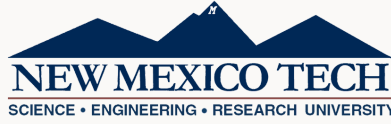


NEW MEXICO TECH

2023 BRAND BOARD | IMAGE

Logos & Presentations

Approved versions of our logo are available to match different materials and uses.



The logos above are depicted in their approved iterations. Please use them **only** as depicted above without alteration or modification. Exceptions can be made on a case-by-case basis. Please seek consultation from Marketing & Communications if you wish to incorporate an altered or modified logo into your materials.

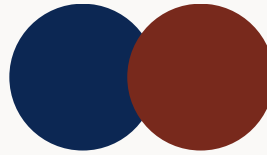
Color Palette

Consistent use of color is essential to maintaining continuity across the brand. New Mexico Tech's current complementary brand standard palette includes HEX #0c2753 and #78291c.

New in 2023 is guidance for the use of approved alternative color combinations based on anchor color HEX #0c2753.

The MONOCHROME and SWITCH color palettes may be used as alternatives to the COMPLEMENTARY palette in marketing and display materials. But these color palettes may not be mixed and matched. When creating collateral for New Mexico Tech, please apply only one of the color palettes to the right.

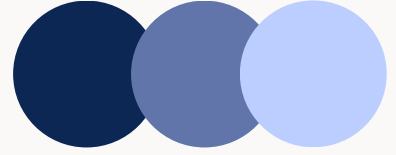
COMPLEMENTARY



#0c2753

#78291c

MONOCHROME



#0c2753

#6275AB

#BCCEFF

SWITCH



#0c2753

#DAF7F4

#2D928D

Typeface

The primary and secondary typefaces below are the only typefaces approved for use in New Mexico Tech marketing collateral.

Aa

EB Garamond

ABCDEFGHIJKLMNOPQRSTUVWXYZ
TUVWXYZabcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()

Aa

Roboto

ABCDEFGHIJKLMNOPQRSTUVWXYZ
VWXYZabcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()

Typeface Use

The best results can be achieved when fonts are paired and sized correctly. As a general guideline, practice using one typeface as a headline or title font and the other as a body text font within the same document:

Use EB Garamond as Headline or Title Text

Use Roboto as body text.

Use Roboto as Headline or Title Text

Use Garamond as body text

Typeface Styles

You may use **EB Garamond** in mixed-case, in both standard and **bold weight** or *italics*.

YOU MAY USE EB GARAMOND IN ALL UPPER CASE, IN BOTH STANDARD AND BOLD WEIGHT OR ITALICS.

You may use **Roboto** in mixed-case, in both standard and **bold weight** or *italics*.

YOU MAY USE ROBOTO IN UPPER CASE, IN BOTH STANDARD AND BOLD WEIGHT OR ITALICS.