Identity Style Guide

NEW MEXICO MAIN STREET
ENGAGE PEOPLE • REBUILD PLACES
REVITALIZE ECONOMIES
This Identity Style Guide

This brand identity standards guide has been developed to help you use the New Mexico MainStreet logo and assets when creating and producing materials for your own communications, initiatives and events. The New Mexico MainStreet brand is intended for long-term use. In order to protect its identity, and to achieve recognition and acceptance of the brand and its identity, it must be used consistently and correctly every time it’s seen. Remember the three C’s when working with the brand: be consistent, be comprehensive, and be cohesive. This is a living document and will be periodically updated as the visual identity evolves — be sure to review all portions of this guide. However, please keep in mind that some standards may be altered or supplemented in future versions of this guide.

NMMS Mission

New Mexico MainStreet develops local capacity to engage people, rebuild places and grow the entrepreneurial, creative and business environment resulting in economically thriving downtowns, greater business and employment opportunities and a higher quality of life.

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The New Mexico MainStreet logo is a very valuable asset and the keystone element when it comes to the New Mexico MainStreet brand. It embodies the overall mission and architecture of New Mexico MainStreet, the Main Street Approach™ and services provided to communities, as well as the program and communities’ successes.

There are a variety of provided logos, with and without the “Engage People, Rebuild Places, Revitalize Economies” tagline, in full color as well as black and white versions for grayscale and high contrast applications.

The following guidelines are basic do's and don'ts when using the logo and how to best optimize its impact with supporting photography, patterns, and backgrounds.

Although the long-term goal of the New Mexico MainStreet logo and brand is instant identification without any words attached, we have to build that overall visual recognition and connection first. In order to do that, generally, this symbol logo should only be used when the full New Mexico MainStreet logo (with or without the tagline) is being displayed elsewhere on the same collateral.

To learn more about the logo elements and how it relates to NMMS, watch a short video at: youtube.be/JNzd6-zo6QA
Do not stretch the logo when resizing. It should always be resized proportionally.

Generally, the logo should only be seen in the specified brand color palette.

Do not use any effects on the logo, including drop shadows, glows, bevel/emboss, etc.

Do not outline or add a stroke to any portion of the logo.

Do not create, add text to, resize, or reposition logo elements.

Do not rotate any portion of the logo.

Do not use the logotype portion of the logo without the symbol.
Logo Guidelines

Do not use the logo on busy patterns or busy photo backgrounds.

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Do not use the logo in a color that achieves low contrast.

DO use the logo on flat backgrounds in a color that achieves high contrast.

In grayscale productions, use only the provide black (or white) one-color logo.

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Do not use the logo with white background/box on photography or colored backgrounds.

DO use solid colored boxes for the logo to combat busy photography, backgrounds and patterns.

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Logo Spacing

In order to maintain clear legibility of the logo, it must be surrounded with a minimum amount of ‘clearspace’.

This isolates the logo from competing elements such as text, other logos, photography, or background patterns that may detract attention and lessen the overall impact.

Using the logo in a consistent manner across all applications helps to both establish and reinforce immediate recognition of the New Mexico MainStreet brand.

The clearspace minimum is equivalent to the height and width of the “M” in “MainStreet”, regardless of the size at which the logo is displayed (in print or digital).
New Mexico MainStreet's brand color palette further tells the story of the organization and the rich New Mexican downtown culture and landscape.

**Which Code Do I Use?**

Print: CMYK, PMS (Pantone)

Web: RGB, Hex (Code)

**Primary**

- **Design Scarlet**
  - CMYK: 2.90.100.0
  - RGB: 234.65.37
  - Hex: #EA4125
  - PMS: 7417 C
  - PMS: 173 U

- **EV Gold**
  - CMYK: 0.28.88.0
  - RGB: 254.189.56
  - Hex: #FEBD38
  - PMS: 136 C
  - PMS: 7406 U

- **Promo Sky**
  - CMYK: 57.0.30.0
  - RGB: 102.198.191
  - Hex: #66C6BF
  - PMS: 325 C
  - PMS: 7472 U

- **MainStreet Midnight**
  - CMYK: 59.79.50.59
  - RGB: 65.36.52
  - Hex: #412434
  - PMS: 7449 C
  - PMS: NEUTRAL BLACK U

**Secondary**

- **NM Brick**
  - CMYK: 18.92.100.8
  - RGB: 190.56.38
  - Hex: #BE3826
  - PMS: 7599 C
  - PMS: 484 U

- **NM Sunray**
  - CMYK: 0.46.88.0
  - RGB: 248.155.56
  - Hex: #F89B38
  - PMS: 157 C
  - PMS: 130 U

- **Four Points Gray**
  - CMYK: 50.42.42.6
  - RGB: 133.132.132
  - Hex: #858484
  - PMS: 403 C
  - PMS: COOL GRAY 10 U

- **Org Violet**
  - CMYK: 51.81.41.22
  - RGB: 118.65.95
  - Hex: #76415F
  - PMS: 5125 C
  - PMS: 683 U

**Color Hierarchy**

The NMMS color palette swatches, by design, work well together – whether two colors are being utilized or all of the swatches. This hierarchy chart should be used as a guide of importance when utilizing multiple colors.
Typography Guidelines

The typography system for New Mexico MainStreet is to be used for print, web, and social media graphics to maintain consistent visual communication across all platforms.

Averia Serif Libre

use for: headlines
weights: regular, italic, bold, bold italic
download: Google Fonts

Barlow

use for: subheadlines, body copy, photo captions
weights: regular, italic, medium, medium italic, semibold, semibold italic, bold, bold italic, extra bold, extra bold italic
download: Google Fonts, Font Squirrel

Crimson Text

use for: professional text, photo captions
weights: regular, italic, semibold, semibold italic, bold, bold italic
download: Google Fonts
The New Mexico MainStreet Program

History of The Program

In the late 1970s the National Trust for Historic Preservation developed the Main Street Four-Point Approach® to commercial district revitalization, a comprehensive strategy that encourages economic development within the context of historic preservation.

In 1985, the New Mexico State Legislature funded the New Mexico MainStreet Program to assist local communities in implementing this strategy to revitalize their downtown commercial corridors. Since 1985, New Mexico MainStreet has been fostering economic development in local communities statewide. Based in the New Mexico Economic Development Department, New Mexico MainStreet works with selected local Main Street organizations and municipalities to establish and enhance downtown revitalization programs through public and private partnerships. Thousands of jobs have been created and millions of dollars in private funds have been invested in New Mexico Main Streets since the program began.

New Mexico MainStreet Today

New Mexico MainStreet currently serves 31 affiliated MainStreet Districts, 12 Arts & Cultural Districts, more than 20 Frontier Community projects, and 8 Historic Theater Initiatives. The Program provides resources, education, training and technical services that stimulate the economic vitality of participating communities while celebrating local heritage and culture. MainStreet is a consensus-building program that fosters community pride and encourages small business growth and expansions, enhanced local employment opportunities, increased tax revenues and property values, and improved quality of life.

Typography Samples

The following typography samples demonstrate how to use the brand typography system only. It is not guiding layout, content, or brand voice and messaging.

**Averia Serif Libre** as a headline (displayed at 20pt)

**Barlow Regular** as body copy (displayed at 10pt)

**Barlow Bold** as a subheadline (displayed at 12pt)
Introduction to Crowdfunding

AKA: Online Fundraising

DEFINED
Crowd funding or crowdfunding (alternately crowd financing, equity crowdfunding, or hyper funding) describes the collective effort of individuals who network and pool their money, usually via the Internet to support efforts initiated by other people or organizations. Crowdfunding is used in support of a wide variety of activities, including disaster relief, citizen journalism, support of artists by fans, political campaigns, startup company funding, motion picture promotion, free software development, inventions development, scientific research, and civic projects.

Crowdfunding can also refer to the funding of a company by selling small amounts of equity to many investors. This form of crowdfunding has recently received attention from policymakers in the United States with direct mention in the JOBS Act; legislation that allows for a wider pool of small investors with fewer restrictions. Crowdfunding has its origins in the concept of crowdsourcing, which is the broader concept of an individual reaching a goal by receiving and leveraging small contributions from many parties.

Crowdfunding is the application of this concept to the collection of funds through small contributions from many parties in order to finance a particular project or venture.
Logo Application

The following are examples of how the provided variations of the New Mexico MainStreet logo can be used across a variety of media and applications as well as which file type would be ideal for the applications presented. Note: Your printer and/or manufacturer may request different file types/formats than what is presented here.
The Four Point Logo sets are logos developed and designed for New Mexico MainStreet Revitalization Specialists to use on presentations, paperwork, etc., as they deem necessary, to link their work back to the organization as a whole and to further build brand recognition and cohesion.

When using a Four Point logo lockup, using another NMMS logo is not necessary. These logos can be used alone to communicate both New Mexico MainStreet as a whole and the point for which the revitalization specialist works within.

However, the logo guidelines outlined on pages 4 and 5 do apply to these logos as well.
Four Point Logos Application

The following are examples and ideas of how the Four Point logos can be used across a variety of media and applications.

Thank You!

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Powerpoint/Presentation Presenter Slide

Powerpoint/Presentation Title Slide

Design/Communications Proposals

Developing & Managing a Successful Business Crowdfunding Campaign

May 15, 2020

Presented by NMMS Revitalization Specialists:
Amy M. Barnhart, Preservation & Non-Profit Resource Development
Robyne Beaubien, Promotion & Image Development

Weekly Digest

News & Resources for your organization and the community you serve

Top Picks in Economic Vitality

Take the Survey

The MainStreet EV Team has created a short survey for businesses in your district and we would like you to share it with your contacts. All the information collected from your district will be shared with you along with insights from the EV team. We will also use the information to help you design services and programs to assist the businesses in your district. Please take a moment to review the survey and share with the businesses, artists, freelancers, contractors, and nonprofits in your network. THANKS!

Sleeper Bench

Sleeper (Railroad Tie) Bench w/Backrest

Sleeper Bench w/Steel Banding

Sleeper Bench w/Ornamental Rail Armrests

Carved Railroad Tie Screen

Railroad Tie Installation

Cross-Braced Railroad Tie Sculpture

Railroad Tie Sculpture - Nvick Dwyer Artist

Alamogordo MainStreet

Precedent Images – Bench & Sculpture Garden Ideas

Email Communications
For any further questions regarding logo and brand usage for New Mexico MainStreet, feel free to contact the New Mexico MainStreet Communications & Promotion Specialist at (505) 827-0143.

nmmainstreet.org