



# Children, Youth & Families Department

STATE OF NEW MEXICO

# BRANDING

## Style Guide

Updated October 2023



# Branding

# Marketing

# Presentation



**Children, Youth &  
Families Department**

STATE OF NEW MEXICO

The Style Guide for the New Mexico Children, Youth, and Families Department (CYFD) is a set of standards for the writing, formatting, and design for all documents, collateral materials, presentations, etc., published by the agency in order to maintain the integrity of the CYFD brand.

This Style Guide establishes requirements to improve the quality of communication by ensuring all verbal, written, and design maintain consistency within each communication piece across all documents and digital applications.



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# DESIGN

## Styles



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## Branding

The aim of branding for CYFD is to build:

- **Trust**
- **Recognition**
- **Consistency**
- **Memorable Connection**

The CYFD Brand is created with elements that are unique to the agency, as well as its programs, divisions, intent, etc. The brand includes the name, (typeface and symbol), colors, stylistic graphics, common fonts, voice, and, tone. Very simply the CYFD brand defines who we are and what we do.

Branding should ALWAYS be applied to the agency website, reports, presentations, printed materials, digital materials, and ALL communications for both internal and external audiences.

### **What is Brand Identity:**

Brand identity makes a brand unique. It's determined by how the people behind a brand want the public to perceive it. Brand identity comes from the brand itself.

### **What is Brand Image:**

Brand image is how an audience perceives and interprets signals coming from a brand through different touch points. In other words, brand image comes from the audience.



# DESIGN

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## Logo



**Vertical**



**Horizontal**



**Logomark**

The CYFD logo represents integrity, support, compassion and our commitment to the children and families of New Mexico. CYFD is a family service and resource agency, and we represent a system of programs to provide qualitative services to New Mexican Families.

Logo should ONLY be used in it's complete state. One color variations are acceptable as black or white only. No other colors should be used for one color.



**Approved one color variants. May also be white.**



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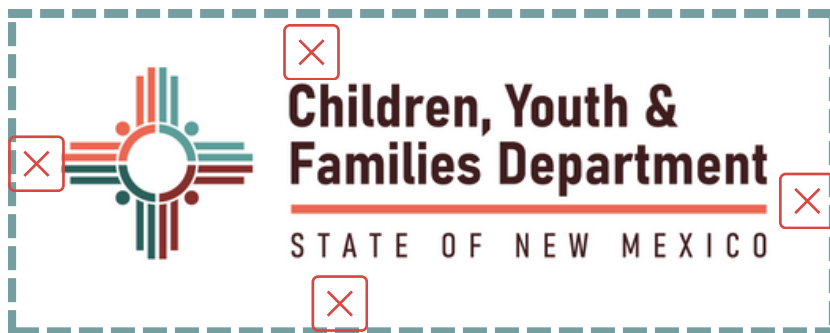
STATE OF NEW MEXICO

## Using the Logo

The full color version of the logo is only meant to be displayed on white or very light color backgrounds.

### Clear Space and Acceptable Usage

Allowing sufficient "clear space" around the logo helps to ensure that the symbol, type, and brand are visible and legible. The acceptable space is shown here with the "X" in the negative space. This should be at least 25 pixels all the way around the logo.



**\*Keep readability, visual balance, clear space, and size in mind every time you use the logo.**



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### Unacceptable Logo Use

The logo should never be distorted or stretched. This is often a violation of brand integrity. The logo should never have any other colors nor should it be broken unless there are approved versions in this Style Guide. A good way to check is to make sure the center of the zia is a perfect circle.



Do not distort, stretch, skew, or otherwise alter the proportion of the logo.



Do not crowd the logo with other graphics or text.



Do not cover up any portion of the logo.



Do not place the logo on a background that makes the text or imagery difficult to read.



Logo should never be so small you cannot read it.



Do not add effects to the logo like beveling, embossing, outer glow etc.



Do not change the colors or fonts of the logo.



# DESIGN

## Styles



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## Colors

### Color Definitions

Colors are defined in different ways by their use in digital or print media.

- RGB (red, green, blue) is for digital use, on-screen viewing.
- HEX (hexidecimal) is typically used for websites.
- CMYK (cyan, magenta, yellow, black) is used for both digital and offset printing.
- PMS (Pantone® Matching System) typically refers to mixed ink values used for offset printing. [Letter abbreviations indicate how the ink appears when printed coated (C) or uncoated (U) paper.]



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### Approved CYFD Brand Color Palette



#### Raisin Black

RGB: 35, 31, 32  
HEX: # 231f20  
C: 0 M: 0 Y: 0 K: 100 (black only for type)  
C: 20 M: 20 Y: 20 K: 100 (rich black)  
PMS: Black C



#### CYFD Warm Black

RGB: 51, 25, 24  
HEX: # 331918  
C: 54 M: 75 Y: 69 K: 74  
PMS: 4975 C



#### CYFD Blue Grey

RGB: 40, 45, 53  
HEX: # 282d35  
C: 25 M: 15 Y: 0 K: 79  
PMS: 532 C



#### CYFD Teal

RGB: 43, 94, 37  
HEX: # 2b5e59  
C: 83 M: 45 Y: 60 K: 28  
PMS: 328 C



#### CYFD Jade

RGB: 92, 157, 152  
HEX: # 5c9d90  
C: 66 M: 23 Y: 42 K: 1  
PMS: 5493 C



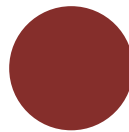
#### CYFD Turquoise Ice

RGB: 235, 247, 245  
HEX: # ebf7f5  
C: 7 M: 0 Y: 3 K: 0  
PMS: 317 25% tint



#### CYFD Burgandy

RGB: 64, 30, 31  
HEX: # 401ef  
C: 0 M: 53 Y: 52 K: 75  
PMS: 4975 C



#### CYFD Dark Red

RGB: 133, 48, 43  
HEX: # 852e2b  
C: 30 M: 88 Y: 82 K: 33  
PMS: 7624 C



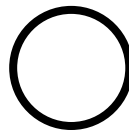
#### CYFD Terra Cotta

RGB: 215, 105, 93  
HEX: # d8695D  
C: 11 M: 71 Y: 62 K: 1  
PMS: 7416 C



#### CYFD Pale Yellow

RGB: 252, 239, 222  
HEX: # fcefde  
C: 1 M: 5 Y: 11 K: 0  
PMS: 172 40% tint



#### CYFD White

RGB: 255, 255, 255  
HEX: # ffffff  
C: 0 M: 0 Y: 0 K: 0

Lighter tints or transparent hues from the brand color palette may also be used as accents.





# DESIGN

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## Fonts

There are a couple of fonts approved for specific processing needs.

### Logo Fonts

## Bahnschrift

Light Condensed  
Light SemiCondensed  
Light  
SemiLight Condensed  
SemiLight SemiCondensed  
SemiLight  
Condensed  
SemiCondensed  
SemiBold Condensed  
SemiBold SemiCondensed  
SemiBold  
Bold Condensed  
Bold SemiCondensed  
Bold

## Tahoma

Regular  
Bold

There are a couple of fonts approved for specific processing needs.

### Word Document Fonts

## Calibri (Body)

Light  
Light Italic  
Regular  
Italic  
Bold  
Bold Italic

All Word documents should be written in Calibri at 11pt. Documents like talking points may be 16pt-18pt.



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## Fonts

There are a couple of fonts approved for specific processing needs.

**Presentation Fonts are not to be changed in the templates.**

### Fonts Approved for Graphic Design

<b>Poppins</b>	<b>Tahoma</b>	<b>Anton</b>	<b>Avenir</b>
Regular	Regular		Regular
<i>Italic</i>	<b>Bold</b>		<i>Italic</i>
<b>Bold</b>			<b>Bold</b>

## Unapproved Fonts

While it's fun to use different fonts to create playful images or graphics, deviating from the approved brand fonts dilutes the CYFD identity and recognition.

NO other fonts may be used in public-facing documents, presentations, webpages, graphics, etc. for the Department name or any text used to describe programs.

If a unique font is needed for a specific use, such as in a promotional campaign or event identity, approval must be given by Communications Leadership.

New Mexico  
Children, Youth, & Families  
Department

No Comic Sans.

New Mexico  
Children, Youth, & Families  
Department

No swirl hard to read fonts.



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## Contributing Brand Elements

### Assets

All document assets must have licensure with the agency or be provided by communications. Communications is working on a library of the following to support the CYFD brand. This library will include:

- Logos
- Photos
- Style Guide
- Templates: Word, Powerpoint, Letterhead
- Collateral Materials: Posters, Flyers, Informational One Sheets

### Photos

All photos used in the agency should present as people, places, things, and in line with culture in New Mexico. We will ONLY use photos of families and children if it is a stock image or we have a signed media release form from the photo's owner (photographer or family in the photos).

Ensure that photos are high enough quality and resolution to be used.

Whenever possible, credit the photographer or source of the images.

It is unlawful to use any photos without permissions. DO NOT copy any photos from the internet or social media.

### Graphics

Clip art and emojis should NEVER be used in a public facing document. Graphics should be clean, high resolution and royalty free with approval from Communications Leadership.



# DESIGN

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## Type Considerations

### Templates

Templates are set up with type styles for headings, subheadings, bullet points, etc. Use styles to create a hierarchy of information in a layout to carry the reader's eye through the document and to break up long passages of text.

*Include photos, pull quotes, and sidebars with colored boxes help to add visual interest throughout.*

### Readability

There are many factors that contribute to how easy or difficult text is for someone to read.

Consider the following:

### Type Styles and Highlights

**ALL-CAP (UPPERCASE)** treatment, **bold** type weights may be used sparingly for headlines and emphasis. Avoid entire paragraphs of all caps or extra bold type treatments as they are more difficult to read.

*Italic type*, also more difficult to read in large areas, should be used in specific instances.

See **Italics** in the **Writing Styles** section of this guide.

### Line Length, Line Breaks, and Alignment

Line lengths that are too long challenge the readability of text. (Newspapers are intended to be read quickly and set at very narrow column widths.) Aim for 45 to 75 characters in a single line of type.

Adjust type size and margins in a document or use more than one column to shorten line lengths.

**Centered type** can be used to highlight a short point of interest or a quote in text but should be used sparingly due to the challenge it presents to readability.

**Justified type**—fit to a column width—can create strange spaces between words or overuse of hyphens, which also challenge readability.

**Avoid** a single word on a line by itself at the end of a paragraph (called a **widow**).

**Avoid** a single line at the top of a page or column separated from the preceding paragraph (called an orphan).

Use a **soft return** to adjust the end of lines of text (called the **rag**) to create balance (**shift enter** on a PC; **shift return** on a Mac).

Soft returns can also be used to push a hyphenated word to the next line to avoid an awkward break.

### Contrast and Color

Make sure that there is enough contrast in color between type and background.

**Light-colored** type is more difficult to read, especially for the visually impaired. When considering contrast, factor into your color choices that reds, greens, and blues look gray to people with color blindness.

### Spacing

Paragraph space is included in the template styles, so there is no need for a double return, unless extra space is intended. ALWAYS use a single space between sentences.

# WRITING

## Styles



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## Writing Styles

### Department Name and Description

“New Mexico Children, Youth, and Families Department,” when written must be spelled out entirely in its first instance on all written communication and with “and” spelled out, no ampersand.

### Abbreviated Name

Once the full name of the agency has been spelled out, the agency may then be defined as (CYFD), and the abbreviation used henceforth.

**\*The ONLY exception to this rule is on Social Media Posts**

**Example:** The New Mexico Children, Youth, and Families Department has a mission to serve by listening and learn from our diverse cultures to keep children, youth and families healthy, safe and thriving. CYFD partners families with community resources to achieve this mission.

“The Agency” or “The Department” or “The (blank) Division” may also be used in place of the full name after initial spelled- out title.

### Tone, Intent, and Language

Knowing the **audience** and intended **purpose** for any written or spoken communication is key to determine:

- The tone (informative, friendly, urgent, neutral)
- Complexity of sentence structure (The average American reads at a 7th–8th grade reading level. Literacy limitations and English as a second language are things to consider when writing for a general audience. Aim for an average sentence length of about 15 words. Break up sentences containing more than one idea.)
- Words and vocabulary (internally used acronyms, technical terms, and industry-specific jargon may be confusing to external audiences.)
- Is there an action you want the reader to take? Is that clear?

**Always consider translating external-facing information (including website content, announcements, and visuals like posters) into common native languages.**

### Review and Edits

Please seek review and approval from the Public Information Officer, Communications Director or Deputy Communications Director for any communications intended for an **external audience**.

In the case of technical documentation, **an additional subject matter expert review** is also advised.

### Slide Presentations

- Keep bullets short, use the slide notes to frame the discussion.
- Do not read bullets word for word.
- Periods (.) should not be used in bullet points. If a bullet has two sentences, try separating them into two bullets or a main bullet and indented sub-bullet.
- Use photos, graphics, and highlighted numbers to vary layouts and draw attention to details. Use the defined styles in the CYPD PowerPoint template.

# WRITING

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### General Rules

#### Abbreviations and Acronyms

- Always spell out a title or name in its first use in a document, including its abbreviation or acronym in parentheses.
- Once defined, the abbreviation or acronym may be used thereafter throughout the text.
- If a lengthy document uses several abbreviations or acronyms, consider creating an Abbreviation and Acronym list that defines them all on one page (in addition to defining terms in the first instance of the document).

#### Ampersand (&)

It is preferred not to use the ampersand symbol in any form of written communication.

#### Bullet Points

- In report text, email communication, or website content, if bullet points are complete sentences, a period should be used at the end.
- If bullet points are phrases that are part of a continuing sentence, use a comma or semicolon at the very end.
- If at all possible, do not use periods at the end of bullet points in a PowerPoint slideshow presentation.

#### Commas

A Serial or Oxford comma used in a series of is used before the word “and” or “or” in a series of three or more words or phrases in a sentence.

Ex: The New Mexico Children, Youth, and Family Department is built upon pillars like Family Services, Protective Services, Juvenile Justice Services, and Administrative Services.

#### Double Spaces

Use a single space between sentences.

Use tabs instead of double or multiple spaces to shift type over.

#### Italics

Correct and approved use of *italic type* is as follows:

- Emphasis on a certain word or phrase in a sentence.
  - She was the *only* girl in the class who got 100% on the exam.
- Titles of Works:
  - Books: *What to Expect When You're Expecting*
  - Magazines: *Parents* magazine
  - Newspapers: *Albuquerque Journal*
  - Plays: *Fiddler on the Roof*
  - Movies: *The Three Musketeers*
  - Works of art: Leonardo da Vinci's *Mona Lisa*
  - TV/radio programs: NPR's *All Things Considered*
  - CD/Albums: *Rumors* by Fleetwood Mac
  - Foreign Words/technical terms/unfamiliar words: Water is running through the *acequia*.
  - Names of Trains, Ships, Aircraft, and Spacecraft: NASA's *Challenger*

# WRITING

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### Hyphen or No Hyphen?

- COVID-19
- Email
- Part-Time
- Centrally Located (ly ending adverbs, no hyphen)
- Well-Known
- Unknown

### Hyphen vs. Dashes

- **A hyphen (-)** is used to join words or parts of words. It's NOT interchangeable with other types of dashes. Double hyphens (--) are not to be used.
  - Compound words (self-respect)
  - Compound adjective before a noun
    - **Ex:** This is a family-friendly event; five-year-old, school-ready child; one- to three-year-old children
  - Numbers between twenty-one and ninety-nine, if spelled out (See Numbers)
  - Phone numbers: 505-123-4567
- **En dash (–)** named after the width of a capitol N) is used for ranges of numbers or times.
  - **Ex:** Items 10–100 in the list; 1–2 p.m.
  - –En dash on PC: 1. hold down the Alt key, type 0150, then release Alt key; 2. access through the Emoji keyboard under Ω section; or 3. In Word, from the Insert menu, under Advanced Symbol.
  - –Mac keystrokes are option hyphen
- **Em dash (—)** named after the width of a capitol M) indicates a pause or draws special attention to parenthetical information. No spaces are needed before and after.
  - **Ex:** The teacher—who loved working with children—beamed with pride as she read the hand-written, illustrated reports.
  - –Em dash on PC: 1. hold down the Alt key, type 0151, release Alt key; 2. access through the Emoji keyboard under Ω section; or 3. In Word, from the Insert menu, under Advanced Symbol.
  - –Mac keystrokes are option shift hyphen

### Numbers

- The single-digit numbers zero through nine should be spelled out in text, except when used in times (see below).
- 10 and above may be represented as numerals.
- Use hyphens only in a phone number (no parentheses for the area code)

### Time

- No zeros are needed after the colon for the top of the hour.
- a.m. and p.m. should appropriately follow the time with a space before. Within a time range, a.m. and p.m. need only to be used once.
- An en dash should be used to represent a range between numbers, no spaces are needed around the dash

# WRITING

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### Dates

- Abbreviate the month unless it is at the end or beginning of a sentence. When abbreviating the month, use a period: Jan. 1, 2020.
- Months are to be fully spelled out in legal documents (e.g. January 20, 2021).
- Do not use “th” “st” or “rd” after numbers, inline or superscript (October 31<sup>st</sup>).

### URLs

- It is commonly accepted not to include www. before a website URL or domain name. Ex: nmeccd.org
- Consider shortening long URLs using a service like <https://bitly.com/>
- In web content, PDF documents, Word files, and email where hyperlinking may be used to point to an online resource, listing a URL is not necessary.
  - **Ex:** The Centers for Disease Control (CDC) is the best resource for COVID-19 information.