



LOGOS

Full Color

One Color

Reversed



Primary Logo



THE ♥ OF LOCAL



THE ♥ OF LOCAL



THE ♥ OF LOCAL

+Tagline Logo

THE ♥ OF LOCAL

THE ♥ OF LOCAL



Tagline Graphic

LOGO CLEARSPACE

Minimal Clearspace: The minimal amount of clearspace around the primary logo and the tagline+ logo should be the height of the "A" in "MainStreet" when placed on the outermost perimeter of the logo.



COLOR PALETTE

cmyk: print
rgb: web

hex: web code
pms-c: pantone, coated

pms-u: pantone uncoated

Note: This also visually represents the hierarchy of color overall when used in supporting collateral.

cmyk: 2,90,100,0 rgb: 234, 65, 37 hex: #EA4125 pms-c: 7417c pms-u: 173u	cmyk: 12,33,94,0 rgb: 225, 171, 50 hex: #E1AB32 pms-c: 7555c pms-u: 7405u	cmyk: 91,49,39,13 rgb: 5, 103, 125 hex: #05677D pms-c: 7707c pms-u: 315u	cmyk: 23,66,100,9 rgb: 183, 103, 41 hex: #B76729 pms-c: 471c pms-u: 153u	cmyk: 59,48,65,27 rgb: 97,99, 83 hex: #616353 pms-c: 417c pms-u: 7771u
			cmyk: 9,18,32,0 rgb: 231, 205, 174 hex: #E7CDAE pms-c: 4685c pms-u: 468u	cmyk: 66,58,70,55 rgb: 58, 59, 49 hex: #3A3B31 pms-c: 447c pms-u: neutral black u

NEUTRAFACE DISPLAY TITLING

This primary font should be used for headlines and subheadlines. Only this weight is suggested. It can be downloaded at: <https://houseind.com/hi/neutraface>

Raleway

This secondary font should be used for subheadlines and body text in all available weights. It is available for free with Google Fonts, Adobe Fonts, or can be downloaded at: <https://www.fontsquirrel.com/fonts/raleway>

TYPOGRAPHY SAMPLE



Choose MainStreet Poster

CHOOSE MAINSTREET TRANSFORMS NEW MEXICO SMALL BUSINESS.

How New Mexico MainStreet's Choose MainStreet Campaign is Making a Difference. headlines and body text in Dolupidu ntiaturem res utem. Ficiis que non nus magnat et imporepti conempo samet, consequia quatem orument pliquia quis aspeles trumetur rent qui blatur. utesequo blautem amet eate et licient is num qui volo oditaecus amet qui dolorem oluptibus molorib usandan iandam fuga. In cone sequat ea atisti viti aut porro tores eatur alicid qui invernamus digent expe peribus daepudist quide am, in ea consequie minciis aspiscimi, nobis volorepta vit volupta exerum dolupta sperum fugit, comnis de pos expe pra nihille nduntio occaborem volupta cuptae sum, sitem fugit audi sumetus aut pos ratemperum quo etustem in poria ium verovit dolupta tempor sit explam quam remporibus ius ea sam, cus sinulpa sequas pla comni tem. Sed el magnat.

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LOGO GUIDELINES



The logo should only be seen in specified brand colors.



Do not use any drop shadows, glows, or any effects on the logo.



Do not rotate any element of the logo or the logo itself.



Do not recreate or reposition logo elements.



Do not stretch the logo. It always should be resized proportionally.



Do not use the logo on busy backgrounds.