

Logo Program Eligibility & Usage Guidelines

The New Mexico Department of Agriculture (NMDA) developed the **New Mexico—Taste the Tradition®** and **New Mexico—Grown with Tradition® Logo Program** (Logo Program) to identify and promote food and other agricultural products grown, raised, produced, manufactured or crafted in New Mexico. The Logo Program is a FREE marketing program designed to help buyers identify and purchase New Mexico products and promote the viability and advancement of New Mexico agriculture and affiliated industries (Vision).

Introduction

Logo Program applicants (Applicants) will find the following information in these Logo Program Eligibility & Usage Guidelines (Guidelines):

- general criteria that must be met to be a Logo Program member;
- membership criteria for either **New Mexico—Taste the Tradition®**, **New Mexico—Grown with Tradition®** or **both classifications**; and
- allowable uses the logos by Logo Program members.

Application Availability

Applications are available online at ElevateNMag.com/apply.

Technical assistance is available for applicants at 575-646-4929 or tastethetradition@nmda.nmsu.edu.

Eligibility Requirements

Logo Program applicants must meet or exceed all membership criteria for either **New Mexico—Taste the Tradition®**, **New Mexico—Grown with Tradition®**, **Associate Membership** or **any combination thereof**. Applicants may qualify for both classifications depending on the nature of their products.

All Logo Program members must agree to:

- allow use of information provided in their application and other public information for use on its website;
- abide by the Guidelines and only use the logo for which they are approved in ways consistent with the Guidelines;
- comply with any applicable standards set forth by local, state and national regulating authorities;
- not disparage the Mission of the Logo Program; and
- random checks by the Logo Program administrators to ensure members maintain brand integrity.

Failure to maintain eligibility for the Logo Program may result in the suspension or termination of logo membership.

NMDA Regulatory Compliance

Applicants who have products or businesses that are subject to rules and statutes administered by NMDA may be required to complete additional documents to demonstrate eligibility. Products that are

subject to rules and statutes administered by NMDA include, but are not limited to, hemp, chiles, and eggs as well as pet food items, pet treats and animal feed, forage or nutrition. Businesses that are subject to rules and statutes administered by NMDA, include, but are not limited to, apiaries, dairies and nurseries.

More information regarding the statutes and rules administered by NMDA can be found on the [NMDA Standards and Consumer Services Statutes and Rules webpage](#).

To view more information and complete necessary documentation, please visit [ElevateNMag.com/\[placeholdercomplianceURL\]](#).

NEW MEXICO – Grown with Tradition®

New Mexico – Grown with Tradition may be used by *farmers and ranchers* who **grow, raise and handle** agricultural products in the state of New Mexico. Eligible products are whole, raw or minimally processed.

Grown with Tradition® members must have at least one business location or farming operation in New Mexico.

Grown with Tradition® products may include, but are not limited to:

Produce	Nuts	Livestock & Poultry	Meat Products*	Horticulture	Other Crops
<ul style="list-style-type: none"> • Apples • Chiles and Peppers • Lettuces • Cabbages • Onions • Potatoes • Pumpkin • Watermelons • Peanuts • Other Legumes and Beans 	<ul style="list-style-type: none"> • Pecans • Pistachios • Piñons (Pine nuts) 	<ul style="list-style-type: none"> • Cows • Pigs • Sheep/Lambs • Goats • Chickens • Game Birds • Bees 	<ul style="list-style-type: none"> • Beef • Pork • Lamb • Poultry • Sheep/Lamb 	<ul style="list-style-type: none"> • Nursery • Greenhouse 	<ul style="list-style-type: none"> • Grains • Fiber • Lavender • Hemp • Mushrooms • Feed, Forage, Animal Nutrition • Seeds

*For eligibility with meat products, members will be required to attest to at least one of the following in regard to their product: 1) animal was born/raised in New Mexico, 2) animal was fed/finished in New Mexico, 3) animal was slaughtered/processed in New Mexico, or 4) animal ownership was maintained by a New Mexico producer.

NEW MEXICO – Taste the Tradition®

New Mexico – Taste the Tradition may be used by manufacturers of food products that are **processed, manufactured or made** in the State of New Mexico.

Taste the Tradition® members must have at least one processing or manufacturing facility in New Mexico. Additionally, only products in which 51% or more of the product was processed or manufactured in New Mexico may qualify for **The NEW MEXICO – Taste the Tradition®** membership.

Taste the Tradition® products may include, but are not limited to:

Sauces & Seasoning	Dried Foods	Animal Products	Beverages	Baked Goods & Sweets	Other Foods
<ul style="list-style-type: none"> •Salsas •Processed Chiles •Hot Sauces •Condiments •Spices and Rubs •BBQ Sauces •Marinades & Dressings 	<ul style="list-style-type: none"> •Dried Mixes •Dried Fruits •Blue Corn & Blue Corn Products 	<ul style="list-style-type: none"> •Artisan Meat Products •Dairy Products •Eggs •Honey 	<ul style="list-style-type: none"> •Wines •Beers •Spirits •Ciders •Sodas •Coffee •Kombuchas 	<ul style="list-style-type: none"> •Breads & Pastries •Baked Goods •Chocolates •Candies •Jams, Jellies, & Preserves •Syrups 	<ul style="list-style-type: none"> •New Mexican Food Entrees •Snack Foods •Canned Goods •Frozen Goods

NEW MEXICO – Taste the Tradition®/Grown with Tradition® Associate Membership

Eligible businesses or organizations that support the Grown with Tradition®/Taste the Tradition® program may qualify as Associate Members. This classification includes, but is not limited to:

- **Retailers** must be physically located in New Mexico and offer or serve no less than three Logo Program products to consumers OR be physically located anywhere in the United States and offer or serve no less than eight Logo Program products;
- **Farmers Markets, Roadside Stands and Community-Supported Agriculture (CSA) Enterprises** must be physically located in New Mexico and offer or serve no less than three Logo Program products to retail consumers;
- **Online Retailers** must have at least one physical location in New Mexico, shipping from New Mexico and offering no less than three Logo Program products to retail consumers;
- **Restaurants** that serves dishes incorporating one or more Logo Program products which are clearly listed on the menu;
- **Agritourism Operations** that provide an agriculture-based experience in New Mexico.
- **Artisan and Crafted Products***
 - Examples of artisan and crafted products include, but are not limited to, agricultural décor, leatherworks, textiles, candles, soaps, oils and other personal care products. Only products crafted by New Mexico companies using agricultural components or designed in such a way as to promote New Mexico agriculture may qualify at the discretion of the logo program administration;
- **Pet Food and Pet Item Manufacturers*;**
- **Education or Research Institutes** that work on projects related to food or agriculture; and
- **Other Non-Profit, Non-Governmental, or Governmental Associations and Organizations** that support New Mexico agriculture.

* Any nonfood items must be made in the state for the benefit of New Mexico agriculture and are subject to the approval of the Logo Program administrator.

Logo Use Guidelines/Specifications

To be developed with graphic design team

LOGO USAGE GUIDELINES



WELCOME

About Us

The New Mexico Department of Agriculture (NMDA) Marketing and Development Division is mandated by the Agricultural Market Development Act of 1979 to develop new markets and expand existing markets for New Mexico agricultural products through various marketing strategies, initiatives, and campaigns. Supporting marketing for agriculture and affiliated industries is a central component of the mission statement of NMDA.

About the Logos

NMDA developed the New Mexico – Taste the Tradition® and New Mexico – Grown with Tradition® series of logos to identify food and agriculture products from New Mexico. The logos were developed to represent the essence of New Mexico's agriculture featuring representations of the sun, earth and two favorite flavors – red and green.

The logos have been trademarked by NMDA and may only be used by logo program members in accordance with these guidelines.

FOR ASSISTANCE:

NMDA Marketing and Development Division
3190 S. Espina Street, Las Cruces, New Mexico
marketing@nmda.nmsu.edu
(575) 646-4929
www.elevatenmag.com



OFFICIAL LOGO
NEW MEXICO – TASTE THE TRADITION®

The logo used for products produced or processed
in New Mexico.



OFFICIAL COLORS

The official colors of the NEW MEXICO – Taste the Tradition® series of logos are *Sunshine Yellow*, *Tierra Brown*, and *Ristra Red*. These colors are the foundation of both the agricultural and graphic identities and should never be altered.

Sunrise Yellow – includes everything under our sun

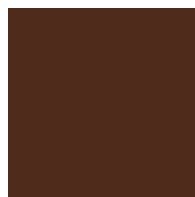
Tierra Brown – shows the products/businesses as being grounded/rooted in tradition and the land

Ristra Red – shows the longstanding tradition of regional food manufacturing and a symbol of home and hospitality in New Mexico



SUNSHINE YELLOW

Pantone 123 C
CMYK 44-73-80-59
RBG 80-45-30
HEX #f5be25



TIERRA BROWN

Pantone 4625 C
CMYK 44-73-80-59
RB 80-45-30
HEX #512d1d



RISTRA RED

Pantone 1797 C
CMYK 13-94-84-3
RBG 206-52-56
HEX #d1343b

AUTHORIZED COLOR VARIATIONS

The logo may be reproduced in the following colors to help coordinate with a company's packaging. The NEW MEXICO – Taste the Tradition logo can be used as a one-color logo in the following colors: ristra red, tierra brown, black or white.



SIZING AND CLEAR SPACE

When using the logo, please be mindful of its size and legibility. The logo should not be crowded and should be given proper "clear space." Clear space refers to the area surrounding the logo and should be kept free from visual distractions. The amount of clear space in each direction should be no less than the height of "New Mexico" in the logo.



The logo should be used at a size no smaller than 0.5 inches in height.



INCORRECT USAGE

Keeping traditions sometimes means avoiding adding incorrect ingredients or methods to recipes. To maintain consistency, please avoid the common incorrect usages below:



DO NOT *stretch, distort or alter*



DO NOT *apply drop shadows or outer glows*



DO NOT *rotate or tilt*



DO NOT *change colors or use unauthorized colors*



DO NOT *use logo on a busy background*



DO NOT *add strokes or outlines around the logo*

OFFICIAL LOGO
NEW MEXICO – GROWN WITH TRADITION®

The logo used on nonfood items must be at least 51 percent agriculture origin by weight, and that agriculture base must have been grown in New Mexico.



OFFICIAL COLORS

The official colors of the NEW MEXICO – Grown with Tradition® series of logos are *Sunshine Yellow*, *Tierra Brown*, and *Harvest Green*. These colors are the foundation of both the agricultural and graphic identities and should never be altered.

Sunrise Yellow – includes everything under our sun

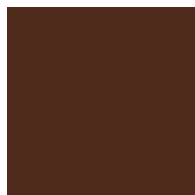
Tierra Brown – shows the products/businesses as being grounded/rooted in tradition and the land

Harvest Green – celebrates of the work and resources required to nurture New Mexico's agricultural systems from sprout to sale



SUNSHINE YELLOW

Pantone 123 C
CMYK 44-73-80-59
RGB 80-45-30
HEX #f5be25



TIERRA BROWN

Pantone 4625 C
CMYK 44-73-80-59
RB 80-45-30
HEX #512d1d



HARVEST GREEN

Pantone 340 C
CMYK 85-17-82-4
RBG 0-148-94
HEX #00945e

AUTHORIZED COLOR VARIATIONS

The logo may be reproduced in the following colors to help coordinate with a company's packaging. The NEW MEXICO – Grown with Tradition logo can be used as a one-color logo in the following colors: harvest green, tierra brown, black or white.



SIZING AND CLEAR SPACE

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LOGO USAGE GUIDELINES

