TOTALED IN

New Mexico

A clearer look at your offer.



COLOR

Primary
#79503C

Accent
#5D9392

Ink
#172125

Paper
#FBF6EE

TYPE

Aa

Bricolage Grotesque

Instrument Sans / Body + UI

MARK / ONE COLOR





THE IDEA

Two adobe-like folds create an N with an open central joint. A stepped accent introduces a second rhythm, making the mark feel crafted without relying on a borrowed cultural symbol.

A consistent voice, wherever it appears.

TOTALED IN
New Mexico

Know what your offer is built on.

totaledinnewmexico.com

SOCIAL / 1200 x 630

Clear evidence.
A considered next step.

New Mexico / Online service

COMPACT APPLICATION

VOICE

Direct, calm and practical. Lead with the driver's question, explain the next step, and use familiar words.

SAMPLE INTRODUCTION

Totaled in New Mexico helps New Mexico drivers review total loss valuations and understand the evidence behind their insurer's offer.

Primary action: Check my offer

Use the right file. Keep it clear.

LOGO RULES

Clear space

Keep 1/4 of the symbol height clear on every side of the full logo.

Minimum size

Horizontal: 320 px wide. Symbol: 32 px. Use favicon artwork at 16-32 px.

Backgrounds

Use color on paper or white. Use the white reverse on primary or ink.

Integrity

Preserve proportions, spacing and letterforms. No shadows, outlines or rotations.

CONTRAST + TYPE

Ink on paper 15.2:1

White on primary 6.9:1

Use ink for body copy. Accent is decorative: do not assume it is suitable for small text or buttons.

Headings / Bricolage Grotesque

Body / Instrument Sans Regular

UI / Instrument Sans Bold

Included fonts use the SIL Open Font License. Logos are outlined SVGs and do not require fonts to display.

FILES INCLUDED

SVG masters + PNG exports
Horizontal, stacked and symbol variants
Color, one-color and reverse artwork
Favicons, avatar, social cards + tokens

WRITING + OWNERSHIP

Identify the operating business accurately. Describe an online service for the state, without implying a local office. Explain evidence; do not promise settlement increases, legal representation or state endorsement.