



# ONE ALBUQUE RQUE

BRAND GUIDELINES

BUILDING BRAND  
EQUITY THROUGH  
CONSISTENTLY  
DESIGNED  
COMMUNICATIONS

JUNE 20, 2018



### WHY BRAND GUIDELINES?

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The key to the value of well-known brands such as Apple, Nike, Starbucks, Target and United Way, to name a few, is that the owners/users of these brands have adhered to a strict set of guidelines for the use of their logo and other graphic standards in all communications, marketing and advertising. These guidelines, when strictly followed, result in a brand that is strong and stable, and is easily identified in the marketplace. Each and every application of the brand is a deposit in the bank of brand equity which continues to build and grow.

One Albuquerque is committed to building brand equity through the use of a consistently designed communications plan. Through the use and adherence to the graphic standards of this template, in concert with other initiatives, programs and policies, we expect One Albuquerque to achieve the top-of-mind recognition that will elevate the organization's impact and reach to a much broader and deeper audience.



#### PERMISSIBLE USES OF THE BRAND STYLE

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One Albuquerque's Brand Guidelines should be considered a living document and thus will change or evolve as we continue to clarify the brand attributes.

One Albuquerque's new brand guidelines are effective beginning June 1, 2018.

For any questions you may have please contact **Carlos Contreras** by email [carloscontreras@cabq.gov](mailto:carloscontreras@cabq.gov)



## BRAND IDENTITY & STYLE GUIDE ELEMENTS

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Brand identity elements or Style Guidelines are the key visual elements that our employees, stakeholders, residents and businesses will recognize as One Albuquerque's identity. It is important that the brand elements be used consistently in every application to achieve the most effective communication.

In this document, we are focusing on three elements (logo, color and typeface) that make up One Albuquerque's brand identity. Each of the elements has been created with standards to guide their use. Incorrect use will weaken the visual integrity of the identity.

<b>LOGO DESIGN &amp; USE</b>	5
<b>COLOR</b>	12
<b>TYPEFACES</b>	16
<b>CORRESPONDENCE</b>	18
<b>MARKETING COLLATERAL</b>	23

## ONE ALBUQUERQUE LOGO COMPOSITION

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One Albuquerque's logo has two compositions: horizontal and vertical. Acceptable composition structures and colors for each are shown on the following pages. The One Albuquerque logo/icon should not be recreated in any manner. Use vector, tif or jpeg files provided.



The horizontal logo composition consists of the word "ONE" in black, stacked above "ALBUQUE" in black, which is stacked above "RQUE" in red. The letters are bold and sans-serif.

Horizontal



The vertical logo composition consists of the word "ONE" in black, stacked above "ALB" in black, which is stacked above "UQUE" in black, which is stacked above "ER" in black, which is stacked above "RQUE" in red. The letters are bold and sans-serif.

Vertical

## ONE ALBUQUERQUE LOGO COMPOSITION

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### Horizontal Composition

Select the appropriate logo color application based on achieving the best contrast between the logo and the background, regardless of background color.



The logo is composed of three lines of text: 'ONE' on the top line, 'ALBUQUE' on the middle line, and 'RQUE' on the bottom line. The word 'ONE' is in black. In the middle line, 'ALBU' is in red and 'QUE' is in black. In the bottom line, 'RQUE' is in red. The letters are bold and sans-serif.

Black + PMS 485 Red



Reverse: White + PMS 485 Red

## ONE ALBUQUERQUE LOGO COMPOSITION

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### Vertical Composition

Select the appropriate logo color application based on achieving the best contrast between the logo and the background, regardless of background color.



ONE  
ALB  
UQU  
ER  
QUE

Black + PMS 485 Red



Reverse: White + PMS 485 Red

## ONE ALBUQUERQUE LOGO COMPOSITION

Horizontal and Vertical Grayscale Compositions



ONE  
ALBUQUE  
RQUE

Black + 50% Gray



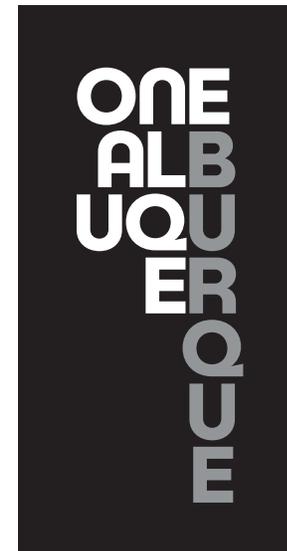
ONE  
ALBUQUE  
RQUE

White + 50% Gray



ONE  
ALB  
UQU  
ER  
RQUE

Black + 50% Gray



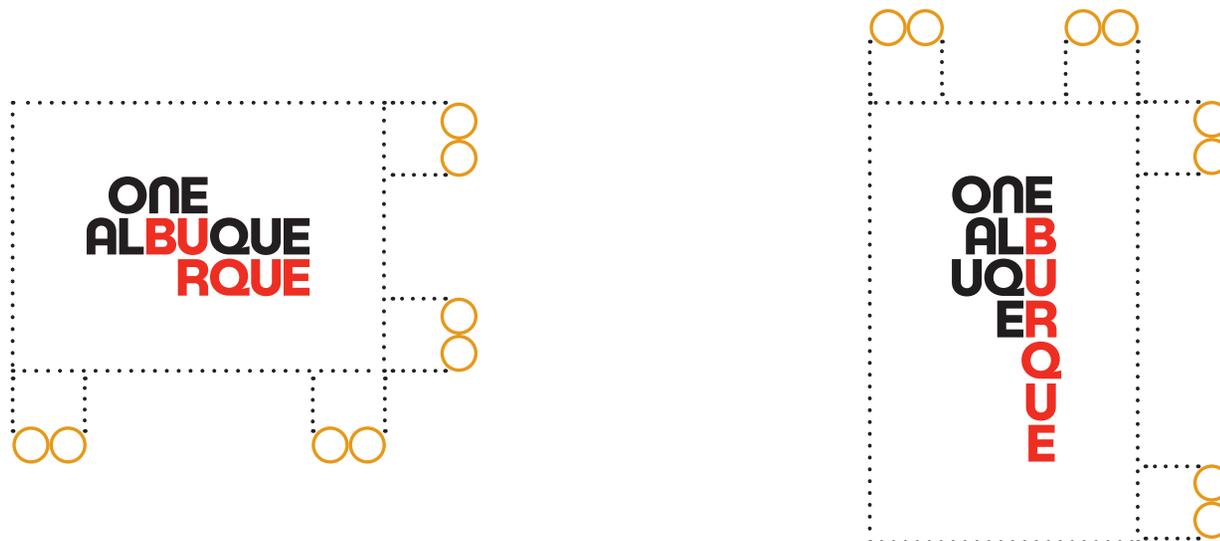
ONE  
ALB  
UQU  
ER  
RQUE

White + 50% Gray

## ONE ALBUQUERQUE LOGO CLEAR ZONE

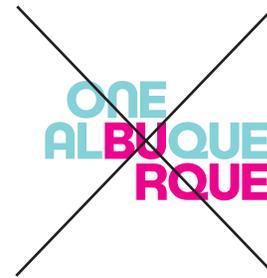
Specific clear zones surrounding the logo ensure that the One Albuquerque logo is never crowded by surrounding elements.

The clear zones indicated in this guide are minimum clear zones; additional clear space is always preferable.



**ONE ALBUQUERQUE UNACCEPTABLE LOGO COLORS**

Only the approved logo colors shown on the pages above should be used for reproducing the One Albuquerque logo. No other color combinations are acceptable.



## ONE ALBUQUERQUE UNACCEPTABLE LOGO ALTERATIONS



The One Albuquerque logo should never be set at an angle.



The One Albuquerque logo should never appear with a drop shadow.



The One Albuquerque logo should never appear with an outline.

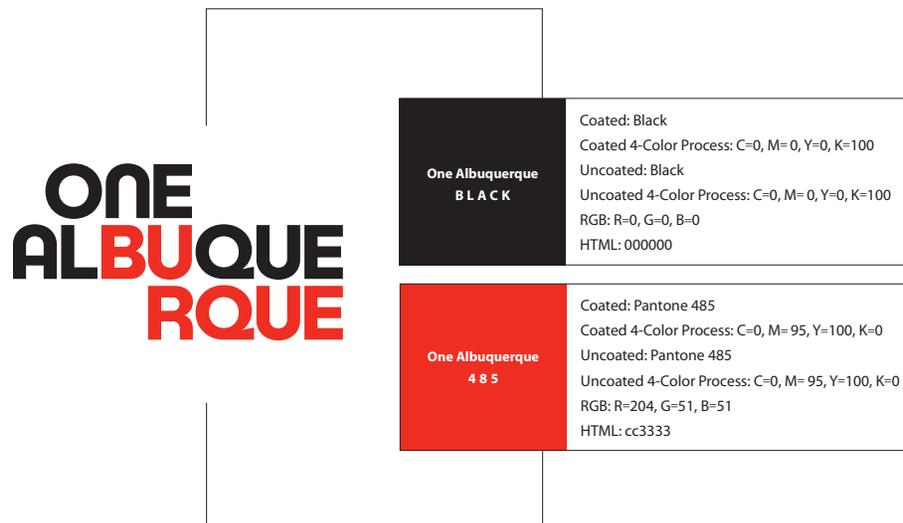
## ONE ALBUQUERQUE LOGO COLOR PALETTE

Correct use of the One Albuquerque logo colors will help our audiences recognize our materials at a glance.

The accuracy and consistency with which we use our colors is a vital part of our identity.

Guidelines and formulas for the One Albuquerque logo colors are provided here. Every printing application will vary.

To ensure colors are printed correctly and consistently, press proofs and press approvals are recommended for all printed materials that are produced.



The logo consists of the words "ONE ALBUQUERQUE" stacked vertically. "ONE" is in black, "ALBU" is in black, "QUE" is in red, and "RQUE" is in red. To the right of the logo are two color swatches with their respective technical specifications.

<p>One Albuquerque BLACK</p>	<p>Coated: Black Coated 4-Color Process: C=0, M=0, Y=0, K=100 Uncoated: Black Uncoated 4-Color Process: C=0, M=0, Y=0, K=100 RGB: R=0, G=0, B=0 HTML: 000000</p>
<p>One Albuquerque 485</p>	<p>Coated: Pantone 485 Coated 4-Color Process: C=0, M=95, Y=100, K=0 Uncoated: Pantone 485 Uncoated 4-Color Process: C=0, M=95, Y=100, K=0 RGB: R=204, G=51, B=51 HTML: cc3333</p>

### SECONDARY COLOR PALETTE

<p>One Albuquerque COOL GRAY 10</p>	<p>Coated: Pantone Cool Gray 10 Coated 4-Color Process: C=61, M=53, Y=48, K=19 Uncoated: Pantone Cool Gray 10 Uncoated 4-Color Process: C=61, M=53, Y=48, K=19 RGB: R=99, G=101, B=106 HTML: 63656a</p>	<p>One Albuquerque 7412</p>	<p>Coated: Pantone 7412 Coated 4-Color Process: C=20, M=40, Y=100, K=0 Uncoated: Pantone 7412 Uncoated 4-Color Process: C=20, M=40, Y=100, K=0 RGB: R=204, G=153, B=51 HTML: cc9933</p>
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**ONE ALBUQUERQUE DEPARTMENT COLOR PALETTE (HORIZONTAL LOGO)**

Guidelines and formulas for the One Albuquerque department colors are provided here. These colors have been selected to complement the primary color palette.

ONE ALBUQUERQUE DEPARTMENT COLORS



ONE ALBUQUERQUE DEPARTMENT COLOR PALETTE (VERTICAL LOGO)

Guidelines and formulas for the One Albuquerque department colors are provided here. These colors have been selected to complement the primary color palette.

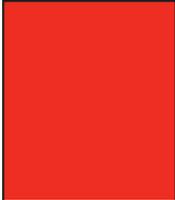
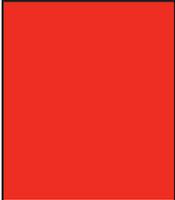
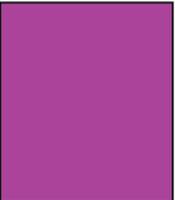
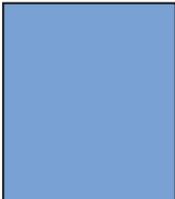
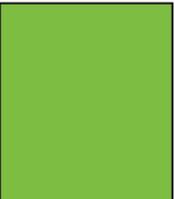
ONE ALBUQUERQUE DEPARTMENT COLORS



## ONE ALBUQUERQUE DEPARTMENT COLOR PALETTE

Guidelines and formulas for the One Albuquerque department colors are provided here. These colors have been selected to complement the primary color palette.

### ONE ALBUQUERQUE DEPARTMENT COLORS

 Pantone 485 City of Albuquerque	 Pantone 485 Emergency Mgt.	 Pantone 485 AFD	 Pantone 300 APD	 Pantone 383 Transit	 Pantone 7625 Municipal Dev	 Pantone 3145 Aviation
 Pantone 7704 ABQ Film Office	 Pantone 1505 Animal Welfare	 Pantone 3385 Planning	 Pantone 527 Senior Affairs	 Pantone 124 Family & Community	 Pantone 272 Finance	 Pantone Purple Technology & Innov.
 Pantone 3272 Equity & Inclusion	 Pantone 659 Solid Waste	 Pantone 201 Economic Dev.	 Pantone 319 Cultural Services	 Pantone 408 Human Resources	 Pantone 7727 Parks & Recreation	 Pantone 376 Environmental Health

**ONE ALBUQUERQUE BRAND FONTS**

Listed below are the approved fonts for One Albuquerque's stationery and correspondence.

**PROXIMA NOVA SEMIBOLD**

For individuals' names on business cards.

proxima nova regular

For individuals' titles on business cards.

proxima nova regular

For One Albuquerque address on stationery.

**Publica Play Bold**

For One Albuquerque web address on stationery.

Arial Regular/*Arial Italic*/**Arial Bold**

For written and electronic correspondence.

**ONE ALBUQUERQUE BRAND FONTS**

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Listed below are the approved fonts for One Albuquerque's advertising.

**PROXIMA NOVA BOLD**

For headlines.

**PROXIMA NOVA EXTRA BOLD**

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Proxima Nova Regular

For body copy

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**Publica Play Bold**

For web address



ONE ALBUQUERQUE STATIONERY THE BRAND EXPRESSED

City of Albuquerque Business Card

**Name:**  
Proxima Nova Semibold  
8 pt  
Tracking 0

**Title:**  
Proxima Nova Regular  
6,5 pt  
Tracking 0

Please mind kerning  
between characters.



**Department Name**

Publica Play Bold  
9 pt  
Tracking 20

**Office of Mayor Tim Keller**

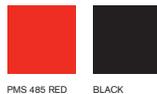
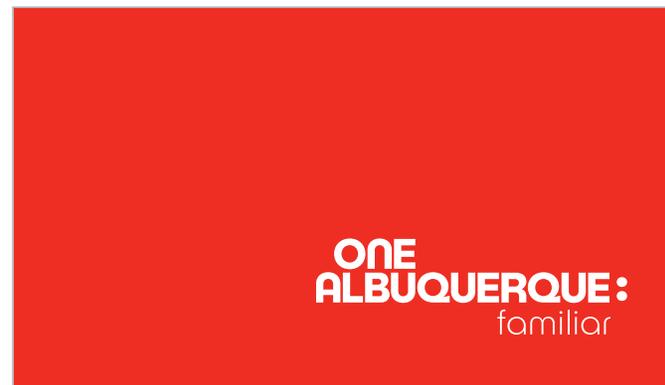
Proxima Nova Regular  
7.75 pt  
Tracking 0

**Address, phone numbers and email address:**

Proxima Nova Regular  
8 pt  
Tracking 0

**o m w cabq.gov**

Publica Play Bold  
9 pt  
Tracking 0



ONE ALBUQUERQUE STATIONERY THE BRAND EXPRESSED

Department-Specific Business Card



**Name:**  
Proxima Nova Semibold  
8 pt  
Tracking 0

**Title:**  
Proxima Nova Regular  
6,5 pt  
Tracking 0

Please mind kerning  
between characters.

**Department Name**

Publica Play Bold  
9 pt  
Tracking 20

**Office of Mayor Tim Keller**

Proxima Nova Regular  
7,75 pt  
Tracking 0

**Address, phone numbers and email address:**

Proxima Nova Regular  
8 pt  
Tracking 0

**o m w cabq.gov**

Publica Play Bold  
9 pt  
Tracking 0



PLEASE REFER TO PAGE 15  
FOR SPECIFIC DEPARTMENT  
PANTONE COLORS



BLACK

ONE ALBUQUERQUE PRESENTATIONS THE BRAND EXPRESSED

Power Point Slide

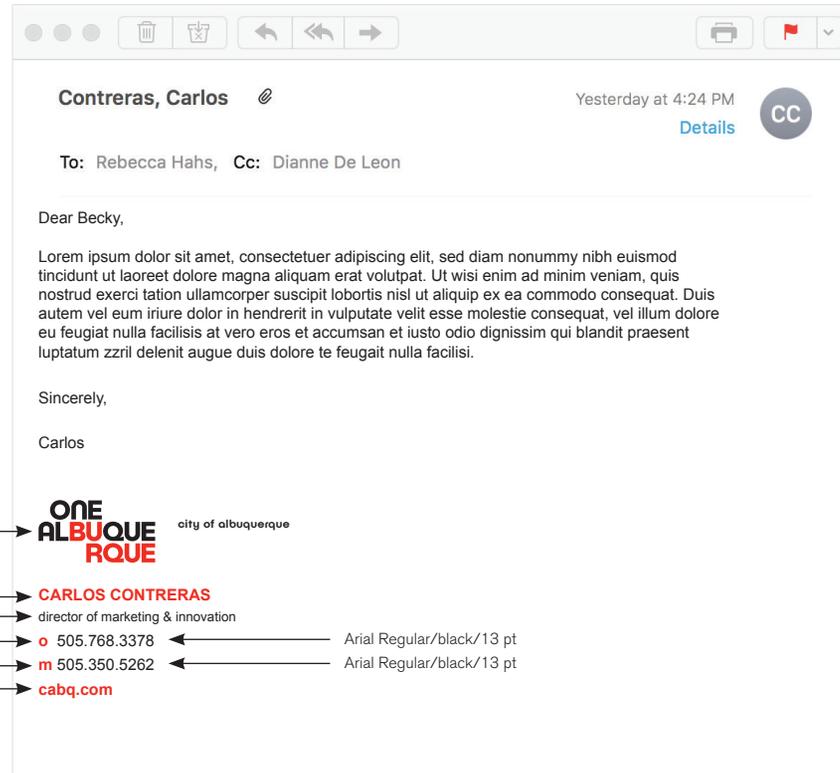


**Arial Bold 21 pt**

- Arial Regular 15 pt
- Arial Regular 15 pt
- Arial Regular 15 pt

ONE ALBUQUERQUE ELECTRONIC CORRESPONDENCE THE BRAND EXPRESSED

Email Signature



Appropriate Department Logo



Arial Bold Caps/PMS 323/13 pt

**CARLOS CONTRERAS**

Arial Regular Lower Case/black/13 pt

director of marketing & innovation

Arial Bold/PMS 485/13 pt

**o 505.768.3378**

Arial Regular/black/13 pt

Arial Bold/PMS 485/13 pt

**m 505.350.5262**

Arial Regular/black/13 pt

Arial Bold Lower Case/PMS 485/13 pt

**cabq.com**

ONE ALBUQUERQUE THE BRAND EXPRESSED

Flyer Mockups



ONE  
ALBUQUERQUE



**Headline**

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in

**Lorem ipsum dolor sit amet  
Lorem ipsum dolor sit amet  
Lorem ipsum dolor sit amet**

[f](#) [t](#) [i](#)

[cabq.gov](http://cabq.gov)



ONE  
ALBUQUERQUE



**Headline**

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**Lorem ipsum dolor sit amet  
Lorem ipsum dolor sit amet  
Lorem ipsum dolor sit amet**

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[cabq.gov](http://cabq.gov)