



Graphic Style Guide

for the

New Mexico Department of Homeland Security and Emergency Management

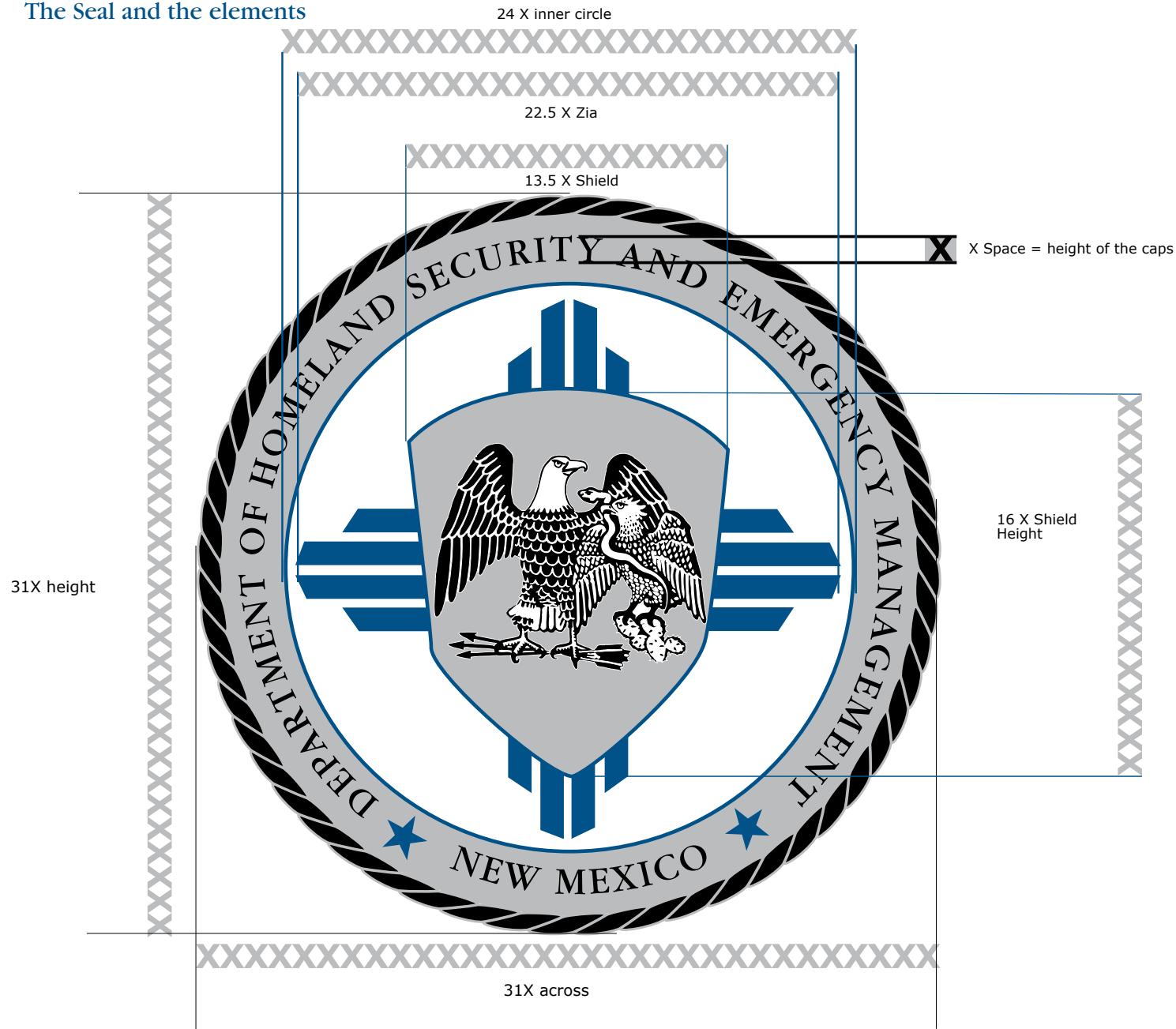




Seal



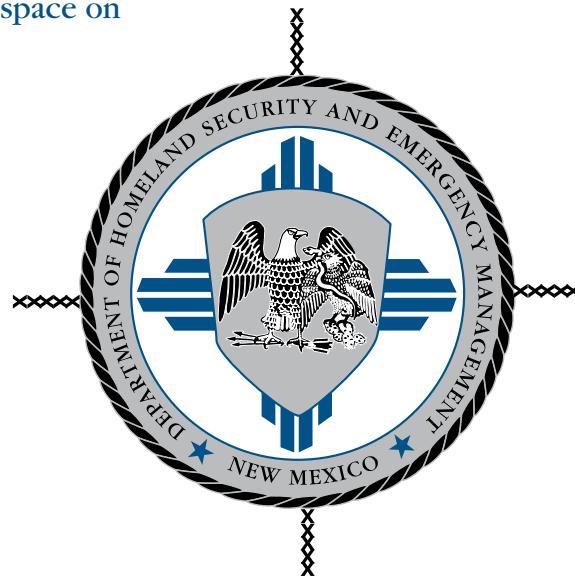
The Seal and the elements



Please DO NOT rebuild this seal, please contact the Department of Homeland Security and Emergency Management for a file.



When using the seal please allow 5X space on all sides between logo and any text.
(exception is an address)



The X ratio is proportionate to the size of the seal being used. The Seal will usually be sized at 1" minimum which will need 5/16" clearance on all sides.

Please keep the Seal PORTIONED and scale it PORTIONED when changing size. This can be done by holding down the shift key while re-sizing with the mouse. Do NOT make the Seal fit the space. *Do not use just part of the Seal



Correct



Incorrect



Incorrect



Incorrect



Incorrect



Logo Colors



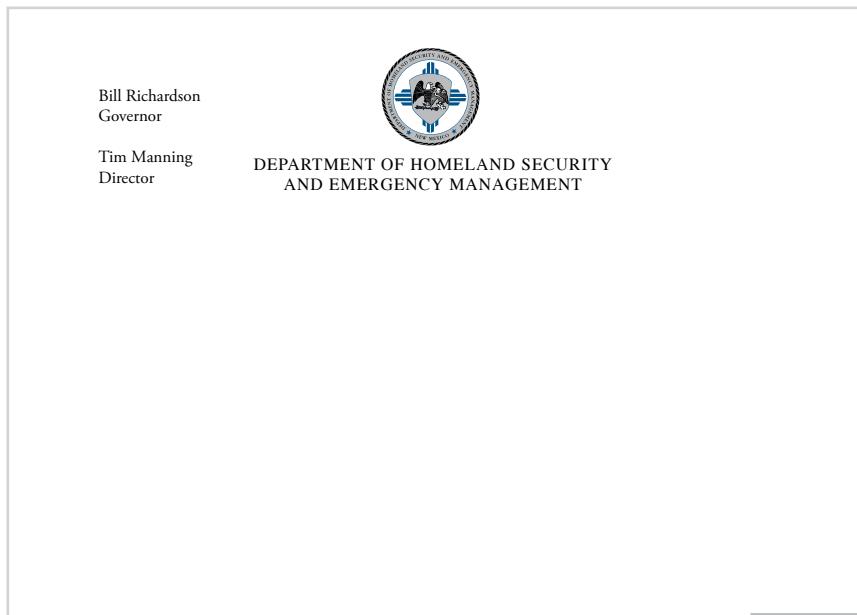
The color for the logo is PMS 2955
and PMS Cool Grey 6
Do not use the logo in different colors.



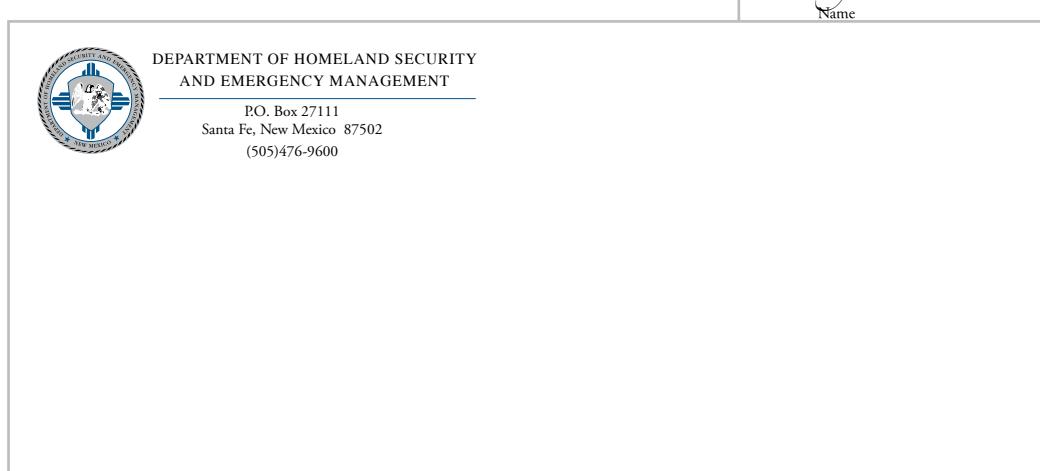
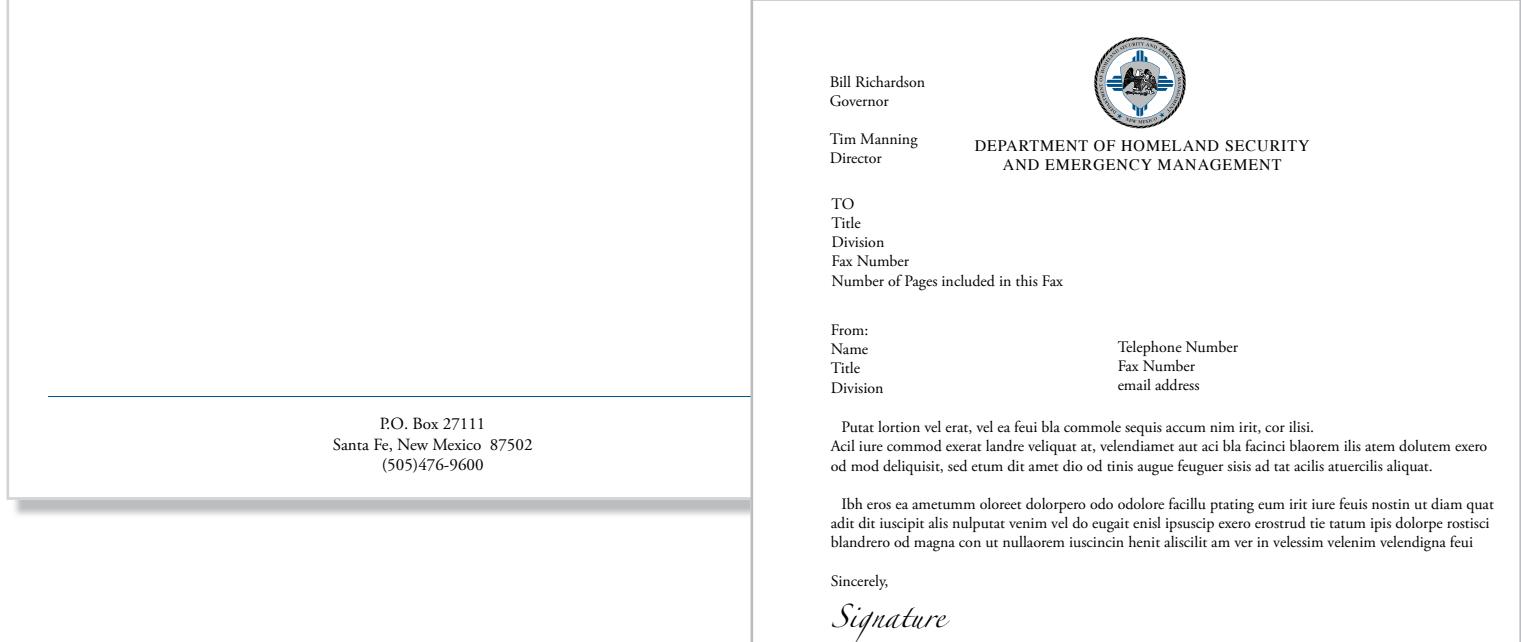
Logo usage for Black and White



Logo Usage on print formats



The official stationery set is comprised of letterhead, fax correspondence and #10 envelope.



PO. Box 27111
Santa Fe, New Mexico 87502
(505)476-9600



Fonts

The official Font for New Mexico Department of Homeland Security and Emergency Management is Garamond. (If you need the font Garmond please contact the IT department.)

Garamond will be used in all printed, faxed, stationery and web materials.

Please see the following standards for correct sizes.

Garamond 10 pt. text over 12 pt. leading.

Garamond 12 pt. text over 14 pt. leading.



Letterhead standards on 8.5" x 11".

Bill Richardson
Governor



Tim Manning
Director

DEPARTMENT OF HOMELAND SECURITY
AND EMERGENCY MANAGEMENT

Margin 1" Name

Address

1 return City, State Zip

1 return Date

TO

Address

2 returns City, State Zip

Company:

Indent of.138"

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Margin .5"

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3 returns Sincerely,

Signature

Name
Enc: 2

Margin 9.75

P.O. Box 27111
Santa Fe, New Mexico 87502
(505)476-9600



Memo/Fax standards on 8.5" x 11".

Bill Richardson
Governor



Tim Manning
Director

DEPARTMENT OF HOMELAND SECURITY AND EMERGENCY MANAGEMENT

Margin 1"
TO
Title
Division
Fax Number
Number of Pages included in this Fax

Margin 4.5"
(approximately)

All address and body text is
Garmond 10 pt. type with
12 pt. leading. This may be
altered to 12 pt. over 14 pt.
leading if so desired.

2 returns

From:	
Name	Telephone Number
Title	Fax Number
Division	email address

2 returns

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Margin .5"

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1 return

Sincerely,

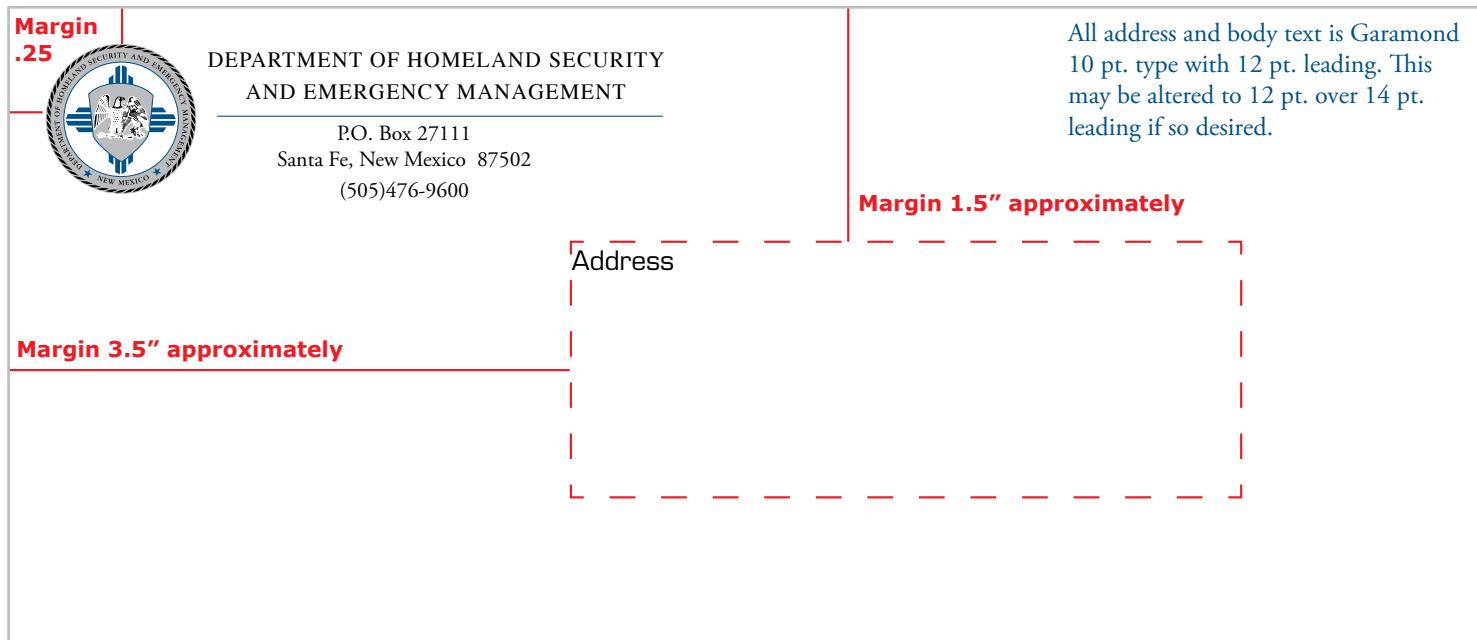
3 returns

Signature

Name



Envelope standards



In the event a seal is in use on a larger or smaller mailing envelope the logo is always in the upper left hand corner with return address following. Please use the x-spacing guides on page 2 and 3 for placement from the edge of a mailing envelope.



Web site standards

NEW MEXICO DEPARTMENT OF
Homeland Security and Emergency Management

Citizen EM Community Business Organization

MAJOR FLOODING

WELCOME

The New Mexico Department of Homeland Security and Emergency Management website is designed to be the central source for information on the state's homeland security and emergency management efforts and initiatives. This site will provide information about state and local government emergency management programs and efforts, access resources for learning about terrorism and emergency management, and about emergency preparedness efforts statewide and how citizens can get involved.

HELPFUL LINKS:

http://www.madrc.org	http://www.health.state.nm.us/obem
http://www.fema.gov	http://www.dacc.nm.gov/asset
http://www.dhs.gov	http://www.weather.gov
http://www.americancross.org	http://www.state.nm.us
http://www.nmroads.org	http://www.nmema.org

National Threat Level

SEVERE
SEVERE RISK
HIGH
HIGH RISK
ELEVATED
SIGNIFICANT RISK
GUARDED
GENERAL RISK
LOW
LOW RISK
of Terrorist Attacks

Department of Homeland Security and Emergency Management
13 Bataan Blvd., Santa Fe, NM 87504 (Phone) 505-476-9600



Vehicles

The Seal should be present on city vehicles on the door panels only. If a door panel is not available please use a side panel where there is no existing marking.





Identity materials



Sample

Sample

