Logos & Presentations
Approved versions of our logo are available to match different materials and uses.

The logos above are depicted in their approved iterations. Please use them only as depicted above without alteration or modification. Exceptions can be made on a case-by-case basis. Please seek consultation from Marketing & Communications if you wish to incorporate an altered or modified logo into your materials.

Color Palette
Consistent use of color is essential to maintaining continuity across the brand. New Mexico Tech’s current complementary brand standard palette includes HEX #0c2753 and #78291c.

New in 2023 is guidance for the use of approved alternative color combinations based on anchor color HEX #0c2753.

The MONOCHROME and SWITCH color palettes may be used as alternatives to the COMPLEMENTARY palette in marketing and display materials. But these color palettes may not be mixed and matched. When creating collateral for New Mexico Tech, please apply only one of the color palettes to the right.

Typeface
The primary and secondary typefaces below are the only typefaces approved for use in New Mexico Tech marketing collateral.

**Aa**

- **EB Garamond**
- Aa

**Aa**

- **Roboto**
- Aa

Typeface Use
The best results can be achieved when fonts are paired and sized correctly. As a general guideline, practice using one typeface as a headline or title font and the other as a body text font within the same document:

Use **EB Garamond** as Headline or Title Text
Use **Roboto** as body text.

Use **Roboto** as Headline or Title Text
Use **Garamond** as body text

Typeface Styles
You may use **EB Garamond** in mixed-case, in both standard and **bold weight** or **italics**.

**YOU MAY USE EB GARAMOND IN ALL UPPER CASE, IN BOTH STANDARD AND BOLD WEIGHT OR ITALICS.**

You may use **Roboto** in mixed-case, in both standard and **bold weight** or **italics**.

**YOU MAY USE ROBOTO IN UPPER CASE, IN BOTH STANDARD AND BOLD WEIGHT OR ITALICS.**