NEW MEXICO
PUBLIC REGULATION
COMMISSION

Brand Guidelines

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Table of Contents

Logo

NEW MEXICO
PUBLIC REGULATION
COMMISSION

The PRC oversees a varied yet crucial set of energy services that provide a stable way of life for New Mexicans, portrayed by the flowing, deliberate shapes along the edge of the logo. In the center lies the most important part, the New Mexican resident, who depends on stable oversight of these energies which they are surrounded by daily. The shapes and colors in the logo give a nod to the state's history but are presented in a modern form that portrays the progressive, forward-looking attitude of the agency.

Logo Variants and Margins

Full-Color Logo

Single-Color Logo

There are two versions of the PRC logo: full-color, and single-color.
When possible, use the full-color logo. On dark backgrounds, or if the color version cannot be used, use the single-color version. For contrast and color guidelines on when to use the logo, please reference the color section of the guide.

When using the logo, be aware of the margins. Do not crowd the logo. A .25" margin is the minimum with the exception of very small or large logos, however up to, or exceeding .5" is preferred.

The margin proportion should be the size of the characters "sion" at the end of "Commission" in the logo on all four sides, at minimum, the size of the "on" at the end of "Commission".

Logo Use Guidelines

Do not stretch, squish, shear, or skew the logo.

Do not replace the fonts in the logo.
The logo font is Gate A1, available on Adobe Fonts.

Do not change the relative proportions of the logomark and the typography.

Do not place the logo over images, and do not use the color logo if you have any legibility concerns related to poor contrast.

Logo Use Guidelines, Continued

Do not change the colors of the logo, even if you are using other brand colors.

Do not cover or crop the logo in any way, and do not place graphics or text up against the logo edges.

Do not use low resolution and/or poor quality versions of the logo.

Do not add effects to the logo, such as embossing, glow, etc.

Typography

Playfair Display

Montserrat

PRC's brand includes two fonts: Playfair Display, and Montserrat.

Playfair Display is a contemporary serif font providing an elegant and professional look for copy headers. Though the font only has three weights and their accompanying italic versions, it is versatile, clean, and presents its own identity with its high-contrast characters and curled ears, and bold dots at the end of its stems.

Montserrat is a fantastic compliment to Playfair Display as the body copy font. Another contemporary font, Montserrat is a sans-serif with a massive library of weights at its disposal, making it flexible. Unlike Playfair, its characters are uniform in weight making it highly legible at all scales, perfect for large areas of copy.

Typography, Continued

Playfair Display

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890!@#$%^&*()-_=+,./;'[]\<>?:"{}|`~

Regular
Italic
Bold
Bold Italic
Black
Black Italic

Montserrat

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890!@#$%^&*()-_=+,./;'[]\<>?:"{}|`~

Thin

Thin Italic

ExtraLight

ExtraLight Italic

Light

Light Italic

Regular

Italic

SemiBold

SemiBold Italic

ExtraBold

ExtraBold Italic

Black

Black Italic

Typography, Continued

Headers, **Titles**, and Special Text Areas

Playfair Display Bold, Playfair Display Regular

Links, Copy Emphasis

Montserrat Bold

Body Copy, Regular Type

Montserrat Regular

Color

PRC's color palette is composed of 8 colors, primarily cool colors with undertones of warmth to create a welcoming and friendly brand, while not straying into overly bright colors and retaining a refined, elegant appearance.

The primary brand colors are those within the teal spectrum, featuring dark slate, teal, and turquoise, giving the PRC brand a part of the signature New Mexico identity. To accompany these colors and to create contrast and variety, the warm purples, with their complement, peach yellow, are featured to further cement this brand as inclusive of the traditional colors of the state.

Lastly, for depth, the light gray completes the set.

Color, Continued

Soft Black

HEX 242424
HSB 194°, 0%, 14%
RGB 36, 36, 36
CMYK 71%, 65%, 64%, 71%

Dark Slate

HEX 2C4043
HSB 187°, 34%, 26%
RGB 44, 64, 26
CMYK 69%, 44%, 46%, 60%

Teal

HEX 008585
HSB 179°, 100%, 52%
RGB 0, 133, 133
CMYK 85%, 29%, 48%, 6%

Turquoise

HEX 29A39B
HSB 175°, 74%, 63%
RGB 41, 163, 155
CMYK 76%, 15%, 44%, 0%

Byzantium

HEX 772C67
HSB 312°, 62%, 46%
RGB 119, 44, 103
CMYK 57%, 95%, 31%, 15%

Plum

HEX 904880
HSB 312°, 49%, 56%
RGB 144, 72, 56
CMYK 48%, 84%, 22%, 4%

Peach Yellow

HEX F4DA9F
HSB 40°, 34%, 95%
RGB 244, 218, 95
CMYK 4%, 13%, 43%, 0%
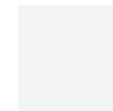
White Smoke

HEX F3F3F3
HSB 40°, 0%, 95%
RGB 243, 243, 243
CMYK 4%, 2%, 2%, 0%

Color, Continued

Recommended Color Use Demo

Section Header

Body Copy Area, **Optional** **Color**

Section Header

Body Copy Area, **Optional** **Color**

Photo Overlay 50% Opacity

Using color in adherence to the PRC brand is simple.

For the majority of collateral, use the following color scheme:

- White Background, Soft Black Background, or White Smoke Background.
- Dark Slate Content Areas, Soft Black Content Areas, Dark Slate Image Overlays.
- Soft Black or White Typography, with optional color links.
- Teal and Turquoise color accents and graphics.

The palette is contextually relevant, meaning that the darker shades of the included colors, Teal and Byzantium, are intended for use on a light/white background, and the lighter versions, Turquoise and Plum, are intended for use on darker backgrounds. Peach Yellow is permitted on dark colors only.

Test your colors on WebAIM if you are uncertain whether or not they will pass accessibility standards. WCAG AA is the accessibility standard to follow. The correct contrast ratio is a minimum of 4:1 for large text and headers and 5:1 for regular typography.

Image Guidelines

PRC creative excels to the next level with photography. To stay consistent with the brand, PRC uses photography representing all corners of the state of New Mexico's beautiful, diverse landscape.

Outside of landscape photos, using other images is acceptable if necessary, but abstain from using images including people unless relevant, such as including the Commissioner's photo next to his contact information.

Image Guidelines, Continued

While using imagery with PRC, be considerate of the color and contrast guidelines presented in the previous section. Place the Dark Slate color over the photography at 50% opacity (or more) to reduce the contrast, introduce brand cohesion, and enable the legibility of copy placed over the photography. Though it is acceptable to use landscape photography without an overlay, provide the appropriate backdrop for typography. If you want the image to shine alone, use solid color content areas separate from the photography.

No Color Overlay, original photo colors.

Not approved as a backdrop for copy.

25% Opacity Dark Slate Overlay.

Not approved as a backdrop for copy.

50% Opacity Dark Slate Overlay.

Minimum acceptable overlay opacity for backdrops.

Use for headers and large text only.

75% Opacity Dark Slate Overlay.

Reduces contrast in photography considerably, OK for multiple uses.

100% Opacity Dark Slate Overlay.

**Acceptable for all general approved use.**

**Other backdrop colors are permitted at 100% opacity.**

Other Graphics

PRC is a structured brand that embraces elements of organic design. The flowing content dividers, rounded corners on iconography, and landscape photography embody the organic element of the creative, whereas the remainder of the brand is gridded, clean, contemporary, and relatively minimalist.

Short rectangles, such as the one beneath the headers on the pages of this brand guide, visually differentiate sections. Use them beneath your header copy.

The rounded corners on the iconography soften the look and create the inviting feeling mentioned previously. This element also exists in the logo. Round the corners of your buttons, and make sure when using lineart iconography, it does not have sharp corners. Place 1:1 buttons (for example: Social Media profile buttons) on circles.
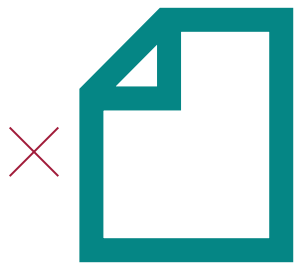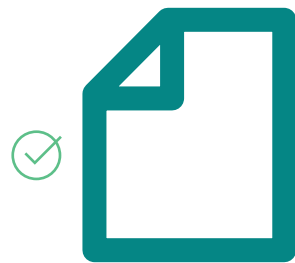
Sharp Corner Icon **Round Corner Icon** **Square Social** **Rounded Corner Social** **Circle Social**