

NDI New Mexico

BRANDING GUIDE



teaching children excellence

Table of Contents

Brand Story..... 3

Brand Personality..... 4

Brand Language 5

Brand Components 6

Core Values..... 7

Core Messages 8

Language Guidelines..... 9

Impact Model 10

Supporting Messages..... 11

Visual Elements..... 12

Color Palette..... 13

Logo..... 14

Letterhead 16

Social Media 16

Email Signatures 17

Typefaces 18

Photos..... 19

Functional Elements 20

**NDI New Mexico
Internal Resources:**



Brand Story

Mission

NDI New Mexico is founded with the knowledge that the arts have a unique power to engage and motivate children. The purpose of our distinctive programs is to help children develop discipline, a standard of excellence, and a belief in themselves that will carry over into all aspects of their lives.



At NDI New Mexico, dance is the medium, excellence is the expectation, and the result is a lifetime of success.

To reflect our commitment, we must represent NDI New Mexico consistently. This includes taking great care to protect and maintain our brand and graphics standards as they are implemented in all of our materials and representation.

NDI New Mexico's brand promise and competitive distinction is simple.

NDI New Mexico is a high-impact and successful non-profit organization that provides children with critical tools that enhance their physical health, self-esteem, academic achievement, and connection with the arts. NDI New Mexico gives children a path to follow; a guide to success that they can follow the rest of their lives.

It is essential that the entire NDI New Mexico team be committed to maintaining the brand and graphics standards. In the following pages, a formula for using NDI New Mexico's brand correctly is explained. Particularly important are the core messages and umbrella elements sections.

If there are ever questions about how to appropriately use NDI New Mexico's brand, please contact the marketing team.

Brand Personality

1. Friendly

Our students, donors, and partners are our friends and family members.

2. Artistic

We believe in joyful learning and inspiring our colleagues and partners.

3. Responsible

We stand behind our programs and have evidence to support their success.

4. Professional

We run the business of NDI New Mexico with the same excellence expected from students in our programs.

5. Inclusive

Our programs are for children from all walks of life and abilities.
We believe in the potential of every child.



Brand Language

Language, and the way we use it, solidifies our brand and differentiates us from other non-profit organizations. It's how we communicate our personality, values and impact. Ultimately, we use language to create the inspired feeling we want our audiences to take away.

1. Creative and Distinctive

Our programs are creative and innovative, so in order to clearly describe ourselves, we use language that is unique.

2. Active

We are constantly moving. Our language, just like our programs should reflect movement through active verbs.

3. Personal

Our students, parents, donors, teachers and school administrators all have inspiring stories to tell. By using their words, we make every piece come alive.



Brand Components

NDI New Mexico's brand is not just a logo or color scheme. Our brand is how people feel about our programs and how we change the lives of children. Our brand is a distinct understanding of who we are and what we do.

The three components of NDI New Mexico's brand are:

1. Core Values

NDI New Mexico's values need to be at the heart of every message we send to our students, donors and communities.

2. Core Message

NDI New Mexico's mission is the key message behind all our communications. Supporting messages reinforce the mission.

3. Visual Elements

NDI New Mexico's visual elements hold our brand together and create a cohesiveness that should be instantly recognizable.



Core Values

NDI New Mexico's values need to be at the heart of every message we send to our students, donors and communities.

NDI New Mexico believes in teaching children excellence.

NDI New Mexico nurtures and maximizes talent to the benefit of each child served, and the organization as a whole.

NDI New Mexico fosters a joyful learning environment where quality of life is enhanced, individual aspirations are fulfilled and NDI New Mexico's reputation in the community is strengthened.

Belief in Children

We believe that every child has the capacity to learn, work hard, never give up, and ultimately experience personal success. Our commitment is to offer all children an opportunity to experience personal success through our programs and to learn skills that will carry over into all aspects of their lives.

Social Responsibility

We serve and respect a diverse world of children by engaging schools and communities with the most and greatest need based on the principles of equity, diversity, inclusion, and access. We believe that this approach necessitates meeting our students where they are and recognizing inequitable access to health, well-being, and quality of life.

Excellence

We strive to deliver the highest quality teaching techniques and philosophy; as we inspire children to strive for their own personal excellence. Our commitment to excellence extends into all areas of our organization and to the way we respect one another.

Sustainability

We manage our growth, focusing on our core competencies. Sustainability ensures that our staff has the ability to learn and grow, and that we can provide quality programming to generations of children.

Financial Integrity

We are responsible fiscal stewards, and do not spend more than we have to sustain our resources for the future. We are transparent about our financial results.

Core Messages

NDI New Mexico's mission is the key message behind all our communications. The tagline and supporting messages reinforce the mission and explain additional key elements of NDI New Mexico. The mission and tagline messages should be present in all NDI New Mexico materials and representation. Supporting messages should be used as appropriate.

Mission

NDI New Mexico is founded with the knowledge that the arts have a unique power to engage and motivate children. The purpose of our distinctive programs is to help children develop discipline, a standard of excellence, and a belief in themselves that will carry over into all aspects of their lives.

Tagline

teaching children excellence

Fitness and Health

We promote fitness and health through dance, movement, nutrition education and healthy lifestyle information.

Positive Attitude and Self-Confidence

We encourage all students to be positive, especially in the face of challenges. We build children's self-confidence through goal setting, hard work and positive reinforcement.

Academics

We demand academic excellence from all participants and provide a unique inclusive learning environment that translates to other areas of children's lives.

Arts and Culture

We provide programs with critical arts education, which is linked to academic and life achievement.

Language Guidelines

There are certain terms and descriptors that are part of NDI New Mexico's very essence. In order to ensure clarity of NDI New Mexico messages, please use the following language for all communications.

1. Organization

- When referring to our organization, always use NDI New Mexico.
- Do not include "the" before the organization name.
- NDI should not be used by itself.
- National Dance Institute of New Mexico should not be used.
- The words "NDI New Mexico" should remain together whenever possible in a paragraph or line.

2. The Dance Barns and The Hiland Theater

- When referring to our facilities, always use The Dance Barns or The Hiland Theater. Capitalize "The" in the name of both facilities.

3. Teaching Artists

- "Teaching Artists" always refers to NDI New Mexico instructors.

4. Teachers

- "Teachers" always refers to classroom teachers.

5. Children

- "Children" is preferred to "kids." "Students" is acceptable. "Young people" and "youth" are also acceptable.

6. Program Names

- After-School Program: Hypeate After-School and capitalize both words.
- In-School Outreach Program: Hypeate In-School and capitalize both words.

7. HIP to Be Fit®

- Always use registered trademark designation.
- Use care to capitalize the appropriate words in HIP to Be Fit®.

8. Teaching Excellence®

- Always use registered trademark designation.
- Capitalize both words in Teaching Excellence®.

9. Job Titles

- Always use current, approved job titles found on the website.

10. Language and Statistics

- Always refer to current marketing materials, our website and branding guide for approved/current language or statistics.

11. NDI New Mexico's "Core Four"

- Work Hard, Do Your Best, Never Give Up, and Be Healthy!

Impact Model

How do we create positive outcomes in the lives of young people? Through our **Impact Model**

I CAN: Strengthen Ability

We provide opportunities for youth to experience age-appropriate challenges that bring joy, rigor, excellence, and creativity to their lives. Students learn that they can achieve by applying the Core Four: Work Hard, Do My Best, Never Give Up, Be Healthy.

I AM: Strengthen Identity

We provide a positive environment... that is youth-centered, safe, structured, inclusive, and engaging; inspiring students to discover, reveal, and strengthen who they are.

WE CONNECT: Strengthen Community Connections

We provide connections:

For Youth: Opportunities to belong, work together, and build supportive relationships with peers, adults, and schools; to experience a community that supports and empowers youth.

For Communities: Spaces and activities that bring communities together around a shared commitment to youth development.

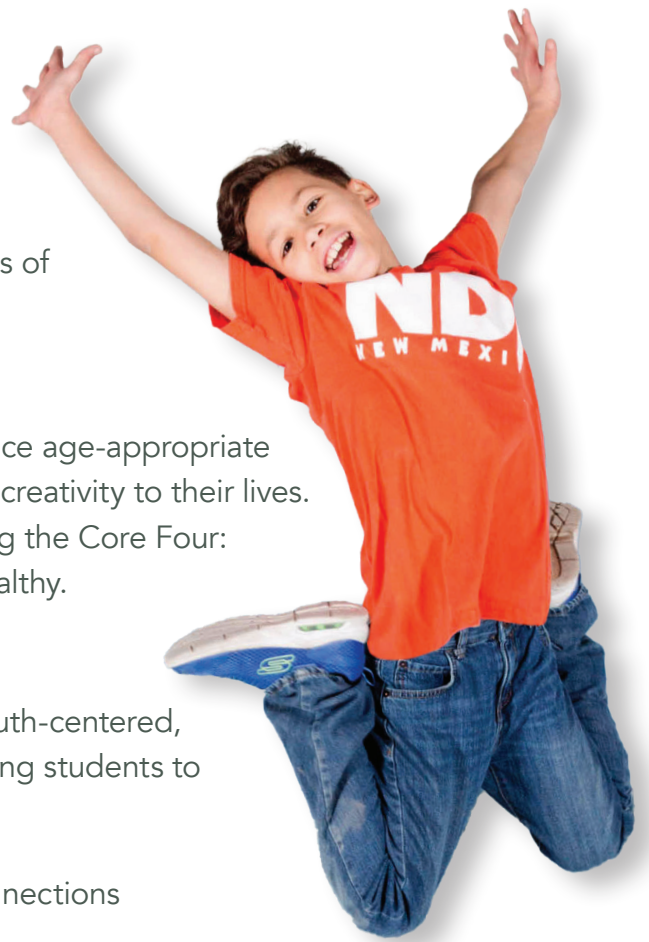


The longer a child participates in our programs, the more profound the impact. NDI New Mexico's Impact Model for Children and Families underscores the organization's long-term commitment to fostering positive outcomes.

Short-Term Outcomes (1 year): Students develop a strong work ethic, confidence, teamwork skills, and a sense of personal identity.

Intermediate Outcomes (1-3 years): Participants cultivate a growth mindset, embrace responsibility, and develop leadership and resilience.

Long-Term Outcomes (3-5 years): Advanced students exhibit adaptability, self-efficacy, and a commitment to lifelong learning, preparing them for success in higher education and beyond.



Supporting Messages

These supporting messages may be used in any communication.

- At NDI New Mexico, dance is the medium, excellence is the expectation and the result is success.
- NDI New Mexico's Core Four – **Work Hard**, **Do Your Best**, **Never Give Up**, and **Be Healthy**!
- NDI New Mexico provides innovative solutions to the numerous problems facing New Mexico's children including poverty, obesity, and academic challenges.
- Our programs encourage health, academic achievement, and a positive attitude among children.
- NDI New Mexico's culture of assessment and evaluation, ensures the programs and instructors have a positive impact on children.
- Parents, teachers and administrators see positive changes in students as a result of our programs.
- NDI New Mexico is supported by a network of schools, government, foundations, parents, and the community.



The Visual Elements

The strength of NDI New Mexico's brand relies on its honesty and consistency. NDI New Mexico is comprised of our students, instructors, donors, classroom teachers, parents, partners, and the communities we serve.

NDI New Mexico's brand is informed in part, by the logo, colors, and typography and how these elements are used.

To present NDI New Mexico as a strong, consistent and reliable member of the community, we need cooperation to implement every aspect of this guide.

Correct usage of all pieces of NDI New Mexico's identifiers positions NDI New Mexico as strong, consistent, and reliable.

To assist everyone in this endeavor, please use the graphic standards explained in this section.

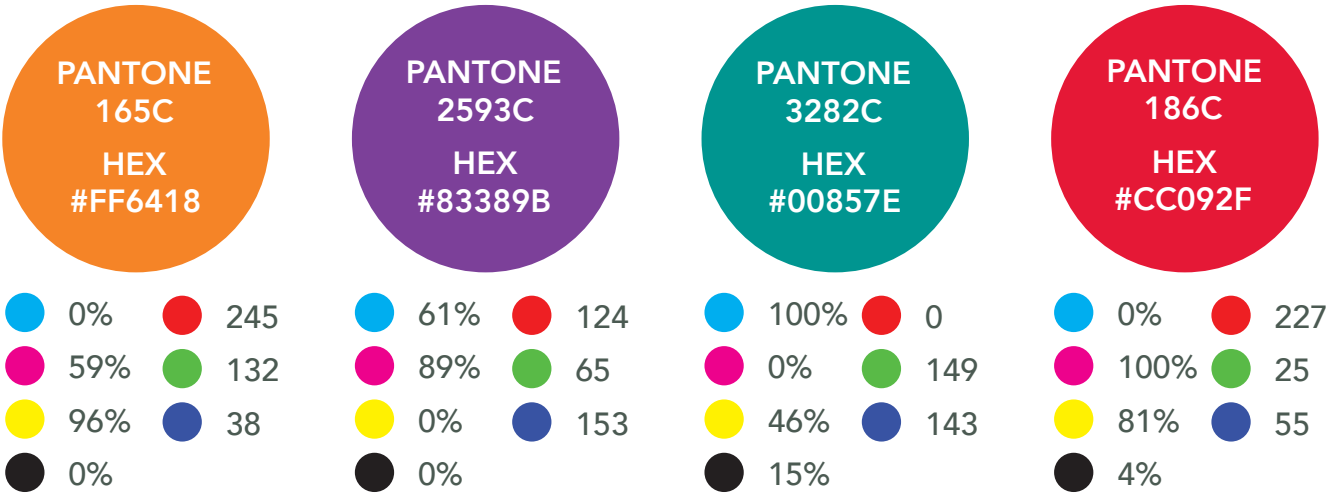
If there are ever questions about how to appropriately use NDI New Mexico's brand, please contact the marketing team.



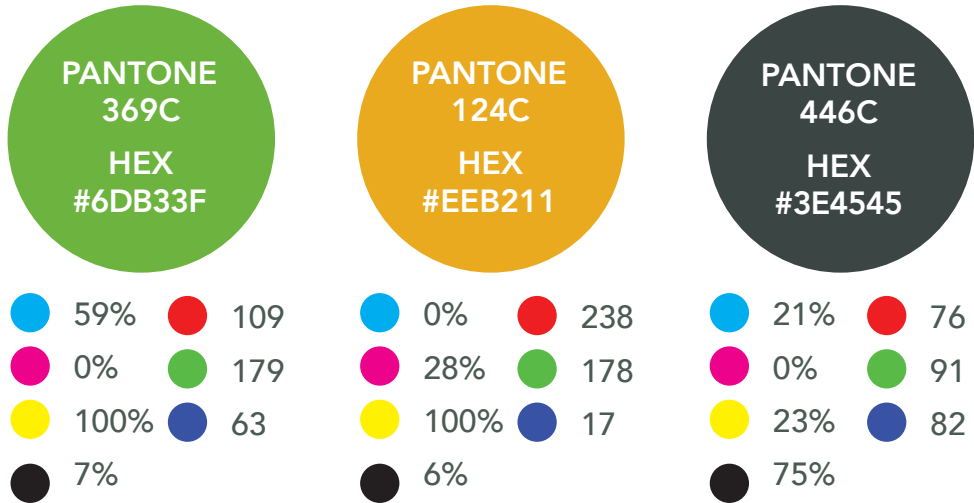
Color Palette

Color is one of the key emotional components of the NDI New Mexico brand. Three primary colors and four secondary colors have been established for all NDI New Mexico communication materials. To be effective, these colors must be rendered consistently across a variety of media. The chart provides formulas for creating the NDI New Mexico standardized colors in each medium. Note that the color swatches shown have been reproduced using digital printing and are not an exact representation of the NDI New Mexico palette. For accurate color reference, please consult the Pantone Matching System (PMS).

Primary NDI New Mexico Colors



Secondary NDI New Mexico Colors



Logo

This is the primary graphic symbol and identifier for our organization. The logo consists of two elements: the icon and the logotype or bug.

Logo Icon & Bug

The icon or logotype/bug can be used with or without the accompanying tagline. The tagline, "teaching children excellence," when used with the four-color logo is always in Pantone 186C (red).

Logo Icon



Logo with Tagline



teaching
children
excellence

Logotype/Bug

ndi
NEW MEXICO

Size Restrictions

The logo has been designed so that it remains visually distinct in a wide range of sizes. The minimum length requirements have been established to ensure clarity whenever the logo is used. There is no maximum size.



1/2"
minimum



1/2"
minimum

Areas of Isolation

A minimum area of isolation has been established around the logo.

No other graphic element may infringe this area.



Proper and Improper Use

- Never try to recreate the icon/bug or logotype indicator yourself.
- Do not separate the arms and legs from the NDI New Mexico names. These items must always appear together with the logotype.
- Never transpose (flop) the logo or icon.
- Never horizontally or vertically scale the logo.
- Never alter the colors of the logo except for NDI New Mexico primary colors (or white).

Yes!



No!



Letterhead

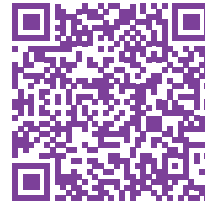
Printed letterhead is available in the copy room and often pre-loaded into the copiers. Additional materials such as envelopes and labels are also in available in the copy room.

Digital Letterhead Files

PDF:



DOCX:



Social Media

NDI New Mexico's social media presence is on Facebook, Instagram, and LinkedIn. Please join and like us on all platforms!



Email Signatures

The standard email signature setup for all employees is below.

Updated images to accompany signatures will be sent corresponding to the NDI New Mexico calendar.

Full instructions are available on the Internal Resources page.

Name

Title

he/him | she/her | etc. *(Optional)*

Office: 505.xxx.xxxx | Cell: 505.xxx.xxxx

(Use one of these two logos)



NDI New Mexico

1140 Alto Street | Santa Fe, NM 87501

4800 Central SE | Albuquerque, NM 87108

www.ndi-nm.org

and your choice of:

- Celebrating Serving Children Since 1994!
- Work Hard | Do Your Best | Never Give Up | Be Healthy!
- I Can • I Am • We Connect

Plus social media logos and links:



Typefaces

To help maintain consistency, two font families have been selected. They are **Avenir** for all printed materials and **Arial** for interactive/email applications. All NDI New Mexico materials used for communications and collateral materials should be created using these fonts. Consistently using these fonts will make our communications more recognizable.

Please download Avenir to your computer from the Internal Resources page (Arial is a standard font).

Headlines and Titles: Avenir Black

ABCDEFGHIJKLMN
abcdefghijklmn123

Body Copy: Avenir Book

ABCDEFGHIJKLMN
abcdefghijklmn123

Alternative Font: Arial Font Family (for email)

ABCDEFGHIJKLMN
abcdefghijklmn123

Photos

For standard print collateral materials, approved and color photos are to be used. No grainy or poor quality photos should be used. In all cases, use the highest resolution image available.

Photo library is available on the Internal Resources page.

Outreach and Development Photo Examples



Advanced Training Photo Examples



Donor Photo Examples



Functional Elements

Goals of NDI New Mexico Materials

For each and every NDI New Mexico collateral piece or project, we need to keep in mind the following goals and questions:

1. Increased awareness of NDI New Mexico

How will the piece explain community need, what NDI New Mexico does and how NDI New Mexico does it?

2. Compel action

How will the piece make readers want to become involved, whether as a student, teacher, donor, or partner?

3. Enhance the NDI New Mexico brand

How will the piece establish NDI New Mexico as an important philanthropic effort?

4. Create a concept that works within the brand

How will the piece use NDI New Mexico's brand and continue to build brand consistency?

5. Get everyone talking about NDI New Mexico

How does the piece create a sense of urgency and optimism to get involved with the organization?

