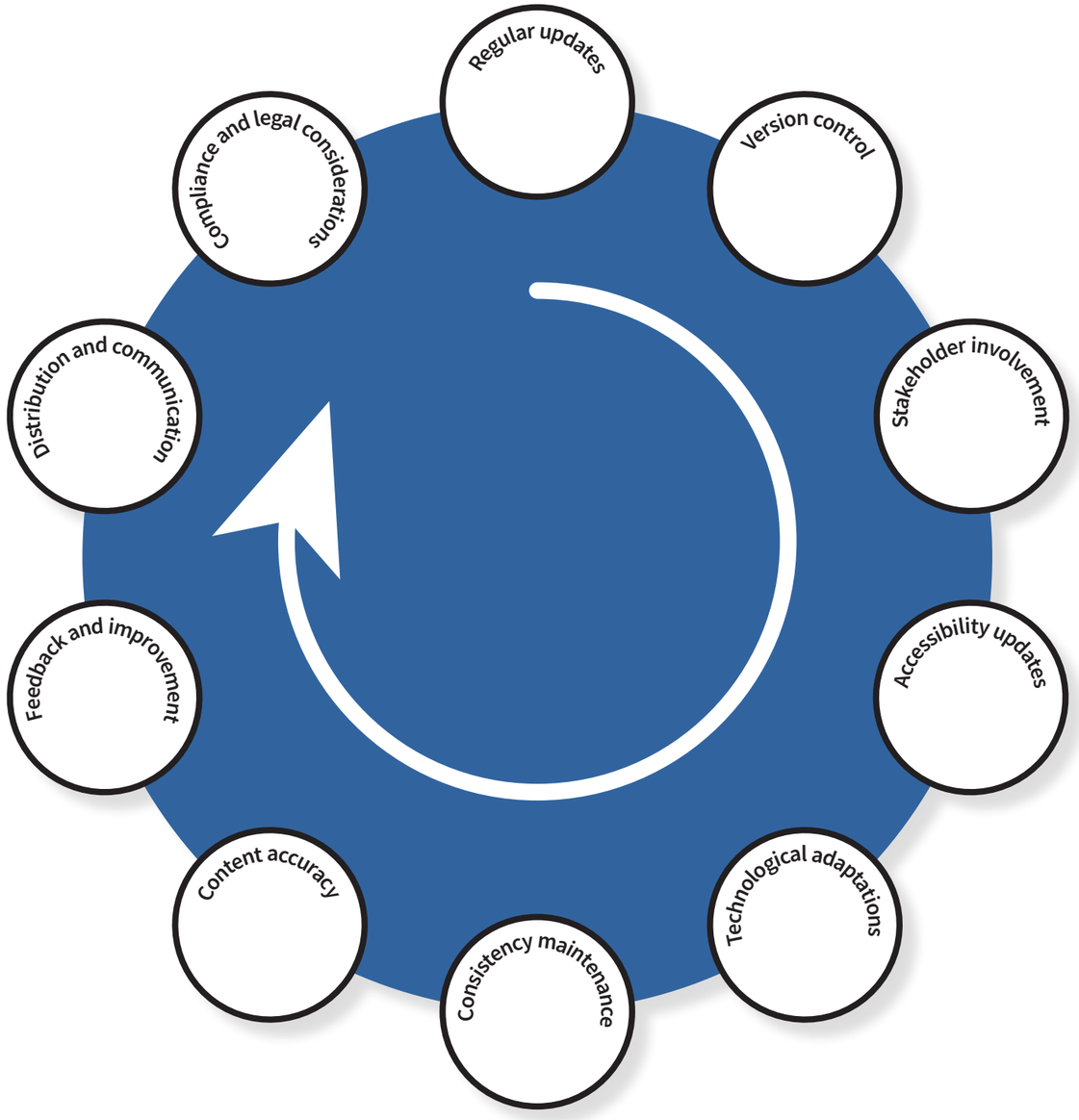
Accessible formats: Provide the guide in multiple formats (e.g., PDF, web-based, print) to ensure it is accessible to all users.

Compliance and legal considerations

Legal updates: Ensure the guide reflects any changes in legal or regulatory requirements related to branding and communication.

Trademark and copyright: Regularly review trademark and copyright information to ensure proper usage and protection of brand assets.

By adhering to these maintenance guidelines, NMDOT can ensure that its Style and Branding Guide remains a dynamic, relevant, and valuable resource for all stakeholders.



13. EDITORIAL GUIDE

The purpose of an AP (Associated Press) editorial guide, commonly referred to as the AP Stylebook, is to provide standardized guidelines for writing and editing news articles and other forms of media content. It serves as a comprehensive reference for journalists, writers, editors, and other media professionals to ensure consistency, clarity, and accuracy in their work.

key purposes of an AP editorial guide

Consistency: The AP Stylebook establishes uniform rules for grammar, punctuation, spelling, and usage, helping writers maintain a consistent style across different articles and publications. This consistency enhances readability and professionalism.

Clarity: Clear and concise communication is crucial in journalism. The AP Stylebook offers guidelines on avoiding jargon, ambiguous terms, and complex language, ensuring that content is easily understood by a broad audience.

Accuracy: The guide provides rules for factual accuracy, including proper names, titles, dates, and numerical formats. This helps prevent errors and ensures that information is presented correctly.

Objectivity: The AP Stylebook promotes neutral and unbiased language, helping journalists present information fairly and impartially. It offers guidelines on avoiding subjective language and maintaining a balanced tone.

Ethical standards: The guide includes principles of ethical journalism, such as respecting privacy, avoiding conflicts of interest, and ensuring accountability. These standards help maintain the integrity and credibility of the media.

Adaptability: The AP Stylebook is regularly updated to reflect changes in language usage, technological advancements, and cultural shifts. This adaptability ensures that the guidelines remain relevant and applicable in a constantly evolving media landscape.

Brand identity: For organizations that adopt the AP Stylebook, it helps reinforce their brand identity by ensuring that all content adheres to the same style and tone. This consistency strengthens the organization's voice and professionalism.

Efficiency: By providing a comprehensive set of rules and examples, the AP Stylebook streamlines the writing and editing process. Writers and editors can quickly reference the guide to resolve questions and disputes, saving time and effort.

In summary, the AP editorial guide serves as an essential tool for media professionals, helping them produce high-quality, consistent, and ethical content. By adhering to the guidelines, journalists and writers can effectively communicate with their audience, uphold journalistic standards, and enhance the credibility of their work.

Quick reference editorial style guide

Use of DOT

The acronym DOT (Department of Transportation) should be reserved for internal communications and should not appear in external communications or materials.

Abbreviations

For highways identified by number, use the following forms as appropriate: U.S. 550, U.S. 491, N.M. 14. On second reference for Interstates, use I-25. When a letter is appended to a number, capitalize it without using a hyphen: Route 1A.

NMDOT Rules for District Abbreviations

District Three (D3) may be abbreviated in a headline in an internal publication, but always spell out District Three, District Four, etc., in all other contexts.

Punctuation

Punctuation should be placed inside quotation marks in direct quotations (e.g., She said, “I bought every AP Style book.” Her collection includes…).

Semicolons are used to clarify sentences with multiple commas (e.g., The big, red horse; small, tabby cat; and fluffy, bouncy dog were adopted.).

Acronyms

Avoid using acronyms on the first reference, particularly if the audience may not be familiar with them. If using an acronym on the second reference, include the full term in parentheses on the first reference. Use the following acronyms on the first reference as they are widely recognized: FBI, CIA, IRS, NASA, NATO, COVID.

Example: Non-fungible tokens (NFTs) are very popular with investors. Some NFTs sell for $20,000.

Commas

(AP Style) When the last item in a series is connected by a coordinatingconjunction (e.g., and, or, but, nor, for, yet, so), do not use a comma before the conjunction, except when it prevents misreading.

For example: One, two, three and four.

Exception: The school offers courses titled Arts and Entertainment, Geology, History and Human Development, and Algebra.

For introductory prepositional phrases, use a comma after four or more words (or fewer if readability is improved).

Headlines and capitalization

AP style follows “down style” capitalization (only the first word of a title and proper nouns are capitalized). Always refer to the style guide and double-check capitalization recommendations.

Titles

Capitalize titles when they appear before a person’s name (e.g., Sen. Nunn vs. Sam Nunn, former Georgia senator).

People’s names

Always use a person’s first and last name the first time they are mentioned in a story. Use only the last name on the second reference. Do not use courtesy titles such as Mr., Mrs., Miss, or Ms., unless they are part of a direct quotation or are needed to differentiate between people with the same last name.

Among/between

Use “between” when referring to two items, and “among” when referring to more than two.

Examples: Mom split the cookies between Joe and Jill. The funds were divided among various educational departments.

Affect/effect

“Affect” means to influence, while “effect” means to cause. As a noun, “effect” means result.

Examples: This game will affect the standings. Her limp was the effect of a wounded ankle.

NMDOT comprehensive editorial style guide

General rules

Our style is based on the Associated Press (AP) guidelines. AP style is widely used by newspapers, magazines, and public relations departments in the United States, serving as the standard for journalistic writing. AP style prioritizes consistency, clarity, accuracy, and brevity while avoiding stereotyping and offensive language. The Associated Press Stylebook provides an alphabetized list of over 5,000 guidelines for journalistic writing. Although most AP rules are easily referenced, five key areas require specialized knowledge: abbreviations, capitalization, punctuation, numerals, and titles. Note that roads and highways should include periods (e.g., U.S. 550).

Abbreviations

- Use these forms for highways identified by number: U.S. 550, U.S. 491, N.M. 14. On second reference for Interstates, use I-25. When a letter is appended to a number, capitalize it without a hyphen: Route 1A.
- AP specifies rules for abbreviations:
- District Three (D3) can be abbreviated in a headline in an internal publication.
- Do not abbreviate distances and dimensions except for "mph."
- Generally abbreviate titles when used before a name (e.g., Gov. Hardy or Rev. Joyce), but do not abbreviate titles such as Mayor and Professor.
- Abbreviate company, corporation, incorporated, and limited when used after the name of a corporate entity (e.g., Stein Co., Ellison Corp., Frost Inc., Orwell Ltd.).
- Abbreviate dates and numerals for clarity (e.g., No. 4, Dec. 8). Months are abbreviated only when accompanied by a specific day.
- Do not abbreviate the days of the week unless necessary for a table.
- Abbreviate avenue, boulevard, and street only when they are part of a numbered address (e.g., 267 Oakland St., 2132 Aspen Blvd., 1045 Laurel Ave.). Do not abbreviate Drive, Circle, Road, or Alley.
- Do not place abbreviations and acronyms in parentheses after the first full usage of the full title or name (e.g., The Society of Lawn Care said that... NOT The Society of Lawn Care (SLC) said that...).
- Do not place abbreviations and acronyms in headlines unless unavoidable due to length constraints.

Punctuation

AP style follows most punctuation rules, but notable exceptions include:

Punctuation goes inside quotation marks in direct quotations (e.g., She said, "I bought every AP Style book." Her collection includes...).

Do not place a comma before the conjunction in a series (e.g., He planted beets, peas and carrots.).

Use semicolons to clarify sentences with multiple commas (e.g., The big, red horse; small, tabby cat; and fluffy, bouncy dog were adopted.).

Use hyphens for compound adjectives, except with words ending in -ly or very (e.g., cat-collecting system vs. very effective system).

Acronyms

Avoid using acronyms on the first reference, especially if the audience may not be familiar with them. If using an acronym on the second reference, include the full term in parentheses on the first reference. Use the following acronyms on the first reference as they are widely recognized: FBI, CIA, IRS, NASA, NATO, COVID.

Example: Non-fungible tokens (NFTs) are very popular with investors. Some NFTs sell for $20,000.

Articles in a series

An article applying to all members of a series must be used only before the first term or repeated before each term (e.g., A focused graphic, an equity investment, and a social media post).

Citations/footnotes/sources

Citations of periodicals require some or all of the following data:

- Full name(s) of author or authors
- Title and subtitle of article or column
- Title of periodical
- Issue information (volume, issue number, date, etc.)
- Page reference (where appropriate)

- For online periodicals, a URL or, if available, a DOI

Dates are essential (month, day, and year for magazines and newspapers; volume and year plus month or issue number for journals). In notes, the major elements are separated by commas.

Examples:

Antti Petajisto, "Active Share and Mutual Fund Performance," Financial Analysts Journal, July/August 2013, Vol. 69, No. 4: 73–93.

James Fallows, "Blind into Baghdad," Atlantic Monthly, January/February 2004, 58, http://www.theatlantic.com/doc/200401/.

Television Shows

Friends. Episode no. 153, first broadcast 16 November 2000 by NBC. Directed by David Schwimmer and written by Scott Silveri.

Commas (AP Style)

When the last item in a series is connected by a coordinating conjunction (e.g., and, or, but, nor, for, yet, so), do not use a comma before the conjunction, except when it prevents misreading.

For example: One, two, three and four.

Exception: The school offers courses titled Arts and Entertainment, Geology, History and Human Development, and Algebra.

For introductory prepositional phrases, use a comma after four or more words (or fewer if readability is improved).

Company departments

The full names of institutions, groups, and companies and the names of their departments are capitalized, often even in shortened forms (e.g., the Art Institute). A preceding "the" is lowercased in running text, even when part of the official title. Generic terms like company and university are usually lowercased when used alone.

Examples:

New candidates are being interviewed by the Department of Human Resources.

The newsletter will be produced by the Marketing Department.

Dashes

An em dash is used to set off an amplifying or explanatory element and can function as an alternative to parentheses, commas, or a colon—especially when an abrupt break in thought is called for.

In Microsoft Word: Press Ctrl, Alt, and the minus sign (on the numeric keypad) simultaneously.

An en dash connects things related by distance or time (e.g., May–September issue, pages 147–48, years 2008–2012, $1,500,000–$2,000,000). It also connects a prefix to a proper open compound (e.g., pre–World War II).

In Microsoft Word: Press Ctrl and the minus sign.

In running text, "to" is often preferred for ranges: January to October 2017.

Dates

In running text, always spell out the full date. Note the year enclosed in commas when followed by month and day: On December 17, 2009, the company's dividend was 57%.

Examples:

Bradford gradually came to accept the verdict. (See his journal entries of 6 October 1999 and 4 January 2000.)

In March 2008, she turned 75.

Add the standard revision date format to the lower right-hand corner of the last page of internally produced documents, above the job code: m/d/yy (single digit for m and d, when applicable). European style: d/m/yy.

When spelled out, designations of time and time zones are lowercased (except for proper nouns). Abbreviations are capitalized:

Please attend a meeting in Grand Rapids, Michigan, on December 5 at 10:30 a.m. (EST).

- eastern standard time; EST
- central daylight time; CDT
- mountain standard time; MST
- Pacific daylight time; PDT
- Greenwich mean time; GMT
- daylight saving time; DST

Academic degrees

Use lowercase when referencing generic degrees, majors, and minors in running text.

- bachelor's degree
- master's degree
- doctorate

No periods are used in designations:

- BA
- BS
- MBA
- PhD

Double spaces in text

Remove double line spacing in Microsoft Word:

1. Select the paragraph you want to change, or press Ctrl+A to select all text.
2. Go to Home > Line and Paragraph Spacing.
3. Select the line spacing you want.

For more exact spacing, select Line Spacing Options, and make changes under Spacing.

Find/change double spaces in text prior to importing or after importing into InDesign.

Headlines and capitalization

AP style follows down style capitalization (only the first word of a title and proper nouns are capitalized). Always refer to the style guide and double-check capitalization recommendations. AP follows two broad rules for capitalization:

Common names are not capitalized unless part of a proper name (e.g., the river vs. the Thames River).

Do not capitalize plural words even when part of a proper name (e.g., Sixth and Seventh streets).

Hyphens

Hyphens link elements of compound words as a phrase but usually only when they are used before a noun as adjectives. Do not use hyphens when the phrase is after the noun in the sentence structure.

The up-to-date accounts, but the accounts are up to date.

Small-business owners, but owners of small businesses.

An 11-year-old child, but a child who is 11 years old.

Titles

AP style follows specific guidelines for titles:

- Capitalize titles when they appear before a person's name (e.g., Sen. Nunn vs. Sam Nunn, former Georgia senator). AP does not capitalize or abbreviate "professor" before a name.
- Place titles of books, movies, operas, poems, songs, works of art, and video games in quotation marks. Do not put quotation marks around websites and titles of journals, holy books, and magazines (e.g., The New York Times, Time, Encyclopedia Britannica, WebMD, Wikipedia, the Bible, the Koran).
- AP does not italicize titles of books or newspapers but uses quotation marks.
- Titles can make content more readable. Use headings and subheads to break up blocks of text.

In running text:

- Headline caps capitalize the first and last words and all major words, including hyphenated words.
- Sentence caps capitalize only the first word of a sentence and proper nouns.
- Use a colon before subheads.

  Example:

  Get the Best Deal on Your New Car: Finding the Right Insurance

  To create a table of contents in Word, start by creating a separate page. Then, using the ribbon at the top of the screen, select the heading and subhead styles for your document text. Finally, select the "References" tab, click "Table of Contents," and choose an appropriate style for your document.

Website names

Website names and titles of webpages should follow specific capitalization rules:

- Capitalize the first word and all major words of a webpage title (excluding articles, prepositions, and conjunctions).
- Website names should be capitalized according to their own style guides, typically capitalizing each word or using CamelCase (e.g., Wikipedia, WebMD).

Do's and Don'ts

When writing and editing in AP style, adhere to the following do's and don'ts:

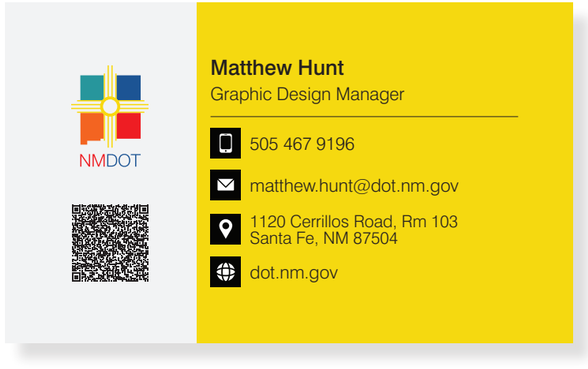
Do:

- Use a consistent and professional tone.
- Prioritize clarity and brevity.
- Verify facts and sources.
- Use appropriate punctuation and grammar.
- Follow AP style guidelines for capitalization, abbreviations, and numerals.
- Use hyphens and dashes correctly.
- Provide accurate citations and references.

Don't:

- Use jargon or overly technical language.
- Overuse acronyms and abbreviations.
- Use biased or offensive language.
- Rely on double spaces after periods.
- Capitalize unnecessarily.
- Neglect proper formatting for titles and headings.
- Include unnecessary details or filler content.

Note: Always cross-reference specific AP guidelines for any unique or uncommon situations.



If you have any questions about the content of this branding and style guide, please feel free to reach out to me via email. I will respond at my earliest convenience.

NMDOT