



NEW MEXICO DISABILITY RESOURCES
Seek. Discover. Connect. Inform.

Brand Kit

NMFinder.org

Flyer

[Print ready PDF file is available for download here.](#)



Flyer (8.5" x 11")

Poster

[Print ready PDF file is available for download here.](#)



Large Poster (22" x 28")

Brochure

Print ready PDF file is
available for download [here](#).



Seek. Discover. Connect. Inform.

NM FINDER is a **free** online resource that gives you 24/7 access to the service providers, programs, equipment and community advocates that can improve your quality of life.

NMFinder.org




What is on FINDER?

FINDER covers a wide range of disabilities and topics of interest for every stage of life, including:

Advocacy	Healthcare
Basic Needs	Housing
Bullying	Insurance
Communication	Intervention
Education	Personal Finance
Employment	Recreation
Equipment	Respite
Family Support	Sexuality
Financial Assistance	Social Inclusion
Guardianship	Transportation

FINDER's rapidly expanding list of resources is constantly updated — there will always be something new and useful to discover. It's the fastest, easiest way to connect to New Mexico's most trusted disability resources. To get started, simply go to: **NMFinder.org**



A single source, a world of possibilities.

People with disabilities face many challenges. Finding service providers, programs, equipment and community advocates that can help overcome those challenges, shouldn't be one of them.

WELCOME TO FINDER.
IT'S **FREE**, EASY TO USE
AND READY TO HELP YOU.

Want to be part of FINDER?

FINDER is always looking for professionals, volunteers and organizations to contribute to our growing list of services and information.

There are three ways to become a resource for the FINDER community:

1. Share a link to a helpful website or service
2. Upload an informative article or video
3. Join FINDER as a Service Provider

A simple four-step registration process for new FINDER contributors and providers is available at **NMFinder.org**. All submissions are reviewed and verified prior to publication.



FINDER does not endorse or promote programs, services or providers.



For more information, visit **NMFinder.org** or email: **HSC-NMFinder@salud.unm.edu**.
Supported by UNM Center for Development and Disability

Trifold Brochure (11" x 8.5" Flat, 3.6875" x 8.5" Folded)

Social Media/Web Images

[JPG files are available for download here.](#)

Please make sure to link the images to: **NMFinder.org**



Image A (300 x 250 px)



Image B (300 x 250 px)

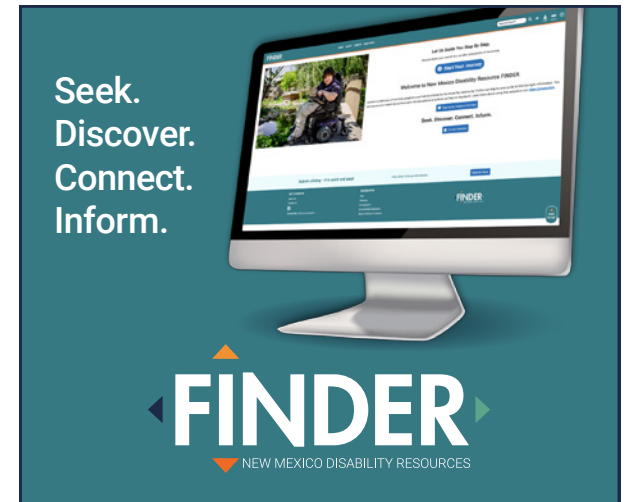


Image C (300 x 250 px)

[DOWNLOAD LOGO SETS HERE](#)

LOGO

The FINDER logo and its variations are shown to the right. The logo may not be manipulated in size or color other than the described variations.

The logo can be reversed over solid color backgrounds as long as it has high contrast visibility to the background color.

Using the reversed logo over photography is acceptable, but not preferable. If the logo needs to be placed over photography, make sure it is the all-white, reversed version and that all elements of the logo are easily identified.

A variation of the logo is available that contains both the FINDER tagline and position line: **“Seek. Discover. Connect. Inform.”** More on the position line will be discussed on the next page.



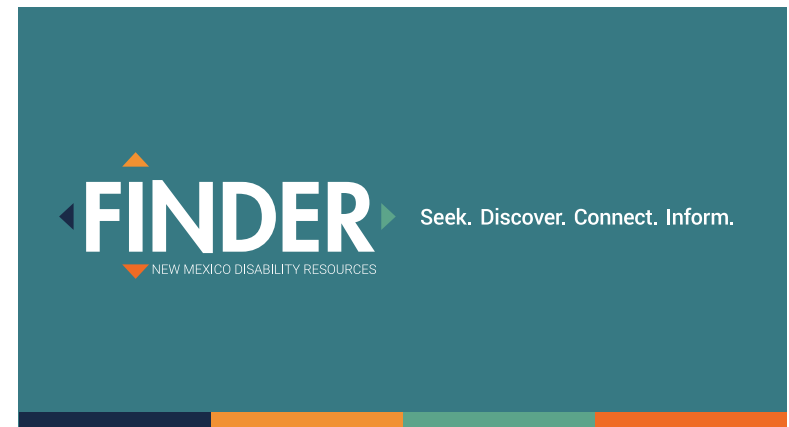
Logo with combined tag and position lines

[DOWNLOAD POSITION LINE ART HERE](#)

POSITION LINE

The FINDER position line: **Seek. Discover. Connect. Inform.** is a reinforcement to FINDER's purpose. Whereas the tagline: **NEW MEXICO DISABILITY RESOURCE** serves as a functional description of FINDER. The position line carries the spirit of FINDER and is given more latitude in usage.

The position line can be used directly with the logo, or used as an element in conjunction with the logo. (See examples, right.) When used as a separate element, the position line must always work in visual harmony with and on the same page/screen as logo.

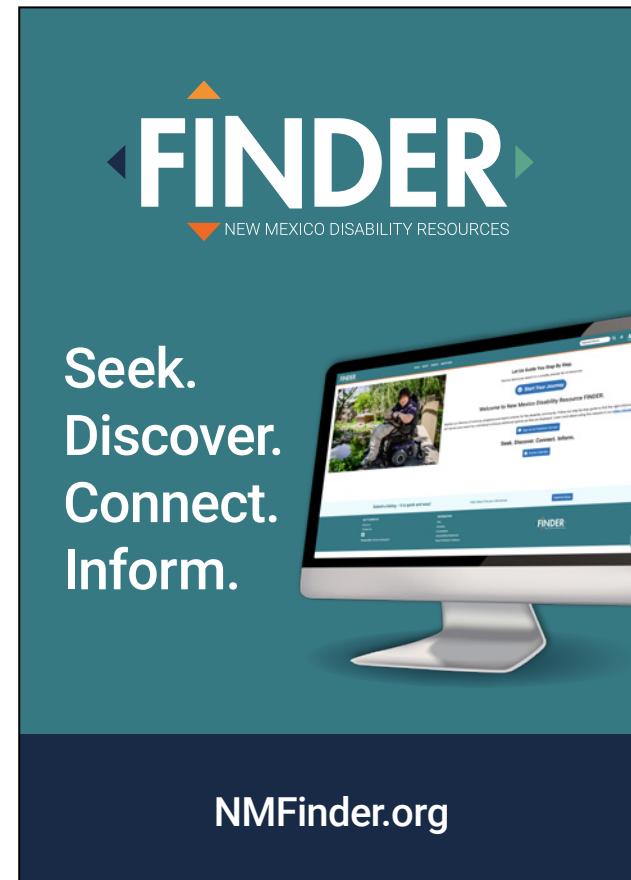


Example of position line used in conjunction with logo

Seek. Discover. Connect. Inform.

URL

The FINDER URL, **NMFinder.org**, should be prevalent on all print and digital communications. Particularly, as the FINDER resource is gaining exposure, it is important that viewers understand how to access it easily.



Example URL used in layout

FINDER COLOR PALETTE

The FINDER colors are listed with their respective web hex values.

When using the FINDER colors in conjunction with type, ensure that there is a high degree of legibility. It is always a good idea to check with ADA (Americans with Disability Act) guidelines.

Here are some helpful ADA compliance links:

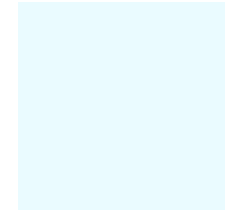
[GENERAL PRINT AND WEB GUIDELINES](#)

[PRINT CHECKLIST](#)

[WEB WCAG 2.1 CHECKLIST \(PDF\)](#)



#007a86



#eafbff



#192a47



#5ba48a



#f19032



#ef6b24

[DOWNLOAD FONTS HERE](#)

FINDER FONT FAMILY

The FINDER font family is based on variations of the font Roboto.

The versatility of the Roboto font family, with its many weights and styles, makes it perfect for all needs. Also consider utilizing the Condensed and Slab versions of the font for more variations in online and collateral applications.

Roboto was developed by Google as a free-to-download and open-sourced licensed font. There is a link to download the Roboto fonts used for FINDER above.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Roboto Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Roboto Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Roboto Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Roboto Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Roboto Slab Medium

BRANDING

Below are examples of existing FINDER communications.

