A Personal Commitment

The NM Safe Promise was developed in response to the coronavirus and in conjunction with the safe reopening of businesses throughout the state of New Mexico, through practices aligned with New Mexico Department of Health ordinances and Centers for Disease Control (CDC) guidelines.

Goals of NM Safe Promise are to
- Inspire individuals to commit to the new social contract during this COVID-active time
- Unify the entire State of New Mexico through the protection of the health of our communities, residents, and visitors
- Build consumer confidence to restore our economy

Industry Leaders

Championed by the New Mexico Hospitality Association (NMHA) and led by the hospitality and tourism industry, the NM Safe Promise campaign encourages all New Mexicans to individually “make the promise” at www.NMSafePromise.org, follow COVID-Safe Practices, and proudly share their commitment with others.

THE NEW MEXICO SAFE PROMISE

We’re all in this together. We invite every New Mexican to make a personal promise to follow COVID-Safe Practices (CSPs) to make our beautiful state the safest place for our families, coworkers, and guests.

Make the Promise today.

I PROMISE TO

✓ WEAR IT WELL Use a face covering while in public
✓ KEEP MY DISTANCE Stay six feet from others
✓ STAY HOME WHEN SICK Take care of myself & protect others
✓ SUDS UP OFTEN Wash my hands frequently & follow recommended hygiene practices
✓ BE IN THE KNOW Participate in any COVID-19 training available at my workplace
The NM Safe Promise logo includes a strong, protective outline of the State of New Mexico with rays symbolic of the sun, implying inward and outward movement, with a central heart suggestive of a “milagro” that represents caring for humanity.

Typography is bold and clear, like the promise it represents. All-cap letters have wide-spaced tracking indicative of physical distancing.

New Mexico’s state colors of red and yellow are paired with light and dark turquoise.

The primary logo includes dark turquoise type.

In the alternate option with a dark turquoise background, the type is changed to white.
## BRAND COLOR PALETTE

### Logo Colors

**YELLOW**
- C:0 M:20 Y:100 K:0
- R:255 G:203 B:5
- #ef6b05

**LIGHT TURQUOISE**
- C:50 M:0 Y:20 K:0
- R:121 G:205 B:208
- #79cdd0

**DARK TURQUOISE**
- C:100 M:55 Y:40 K:10
- R:0 G:98 B:123
- #00627b

**RED**
- C:0 M:90 Y:60 K:0
- R:239 G:64 B:86
- #ef4056

**WHITE**
- C:0 M:0 Y:0 K:0
- R:255 G:255 B:255
- #ffffff

### Supporting Brand Colors

**TINTS OF YELLOW**

**TURQUOISE**
- C:50 M:0 Y:20 K:0
- R:239 G:64 B:86
- #ef4056

**DARK RED**
- C:0 M:90 Y:60 K:0
- R:239 G:64 B:86
- #ef4056

**NEUTRALS**

- C:50 M:50 Y:65 K:5
- R:156 G:125 B:99
- #9c7d63

- C:2 M:4 Y:10 K:0
- R:248 G:240 B:226
- #f8f0e2
Mr Eaves Sans

The NM Safe Promise brand uses the Mr Eaves Sans font family, primarily Regular and Bold weights.

All-cap treatment may be used sparingly for headlines and emphasis with tracking set to 100.

Adobe Creative Suite subscribers may activate Mr Eaves Sans at https://fonts.adobe.com/fonts/mr-eaves-sans

The font may be purchased at https://www.emigre.com/Fonts/Mr-Eaves-Sans-and-Modern

Mr Eaves Regular

AaBbCcDdEeFfGgHhIiJjK LIMmNn
Oo PpQqRrSsTtUuVvWwXxYyZz
0123456789 0123456789 (@#$%^&*!?;:,;-*")
MR EAVES REGULAR ALL-CAPS

Mr Eaves Regular Italic

AaBbCcDdEeFfGgHhIiJjK LIMmNn
Oo PpQqRrSsTtUuVvWwXxYyZz
0123456789 (!@#$%^&*!?;:,;-*")

Mr Eaves Bold

AaBbCcDdEeFfGgHhIiJjK LIMmNn
Oo PpQqRrSsTtUuVvWwXxYyZz
0123456789 0123456789 (@#$%^&*!?;:,;-*")
MR EAVES BOLD ALL-CAPS

Mr Eaves Bold Italic

AaBbCcDdEeFfGgHhIiJjK LIMmNn
Oo PpQqRrSsTtUuVvWwXxYyZz
0123456789 (!@#$%^&*!?;:,;-*")
Allowing sufficient “clear space” around the logo helps to ensure that the brand is both visible and legible. Elements from the logo are used as measurements X and Y to define the minimum space around the mark.

Keep readability, visual balance, and clear space in mind when overlaying the logo on images and when using other offered variations with light type and URL.

(When URL is included, minimum space below PROMISE = X.)
INCORRECT USAGE

Do not separate, resize, or rotate elements.

Do not disproportionately skew or stretch the logo.

Use the logo version that gives it the most impact.

Do not use on backgrounds or patterns that are too busy.

If the logo is too small, it loses impact and readability.

Only use approved color variations provided at [www.nmsafepromise.org/media](http://www.nmsafepromise.org/media)
Proudly Share & Encourage Others to Make the NM Safe Promise!

A variety of NM Safe Promise assets are offered at www.nmsafepromise.org/media for individuals and businesses to display.

» For social media
» On your personal or company website
» In your email signature

Use #NMSafePromise in your social media posts.

Point others to the website for more information and to make the pledge: www.NMSafePromise.org.
APPLICATION

Business Customization

Follow these steps to incorporate the name of your company, destination, or organization into the NM Safe Promise branding:

1. Download a primary or alternate logo file* at www.nmsafepromise.org/media.
2. Type “[YOUR NAME] MADE THE” in ALL-CAPS using Mr Eaves Sans Bold.
3. Apply a color to your name from the brand palette to make it stand out.
4. Size your name to match the height of the “NM SAFE” part of the logo. For reference, see page 5, measurement X.
5. Set tracking to 100 to create wide space between the letters.
6. Center your name above the logo just outside the clear space area. See page 5, measurement Y. If using the alternate logo, expand the dark background and top clear space above your name.
7. Save and apply your custom promise graphic. Remember to resize the whole graphic together.

MAKE THE PROMISE call-to-action add-on is constructed in the same way but with wider letter spacing that matches the logo width.

You may need to work with a designer if you don’t have the right tools to customize the brand. Contact Andrea Neal at 505-577-0201 or wholebraindesign@gmail.com for assistance.

*Use logos with URL for print or in larger digital ads where readability is not a concern.