



Logo Use Guidelines

The NEW MEXICO-Taste the Tradition® and NEW MEXICO-Grown with Tradition® series of logos was developed by the New Mexico Department of Agriculture (NMDA) to identify food and agriculture products from our state. The logos have been trademarked by NMDA and may only be used by those who have filed a participation agreement with NMDA. The logos may be used only on food and agriculture products that were grown, raised, or processed in New Mexico. Nonfood items must be at least 50 percent agriculture origin by weight, and that agriculture base must have been grown, raised, or processed in New Mexico. The logos may be used on products' packaging, sales literature, advertising, banners, etc. When used, the logos must comply with the guidelines set forth in the *Logo Use Guidelines*. If a company wishes to use the logos in a manner other than described in these guidelines, it must request and receive written permission from NMDA. Any use of these logos which is deemed a misrepresentation of the intended use by NMDA may result in the suspension of the participation agreement.

Printing Specifications

Full Color Reproduction

NEW MEXICO-Taste the Tradition®

Logo may be reproduced in a three-color look using the following Pantone Matching System (PMS) colors (coated links preferred):

Sun – PMS # 123

New Mexico – Black

Sun Rays – PMS # 123 graduating into Black

Taste the Tradition – PMS # 032

NEW MEXICO-Grown with Tradition®

Logo may be reproduced in a three-color look using the following Pantone Matching System (PMS) colors (coated links preferred):

Sun – PMS # 123

New Mexico – Black

Sun Rays – PMS # 123 graduating into Black

Taste the Tradition – PMS # 355

One Color Reproduction

The logo may be reproduced in any color that matches the company's packaging.

Matching Type

If you wish to match the type in the logo, the following fonts were used:

New Mexico – Fluorine

Taste the Tradition or Grown with Tradition – Nueva Bold Extended