

LOGO USE GUIDELINES

The NEW MEXICO – Taste the Tradition® and NEW MEXICO – Grown with Tradition® series of logos was developed by 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 **companies registered in New Mexico** through the Public Regulations Commission (PRC) and that have filed a **License Agreement**. **Farmers’ market vendors and permanent roadside stand establishments in New Mexico** that are not registered through the PRC are also eligible to complete the **License Agreement**.



The **NEW MEXICO – Taste the Tradition®** logo can only be used on food products that were either produced or processed within New Mexico.



The **NEW MEXICO – Grown with Tradition®** logo can only be used on food products that are grown in New Mexico.

The **NEW MEXICO – Grown with Tradition®** logo used on nonfood items must be at least 50 percent agriculture origin by weight and that agriculture base must have been grown in our state.

Printing Specifications

The logos may be used on products’ packaging, sales literature, advertising, banners, etc. When used, the logos must comply with the guidelines set forth below. 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 that NMDA deems a misrepresentation of the intended use may result in the suspension of the participation agreement.

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 Fonts

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