



Graphic Style Guide

for the
New Mexico Department of Homeland Security
and Emergency Management

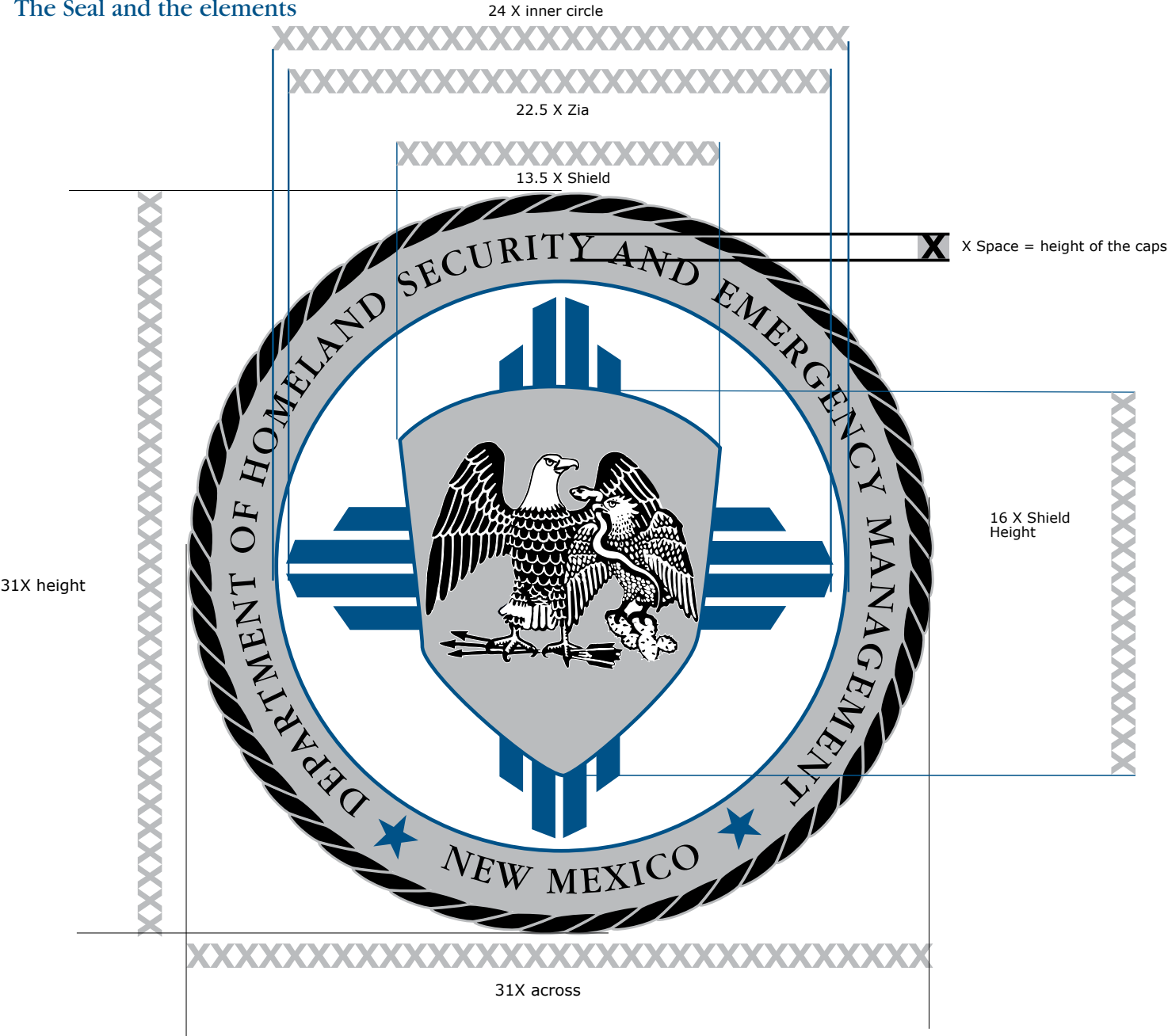




Seal



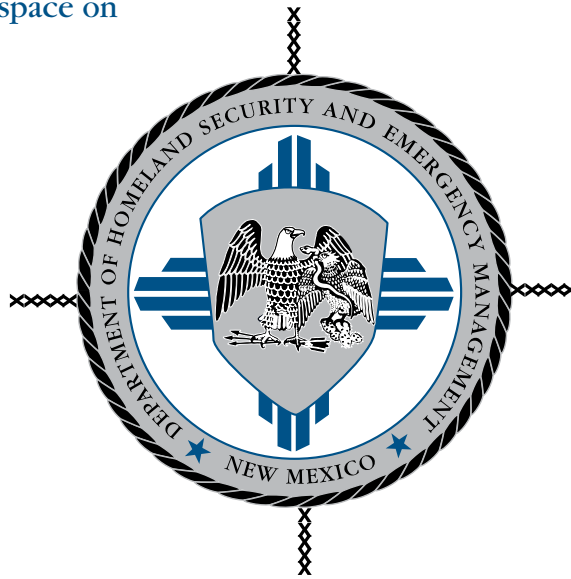
The Seal and the elements



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

Bill Richardson
Governor

Tim Manning
Director




DEPARTMENT OF HOMELAND SECURITY
AND EMERGENCY MANAGEMENT

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

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

Bill Richardson
Governor

Tim Manning
Director



DEPARTMENT OF HOMELAND SECURITY
AND EMERGENCY MANAGEMENT

TO
Title
Division
Fax Number
Number of Pages included in this Fax


From:
Name
Title
Division

Telephone Number
Fax Number
email address

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Sincerely,
Signature
Name



DEPARTMENT OF HOMELAND SECURITY
AND EMERGENCY MANAGEMENT

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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.)

Garmond 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" Putat lortion vel erat, vel ea feui bla commole sequis accum nim irit, cor ilisi.

Margin .5"

1 return Acil iure commod exerat landre veliquat at, velendiamet aut aci bla facinci blaorem ilis atem dolutem exero od mod deliquisit, sed etum dit amet dio od tinis augue feuguer sisis ad tat acilis atuercilis aliquat.

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3 returns Sincerely,

Signature

Name
Enc: 2

Margin 9.75

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Memo/Fax standards on 8.5" x 11".



Bill Richardson
Governor

Tim Manning
Director

DEPARTMENT OF HOMELAND SECURITY AND EMERGENCY MANAGEMENT

Margin 4.5"
(approximately)

Margin 1"

TO
Title
Division
Fax Number
Number of Pages included in this Fax

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
Title
Division
Telephone Number
Fax Number
email address

2 returns

Indent of .138"

Putat lortion vel erat, vel ea feui bla commole sequis accum nim irit, cor ilisi.
Acil iure commod exerat landre veliquat at, velendiamet aut aci bla facinci blaorem ilis atem dolutem exero
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Margin .5"

Indent of .138"

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blandrero od magna con ut nullaorem iuscincin henit aliscilit am ver in velessim velenim velendigna feui

1 return

Sincerely,

3 returns


Signature
Name

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



Envelope standards

Margin
.25



DEPARTMENT OF HOMELAND SECURITY
AND EMERGENCY MANAGEMENT

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

Margin 1.5" approximately


Address

Margin 3.5" approximately

In the event a seal is in use on a larger or smaller mailing envelope the logo is always is use 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

Navigation:

- [About DHS/DEM](#)
- [Preparedness](#)
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- [Resources](#)



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.

Site Search:

HELPFUL LINKS:

http://www.ready.gov/	http://www.health.state.nm.us/ohem/
http://www.fema.gov/	http://www.dhs.gov/ismc/
http://www.dhs.gov/	http://www.weather.gov/
http://www.americanredcross.org/	http://www.state.nm.us/
http://www.nmreda.org/	http://www.nmems.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 Salsan Blvd., Santa Fe, NM 87504 (Phone) 505-475-9500



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

