



# 2024 NMHealth Brand Guide

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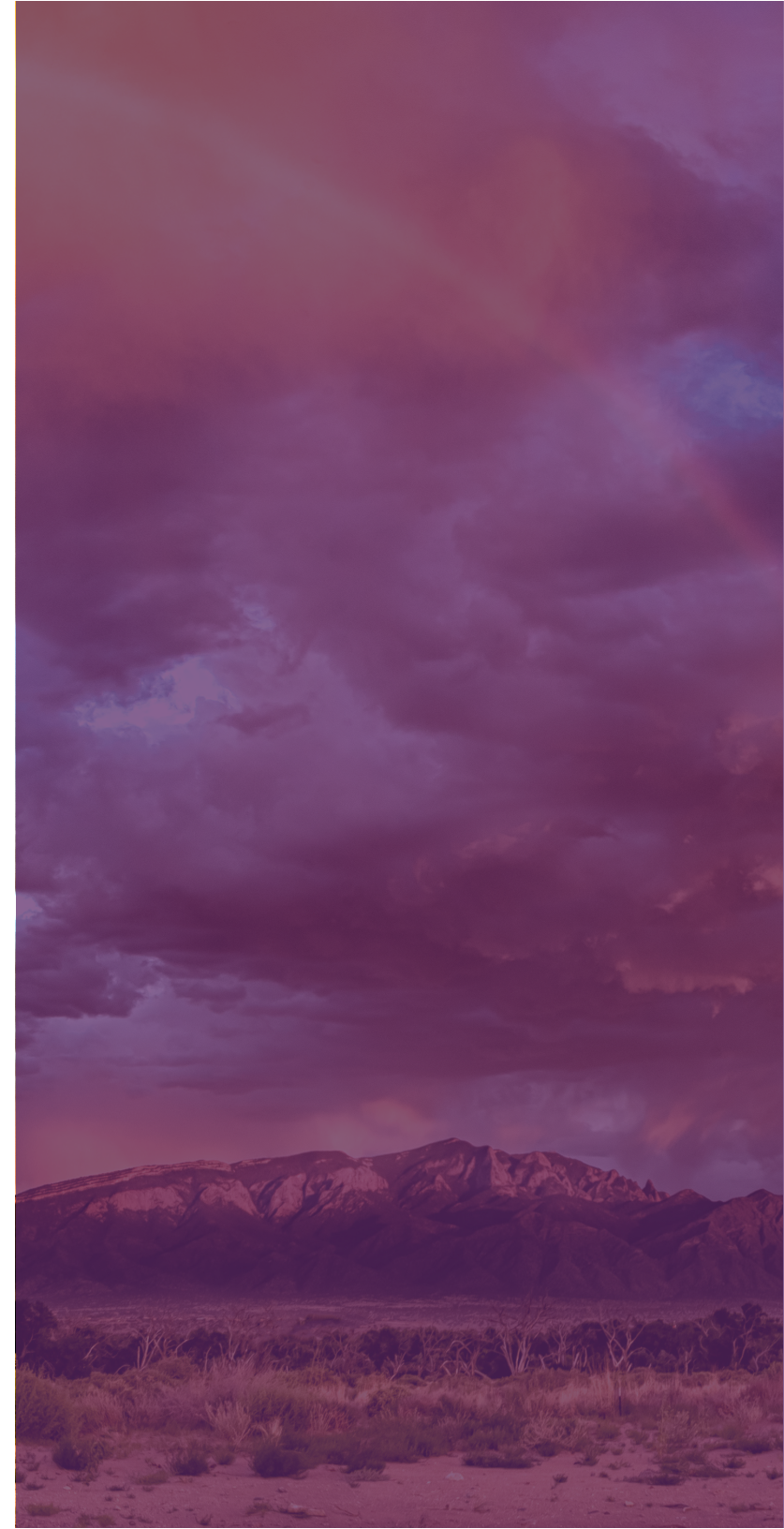




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# The Brand

A wide-angle photograph of a desert landscape. In the foreground, a dirt road with two tracks leads from the bottom center towards the horizon. The ground is covered in dry, yellowish-brown grass and low-lying shrubs. In the middle ground, a large, prominent, jagged rock formation (a butte or mesa) rises from the plain. The sky is filled with soft, wispy clouds in shades of pink, orange, and blue, suggesting a sunset or sunrise. The overall mood is serene and expansive.

The foundation of the NMHealth brand rests upon four fundamental principles:

**Authenticity** is essential, achieved by accurately representing New Mexico's people, places, culture, & heritage through diverse imagery.

**Approachability** stems from dissemination of accessible messages, building trust, extending opportunities, increasing engagement, and reducing stigma.

**Trustworthiness** instills confidence to increase adherence to recommendations and participation.

**Inclusivity** is integral to the mission and an essential principle to provide services to all New Mexicans without prejudice.

# Color

Though NMHealth is a clean, modern brand, there is a massive array of colors to work with when creating collateral.

NMHealth has a whole spectrum of color, with tints and shades available for designs that require a bit more depth.



# Color

Eggplant and Tangerine serve as the predominant brand colors for NMHealth, both present during breathtaking sunsets that grace our New Mexico home. These hues capture the rich purples of our evening skies and the reflections cast by monsoon rains. Tangerine, a radiant shade of orange, mirrors the splendor of the sun's glow upon our distinctive adobe architecture. These colors complement each other harmoniously and are versatile in a wide range of applications.



**Eggplant**



**Tangerine**

# Color

In addition to the brand staples, **Eggplant** and **Tangerine**, there are eight additional core colors in the NMHealth palette. The brand covers the full spectrum of color with its modern, hand-picked swatches that harmonize well together as vibrant attention-grabbing planes and accents.



**Eggplant**



**Violet**



**Neon Blue**



**Cornflower Blue**



**Teal**



**Dandelion Green**



**Honey**



**Tangerine**



**Scarlet**



**Berry**

# Standard Swatch Palette



**Eggplant**

**HEX** 5D2A68  
**CMYK** 73%, 97%, 28%, 16%  
**RGB** 93, 42, 104  
**HSB** 288 °, 59%, 40%



**Violet**

**HEX** 6C4FC6  
**CMYK** 69%, 76%, 0%, 0%  
**RGB** 108, 79, 198  
**HSB** 254 °, 60%, 77%



**Neon Blue**

**HEX** 525FFF  
**CMYK** 75%, 66%, 0%, 0%  
**RGB** 82, 95, 255  
**HSB** 234 °, 67%, 100%



**Cornflower Blue**

**HEX** 4D8EFF  
**CMYK** 65%, 43%, 0%, 0%  
**RGB** 77, 142, 255  
**HSB** 217 °, 69%, 100%



**Teal**

**HEX** 00A8A3  
**CMYK** 78%, 10%, 41%, 0%  
**RGB** 0, 168, 163  
**HSB** 177 °, 100%, 65%



**Dandelion Green**

**HEX** 66A161  
**CMYK** 65%, 18%, 80%, 2%  
**RGB** 101, 160, 96  
**HSB** 114°, 39%, 62%



**Honey**

**HEX** FFA748  
**CMYK** 0%, 41%, 80%, 0%  
**RGB** 255, 167, 72  
**HSB** 31 °, 71%, 100%



**Tangerine**

**HEX** F4684D  
**CMYK** 0%, 74%, 72%, 0%  
**RGB** 244, 104, 77  
**HSB** 8 °, 68%, 95%



**Scarlet**

**HEX** E2233E  
**CMYK** 5%, 99%, 77%, 0%  
**RGB** 226, 35, 62  
**HSB** 350 °, 84%, 88%



**Berry**

**HEX** B2225D  
**CMYK** 26%, 99%, 44%, 6%  
**RGB** 178, 34, 93  
**HSB** 334°, 80%, 69%

# Expanded Swatch Palette

In the following pages are the approved tints and shades for NMHealth. The original swatches are preferred, but the other tints and shades are acceptable for special campaigns and other similar applications, particularly if a specific color theme is necessary but the original colors do not fit or do not pass WCAG AA compliance.

Always check color contrast accessibility in designs featuring typography. The design target is WCAG AA compliance or better.

[Click here to access the WebAIM contrast checker.](#)



**Russian Violet**

**HEX** 2D1034  
**CMYK** 78%, 93%, 44%, 60%  
**RGB** 45, 16, 52  
**HSB** 288°, 69%, 20%



**Royal Purple**

**HEX** 451C4F  
**CMYK** 78%, 99%, 37%, 35%  
**RGB** 69, 28, 79  
**HSB** 288°, 64%, 30%



**Eggplant**

**HEX** 5D2A68  
**CMYK** 73%, 97%, 28%, 16%  
**RGB** 93, 42, 104  
**HSB** 288°, 59%, 40%



**Purpureus**

**HEX** 8F42A1  
**CMYK** 51%, 87%, 0%, 0%  
**RGB** 143, 66, 161  
**HSB** 288°, 58%, 63%



**Amethyst**

**HEX** B266C7  
**CMYK** 37%, 69%, 0%, 0%  
**RGB** 178, 102, 199  
**HSB** 286°, 48%, 78%



**Rust**

**HEX** 7D0A00  
**CMYK** 29%, 100%, 100%, 39%  
**RGB** 125, 10, 0  
**HSB** 4°, 100%, 49%



**Blood Orange**

**HEX** C71700  
**CMYK** 15%, 100%, 100%, 6%  
**RGB** 199, 23, 0  
**HSB** 5°, 100%, 78%



**Tangerine**

**HEX** F4684D  
**CMYK** 0%, 74%, 72%, 0%  
**RGB** 244, 104, 77  
**HSB** 8°, 68%, 95%



**Coral**

**HEX** FF9E87  
**CMYK** 0%, 47%, 42%, 0%  
**RGB** 255, 158, 135  
**HSB** 11°, 47%, 100%



**Peach Cream**

**HEX** FFCCC2  
**CMYK** 0%, 24%, 17%, 0%  
**RGB** 255, 204, 194  
**HSB** 8°, 23%, 100%

# Expanded Swatch Palette



**Indigo**

**HEX** 210D75  
**CMYK** 100%, 100%, 18%, 16%  
**RGB** 33, 13, 117  
**HSB** 251°, 88%, 45%



**Grape**

**HEX** 422699  
**CMYK** 90%, 100%, 0%, 0%  
**RGB** 66, 38, 153  
**HSB** 254°, 74%, 60%



**Violet**

**HEX** 6C4FC6  
**CMYK** 69%, 76%, 0%, 0%  
**RGB** 108, 79, 198  
**HSB** 254°, 60%, 77%



**Wisteria**

**HEX** 9180E5  
**CMYK** 49%, 52%, 0%, 0%  
**RGB** 145, 128, 229  
**HSB** 249°, 43%, 89%



**Lavender**

**HEX** BAB2FA  
**CMYK** 26%, 29%, 0%, 0%  
**RGB** 186, 178, 250  
**HSB** 245°, 28%, 98%



**Cobalt**

**HEX** 001789  
**CMYK** 100%, 96%, 13%, 9%  
**RGB** 0, 23, 137  
**HSB** 230°, 100%, 54%



**Zaffre**

**HEX** 2133B8  
**CMYK** 82%, 72%, 0%, 28%  
**RGB** 33, 51, 184  
**HSB** 233°, 82%, 72%



**Neon Blue**

**HEX** 525FFF  
**CMYK** 75%, 66%, 0%, 0%  
**RGB** 82, 95, 255  
**HSB** 234°, 68%, 100%



**Vista Blue**

**HEX** 8796FF  
**CMYK** 47%, 41%, 0%, 0%  
**RGB** 135, 150, 255  
**HSB** 350°, 84%, 88%



**Periwinkle**

**HEX** B8C2FF  
**CMYK** 26%, 99%, 44%, 6%  
**RGB** 184, 194, 255  
**HSB** 232°, 28%, 100%

# Expanded Swatch Palette



**Dark Denim**

**HEX** 00387A  
**CMYK** 100%, 88%, 25%, 10%  
**RGB** 0, 56, 122  
**HSB** 211°, 100%, 47%



**Royal Blue**

**HEX** 1457B5  
**CMYK** 91%, 71%, 0%, 0%  
**RGB** 20, 87, 181  
**HSB** 214°, 88%, 70%



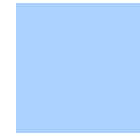
**Cornflower Blue**

**HEX** 4D8EFF  
**CMYK** 65%, 43%, 0%, 0%  
**RGB** 77, 142, 255  
**HSB** 217°, 69%, 100%



**Jordy Blue**

**HEX** 7AB0FF  
**CMYK** 47%, 23%, 0%, 0%  
**RGB** 122, 176, 255  
**HSB** 214°, 51%, 100%



**Columbia Blue**

**HEX** ABD1FF  
**CMYK** 29%, 10%, 0%, 0%  
**RGB** 171, 209, 255  
**HSB** 211°, 31%, 100%



**Emerald**

**HEX** 004A45  
**CMYK** 91%, 48%, 65%, 43%  
**RGB** 0, 74, 69  
**HSB** 175°, 100%, 29%



**Alpine**

**HEX** 006E66  
**CMYK** 89%, 37%, 60%, 19%  
**RGB** 0, 110, 102  
**HSB** 175°, 100%, 43%



**Teal**

**HEX** 00A8A3  
**CMYK** 78%, 10%, 41%, 0%  
**RGB** 0, 168, 163  
**HSB** 177°, 100%, 65%



**Turquoise**

**HEX** 3DD9D1  
**CMYK** 59%, 0%, 26%, 0%  
**RGB** 61, 217, 209  
**HSB** 176°, 71%, 85%



**Pale Mint**

**HEX** A6F0E8  
**CMYK** 31%, 0%, 14%, 0%  
**RGB** 166, 240, 232  
**HSB** 172°, 30%, 94%

# Expanded Swatch Palette



**Forest Green**

**HEX** 24471F  
**CMYK** 80%, 45%, 99%, 50%  
**RGB** 36, 71, 31  
**HSB** 111°, 56%, 27%



**Hunter Green**

**HEX** 3D6938  
**CMYK** 77%, 36%, 93%, 26%  
**RGB** 61, 105, 56  
**HSB** 112°, 46%, 41%



**Dandelion Green**

**HEX** 66A161  
**CMYK** 65%, 18%, 80%, 2%  
**RGB** 101, 160, 96  
**HSB** 114°, 39%, 62%



**Spring Green**

**HEX** 8CDB82  
**CMYK** 46%, 0%, 66%, 0%  
**RGB** 140, 219, 130  
**HSB** 112°, 40%, 85%



**Tea Green**

**HEX** C7FFBF  
**CMYK** 21%, 0%, 35%, 0%  
**RGB** 199, 255, 191  
**HSB** 111°, 25%, 100%



**Chocolate**

**HEX** 6E3300  
**CMYK** 36%, 77%, 100%, 44%  
**RGB** 110, 51, 0  
**HSB** 26°, 100%, 43%



**Raw Sienna**

**HEX** AB5400  
**CMYK** 24%, 74%, 100%, 15%  
**RGB** 171, 84, 0  
**HSB** 28°, 100%, 67%



**Honey**

**HEX** FFA748  
**CMYK** 0%, 41%, 80%, 0%  
**RGB** 255, 167, 72  
**HSB** 31°, 71%, 100%



**Jasmine**

**HEX** FFD973  
**CMYK** 0%, 14%, 65%, 0%  
**RGB** 255, 217, 115  
**HSB** 42°, 54%, 100%



**Butter**

**HEX** FFEDC2  
**CMYK** 0%, 5%, 27%, 0%  
**RGB** 255, 237, 194  
**HSB** 40°, 23%, 100%

# Expanded Swatch Palette



**Maroon**

**HEX** 5C0017  
**CMYK** 37%, 98%, 77%, 57%  
**RGB** 92, 0, 23  
**HSB** 344°, 100%, 36%



**Crimson**

**HEX** 91001C  
**CMYK** 26%, 100%, 96%, 28%  
**RGB** 145, 0, 28  
**HSB** 347°, 100%, 56%



**Scarlet**

**HEX** E2233E  
**CMYK** 5%, 99%, 77%, 0%  
**RGB** 226, 35, 62  
**HSB** 350°, 84%, 88%



**Bubblegum**

**HEX** FF7082  
**CMYK** 0%, 56%, 49%, 0%  
**RGB** 77, 142, 255  
**HSB** 352°, 56%, 100%



**Pink Snowberry**

**HEX** FFBDC7  
**CMYK** 0%, 26%, 22%, 0%  
**RGB** 255, 189, 199  
**HSB** 351°, 26%, 100%



**Burgundy**

**HEX** 470024  
**CMYK** 51%, 91%, 57%, 65%  
**RGB** 71, 0, 36  
**HSB** 328°, 100%, 27%



**Claret**

**HEX** 7A0038  
**CMYK** 35%, 100%, 58%, 36%  
**RGB** 122, 0, 56  
**HSB** 331°, 100%, 47%



**Berry**

**HEX** B2225D  
**CMYK** 26%, 99%, 44%, 6%  
**RGB** 178, 34, 93  
**HSB** 334°, 80%, 69%



**Dragonfruit**

**HEX** E05987  
**CMYK** 7%, 80%, 21%, 0%  
**RGB** 224, 89, 135  
**HSB** 338°, 60%, 87%



**Carnation**

**HEX** FFABC9  
**CMYK** 0%, 42%, 2%, 0%  
**RGB** 255, 171, 201  
**HSB** 337°, 32%, 100%

# Typography

The use of a slab-serif font in the original NMDOH logo paired with the clean sans-serif accompanying text served as inspiration for the typographic choices made for NMHealth.

Slab-serif fonts, often linked to Western and cowboy aesthetics, establish a strong visual connection to New Mexico while also being a common choice for monospaced fonts like Courier New, ubiquitous in vintage legal and medical documentation. Bitter, a contemporary slab-serif font, features a clean and inviting design with a broad spectrum of weights that ensure readability across various sizes.

## Bitter

The chosen font pairing for this typography is Manrope, a flexible and clean sans-serif font. Manrope excels as body text due to its easily distinguishable characters, including double-story lowercase “a” characters that set it apart from single-story lowercase fonts, like those that feature “o,” which can sometimes be challenging to differentiate.

The provided font specimen sheets are designed to showcase the typeface in various sizes and weights for your reference; additionally, the brand guide exclusively demonstrates both fonts in-use.

## Manrope

Bitter and Manrope are [Google fonts](#), and may not be available on all computers. However, they are licensed under the [Open Font License](#) and are free to download and install.

If more universal fonts are necessary, Rockwell or Roboto Slab can be substituted for Bitter and Arial or Roboto can be substituted for Manrope.

### Rockwell

### Roboto Slab

### Arial

### Roboto

# Typography

# Bitter

## Font Specimen

### Thin

Sphinx of black quartz, judge my vow.  
Sphinx of black quartz, judge my vow.  
Sphinx of black quartz, judge my vow.  
Sphinx of black quartz, judge my vow.  
Sphinx of black quartz, judge my vow.  
Sphinx of black quartz, judge my vow.  
AaBbCcDdEeFfGgHhIiJjKkLlMm  
NnOoPpQqRrSsTtUuVvWwXxYyZz

### Thin Italic

*Sphinx of black quartz, judge my vow.*  
*Sphinx of black quartz, judge my vow.*  
*Sphinx of black quartz, judge my vow.*  
*Sphinx of black quartz, judge my vow.*  
*Sphinx of black quartz, judge my vow.*  
*Sphinx of black quartz, judge my vow.*  
*AaBbCcDdEeFfGgHhIiJjKkLlMm*  
*NnOoPpQqRrSsTtUuVvWwXxYyZz*

# Typography

## ExtraLight

Sphinx of black quartz, judge my vow.

Sphinx of black quartz, judge my vow.

Sphinx of black quartz, judge my vow.

Sphinx of black quartz, judge my vow.

Sphinx of black quartz, judge my vow.

Sphinx of black quartz, judge my vow.

AaBbCcDdEeFfGgHhIiJjKkLlMm

NnOoPpQqRrSsTtUuVvWwXxYyZz

## *ExtraLight Italic*

*Sphinx of black quartz, judge my vow.*

*Sphinx of black quartz, judge my vow.*

*Sphinx of black quartz, judge my vow.*

*Sphinx of black quartz, judge my vow.*

*Sphinx of black quartz, judge my vow.*

*Sphinx of black quartz, judge my vow.*

*AaBbCcDdEeFfGgHhIiJjKkLlMm*

*NnOoPpQqRrSsTtUuVvWwXxYyZz*

## Light

Sphinx of black quartz, judge my vow.

Sphinx of black quartz, judge my vow.

Sphinx of black quartz, judge my vow.

Sphinx of black quartz, judge my vow.

Sphinx of black quartz, judge my vow.

Sphinx of black quartz, judge my vow.

AaBbCcDdEeFfGgHhIiJjKkLlMm

NnOoPpQqRrSsTtUuVvWwXxYyZz

## *Light Italic*

*Sphinx of black quartz, judge my vow.*

*Sphinx of black quartz, judge my vow.*

*Sphinx of black quartz, judge my vow.*

*Sphinx of black quartz, judge my vow.*

*Sphinx of black quartz, judge my vow.*

*Sphinx of black quartz, judge my vow.*

*AaBbCcDdEeFfGgHhIiJjKkLlMm*

*NnOoPpQqRrSsTtUuVvWwXxYyZz*

# Typography

## Regular

Sphinx of black quartz, judge my vow.

Sphinx of black quartz, judge my vow.

Sphinx of black quartz, judge my vow.

Sphinx of black quartz, judge my vow.

Sphinx of black quartz, judge my vow.

Sphinx of black quartz, judge my vow.

AaBbCcDdEeFfGgHhIiJjKkLlMm

NnOoPpQqRrSsTtUuVvWwXxYyZz

## Medium

Sphinx of black quartz, judge my vow.

Sphinx of black quartz, judge my vow.

Sphinx of black quartz, judge my vow.

Sphinx of black quartz, judge my vow.

Sphinx of black quartz, judge my vow.

Sphinx of black quartz, judge my vow.

AaBbCcDdEeFfGgHhIiJjKkLlMm

NnOoPpQqRrSsTtUuVvWwXxYyZz

## Italic

*Sphinx of black quartz, judge my vow.*

*Sphinx of black quartz, judge my vow.*

*Sphinx of black quartz, judge my vow.*

*Sphinx of black quartz, judge my vow.*

*Sphinx of black quartz, judge my vow.*

*Sphinx of black quartz, judge my vow.*

*AaBbCcDdEeFfGgHhIiJjKkLlMm*

*NnOoPpQqRrSsTtUuVvWwXxYyZz*

## Medium Italic

*Sphinx of black quartz, judge my vow.*

*Sphinx of black quartz, judge my vow.*

*Sphinx of black quartz, judge my vow.*

*Sphinx of black quartz, judge my vow.*

*Sphinx of black quartz, judge my vow.*

*Sphinx of black quartz, judge my vow.*

*AaBbCcDdEeFfGgHhIiJjKkLlMm*

*NnOoPpQqRrSsTtUuVvWwXxYyZz*

# Typography

## SemiBold

Sphinx of black quartz, judge my vow.

Sphinx of black quartz, judge my vow.

Sphinx of black quartz, judge my vow.

Sphinx of black quartz, judge my vow.

Sphinx of black quartz, judge my vow.

Sphinx of black quartz, judge my vow.

AaBbCcDdEeFfGgHhIiJjKkLlMm

NnOoPpQqRrSsTtUuVvWwXxYyZz

## Bold

Sphinx of black quartz, judge my vow.

Sphinx of black quartz, judge my vow.

Sphinx of black quartz, judge my vow.

Sphinx of black quartz, judge my vow.

Sphinx of black quartz, judge my vow.

Sphinx of black quartz, judge my vow.

AaBbCcDdEeFfGgHhIiJjKkLlMm

NnOoPpQqRrSsTtUuVvWwXxYyZz

## *SemiBold Italic*

*Sphinx of black quartz, judge my vow.*

*Sphinx of black quartz, judge my vow.*

*Sphinx of black quartz, judge my vow.*

*Sphinx of black quartz, judge my vow.*

*Sphinx of black quartz, judge my vow.*

*Sphinx of black quartz, judge my vow.*

*AaBbCcDdEeFfGgHhIiJjKkLlMm*

*NnOoPpQqRrSsTtUuVvWwXxYyZz*

## *Bold Italic*

*Sphinx of black quartz, judge my vow.*

*Sphinx of black quartz, judge my vow.*

*Sphinx of black quartz, judge my vow.*

*Sphinx of black quartz, judge my vow.*

*Sphinx of black quartz, judge my vow.*

*Sphinx of black quartz, judge my vow.*

*AaBbCcDdEeFfGgHhIiJjKkLlMm*

*NnOoPpQqRrSsTtUuVvWwXxYyZz*

# Typography

## ExtraBold

Sphinx of black quartz, judge my vow.

Sphinx of black quartz, judge my vow.

Sphinx of black quartz, judge my vow.

Sphinx of black quartz, judge my vow.

Sphinx of black quartz, judge my vow.

Sphinx of black quartz, judge my vow.

AaBbCcDdEeFfGgHhIiJjKkLlMm

NnOoPpQqRrSsTtUuVvWwXxYyZz

## Black

Sphinx of black quartz, judge my vow.

Sphinx of black quartz, judge my vow.

Sphinx of black quartz, judge my vow.

Sphinx of black quartz, judge my vow.

Sphinx of black quartz, judge my vow.

Sphinx of black quartz, judge my vow.

AaBbCcDdEeFfGgHhIiJjKkLlMm

NnOoPpQqRrSsTtUuVvWwXxYyZz

## ExtraBold Italic

*Sphinx of black quartz, judge my vow.*

*Sphinx of black quartz, judge my vow.*

*Sphinx of black quartz, judge my vow.*

*Sphinx of black quartz, judge my vow.*

*Sphinx of black quartz, judge my vow.*

*Sphinx of black quartz, judge my vow.*

*AaBbCcDdEeFfGgHhIiJjKkLlMm*

*NnOoPpQqRrSsTtUuVvWwXxYyZz*

## Black Italic

*Sphinx of black quartz, judge my vow.*

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*Sphinx of black quartz, judge my vow.*

*Sphinx of black quartz, judge my vow.*

*Sphinx of black quartz, judge my vow.*

*Sphinx of black quartz, judge my vow.*

*AaBbCcDdEeFfGgHhIiJjKkLlMm*

*NnOoPpQqRrSsTtUuVvWwXxYyZz*

# Typography

# Manrope

## Font Specimen

### ExtraLight

Sphinx of black quartz, judge my vow.  
Sphinx of black quartz, judge my vow.  
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Sphinx of black quartz, judge my vow.  
Sphinx of black quartz, judge my vow.  
Sphinx of black quartz, judge my vow.  
AaBbCcDdEeFfGgHhIiJjKkLlMm  
NnOoPpQqRrSsTtUuVvWwXxYyZz

### Light

Sphinx of black quartz, judge my vow.  
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Sphinx of black quartz, judge my vow.  
Sphinx of black quartz, judge my vow.  
Sphinx of black quartz, judge my vow.  
Sphinx of black quartz, judge my vow.  
AaBbCcDdEeFfGgHhIiJjKkLlMm  
NnOoPpQqRrSsTtUuVvWwXxYyZz

# Typography

## Regular

Sphinx of black quartz, judge my vow.  
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Sphinx of black quartz, judge my vow.  
Sphinx of black quartz, judge my vow.  
AaBbCcDdEeFfGgHhIiJjKkLlMm  
NnOoPpQqRrSsTtUuVvWwXxYyZz

## SemiBold

Sphinx of black quartz, judge my vow.  
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Sphinx of black quartz, judge my vow.  
Sphinx of black quartz, judge my vow.  
AaBbCcDdEeFfGgHhIiJjKkLlMm  
NnOoPpQqRrSsTtUuVvWwXxYyZz

## Medium

Sphinx of black quartz, judge my vow.  
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Sphinx of black quartz, judge my vow.  
Sphinx of black quartz, judge my vow.  
AaBbCcDdEeFfGgHhIiJjKkLlMm  
NnOoPpQqRrSsTtUuVvWwXxYyZz

## Bold

Sphinx of black quartz, judge my vow.  
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Sphinx of black quartz, judge my vow.  
Sphinx of black quartz, judge my vow.  
Sphinx of black quartz, judge my vow.  
Sphinx of black quartz, judge my vow.  
AaBbCcDdEeFfGgHhIiJjKkLlMm  
NnOoPpQqRrSsTtUuVvWwXxYyZz

# Typography

## ExtraBold

Sphinx of black quartz, judge my vow.

Sphinx of black quartz, judge my vow.

Sphinx of black quartz, judge my vow.

Sphinx of black quartz, judge my vow.

Sphinx of black quartz, judge my vow.

Sphinx of black quartz, judge my vow.

AaBbCcDdEeFfGgHhIiJjKkLlMm

NnOoPpQqRrSsTtUuVvWwXxYyZz

# Logo

With all elements of the logo previously discussed, the design foundation has been set and the logo comes together. Bitter is used for the typography, the standard two brand colors, eggplant and tangerine, are the colors of the mark, and of course, the roadrunner finalizes the logo as it reads from left-to-right, pointing forward to the future.



NMHealth Master Logo

# Logo

## Logo Alternates

Though the full stacked eggplant and tangerine mark is preferred, it is not always possible to use. Below is a demonstration of acceptable alternative logos.



**2 Color Stacked Logo - Reversed**  
This is the preferred logo on dark backgrounds.



**1 Color Stacked Logo - White**  
For use only in applications which cannot use color, or where tangerine fails to pass WCAG AA, but white does pass. (Background too light)



**1 Color Stacked Logo - Eggplant**  
For single-color use only on light backgrounds.  
This is the preferred single-color mark.



**1 Color Stacked Logo - Black**  
For single-color use only in applications which cannot use color. (black and white documents, engraving, embossing, etc)

# Logo

## Vertical Logo

The horizontal logo is only to be used when the horizontal logo is otherwise inappropriate or illegible. Horizontally oriented documents and collateral may use this expression to keep all elements as legible as possible.



**NMHealth Main Horizontal Logo**  
This is the preferred horizontal logo.



**2 Color Horizontal Logo - Reversed**  
This is the preferred vertical logo on dark backgrounds.



**1 Color Horizontal Logo - White**  
For use only in applications which cannot use color, or where tangerine fails to pass WCAG AA, but white does pass. (Background too light)



**1 Color Logo - Eggplant**  
For single-color use only on light backgrounds. This is the preferred single-color mark.



**1 Color Logo - Black**  
For single-color use only in applications which cannot use color. (black and white documents, engraving, embossing, etc)

# Logo

## Sub Brands

Beneath the NMHealth umbrella, we have the capability to create sub brands. For the full color sub brand logos, the eggplant color remains the same, but the tangerine is replaced with a new color to represent the specific sub brand as well as the name of the program, office, or division.





# Logo Useage Guidelines

## Partner Lockups

When including partner organizations with the NMHealth logo, create a lockup. The NMHealth logo will always come first, followed by a divider. Then place the partner logo. For specific events or partners, it may be necessary to specify the sub brand. If the partner has multiple versions of their logo, use the version that corresponds with the version of the NMHealth logo being used, when possible.



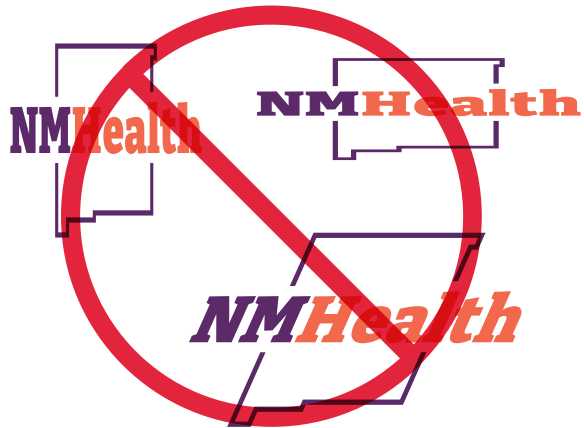
# Logo Useage Guidelines

When using the NMHealth logo, be conscious of its placement in context of the surrounding elements. Varying scales may require different margins, but as a general guideline, the logo should be separated from other imagery by at least the height/width of the character “a” in the logo. This avoids a design element called a “tangent” where two edges or corners connect and create a distracting focal point. It also provides the logo with enough room to breathe to stand out.

Larger margins are better, use the guideline below for the minimum.



# Logo Useage Guidelines



Do not distort, compress, stretch, skew, or rotate the logo.



Do not change the fonts in the logo.

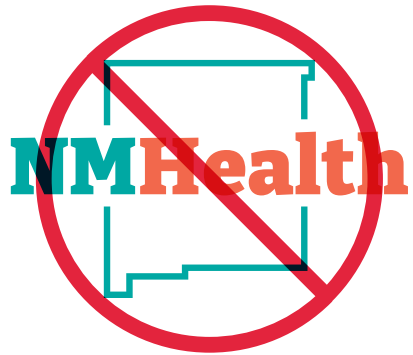


Do not change the relative proportions of the logo.



Do not place the incorrect color logo above a background which makes it unreadable.

# Logo Usage Guidelines



Do not change the NM or the state outline to any color besides eggplant, black, or white.



Do not obscure the logo. Do not place the logo on tangents.

# Photography

NMHealth is an organization run by the people of New Mexico, for the people of New Mexico. It is critical that the imagery that is used for NMHealth represents the people and the state in which they live.

It is important to choose high-quality photography that is engaging and realistic. Overly-staged photos should be avoided.

Diversity in all aspects is important, including geographic diversity, aiming to represent pieces of the state without focusing exclusively on the higher population cities.



# Photography



The above photos are courtesy of the City of Albuquerque. Photos that capture real people in any location in New Mexico are preferable to stock images. NMHealth is servicing real people in New Mexico, which must be reflected in the collateral.

Unfortunately, not all projects have the budget to accommodate custom photography. If using stock, look for photos that have the following traits:

- High resolution

- Well-lit

- Candid photos preferred, avoid staged photos.

- Avoid photos that have evidently already been manipulated with color filters or other effects

- Represent real New Mexicans

# Graphics

There are a few rules when it comes to selecting or creating graphics to accompany any design created under the NMHealth brand specifications.

The brand is: Bold, modern, eye-catching.

Flat vectors or vectors with simple linear or radial gradients are preferred- but adding more 3D illusory elements such as drop shadows on solid colored vector elements is encouraged if appropriate for the design and if it improves legibility.



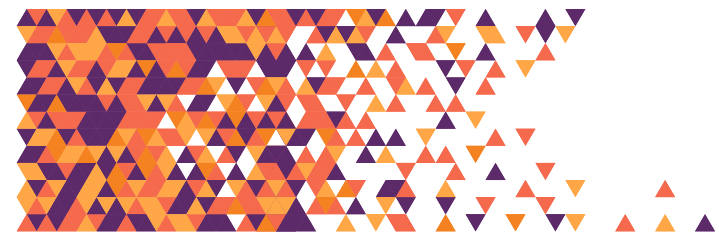
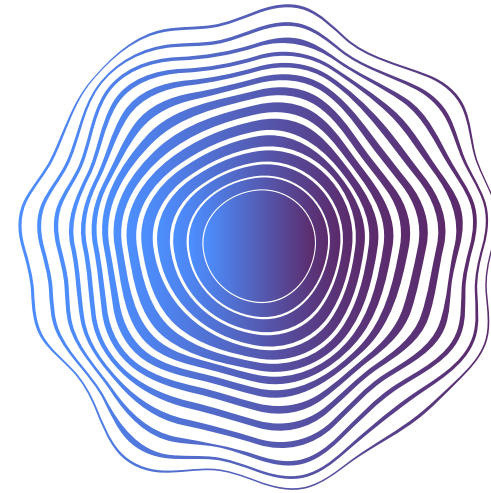
# Graphics

NMHealth is a geometric brand. Look for interesting geometric vectors and recolor them using the brand colors.

Halftone vectors, flowing linear vectors, and simplified, geometric patterns are good complements.

Colors from the brand can be blended together using opacity or gradients.

The following pages provide examples of the brand in-use.





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