



## **Branding Guidelines**

These branding guidelines are to be followed for the use of the New Mexico Gas Company, Inc. (“NMGC”) logo by outside parties. These guidelines must be strictly respected and outside parties using the NMGC logo must adhere to all requirements.

NMGC’s approved logos are to be used only to identify NMGC, its employees, products and activities. The following restrictions apply:

- The logo cannot be used in a manner that would imply or suggest NMGC’s sponsorship or endorsement of an outside party’s products or services.
- The logo cannot be modified or distorted.
- Outside parties must use the artwork provided by NMGC.
- The logo’s size may be enlarged or reduced as appropriate but proportions may not be altered. The logo may never appear smaller than 100 pixels wide when used online or smaller than one inch wide when used in print.
- No logo elements may be removed or added.
- Alternate colors cannot be used.
- There should be a generous amount of clear space around the logo. Images, text or other graphic elements should never intrude in this space.
- Before publication, NMGC must review and approve in writing a finalized draft of any material which displays our logo.

Failure to abide by the guidelines may create confusion for customers as well as potentially cause damage to NMGC’s reputation and/or image.

If the NMGC name or logo is used without permission or if the name or logo has been adapted, modified or otherwise used inappropriately, NMGC reserves the right to demand immediate cessation of such use and to pursue appropriate action or remedies, including civil or criminal prosecution.