WHY BRAND GUIDELINES?

The key to the value of well-known brands such as Apple, Nike, Starbucks, Target and United Way, to name a few, is that the owners/users of these brands have adhered to a strict set of guidelines for the use of their logo and other graphic standards in all communications, marketing and advertising. These guidelines, when strictly followed, result in a brand that is strong and stable, and is easily identified in the marketplace. Each and every application of the brand is a deposit in the bank of brand equity which continues to build and grow.

One Albuquerque is committed to building brand equity through the use of a consistently designed communications plan. Through the use and adherence to the graphic standards of this template, in concert with other initiatives, programs and policies, we expect One Albuquerque to achieve the top-of-mind recognition that will elevate the organization’s impact and reach to a much broader and deeper audience.
PERMISSIBLE USES OF THE BRAND STYLE

One Albuquerque’s Brand Guidelines should be considered a living document and thus will change or evolve as we continue to clarify the brand attributes.

One Albuquerque’s new brand guidelines are effective beginning September 2021.

For any questions you may have please contact Staci Drangmeister by email sdrangmeister@cabq.gov or cell phone 505-252-4529.
BRAND IDENTITY & STYLE GUIDE ELEMENTS

Brand identity elements or Style Guidelines are the key visual elements that our employees, stakeholders, residents and businesses will recognize as One Albuquerque’s identity. It is important that the brand elements be used consistently in every application to achieve the most effective communication.

In this document, we are focusing on three elements (logo, color and typeface) that make up One Albuquerque’s brand identity. Each of the elements has been created with standards to guide their use. Incorrect use will weaken the visual integrity of the identity.

LOGO DESIGN & USE 5
COLOR 12
SPECIAL EDITION LOGOS 16
LOGO QUICK REFERENCE GUIDE 17
COMBINED DEPARTMENT LOGO USE 18
TYPEFACES 19
CORRESPONDENCE 21
LOGOS AND TEMPLATES 26
One Albuquerque’s logo has two compositions: horizontal and vertical. Acceptable composition structures and colors for each are shown on the following pages. The One Albuquerque logo/icon should not be recreated in any manner. Use vector, tif or jpeg files provided.
ONE ALBUQUERQUE LOGO COMPOSITION

Horizontal Composition

Select the appropriate logo color application based on achieving the best contrast between the logo and the background, regardless of background color.

Black + PMS 485 Red

Reverse: White + PMS 485 Red
Vertical Composition
Select the appropriate logo color application based on achieving the best contrast between the logo and the background, regardless of background color.

Black + PMS 485 Red
Reverse: White + PMS 485 Red
ONE ALBUQUERQUE LOGO COMPOSITION

Horizontal and Vertical Grayscale Compositions

Black + 50% Gray  White + 50% Gray

Black + 50% Gray  White + 50% Gray
One Albuquerque Logo Clear Zone

Specific clear zones surrounding the logo ensure that the One Albuquerque logo is never crowded by surrounding elements. The clear zones indicated in this guide are minimum clear zones; additional clear space is always preferable.
ONE ALBUQUERQUE UNACCEPTABLE LOGO COLORS

Only the approved logo colors shown on the pages above should be used for reproducing the One Albuquerque logo. No other color combinations are acceptable.
ONE ALBUQUERQUE UNACCEPTABLE LOGO ALTERATIONS

The One Albuquerque logo should never be set at an angle.

The One Albuquerque logo should never appear with a drop shadow.
Correct use of the One Albuquerque logo colors will help our audiences recognize our materials at a glance. The accuracy and consistency with which we use our colors is a vital part of our identity.

Guidelines and formulas for the One Albuquerque logo colors are provided here. Every printing application will vary. To ensure colors are printed correctly and consistently, press proofs and press approvals are recommended for all printed materials that are produced.
Guidelines and formulas for the One Albuquerque department colors are provided here. These colors have been selected to complement the primary color palette.
ONE ALBUQUERQUE DEPARTMENT COLOR PALETTE (VERTICAL LOGO)

Guidelines and formulas for the One Albuquerque department colors are provided here. These colors have been selected to complement the primary color palette.

ONE ALBUQUERQUE DEPARTMENT COLORS
Guidelines and formulas for the One Albuquerque department colors are provided here. These colors have been selected to complement the primary color palette.

**One Albuquerque Department Color Palette**

Guidelines and formulas for the One Albuquerque department colors are provided here. These colors have been selected to complement the primary color palette.
ONE ALBUQUERQUE SPECIAL EDITION ALTERATIONS

PRIDE

UNITY

MILITARY AND VETERANS
ONE ALBUQUERQUE MULTIPLE LOGO USE QUICK REFERENCE GUIDE

A guide for which logos to use and when.

<table>
<thead>
<tr>
<th>PROJECTS LOGOS</th>
<th>CITY SEAL</th>
<th>TIM KELLER LOGO</th>
<th>ONE ALBUQUERQUE LOGO</th>
<th>ONE ALBUQUERQUE DEPT. COLOR</th>
<th>ORIGINAL DEPT. LOGO</th>
</tr>
</thead>
<tbody>
<tr>
<td>Press Release</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Press Release</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Media Advisory</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Inter Office Memo</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td></td>
<td></td>
</tr>
<tr>
<td>TV Promotion</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Purchased Print Promotion/Ad</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td></td>
<td></td>
</tr>
<tr>
<td>CABQ Event Flyer</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td></td>
<td></td>
</tr>
<tr>
<td>CABQ Event Banner</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td></td>
<td></td>
</tr>
<tr>
<td>CABQ Billboard Image</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td></td>
<td></td>
</tr>
<tr>
<td>APD Recruitment Materials</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td></td>
<td></td>
</tr>
<tr>
<td>AFR Recruitment Materials</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Department Promotional Merchandise</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Business Cards</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Permitting Paperwork</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Official CABQ Notices</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td></td>
<td></td>
</tr>
<tr>
<td>HR Related Docs (yellow, pink, white)</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Existing Fleet</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>If Kept in Fleet but Needing New Artwork</td>
<td>NOT APD or AFR</td>
</tr>
<tr>
<td>New Fleet</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>Inquire with Marketing &amp; Innovation</td>
<td>NOT APD or AFR</td>
</tr>
<tr>
<td>New Metal Signage</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>Inquire with Marketing &amp; Innovation</td>
<td></td>
</tr>
<tr>
<td>Existing Metal Signage</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>If Being Kept but Needing New Artwork</td>
<td></td>
</tr>
<tr>
<td>Vinyl Window/Door Signage City Facilities</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>Check with Marketing &amp; Innovation Before Ordering</td>
<td></td>
</tr>
<tr>
<td>Digital Website Imagery per Dept</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>Check with Marketing &amp; Innovation Per Department</td>
<td>AFR, APD</td>
</tr>
</tbody>
</table>
**ONE ALBUQUERQUE MULTIPLE LOGO COMPOSITIONS**

For specific projects, the Mayor’s office logo, City Seal or original department logo must be included with the One Albuquerque logo. In these instances, the logos should be placed next to each other with a .5 pt black rule separating them as show below. Please refer to the Logo Uses for Specific Projects | Quick Reference Guide on the previous page.

<table>
<thead>
<tr>
<th>Logo Compositions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mayor’s Office</td>
</tr>
<tr>
<td>City Seal</td>
</tr>
<tr>
<td>Original Department</td>
</tr>
</tbody>
</table>

- [Logo Examples](#)
**ONE ALBUQUERQUE BRAND FONTS**

Listed below are the approved fonts for One Albuquerque's stationery and correspondence.

<table>
<thead>
<tr>
<th>Font Style</th>
<th>Purpose</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>PROXIMA NOVA SEMIBOLD</strong></td>
<td>For individuals' names on business cards.</td>
</tr>
<tr>
<td>proxima nova regular</td>
<td>For individuals’ titles on business cards.</td>
</tr>
<tr>
<td>proxima nova regular</td>
<td>For One Albuquerque address on stationery.</td>
</tr>
<tr>
<td><strong>Publica Play Bold</strong></td>
<td>For One Albuquerque web address on stationery.</td>
</tr>
<tr>
<td><strong>Arial Regular/Arial Italic/Arial Bold</strong></td>
<td>For written and electronic correspondence.</td>
</tr>
</tbody>
</table>
## One Albuquerque Brand Fonts

Listed below are the approved fonts for One Albuquerque’s advertising.

<table>
<thead>
<tr>
<th>Font</th>
<th>Use</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Proxima Nova Bold</strong></td>
<td>For headlines.</td>
</tr>
<tr>
<td><strong>Proxima Nova Extra Bold</strong></td>
<td>For body copy</td>
</tr>
<tr>
<td>Proxima Nova Regular</td>
<td>For body copy</td>
</tr>
<tr>
<td>Publica Play Bold</td>
<td>For web address</td>
</tr>
</tbody>
</table>
September 15, 2021

Diane Master
1313 Newell Rd.
Albuquerque, NM 87108

Dear Diane,

Lorem ipsum dolor sit amet, consecetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutat. Ut siem in ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Lorem ipsum dolor sit amet, consecetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutat. Ut siem in ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Kind regards,

Mayor Tim Keller
City of Albuquerque Business Card

STACI DRANGMEISTER
marketing and innovation manager

OFFICE OF MAYOR TIM KELLER
one civic plaza nw, 11th floor
p.o. box 1293
albuquerque, nm 87103

m 505.252.4529
e sdrangmeister@cabq.gov

Office of Mayor Tim Keller
Proxima Nova Regular
7.75 pt
Tracking 0

Address, phone numbers and email address:
Proxima Nova Regular
8 pt
Tracking 0

P.M.W. Cabq.gov
Publica Play Bold
9 pt
Tracking 0

Please mind kerning between characters.
Department-Specific Business Card

**transit**
CITY OF ALBUQUERQUE
OFFICE OF MAYOR TIM KELLER
alvarado transportation center
100 1st st nw
albuquerque, nm 87102

- 505.724.3100
- 505.000.0000
- dholcomb@cabq.gov

**DANNY HOLCOMB**
director of transit

Please mind kerning between characters.

---

**Name:**
Proxima Nova Semibold
8 pt
Tracking 0

**Title:**
Proxima Nova Regular
6.5 pt
Tracking 0

---

**Office of Mayor Tim Keller**
Proxima Nova Regular
7.75 pt
Tracking 0

**Address, phone numbers and email address:**
Proxima Nova Regular
8 pt
Tracking 0

- o m w cabq.gov
- Publica Play Bold
- 9 pt
- Tracking 0

---

**PLEASE REFER TO PAGE 15 FOR SPECIFIC DEPARTMENT PANTONE COLORS**
ONE ALBUQUERQUE PRESENTATIONS THE BRAND EXPRESSED

Power Point Template  Click Here to Access

Slide Title (H2)

Body text for Powerpoint is Proxima Nova 18 pt font. Use what you see, don’t plan it. Let’s have a little bit of fun today. You have to make those little noises or it won’t work. You can get away with a lot.

Look around, look at what we have. Beauty is everywhere, you only have to look to see it. This is an example of what you can do with just a few things, a little imagination and a happy dream in your heart. If what you’re doing doesn’t make you happy - you’re doing the wrong thing.
Dear Dianne,

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisi.

Sincerely,

Staci
ONE ALBUQUERQUE LOGOS AND TEMPLATES THE BRAND EXPRESSED

LOGOS
One Albuquerque Logos are available for Download at Partner Share: [One Albuquerque Branding Files](#). Please contact Staci Drangmeister if you need access. Indesign files for flyers, social media graphics, and newsletter in “Brand Templates” folder in Partner Share.

TEMPLATES
Canva Templates available for download below:

- [Facebook](#)
- [Twitter](#)
- [Instagram](#)
- [Flyer A - 11x17](#)
- [Flyer B - 11x17](#)
- [Flyer A - 8.5 x 11](#)
- [Flyer B - 8.5 x 11](#)
- [Flyer C - 8.5 x 11](#)
- [Newsletter](#)