

# CYFD branding guidelines

For partners who receive funding from CYFD

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When your organization publicly recognizes the funding provided by the New Mexico Children, Youth & Families Department, you help enhance our value as a state Agency, while transparently informing the public of our assistance.

Therefore, effective immediately, partners that are funded entirely or in part by CYFD must recognize our support with the inclusion of our logo and a credit line such as “This project is supported with funding from the New Mexico Children, Youth & Families Department” or simply “Funded by CYFD”. Choose a credit line appropriate to your funding, i.e., when programs are co-funded by CYFD with other partners, you should use a credit line that accurately indicates CYFD’s involvement.

The CYFD logo and credit line should be used on all digital and printed promotional materials related to your funded programs, as well as on all materials displayed on-site at relevant events. Your materials must also be branded with CYFD colors, which are specified below. Communications where our logo and credit line should appear include but are not limited to news releases, print publications, advertising, and online platforms, such as your social media and website, as well as internal communications, such as fact sheets, reports, slide presentations, and fliers. Existing materials may be used until stock is exhausted.

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***NOTE:*** *If CYFD funding is provided for your organization as a whole rather than a specific program, then wherever possible your communications materials should adhere to the guidance outlined herein.*

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On your website, if you already have a page that lists funding sources, you can simply add CYFD to the page. If you don't have a funding sources page, then add the CYFD logo and credit line to the footer. In both cases, you should link the logo and/or credit line to our website (<https://www.cyfd.nm.gov>). Tag CYFD on your social media posts about CYFD-funded programs. On Facebook and Instagram, tag us with @cyfd.nm. On X (formerly known as Twitter) and YouTube, tag us with @cyfdnm.

Verbal acknowledgment should be given whenever there are no printed or online materials and during any interviews with the media.

All relevant communications must be submitted to CYFD for approval prior to distribution. The guidance contained in this document should clarify when and how to apply those policies, thus streamlining the approval process. Please allow at least seven days' notice for the approval process.

## CYFD Logo Guidelines

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There are two versions of the CYFD logo, which can be used interchangeably depending on the space available. If displayed with other horizontally oriented graphics, use the horizontal logo, and vice-versa for the vertical. The logo is context-dependent.



CYFD also uses one-color variants.



The full-color version of the logo is to be displayed on white or very light backgrounds. If the logo is being placed on a darker background, use the one-color variant. It is acceptable to recolor the logo to any of the included brand colors, as long as it passes the AA contrast test for accessibility. If you are uncertain whether your color combination passes the color contrast test, please visit <https://webaim.org/resources/contrastchecker>. Otherwise, use the black or white logo.

## Additional Usage Guidelines

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Retain at least .25" or 25 pixels around all four sides of the logo.



Do not distort, stretch, skew, or otherwise alter the proportion of the logo.



Do not crowd the logo with other graphics or text.



Do not cover up any portion of the logo.



Do not place the logo on a background that makes the text or imagery difficult to read.



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



Do not change the fonts on the logo.



## Raster vs. Vector

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Two types of image files are provided for your use, raster and vector, which are available for download [here](#).

Raster graphics, such as jpg and png, are pixel-based images that lose quality when their original size is changed.



Vector graphics, such as created with Adobe Illustrator, can be scaled up or down infinitely without losing quality.



If you need to use the logo in a different size than the raster file provided, you can resize the vector file and save the new graphic in a format appropriate to your intended medium. For most uses, raster is fine. However, if you are getting the logo professionally printed, you will likely need to provide the vector graphics to a vendor for reproduction. We recommended that you send both the vector and PDF files. If your vendor does not have a program that can view vector files, the PDF files will allow them to see the logo in Adobe Reader or Acrobat.

## Colors

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The CYFD color palette has a variety of colors to use. Black and white are also acceptable colors.



### WARM BLACK

Hex #331918  
HSB 1°, 52%, 20%  
RGB 51, 25, 24  
CMYK 54%, 75%, 69%, 74%  
PMS #4975



### DARK RED

Hex #852E2B  
HSB 2°, 67%, 52%  
RGB 133, 48, 43  
CMYK 30%, 88%, 82%, 33%  
PMS #7624



### TERRACOTTA

Hex #D8695D  
HSB 5°, 56%, 84%  
RGB 216, 105, 93  
CMYK 11%, 71%, 62%, 1%  
PMS #7416



### PALE YELLOW

Hex #FCEFD E  
HSB 33°, 11%, 98%  
RGB 252, 239, 222  
CMYK 1%, 5%, 11%, 0%  
PMS #712 40% Tint



### TEAL

Hex #2B5E59  
HSB 174°, 54%, 37%  
RGB 43, 94, 89  
CMYK 83%, 45%, 60%, 28%  
PMS #328



### JADE

Hex #5C9D98  
HSB 175°, 41%, 61%  
RGB 92, 157, 152  
CMYK 66%, 23%, 42%, 1%  
PMS #5493



### TURQUOISE ICE

Hex #EBF7F5  
HSB 169°, 4%, 96%  
RGB 235, 247, 245  
CMYK 7%, 0%, 3%, 0%  
PMS #317 25% Tint