New Mexico Tech

BRANDING/IDENTITY QUICK SHEET

Logo:

The NMT logo should always be used consistently and with adequate clear space to maintain visibility, recognition, and brand integrity. Approved applications include official brand colors, black, and white versions only. Do not distort, recolor, or alter the logo without approval from Marketing & Communications.

BRAND COLOR LOGO

BLACK LOGO

WHITE LOGO

PRESIDENTIAL SEAL

Reserved for executive and official presidential communications and may only be used with approval from Marketing & Communications.

Type:

Two typefaces carry the brand: Roboto Serif and Montserrat. Although all weights are available, Roboto Serif ExtraBold is reserved for primary headings. Roboto Serif Medium is used for subheadings and secondary titles to maintain structure, clarity, and visual hierarchy. Montserrat Regular is used for body copy and long-form content, keeping text readable and the presentation clean and modern. **Both typefaces are available through Google Fonts.**

PRIMARY TYPEFACE

Montserrat

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
0123456789!@£$%^&*()_+[]“‘{}«\

WEIGHTS

Thin, ExtraLight, Light, Regular, Medium, **SemiBold**, **Bold**, **ExtraBold**, **Black**

SECONDARY TYPEFACE

Roboto Serif

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
0123456789!@£$%^&*()_+[]“‘{}«\

WEIGHTS

Thin, ExtraLight, Light, Regular, Medium, **SemiBold**, **Bold**, **ExtraBold**, **Black**

Colors:

Techie Blue and White Sands anchor the palette and should lead in every layout, with Techie Blue for depth and authority and White Sands for clean, open space. Ore Blue, Cloud Circuit, and Graphite Sky are secondary tones to use sparingly, adding subtle contrast and support alongside the blues. Electric Cactus and Quantum Blue are accent colors for highlighting key actions and details, never as dominant fills.

PRIMARY COLORS

Techie Blue
CMYK: 100, 90, 38, 35
RGB: 24, 41, 82
Hex: #182952
Use for titles, graphics, and brand moments

White Sands
CMYK: 5, 3, 3, 35
RGB: 239, 239, 239
Hex: #EFEFEF
Use in complementary of primary color

SECONDARY COLORS

Electric Green
CMYK: 29, 0, 98, 0
RGB: 195, 234, 36
Hex: #C3EA24
Accent Color: Reserved for strategic use only. Not to be used as a dominant color

Quantum Blue
CMYK: 81, 62, 0, 0
RGB: 0, 100, 255
Hex: #0064FF
Accent Color: Reserved for strategic use only. Not to be used as a dominant color

Ore Blue
CMYK: 97, 89, 47, 59
RGB: 11, 21, 53
Hex: #0B1535

Cloud Circuit
CMYK: 14, 6, 6, 0
RGB: 216, 216, 231
Hex: #D8E2E7

Graphic: Mountains

The mountain graphics are core to the brand, and the four versions shown here are the only mountain range graphics approved for use. The Mountain Range with “M” is the primary version. The Close-up and Quarter Mountain versions are for occasional use so they don’t dilute the brand and logo. Color treatments should not be altered, and any other colors require approval from Marketing & Communications.

The Cloud Circuit and White Sands versions work best over darker backgrounds or as subtle accents, so the “M” stays visible.

MOUNTAIN RANGE

“ORE BLUE” VERSION | “TECHIE BLUE” VERSION | “CLOUD CIRCUIT” VERSION | “WHITE SANDS” VERSION

Use as a background or supporting element only.

MOUNTAIN RANGE WITH “M”

“ORE BLUE” VERSION | “TECHIE BLUE” VERSION | “CLOUD CIRCUIT” VERSION | “WHITE SANDS” VERSION

Primary version. Use most often to signify New Mexico Tech.

CLOSE-UP MOUNTAIN RANGE

“ORE BLUE” VERSION | “TECHIE BLUE” VERSION | “CLOUD CIRCUIT” VERSION | “WHITE SANDS” VERSION

Use sparingly to protect the impact of the brand and logo.

QUARTER MOUNTAIN

“ORE BLUE” VERSION | “TECHIE BLUE” VERSION | “CLOUD CIRCUIT” VERSION | “WHITE SANDS” VERSION

Use for graphic treatments only when space allows.