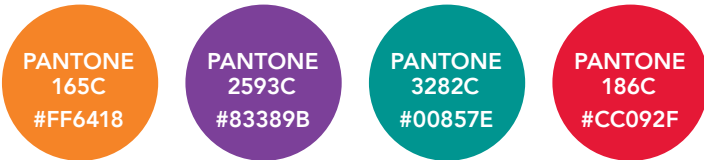


NDI New Mexico

2025-26 BRANDING GUIDE GO-TO

Primary NDI New Mexico Colors



Secondary NDI New Mexico Colors



Language

In order to ensure clarity of NDI New Mexico messages, please use the following language for all communications.

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 is used for legal purposes only.
- The words "NDI New Mexico" should remain together whenever possible in a paragraph or line.
- Internally NDI is fine to use. Publicly we must differentiate ourselves from NDI in New York, therefore NDI New Mexico is used.
- 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.

Instructors vs. Teachers

- "Instructors" always refers to NDI New Mexico instructors.
- "Teachers" always refers to classroom teachers.

Children

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

Program Names

- "After-School Program" Hyphenate After-School and capitalize the first letter of each word.
- "In-School Program" Hyphenate In-School and capitalize the first letter of each word.

Teaching Excellence® and HIP to Be Fit®

- Always use registered trademark designation.

NDI New Mexico
Internal Resources:

NDI New Mexico Branding Guide
ndi-nm.org/internal-resources



Logos:



Logo Sizing:



All logo file options are available on the Internal Resources page.

Typefaces:

AVENIR for print
ARIAL for email

Font files are available on the Internal Resources page.

Email Signatures:

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:

