



ONE ALBUQUE RQUE

BRAND GUIDELINES

BUILDING BRAND
EQUITY THROUGH
CONSISTENTLY
DESIGNED
COMMUNICATIONS

SEPTEMBER 20, 2021



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.

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ONE ALBUQUERQUE LOGO COMPOSITION

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
ALBUQUE
RQUE

The horizontal logo composition consists of three stacked lines of text. The top line is 'ONE' in black. The middle line is 'ALBUQUE' in black, with the 'BU' portion in red. The bottom line is 'RQUE' in red.

Horizontal



ONE
ALB
UQUE
R
QUE

The vertical logo composition consists of five stacked lines of text. The top line is 'ONE' in black. The second line is 'ALB' in black. The third line is 'UQUE' in black, with the 'UQ' portion in red. The fourth line is 'R' in black. The bottom line is 'QUE' in red.

Vertical

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.



The logo is composed of three lines of text. The first line is 'ONE' in black. The second line is 'ALBUQUE' in black, with the 'BU' portion in red. The third line is 'RQUE' in red. The text is left-aligned and stacked vertically.

Black + PMS 485 Red



Reverse: White + PMS 485 Red

ONE ALBUQUERQUE LOGO COMPOSITION

Vertical Composition

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



ONE
ALB
UQU
ER
QUE

Black + PMS 485 Red



Reverse: White + PMS 485 Red

ONE ALBUQUERQUE LOGO COMPOSITION

Horizontal and Vertical Grayscale Compositions



ONE
ALBUQUE
RQUE

Black + 50% Gray



ONE
ALBUQUE
RQUE

White + 50% Gray



ONE
ALB
UQUE
ER
RQUE

Black + 50% Gray



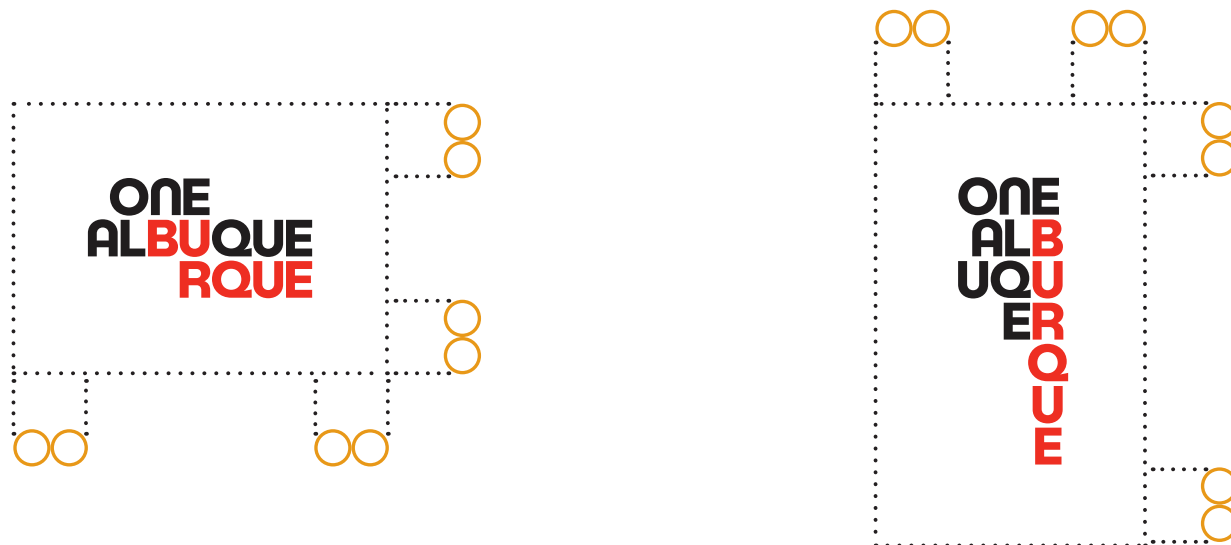
ONE
ALB
UQUE
ER
RQUE

White + 50% Gray

ONE ALBUQUERQUE LOGO CLEAR ZONE

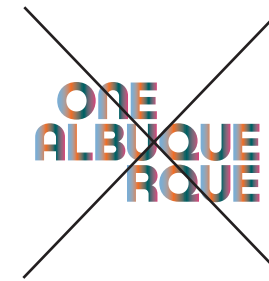
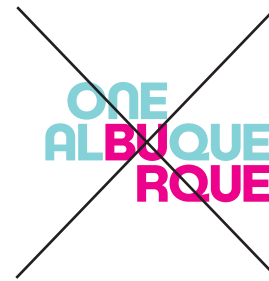
Specific clear zones surrounding the logo ensure that the One Albuquerque logo is never crowded by surrounding elements.

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.

ONE ALBUQUERQUE LOGO COLOR PALETTE

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.

The logo consists of the words "ONE ALBUQUERQUE" stacked vertically. "ONE" is in black, "ALBUQUE" is in black with "BU" in red, and "RQUE" is in red.

<p>One Albuquerque B L A C K</p>	<p>Coated: Black Coated 4-Color Process: C=0, M=0, Y=0, K=100 Uncoated: Black Uncoated 4-Color Process: C=0, M=0, Y=0, K=100 RGB: R=0, G=0, B=0 HTML: 000000</p>
<p>One Albuquerque 4 8 5</p>	<p>Coated: Pantone 485 Coated 4-Color Process: C=0, M=95, Y=100, K=0 Uncoated: Pantone 485 Uncoated 4-Color Process: C=0, M=95, Y=100, K=0 RGB: R=204, G=51, B=51 HTML: cc3333</p>

SECONDARY COLOR PALETTE

<p>One Albuquerque C O O L G R A Y 1 0</p>	<p>Coated: Pantone Cool Gray 10 Coated 4-Color Process: C=61, M=53, Y=48, K=19 Uncoated: Pantone Cool Gray 10 Uncoated 4-Color Process: C=61, M=53, Y=48, K=19 RGB: R=99, G=101, B=106 HTML: 63656a</p>	<p>One Albuquerque 7 4 1 2</p>	<p>Coated: Pantone 7412 Coated 4-Color Process: C=20, M=40, Y=100, K=0 Uncoated: Pantone 7412 Uncoated 4-Color Process: C=20, M=40, Y=100, K=0 RGB: R=204, G=153, B=51 HTML: cc9933</p>
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ONE ALBUQUERQUE DEPARTMENT COLOR PALETTE (HORIZONTAL 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



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



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 DEPARTMENT COLORS

 Pantone 485 City of Albuquerque RGB : #e1251b 225,37,27	 Pantone 485 Emergency Mgt. RGB : #e1251b 225,37,27	 Pantone 485 AFR RGB : #e1251b 225,37,27	 Pantone 485 ABQ Volunteers RGB : #e1251b 225,37,27	 Pantone 485 Youth Connect RGB : #e1251b 225,37,27	 Pantone 485 Kid's Cabinet RGB : #e1251b 225,37,27	 Pantone 300 APD RGB : #005cb9 0,92,185	 Pantone 383 Transit RGB : #a8ad00 168,173,0	 Pantone 3145 Aviation RGB : #00758d 0,117,141
 Pantone 7704 ABQ Film Office RGB : #0083ad 0,131,173	 Pantone 1505 Animal Welfare RGB : #ff6b00 255,107,0	 Pantone 3385 Planning RGB : #3bd4ae 59,212,174	 Pantone 527 Senior Affairs RGB : #8331a7 131,49,167	 Pantone 124 Family & Community RGB : #eba900 235,169,0	 Pantone 272 Finance RGB : #7473c0 116,115,192	 Pantone Purple Technology & Innov. RGB : #c028b9 192,40,185	 Pantone 312 311 RGB : #0099cc 0,153,204	 Pantone 7591 Legal RGB : #C07D59 192,125,89
 Pantone 3272 Equity & Inclusion RGB : #00a19b 0,161,155	 Pantone 659 Solid Waste RGB : #79a3dc 121,163,220	 Pantone 7704 Economic Dev. RGB : #0083ad 0,131,173	 Pantone 7704 Buy Local RGB : #0083ad 0,131,173	 Pantone 319 Arts & Culture RGB : #1dcad3 29,202,211	 Pantone 408 Human Resources RGB : #978b87 151,139,135	 Pantone 7727 Parks & Recreation RGB : #006d46 0,109,70	 Pantone 376 Environmental Health RGB : #80bc00 128,188,0	 Pantone 3272 Consumer Protection RGB : #00a19b 0,161,155
 Pantone 3272 Civil Rights RGB : #00a19b 0,161,155	 Pantone 1915 Youth Advisory Council RGB : #f54d80 245,77,128	 Pantone 7405 City Clerk RGB : #ffc000 255,204,0	 Pantone 7625 Municipal Dev RGB : #e74f3d 231,79,61	 Pantone 137 Community Safety RGB : #FFA400 236,150,34				

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.

ONE ALBUQUERQUE LOGO USES FOR SPECIFIC PROJECTS | A Quick Reference Guide

					
	CITY SEAL	TIM KELLER LOGO	ONE ALBUQUERQUE LOGO	ONE ALBUQUERQUE DEPT. COLOR	ORIGINAL DEPT. LOGO
Press Release				◆	
Press Release Mayor's Office		◆	◆		
Media Advisory CABQ Dept				◆	◆ If Necessary
Inter Office Memo	◆				
TV Promotion		◆	◆ OR }	◆	
Purchased Print Promotion/Ad				◆	
CABQ Event Flyer		◆		◆	
CABQ Event Banner		◆	◆		
CABQ Billboard Image		◆	◆ OR }	◆	◆
APD Recruitment Materials				◆	◆
AFR Recruitment Materials				◆	◆
Department Promotional Merchandise				◆	
Business Cards				◆	
Signature Line CABQ Email Address				◆	
Permitting Paperwork	◆				
Official CABQ Notices	◆				
HR Related Docs (yellow, pink, white)	◆				
Existing Fleet	◆			◆ If Kept in Fleet but Needing New Artwork	NOT APD or AFR
New Fleet				◆ Inquire with Marketing & Innovation	NOT APD or AFR
New Metal Signage	◆			◆ Inquire with Marketing & Innovation	
Existing Metal Signage	◆			◆ If Being Kept but Needing New Artwork	
Vinyl Window/Door Signage City Facilities			◆ OR }	◆ Check with Marketing & Innovation Before Ordering	
Digital Website Imagery per Dept				◆ Check with Marketing & Innovation Per Department	◆ AFR, APD

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.



ONE ALBUQUERQUE BRAND FONTS

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

PROXIMA NOVA SEMIBOLD

For individuals' names on business cards.

proxima nova regular

For individuals' titles on business cards.

proxima nova regular

For One Albuquerque address on stationery.

Publica Play Bold

For One Albuquerque web address on stationery.

Arial Regular/*Arial Italic*/**Arial Bold**

For written and electronic correspondence.

ONE ALBUQUERQUE BRAND FONTS

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

PROXIMA NOVA BOLD**PROXIMA NOVA EXTRA BOLD**

For headlines.

Proxima Nova Regular

For body copy

Publica Play Bold

For web address

ONE ALBUQUERQUE STATIONERY THE BRAND EXPRESSED

Written Correspondence

Letter Layout:

- Logo:** ONE ALBUQUERQUE (PMS 485 RED and BLACK)
- City:** city of albuquerque
- Address:** OFFICE OF MAYOR TIM KELLER, one civic plaza nw, 11th floor, p.o. box 1293, albuquerque, nm 87103, 505.768.0000
- Website:** cabq.gov
- Date:** September 15, 2021
- Recipient:** Diane Master, 1313 Newell Rd., Albuquerque, NM 87108
- Salutation:** Dear Diane,
- Body of letter:** Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet lore magna aliquam erat volutpat. Ut sis enim ad minim veniam, quis nostrud exerci tation ullamcorper sus cipit borts nisl ut aliquip ex ea commodo conswquat. Duis autem vel eum iriure do lor in hendrerit in vulpu tate velit molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi. Lorem ipsum dolor sit amet, c cetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volut.
- Text:** Ut sis enim ad minim veniam, quis no strud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea modo conswquat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse mo lestie consequat, vel dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dig nissim qui blandit praesent luptatum delenit augue duis dolore te feugait nulla facilisi.
- Text:** Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut lao dolore magna aliquam erat volutpat.
- Text:** Kind regards,
- Signature:** Mayor Tim Keller

Envelope Layout:

- Return Address:** OFFICE OF MAYOR TIM KELLER, one civic plaza nw, 11th floor, p.o. box 1293, albuquerque, nm 87103
- Website:** cabq.gov
- Postage:** 1.875" from top
- Recipient Address:** Diane Master, 1313 Newell Rd, Albuquerque, NM 87108
- Logo Placement:** ONE ALBUQUERQUE (4.75" from left edge)

Dimensions:

- 3" from top (to logo)
- 1.125" margin (between logo and recipient name)
- 1.875" from top (to postage stamp)
- 4.75" from left edge (to logo)



ONE ALBUQUERQUE STATIONERY THE BRAND EXPRESSED

City of Albuquerque Business Card



Name:
Proxima Nova Semibold
8 pt
Tracking 0

Title:
Proxima Nova Regular
6.5 pt
Tracking 0

Please mind kerning
between characters.

Department Name
Publica Play Medium
9 pt
Tracking 20

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



ONE ALBUQUERQUE STATIONERY THE BRAND EXPRESSED

Department-Specific Business Card



Name:
Proxima Nova Semibold
8 pt
Tracking 0

Title:
Proxima Nova Regular
6.5 pt
Tracking 0

Please mind kerning
between characters.

Department Name
Publica Play Medium
9 pt
Tracking 20

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



BLACK

ONE ALBUQUERQUE PRESENTATIONS THE BRAND EXPRESSED

Power Point Template Click [Here](#) to Access

The screenshot shows a web-based presentation viewer for a PowerPoint template. The interface includes a top menu bar with 'Presentation Template .PPTX', 'File Edit View Help', 'Present', and 'Share' buttons. A navigation pane on the left shows a list of 10 slides, with slide 2 selected. The main slide area displays the following content:

- A red horizontal bar above the title.
- Slide Title (H2)**
- The **ONE ALBUQUERQUE** logo in the top right corner.
- A large image of a cityscape at night.
- Two paragraphs of text:

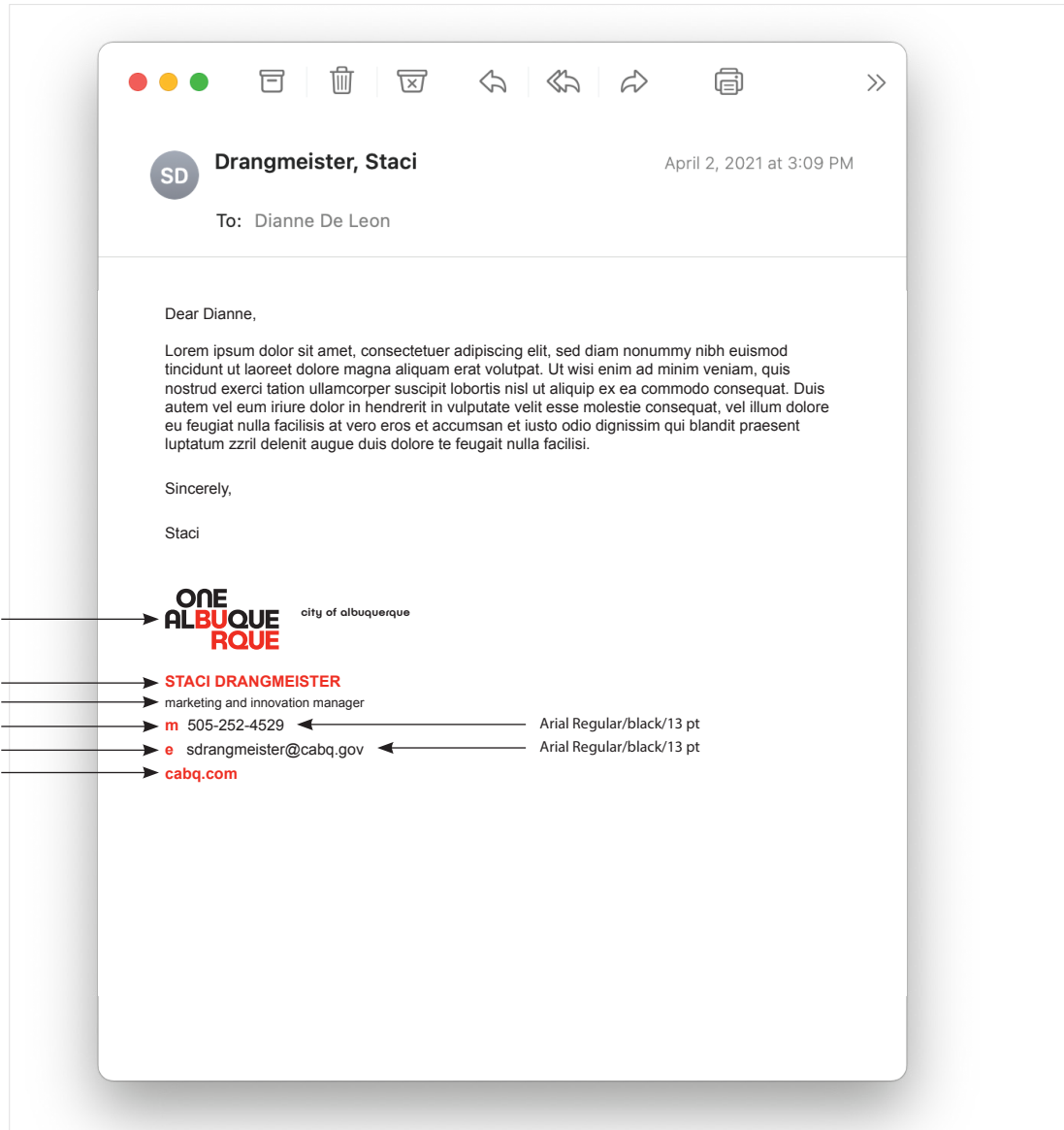
Body text for Powerpoint is Proxima Nova 18 pt font. Use what you see, don't plan it. Let's have a little bit of fun today. You have to make those little noises or it won't work. You can get away with a lot.

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.
- A footer at the bottom right: DEPARTMENT NAME | PRESENTATION NAME | 00.00.0000

The slide is identified as 'Basic Layout (right)' in the bottom left corner of the viewer.

ONE ALBUQUERQUE ELECTRONIC CORRESPONDENCE THE BRAND EXPRESSED

Email Signature



Appropriate Department Logo

Arial Bold Caps/PMS 323/13 pt

Arial Regular Lower Case/black/13 pt

Arial Bold/PMS 485/13 pt

Arial Bold/PMS 485/13 pt

Arial Bold Lower Case/PMS 485/13 pt



STACI DRANGMEISTER

marketing and innovation manager

m 505-252-4529

e sdrangmeister@cabq.gov

cabq.com

Arial Regular/black/13 pt

Arial Regular/black/13 pt

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](#)