



NEW
MEXICO

**AGING
SERVICES**

BRAND GUIDELINES

July 12, 2024

Prepared by loka creative

PRIMARY LOGO

At the heart of the Aging & Long-Term Services Department's mission is a commitment to ensuring that New Mexico's older adults and adults with disabilities can actively participate in their communities. Our primary logo embodies this ethos. It should be used in all official communications to maintain brand consistency. This logo must appear on all formal documents, presentations, and marketing materials to represent our values of dignity, protection, and equal access to healthcare. Ensure the logo remains unaltered, maintaining its color and proportions as specified in our branding guidelines in this document.



VERTICAL LOGO

The vertical logo of the Aging & Long-Term Services Department is designed for use in spaces where vertical orientation is optimal to maintain brand visibility and recognition. Ideal for use on banners, standees, and app icons where vertical space is limited. Ensure that the logo's proportions and color schemes are respected to keep the design's integrity and readability intact.



NEW MEXICO
AGING SERVICES



NEW MEXICO
AGING SERVICES



NEW MEXICO
AGING SERVICES

SPACING

Proper spacing around our logo ensures it is displayed clearly and prominently. Always maintain a minimum clear space around the logo equivalent to the size of the icon's 'X' dimension. This spacing prevents visual clutter and ensures the logo's impact is not diminished by surrounding text or graphics.



ONE SIDE OF GATE DOOR AT 100%

INCORRECT USAGE

To preserve the strength and integrity of our brand, do not alter the Aging & Long-Term Services Department logos in any way. Avoid adding elements, stretching, distorting, changing colors, or modifying the fonts. Misuse of the logo undermines our brand identity and can confuse our audience. Always use approved versions from our branding guidelines.



INCORRECT LOGO IS STRETCHED



INCORRECT LOGO IS STRETCHED



INCORRECT LOGO ORIENTATION IS CHANGED



INCORRECT LOGO IS USING UNAPPROVED COLORS

OFFICE OF INDIAN ELDER AFFAIRS

Use branding specifically tailored for the Office of Indian Elder Affairs (OIEA) to address and honor the unique cultural contexts of our services provided to Tribes, Pueblos, and Nations. Logos and materials related to this office should consistently use the approved visual and textual elements to ensure respectful and accurate representation.



OFFICE OF INDIAN ELDER AFFAIRS: VERTICAL LOGO

The vertical arrangement of the OIEA logo complements the horizontal version. This version should be used for placements that cannot accommodate the horizontal version.

There is one pattern that has been identified and reserved for OIEA's use.



THIS PATTERN IS RESERVED FOR OIEA'S USE

OMBUDSMAN

The New Mexico State Long-Term Care Ombudsman is required to have its own identity, lending credibility to its role as an objective advocate and mediator. Brand colors and fonts align the Office of the Ombudsman with the Department while the text reinforces differentiation.



OMBUDSMAN: VERTICAL LOGO

The vertical arrangement of the Ombudsman logo complements the horizontal version and should be used for placements that cannot accommodate the horizontal version.



ADRC

The Aging & Disability Resource Center (ADRC) logo follows the branding in a similar pattern to OIEA's division logo. Logos and materials related to this office should consistently use the approved visual and textual elements to ensure respectful and accurate representation.



ADRC: VERTICAL LOGO

The vertical arrangement of the ADRC logo complements the horizontal version and should be used for placements that cannot accommodate the horizontal version.



PRIMARY FONTS

NEW MEXICO AGING SERVICES

Headers
Bebas Neue Pro
Bold

Aging Well in New Mexico

Sub Headers
Bebas Neue Pro
Regular

At the heart of the Aging & Long-Term Services Department's mission is the belief that New Mexico's older adults and adults with disabilities have the right to remain active participants in their communities, to age with respect and dignity, to be protected from abuse, neglect, and exploitation and to have equal access to health care.

Body
Arvo
Regular

NOTE: These fonts are part of Adobe Creative Cloud and are available to licensed users. If you are in need of them and do not have a license, please reach out to the NMALTS External Affairs Division at marketing@altsd.nm.gov for assistance.

ALTERNATIVE FONTS

When in-house design needs demand readily available fonts (such as Microsoft Powerpoint templates), we recommend using these alternative fonts. If you need access to the primary fonts, please reach out to the Communications Dept.

NEW MEXICO AGING SERVICES

**Headers
Barlow Condensed
SemiBold**

Aging Well in New Mexico

**Sub Headers
Myriad Pro Regular**

At the heart of the Aging & Long-Term Services Department's mission is the belief that New Mexico's older adults and adults with disabilities have the right to remain active participants in their communities, to age with respect and dignity, to be protected from abuse, neglect, and exploitation and to have equal access to health care.

**Body
Museo Sans 500**

COLOR PALETTE

PRIMARY

TERTIARY

SECONDARY



#2A9B8D
CMYK: 72.90, 0, 9.03, 39.22
RGB: 42, 155, 141



#AAD7D1
CMYK: 20.93, 0, 2.79, 15.69
RGB: 170, 215, 209



#6AB9AF
CMYK: 42.70, 0, 5.41, 27.45
RGB: 106, 185, 175



#227C71
CMYK: 72.58, 0, 8.87, 51.37
RGB: 34, 124, 113



#195D55
CMYK: 73.12, 0, 8.60, 63.53
RGB: 25, 93, 85



#FAB535
CMYK: 0, 27.60, 78.80, 1.96
RGB: 250, 181, 53



#FCD386
CMYK: 0, 16.27, 46.83, 1.18
RGB: 252, 211, 134



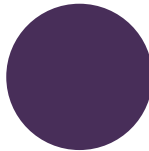
#FBC45D
CMYK: 0, 21.91, 62.95, 1.57
RGB: 251, 196, 93



#DC9826
CMYK: 0, 30.91, 82.73, 13.73
RGB: 220, 152, 38



#BC8228
CMYK: 0, 30.85, 78.72, 26.27
RGB: 188, 130, 40



#482E59
CMYK: 19.10, 48.31, 0, 65.10
RGB: 72, 46, 89



#91829B
CMYK: 6.45, 16.13, 0, 39.22
RGB: 145, 130, 155



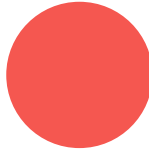
#6D587A
CMYK: 10.66, 27.87, 0, 52.16
RGB: 109, 88, 122



#3A2547
CMYK: 18.31, 47.89, 0, 72.16
RGB: 58, 37, 71



#2B1C35
CMYK: 18.87, 47.17, 0, 79.22
RGB: 43, 28, 53



#F55750
CMYK: 0, 64.49, 67.35, 3.92
RGB: 245, 87, 80



#F99A96
CMYK: 0, 38.15, 39.76, 2.35
RGB: 249, 154, 150



#F77973
CMYK: 0, 51.01, 53.44, 3.14
RGB: 247, 121, 115



#CA4740
CMYK: 0, 64.85, 68.32, 20.78
RGB: 202, 71, 64



#A2332F
CMYK: 0, 68.52, 70.99, 36.47
RGB: 162, 51, 47



#2429C1
CMYK: 81.35, 78.76, 0, 24.31
RGB: 36, 41, 93



#F27830
CMYK: 0, 50.41, 80.17, 5.10
RGB: 242, 120, 48



#EEF7F6
CMYK: 3.64, 0, 0.40, 3.14
RGB: 238, 247, 246

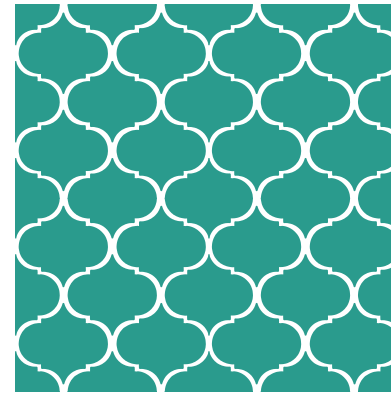
PATTERNS



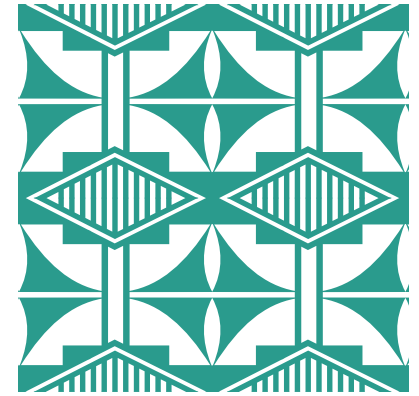
NATIVE PATTERN
(RESERVED FOR OIEA)

PATTERN TREATMENTS


PRIMARY PATTERN



**NATIVE PATTERN
(RESERVED FOR OIEA)**



SECONDARY PATTERNS



**NOTE: Please contact the
External Affairs Division at
marketing@altsd.nm.gov
with any questions, for
assistance, and approvals.**