To Our State Authorized Arts and Cultural Districts,

The second phase of Governor Richardson’s Arts and Cultural District Program for New Mexico’s communities was announced January 23rd, 2008 with the introduction of the new state logo for Arts and Cultural Districts. The logo is the initial visual representation of a statewide branding initiative infusing the new program with a compelling way to support participating communities across New Mexico and expand interest and value to the visitor. This identity will help you tell the story of your community’s rich arts and cultural history. Concurrently, the New Mexico Arts Commission working with the State Coordinator for Arts and Cultural Districts and representatives from collaborating agencies including the Economic Development Department, Department of Tourism, Department of Cultural Affairs and the McCune Charitable Foundation and the New Mexico Museum Foundation, have developed this identity standards manual for a consistent “look and style” that will establish a uniform statewide brand.

The standards adopted for use in this manual reflect the current needs of our diverse communities. Adherence to these identity standards detailed in this manual promotes consistent brand recognition, a fundamental part of economic development initiatives. Participating communities are expected to adhere to these standards as this is key to developing a credible and enduring Arts and Cultural District brand throughout New Mexico and beyond.

The Identity Standards Manual provides visual and text standards for print, display and web, and is available in an electronic and an online version. Designs for use by the New Mexico MainStreet community are available for download through links on the New Mexico Economic Development website at www.goNM.biz, as indicated in these guidelines. In addition, this toolkit contains standards for appropriate application of the Arts and Cultural District logo in signage, banners, printed publications, and special products.

We hope you will find this manual to be useful in helping you maximize the Arts and Cultural District logo in promoting your community’s cultural assets.

Thank you in advance for your cooperation,

Rich Williams, State Coordinator
New Mexico Arts and Cultural Districts
Identity Standards: Branding the New Mexico Arts and Cultural District Communities

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The collaborating New Mexico State agencies hired design consultant Maggie Macnab as the creative professional force to develop and design the New Mexico Arts and Cultural District (NMACD) logo and subsequent branding material. Macnab, a longtime New Mexico resident, grew up in Santa Fe and has owned Macnab Design in the Albuquerque area for over 25 years. Ms. Macnab is internationally recognized for her work in visual communication and graphic design and has taught logo design and design theory at the University of New Mexico for more than a decade.

In developing this identity, Ms. Macnab looked to the diverse history of our state and took note of the visual standards New Mexico is associated with, some of which have endured for centuries. The hand has long been a pan-indigenous symbol that connects to the contemporary world of creativity. The open hand often represents peace, friendship and the human ability to create what we imagine. In many cultures the spiral has been seen as the expanding potential of the creative forces that guide the artist. Similar symbols can be found in Native American rock-incised petroglyphs.

Visitors to New Mexico have long been attracted to the wide open skies, the majestic landscapes, and the beautiful light that is like no other in this country. The diverse cultures that settled in this state created homespun crafts out of practical necessity—sustenance for both soul and body in the sometimes unforgiving high desert environment. Many of these crafts are now considered objects of beauty and are the signature of New Mexico style. Retablos, santos, tinwork, carvings, pottery, jewelry, and architecture are all expressions of combining climate and landscape with human ingenuity.

New Mexico’s exceptional cultural and natural landscape became a draw for creative people as word of mouth spread in American and European artists’ circles. An important international group of cutting-edge artists came to New Mexico in the 1920s, 30s and 40s to draw inspiration from the inherent beauty of our state, the cultural diversity, and the fact that there just wasn’t any place else like it. When travel became practical by rail and auto, tourism took the state by storm. You can see an echo of this stylistic consideration in the Deco Zia symbol that surrounds the hand, reminiscent of the old blacktop road signs and the Santa Fe Railway logo. Our state’s colors—not the red and yellow of our flag—but the turquoise of our skies and minerals, and the brown of our high deserts, are embedded for another reference of what makes New Mexico uniquely New Mexican.

The typography was designed to be flowing and interesting, but imminently legible, and focuses on the point of the design: the Arts and Culture of New Mexico. As the visual elements already say “New Mexico,” this lettering is considered secondary to the graphics and more prominent title, and is sublimated with the word “District.”

We live in a very special place and should be proud to show it off to those who are intrigued enough to explore our state. Consistently applying these standards whenever using the logo will support your community and state by tapping into and enhancing the visitor’s expectation of the authentic New Mexico experience.
Identity Standards: Branding the New Mexico Arts and Cultural District Communities

Using This Manual

The New Mexico Arts and Cultural District Identity Standards Manual establishes official policy and standards for the design and text of state authorized Arts and Cultural District publications, signage, and other applications, including the Web.

Who is eligible to use the NM Arts and Cultural District logo?

Only New Mexico Arts and Cultural Districts which have applied to the State Coordinator for state authorization and meet the eligibility criteria and are state authorized by the New Mexico Arts Commission, are allowed to utilize the images associated with the standards of this manual.

Municipalities with a population greater than fifty thousand that choose to authorize their own districts and meet the requirements to do so, as stated in Subsection C of Section 4 of the Arts and Cultural District Act, are allowed to use the NMACD logo, as described in this Manual.

The sections on visual identity elements, color and reproductions describe specific rules and usages to be followed by the NM MainStreet community. Adhering to these standards will help ensure that communications from every community have a clear and uniform voice to best represent the image and brand of the New Mexico Arts and Cultural District.

It is important that Arts and Cultural Districts in the state of New Mexico project an image of cohesiveness to our many audiences. The section on co-branding describes how to appropriately use the NMACD logo with other logos. The logo and official name have registered trademark protection, and any use of the logo or official names other than those prescribed in this manual is prohibited.

Questions concerning usage of the new logo should be directed to the contact listed at the back of the manual.

How are the NM Cultural Compound and Cultural Institution logos different from the NM Arts and Cultural District logo?

A “Cultural Compound” is a cohesive group of historic buildings and/or cultural facilities owned publicly or privately, which contribute to the understanding of a community or region’s culture and heritage.

A “Cultural Institution” is a publicly or privately owned facility accessible to the public, which provides opportunities for expressing, interpreting, conserving or preserving the culture and heritage of a community or region.
Identity Standards: Branding the New Mexico Arts and Cultural District Communities

Terminology and Visual Identity

Terminology

Visual Identity Program A system of visual communications, graphically coordinated in such a way that the public easily identifies the New Mexico Arts and Cultural Districts, their constituent parts, and activities.

Symbol A graphic identifier, one that reflects the communities’ spirit and philosophy, and promotes immediate identification by the public.

Logotype The NMACD name designed in a unique and individual style.

Logo (Signature) The official graphic arrangement of the symbol and logotype.

Brand A consistent, encompassing approach to expressing the NMACD communities’ personality and aspirations.

Compatible Typography Typefaces that complement the logo and are used for supplementary copy, such as address blocks, signage, publications, and advertising.

Visual Identity

What is a visual identity? From Google to the Smithsonian Institution, most organizations use a consistent visual image to build name recognition and reinforce their image in the eyes of the public. The New Mexico Arts and Cultural Districts are no different. The visual identity both distinguishes New Mexico from other states and helps create a congruent image for our community Districts. A strong cultural image, created by the consistent use of the visual identity by all designated arts and cultural districts, benefits both the state of New Mexico as a whole and the individual MainStreet communities. It helps develop name recognition, gives program credibility to individual communities, and creates an image of the whole that is greater than the sum of its parts.

The New Mexico Arts and Cultural District’s visual identity is made up of the logo, colors, and distinct typefaces.

The role of the visual identity program is to:

- **Symbolize the brand positioning**
The graphic identity signature (logo, colors and fonts) and how it is used visually reinforce the qualities, attributes and promises of the brand.

- **Help unify communications output**
Deployment of the program will help ensure that communications are integrated and purposeful, and will build recognition for the District among targeted audiences.

- **Reinforce the “Arts and Cultural District” name**
The symbol and name together will create a signature that helps deliver brand meaning to the NM MainStreet name.

- **Give New Mexico’s communities with state authorized Arts and Cultural Districts an effective means to “co-brand”**
Members of NM MainStreet will use specific applications of the program in their own communications to promote the system affiliation and further communicate the system’s brand positioning.

Without consistent guidelines for display of an organization’s graphic identity, disparate messages and impressions may be presented to its constituencies. Consistency in application and distinctive identity can enforce a powerful brand message.
Identity Standards: Branding the New Mexico Arts and Cultural District Communities

Visual Identity Elements

Primary logo
The primary logo consists of two parts: the graphic symbol of the hand and Zia emblem and the logotype in a vertical configuration. The words “arts & cultural” have primary emphasis as they designate something more specific about the community than “New Mexico” and “District,” which are more generalized textual information, and therefore secondary. The logo with the name consists of two parts: the hand within the Zia symbol and the NMACD name. The fonts have been converted to graphics to maintain consistency in proportion and style.

Use only officially prepared logos. No other typefaces or combinations of typefaces are permitted in these two primary logos.

Secondary logo (limited use)
The secondary logo is similar to the primary design, except that it is displayed in a horizontal configuration. Use of this alternative configuration is limited to formats where a vertical or centered design will not lay out properly in the space allowed.

Black and White logo (limited use)
Black and white versions of the logo are only to be used in circumstances that preclude use of color printing.
Alternate logo design

In addition to the two suggested logo uses on the prior page, an alternate NMACD logo can be used that incorporates the border and color background. This design may only be used in color applications and for sizes that allow the logo to be at least 2” in height.

Note that when using this design, it is necessary to incorporate a fourth color, PMS 7507, for the lighter ground within the bordered area.
New Mexico Arts and Cultural District

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Official Color Usage

Official Match Colors
The official NMACD colors are PMS 320 (turquoise), PMS 724 (brown) and PMS 7510 (cream). The consistent use of color creates a strong visual impact that reinforces the brand identity.

Four-Color Process and Three Color Printing
The preferred version of the logo is the Zia and hand outlines printed in PMS 7510, the interior of the hand and the words “New Mexico” and “District” printed in PMS 724, and the interior of the Zia and the words “arts & cultural” printed in PMS 320. Process conversion equivalents can be used for four color printing.

One-Color Printing
When three-color or four-color process reproduction is not an option, a black and white logo signature is acceptable. Only in one-color printing may the logo appear in other colors (the single color would replace the black of the black and white logo).

Printing on Color Backgrounds
When printing the logo on light backgrounds, use the primary logo. On a dark ground, use a border of white to separate the logo from the background.

Other Uses
The logo can be produced as an emboss or deboss in metal, stone or concrete. Please contact the NMACD liaison for more information about this.

Pantone Matching System (PMS)

Turquoise: PMS 320
Cyan = 94%, Magenta = 9%, Yellow = 33%, Black = 1%
R = 0, G = 151, B = 172
Hex Code = 1097AC

Brown: PMS 724
Cyan = 26%, Magenta = 59%, Yellow = 93%, Black = 13%
R = 154, G = 75, B = 0
Hex Code = 9A4B00

Cream: PMS 7510
Cyan = 10%, Magenta = 33%, Yellow = 75%, Black = 2%
R = 203, G = 143, B = 66
Hex Code = CB8F42

Light Cream: PMS 7507
Cyan = 0%, Magenta = 10%, Yellow = 30%, Black = 0%
R = 248, G = 233, B = 189
Hex Code = F8E9BD

Process Color Build, RGB, and Hex Equivalents
Substitute the following custom built tints and hex codes to approximate the official PMS colors for printing in four-color, process inks and Web use respectively:

Turquoise: PMS 320
Cyan = 94%, Magenta = 9%, Yellow = 33%, Black = 1%
R = 0, G = 151, B = 172
Hex Code = 1097AC

Brown: PMS 724
Cyan = 26%, Magenta = 59%, Yellow = 93%, Black = 13%
R = 154, G = 75, B = 0
Hex Code = 9A4B00

Cream: PMS 7510
Cyan = 10%, Magenta = 33%, Yellow = 75%, Black = 2%
R = 203, G = 143, B = 66
Hex Code = CB8F42

Light Cream: PMS 7507
Cyan = 0%, Magenta = 10%, Yellow = 30%, Black = 0%
R = 248, G = 233, B = 189
Hex Code = F8E9BD
Identity Standards: Branding the New Mexico Arts and Cultural District Communities

Reproducing the Official Logo

Whenever possible, the logo should be reproduced using digital files downloaded from the official website. Contact the New Mexico Arts and Cultural Districts State Coordinator for more information.

Proportions

Maintain the exact spatial relationship shown to the right between text and graphic when scaling the logo. Caution must be exercised to preserve accurate detail when printing smaller versions of the logo.

Protected Area

A protected area, equivalent to one-tenth of the width of the logo, as represented in the grid at right, surrounds all versions of the logo. However, the logo may overprint photos as long as the background does not render the logo difficult to distinguish or interfere with its detail. In cases such as these, a white border around the design should be used.

Size Recommendations

The logo is intended as a visual identifier, not a title block, and should be scaled as such. The preferred size for the logo is 2.5” wide in a vertical format and 4” wide in a horizontal format.

In general publication usage, the logo should appear no smaller than 1.25” wide in a vertical format or 1.87” wide in a horizontal format. These sizes allow for accurate reproduction of the symbol detail.
Identity Standards: Branding the New Mexico Arts and Cultural District Communities

Signage and Banner Guidelines

Signage
The exterior directional and identifying signage should include the color logo, text and custom border designed for the identity. Sizes are contingent on installation space (free standing signage or wall signage) and NM Department of Transportation requirements. To order streetside or building signage, contact your community’s NMDOT District Engineer at www.nmshtd.state.nm.us or call 505.827.5100.

Banners
Based on the New Mexico Arts and Cultural District brand architecture, all environmental designs and displays should prominently include the NMACD identity and colors. Whenever possible, banners should be hung from permanent street structures such as lamps or other fixtures that will have the best streetside display. For high profile special events, the empty interior can be used to specify an event or date.
The term “co-branding” is used when two or more logos are used in one application. This may include logos from the official partners of your local Council administering the state authorized Arts and Cultural District including your municipality, county, Arts Council, Historic society, cultural facility, Chamber of Commerce, etc. It may also include, when appropriate, logos from foundations, state agencies and Departments when they are a co-sponsor to an event, publication or activity such as NMArts, the New Mexico MainStreet Program, the Historic Preservation Division, the McCune Charitable Foundation, the Department of Tourism, or the New Mexico Museum Foundation. Key messages of co-branding include:

- **Unified**
  The State Arts and Cultural District Program provides a cohesive network of Arts and Cultural Districts serving the state of New Mexico.

- **Investment**
  The State’s Arts and Cultural District communities work together and are committed to providing the greatest return on investment to its citizens and visitors.

- **A Whole Greater than the Sum of its Parts**
  Together as an integrated system, the Arts and Cultural Districts with their communities are able to anticipate and provide the skills and support for their local economic development needs in a way that any single member could not.

- **Unique Cultural Assets**
  While New Mexico’s communities who are state authorized to administer an Arts and Cultural District differ in their individual missions and community profiles, they share a commitment to maintaining rigorous standards that enhance a downtown imbued with the flavor of cultural assets unique to their locale.

- **Anticipating and Responding to the Changing Economic Environment**
  New Mexico is undergoing rapid demographic and economic change. Community economic development organizations such as the New Mexico MainStreet Program and local arts councils are working to develop place-based economic strategies for artisans, cultural entrepreneurs and cultural enterprises that are proactive in providing relevant programs and services to support and ensure the success of the state’s economic vitality.

- **Stable and Reliable**
  As it innovates to meet dynamic local economic development needs, the New Mexico Arts and Cultural District Program working as state partners through the Department of Cultural Affairs, Department of Tourism and the Economic Development Department remain a trusted steward of state funds and guarantor of quality.

What follows are examples of how to use the NMACD logo as a co-branded identity with your NM MainStreet program logo.
Identity Standards: **Branding the New Mexico Arts and Cultural District Communities**

**Co-Branding**

When using the NMACD logo with your local MainStreet and/or arts council logo, use care to ensure that you have selected the appropriate NMACD logo with respect to color, layout, and application.

The NMACD logo should not be smaller than its partner logo(s) and should be positioned in a vertical or horizontal proximity depending on layout. A few examples follow. Please contact the NMACD liaison if you have questions.

**Most MainStreet Logos Approximate a Square Proportion**

Use the NMACD logo that makes the most sense for your application. It should never be smaller than the MainStreet logo.

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**Two NMACD Vertical Logo Styles Incorporated with a Horizontal MainStreet Logo**

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Advertisements
With the competition for visitors to our communities more intense than ever, we need to adapt our strategies while staying true to our values. The media environment controls what, when and where people spend their time and money. This demands that we be more vigilant than ever in communicating a clear and consistent brand message.

The NMACD logo was developed as an effective tool to promote the Arts and Cultural Districts at the local and state level. It should not be used to promote an individual or a single for-profit company, nor should it be used in any manner that would compromise the integrity of the NM Arts and Cultural District Program.

Endorsements
While there will be many opportunities to use the NMACD logo, MainStreet Community partners in the local Arts and Cultural District Council may not individually or collectively endorse any product, service, event or individual on behalf of the New Mexico Arts and Cultural District without prior written approval of the State Coordinator for Arts and Cultural Districts.

Any questions about the use of the NMACD logo should be directed to the State Coordinator of New Mexico Arts and Cultural Districts (see last page of manual).
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New Mexico Arts & Cultural Compound and Institution Logos

The “Cultural Compound” and “Cultural Institution” logos use the same color palette and graphical styling elements as the NM Arts and Cultural District logo to retain consistency for identification branding purposes. This supports extending the NMACD brand into related organizations and continues to build brand equity through increased recognition and services.

New Mexico Arts & Cultural Compound Logo

A “Cultural Compound” is a cohesive group of historic buildings and/or cultural facilities owned publicly or privately, which contribute to the understanding of a community or region’s culture and heritage.

New Mexico Arts & Cultural Institution Logo

A “Cultural Institution” is a publicly or privately owned facility accessible to the public, which provides opportunities for expressing, interpreting, conserving or preserving the culture and heritage of a community or region.
Identity Standards: *Branding the New Mexico Arts and Cultural District Communities*

Contact for Assistance

For information about these identity standards or on how to become designated as a New Mexico Arts and Cultural District, contact:

Rich Williams, *State Coordinator*
**New Mexico Arts and Cultural Districts** and
*Director, New Mexico MainStreet Program*

**NM Economic Development Department**
Joseph M. Montoya Building
1100 St. Francis Drive
Santa Fe, NM 87505-4147

*Phone:* 505.827.0168  
*Fax:* 505.827.0407  
*Toll Free:* 1.800.374.3061  
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