



JOY

noun: “a feeling of great pleasure and happiness”



INTRODUCTION TO THE FIND YOUR JOY™ BRAND

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MCKINLEY CO. BRAND CONTACT



INTRODUCTION TO THE FIND YOUR JOY™ BRAND

PURPOSE OF THE MCKINLEY COUNTY BRAND GUIDE

McKinley County has launched the new Find Your Joy™ brand. This Brand Guide provides an overview of the new brand, why it was created, explains proper usage of the brand as outlined in the style guide, and shares how community businesses and organizations can utilize the brand to co-market and promote McKinley County. Further, the book describes the McKinley County Brand Action Team and how community members can join the action team to work together to deliver on the McKinley County brand promise.

WHY THE BRAND WAS CREATED

At present, there is no clear understanding of what McKinley County tourism and outdoor recreation stands for and what it offers to residents and visitors. McKinley County locals have vastly different opinions of what these offerings mean to them and the benefits that tourism and outdoor recreation provide. The same is true of visitors, many of whom have different opinions of McKinley County tourism and outdoor recreation based upon experiences encountered while visiting the region.

The reason the new Find Your Joy™ brand was developed is to establish a desired and achievable brand identity for county tourism and outdoor recreation experiences that is embraced by

residents, businesses, organizations, and tribes. With community members working to deliver on the Find Your Joy™ brand promise, over time a clear understanding of what McKinley County tourism and outdoor recreation experiences provide will be created and set the right brand expectations when living or visiting the region.

HOW THE BRAND WILL BENEFIT THE REGION

By having a clearly defined brand, community members gain a thorough understanding of actions and activities that will enhance the McKinley County Find Your Joy™ brand. With this knowledge they can assess whether experiences offered improve the McKinley County tourism or outdoor recreation brand or diminish it.

As more and more community members work together to deliver on the Find Your Joy™ brand promise, McKinley County's reputation is strengthened and its brand stature rises among residents and visitors. In time, the desired brand identity becomes recognized and recalled by many, bringing more people to the region to live, work, play or stay. In the absence of the new brand, McKinley County tourism and outdoor recreation experiences will remain misunderstood and not sought out by target markets because McKinley County is not on their radar or they have the wrong impression about the county.

WHAT THE NEW BRAND ENTAILS

The new Find Your Joy™ brand includes a desired identity or mindset for the county, a simple and appealing brand promise, a memorable tagline or slogan; a unique and fun logo; the formation of a brand action team, and McKinley County Brand Guide. It's easy to embrace the new brand and become a Find Your Joy™ brand ambassador. This document shares the details of how to participate in the McKinley County branding initiative.

BRAND POSITIONING

McKinley County and Northwest New Mexico Council of Governments retained consultant Once a Day Marketing to develop a new tourism and outdoor recreation brand for the county. The McKinley County Brand Positioning report was completed and delivered to McKinley County on November 30, 2022. This report outlines how the Find Your Joy™ brand was developed and describes in greater detail elements that comprise the new brand.

The community brand positioning created for McKinley County follows:

BRAND POSITIONING STATEMENT: EXPERIENCE

DESCRIPTION:

Differentiated through the experience it provides more so than the products or services it offers

tone & MANNER:

Welcoming, friendly, inclusive, enriching

TARGET AUDIENCE

For those seeking enriching cultural opportunities along with matchless tourism and outdoor recreation activities in genuine and welcoming communities

FRAME OF REFERENCE

McKinley County, a region situated in Northwestern New Mexico offering outstanding outdoor amenities paired with history, culture, art, Route 66, and gateway to the Zuni Mountains

POINT OF DIFFERENCE

provides remarkable, varied, accessible and uncrowded tourism and outdoor recreation offerings seamlessly blended with rich cultural heritages

REASON TO BELIEVE

that are delivered by McKinley County, City of Gallup, tribal members of the Navajo Nation, Hopi and Zuni Pueblos, and local businesses, organizations, and residents

BENEFITS

so individuals can enjoy memorable cultural experiences together with incomparable outdoor recreation adventures that will lift their spirits

MCKINLEY COUNTY DELIVERS ENRICHING AND MEMORABLE TOURISM AND OUTDOOR RECREATION EXPERIENCES THAT LIFT YOUR SPIRIT.

BRAND PROMISE

BRAND PROMISE

A brand promise is a value or experience residents and visitors can expect to receive every single time they interact with tourism / outdoor recreation in McKinley County. The expression below distills the brand positioning statement into an easily understood meaning for all stakeholders to embrace and work together to deliver.

McKinley County delivers enriching and memorable tourism and outdoor recreation experiences that lift your spirit

Cultural and outdoor recreation experiences that lift your spirit can range from everyday activities to once in a lifetime journeys. Combined, these enhance the stature of McKinley County as a great place to live and recreate. An example of delivering on brand promise would be the barista at a local coffee bar walking a visitor to a place they are seeking to go.

BRANDLINE

A brandline, also referred to as a slogan or tagline, is a short phrase or cue that when seen or heard triggers a person to recall a brand in his or her mind. It should quickly conjure up individual and positive perceptions about the brand. A good example is the brandline *Just do it*. When encountered in the marketplace, most people recall Nike and the benefits its products provide. A good brandline should be unique, memorable, meaningful and align with the brand positioning statement and brand promise.

In the case of the McKinley County, the new brand positioning captures the adventure steeped in culture mindset which addresses visitor and OR experiences designed to lift their spirits. The new brandline is:

Find Your Joy™

As defined at the beginning of the Brand Guide, joy means a feeling of great pleasure and happiness. This is the intended meaning of joy in the brandline. Find Your Joy™ relates to resident and visitors experiencing moments of joy both big and small as they participate in tourism and outdoor activities in McKinley County. The goal of the brand promise is to consistently provide these joys for residents and visitors.

COMPASS BADGE LOGO & MEANING



This badge design calls for you to Find Your Joy™, leaning on a northwest-pointing compass as the main design element. The interior compass motif is quite special as it boasts the New Mexico border in the interior shape and holds some additional significance:

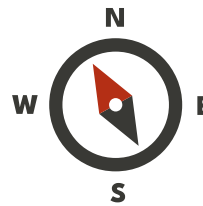
In Navajo culture, the number four holds great significance; four seasons, four directions, four sacred mountains, four songs (or multiples of) in most rituals. The directions are also often represented by colors — the same represented in the logo: white shell (east), turquoise (south), yellow abalone (west) and jet black (north)

Even if the Navajo connection isn't immediately recognized, it still communicates an outdoor spirit of discovery.

SYMBOL INSPIRATION

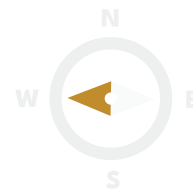
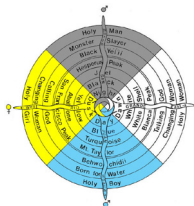


The state silhouette of New Mexico to encourage statewide exploration



Compass pointing NW, where McKinley Co. is situated in relation to New Mexico

COLOR INSPIRATION



The four mountains sacred to the tribe:

Blanca Peak (Sisnaajini) ... with white representing White Shell Woman in the East;

Mount Taylor (Tsoodzil) ... with blue representing Turquoise Woman in the South;

San Francisco Peaks (Dook'o'ooliid) ... with yellow representing Abalone Woman in the West;

and Hesperus Mountain (Dibé Ntsaa) ... with black representing Jet Woman in the North.

Natani, S. (Ed.). (2002, November). Navajo Cultural History and Legends (as printed in the Official Navajo Nation Visitor Guide). Navajo Cultural History and legends. <https://www.navajovalues.com/NataniValues/natani/navajovalues.htm>

Carey, H. (2015, January 7). The Navajo Four Sacred colors. Navajo People: Information about the Diné (Navajo People), Language, History, and Culture. <https://navajopeople.org/blog/the-navajo-four-sacred-colors/>



MCKINLEY BRAND ACTION TEAM

OVERVIEW & PARTICIPATION

The McKinley County Brand Action Team (MBAT) is comprised of residents, businesses, and organizations who believe in the Find Your Joy™ brand and desire to strengthen the stature of McKinley’s community brand. MBAT is open to all individuals on a volunteer basis who are willing to work together to deliver on the brand promise.

Participating with the MBAT is a fabulous way to contribute to McKinley County by supporting efforts to make regional tourism and outdoor recreation bigger and better. Here are the ways you can get involved and have fun!

- **McKinley County Action Team** — Meets monthly to identify ways for residents and visitors to find their joy in McKinley County
 - **Place Making Committee** — enhances experiences that align with the brand promise to make McKinley County a great place for tourism, outdoor recreation, art, culture, etc.
 - **Place Marketing Committee** — markets McKinley County experiences that align with brand promise and promotes McKinley Brand Action Team success stories

GOALS

- Ensure community understands the mindset of the Find Your Joy™ brand
- Develop strategies to follow that will enhance brand recognition and recall
- Implement tactics to reinforce the unique and compelling aspects of the brand
- Strive to enhance the McKinley County brand experience
- Create a unified marketing voice
- Market the brand cooperatively
- Promote brand success stories
- Manage brand usage
- Build and grow brand ambassador network

MCKINLEY BRAND ACTION TEAM

Businesses, organizations, and community members can participate on the Brand Action Team in any or all of the following ways:

- Attend McKinley Brand Action Team and/or committee meetings
- Strive to deliver on brand promise
- Share images and stories that support the brand message
- Use official Find Your Joy™ hashtags
- Post to Find Your Joy™ social media sites
- Support MBAT projects, programs, and initiatives
- Network within the group
- Participate as McKinley Brand Action Team ambassador
- Cooperatively marketing with McKinley Brand Action Team (includes social media)

PROMOTING THE BRAND

To create greater online awareness for McKinley County, MBAT encourage members to share fun, positive stories of how residents, businesses, organizations and visitors have found their joy or had their spirits lifted via established media channels such as social media, websites, newsletters and videos. Consistent and ongoing Find Your Joy™ posts will increase visibility by search engines such as Google and will generate greater awareness for McKinley County and a better understanding of the Find Your Joy™ brand.

The approach is simple. Post your pictures, videos, blogs, texts, and podcasts about McKinley County using your favorite social media channels — Facebook, Instagram, TikTok, Snapchat, YouTube, X, etc. Be sure to include the designated hashtags on all your posts.

OFFICIAL HASHTAGS

At present, two hashtags have been designated as the official McKinley County Find Your Joy™ hashtags:

[#findyourjoy](#)

[#McKinleyjoy](#)

We recommend that MBAT members use the official hashtags on all outbound content when the topic or theme highlights examples of lifting a person's spirit or finding their joy via tourism or outdoor recreation in McKinley County.



BRAND STYLE GUIDE

This brand style guide has been developed to help you use the McKinley County Find Your Joy™ brand and brand assets when creating and producing materials for your own communications, initiatives and events. The McKinley County Find Your Joy™ brand is intended for long-term use. In order to protect its identity, and to achieve recognition and acceptance of the brand and its identity, it must be used consistently and correctly every time it's seen. Remember the three C's when working with the brand: be **consistent**, be **comprehensive**, and be **cohesive**. This is a living document and will be periodically updated as the brand identity evolves — be sure to review all portions of this guide, however please keep in mind that some standards may be altered or supplemented in future versions of the McKinley County Find Your Joy™ brand Style Guide.

FIND YOUR JOY™ LOGO USAGE

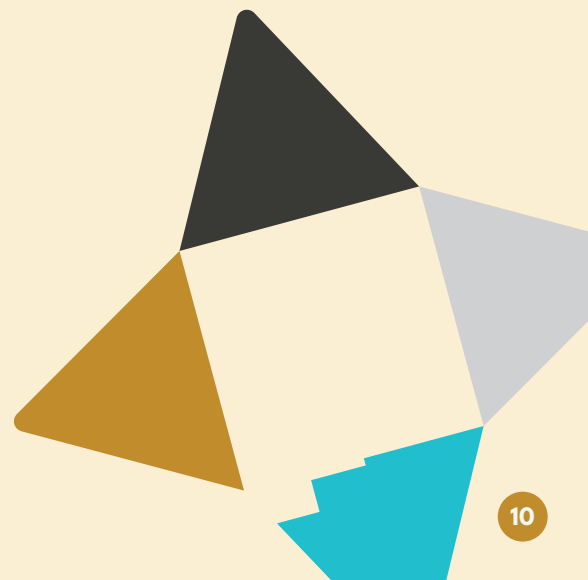
McKinley County businesses and organizations may use the Find Your Joy™ logo on advertisements or other communication pieces as well as merchandise including T-shirts, cups, decals, etc. Contact McKinley County to discuss the best ways to integrate the Find Your Joy™ brand into your marketing material. Contact information is located at the end of this document.

McKinley County approval of your design is required prior to advertisements being submitted to publications, communication material printed/distributed or merchandise being created.

Always use master artwork when reproducing any logo design. It should never be recreated under any circumstances. Ensure you are using the correct artwork for the application. When reproducing any logo elements, only the original high resolution or vector graphic files are to be used - logos should not be taken from this document. For access to artwork, contact the McKinley County.

Reviewing the following questions will ensure that the Find Your Joy™ usage aligns with the essence and design of the brand.

1. Does the proposed usage focus on a true “Find Your Joy™” tourism or outdoor recreation action or activity in McKinley County?
2. Is the approved logo (and/or mark) being utilized?
3. Does the logo (and/or mark) use approved shape, size, topography, and colors outlined in the McKinley County Identity Style Guide?
4. Did you contact the McKinley County to discuss the best ways to integrate the Find Your Joy™ brand into your marketing activity?
5. Did you receive final approval from McKinley County on your design?



The McKinley County Find Your Joy™ brand logo is a very valuable asset and the keystone element to our county's branding. It embodies its rich history as well as the spirit of the residents that call McKinley County home.

The following pages outline how to (and how not to) use the logo in practice as well as how to find the logos you need for your projects.



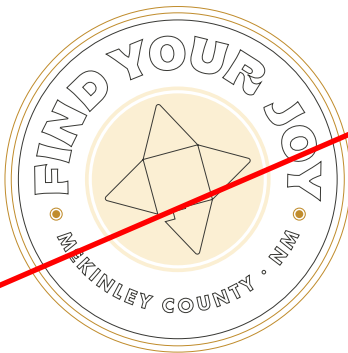
LOGO GUIDELINES



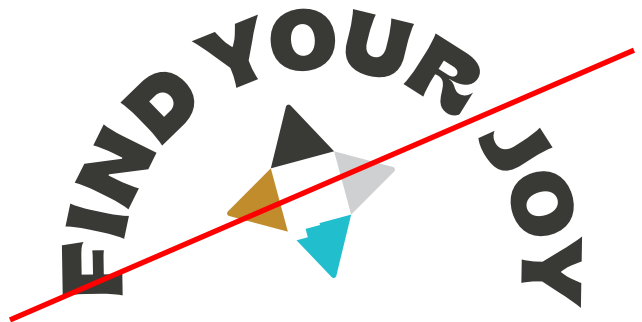
Generally, the logo should only be seen in specified brand colors.



Do not use any drop shadows, glows, or any effects on the logo.



Do not outline or add a stroke to the logo.



Do not remove or change the graphic elements of the logo. Do not use the symbol graphic as the logo.



Do not remove or change the graphic elements of the logo.



Do not create, add text to, resize, or reposition logo elements.

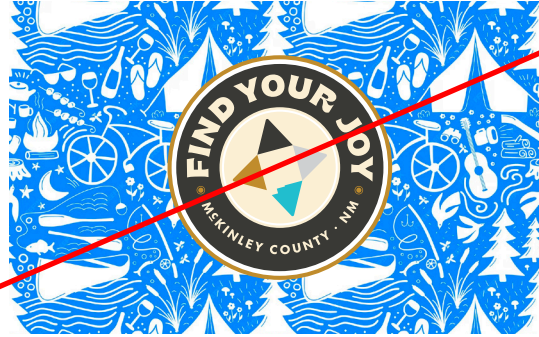


Do not stretch the logo. It should always be resized proportionally.

LOGO GUIDELINES



Do not use the logo on busy patterns or busy photo backgrounds where the badge doesn't stand out.



Do not use the logo on busy patterns or busy photo backgrounds where the badge doesn't stand out.



Don't use the logo on flat backgrounds in a color that achieves low contrast.



DO use the logo on flat backgrounds in a color that achieves high contrast.



In grayscale productions, use only the provided black (or white) one-color logo.



In grayscale productions, use only the provided black (or white) one-color logo.



DO NOT use the logo with white background/box on photography or colored backgrounds.



DO use busy photography or patterns at a lower opacity (30% and lower) and place the logo on top. (example shown at 30% opacity)

There are a large variety of approved logos, with a variety of brand colors as well as black and white versions for grayscale and high contrast application.

The following pages explain how to find the logo you're looking for in the packaged logo folders.



BADGE



SYMBOL ONLY

What Color do you Want to Use?

- Badge
 - > Full Color
 - > Grayscale
 - ▼ One Color
 - > Black
 - > Gold Shell
 - > Gray Dawn
 - > Light Sumac
 - > Obsidian
 - > Turquoise Sky
 - > White

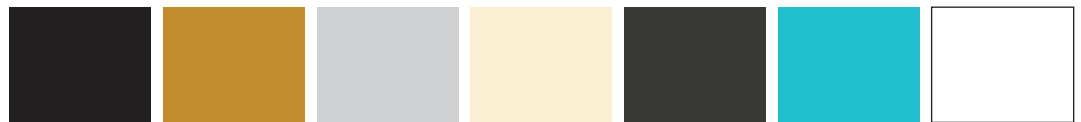


FULL COLOR



GRAYSCALE

ONE-COLOR:



Where are you Using the Logo?

- Digital > _____ Websites, Email, Social Media, Mobile Apps, Blogs, PowerPoint Presentations
 - Print > _____ Swag, Signage, Ads, Flyers, Posters, Booklets, Billboards, Marketing Materials

Digital Files



white background
smaller file size
most common file format



transparent background
higher quality text



website development
scalable / web-vector
SEO friendly
Canva, PowerPoint-
Friendly

Print Files



vector
cross-platform compatible



vector
cross-platform compatible
common file format



vector
cross-platform compatible
opens in Adobe Illustrator

LOGO SPACING GUIDELINES

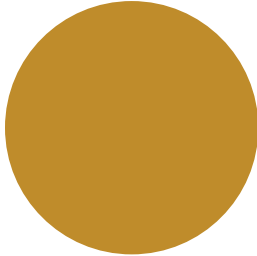
In order to maintain clear legibility of the logo, it must be surrounded with an acceptable amount of clearspace. This isolates the logo from competing elements such as photography, text, other logos, or background patterns that may detract attention and lessen the overall impact. Using the logo in a consistent manner across all applications helps to both establish and reinforce immediate recognition of the McKinley County Find Your Joy™ brand.

The clearspace should generally at least be equivalent to the height and width of the **arrow that points east in the logo** regardless of the size at which the logo is displayed (in print or digital). Not all logo application is created equally, but use your best judgment with this guide in mind.



COLOR PALETTE

The McKinley County Find Your Joy™ brand color palette further tell the story of the county. The color palette codes and hierarchy below ensure that consistent color is used throughout the visual brand.



GOLD SHELL

#BF8B2C

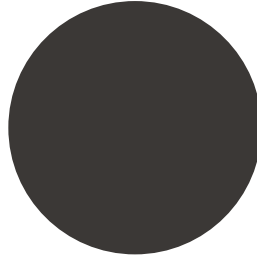
RGB 191, 139, 44

CMYK 24, 45, 100, 4

LAB 62, 14, 55

PANTONE 4026 C

PANTONE 1245 U



OBSIDIAN

#3A3936

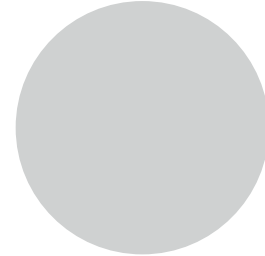
RGB 58, 57, 54

CMYK 67, 61, 64, 54

LAB 24, -1, 2

PANTONE 447 C

PANTONE BLACK 6 U



GRAY DAWN

#CFD1D2

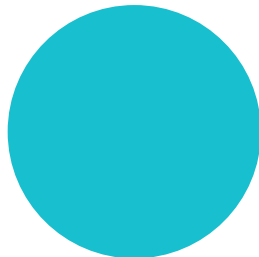
RGB 207, 209, 210

CMYK 18, 13, 13, 0

LAB 84, -1, -1

PANTONE COOL GRAY 2 C

PANTONE COOL GRAY 1 U



TURQUOISE SKY

#16BECF

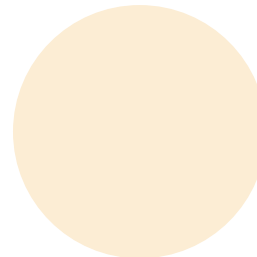
RGB 22, 190, 207

CMYK 70, 0, 20, 0

LAB 70, -36, -21

PANTONE 3115 C

PANTONE 3115 U



LIGHT SUMAC

#FCEED3

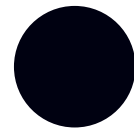
RGB 252, 238, 211

CMYK 1, 5, 18, 0

LAB 95, 1, 14

PANTONE 9184 C

PANTONE 9184 U



RICH BLACK

CMYK: 60.30.10.100

RGB: 0.0.18

HEX: #000012

WHICH CODE DO I USE?

Print: CMYK/LAB/Pantone
Web/Digital: RGB, Hex (Code)

WHAT IS RICH BLACK?

Rich black has a little of the Cyan, Magenta and Yellow in it as well. This creates a deeper, richer black that is great for print applications. You will usually not be able to tell the difference between black and rich black on screen.

BRAND PATTERNS

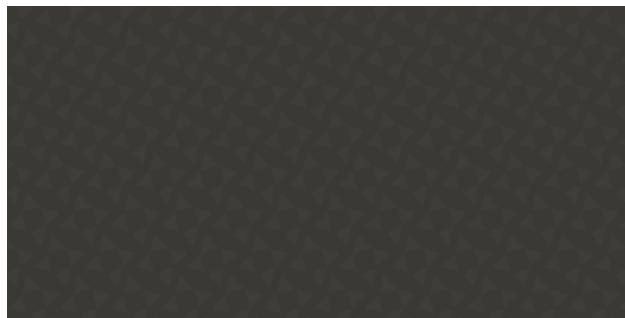
Subtle background patterns can add a bold visual element to the brand. A library of brand patterns were developed in the brand colors with a topographical design and the compass symbol.

Patterns may be used as a background graphic, to add texture, or to add emphasis.



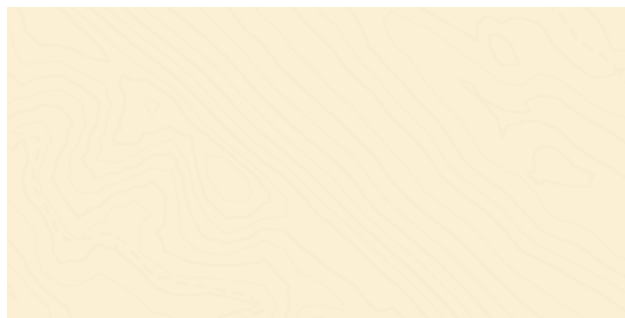
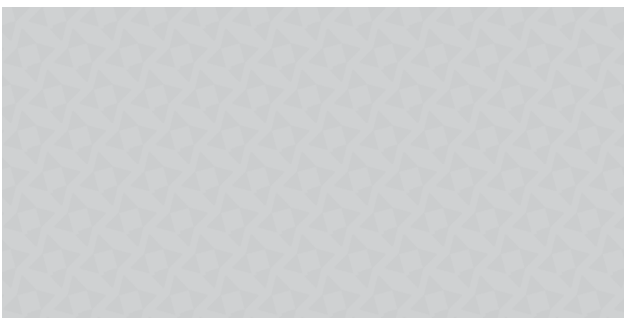
LEFT:
Compass Icon Pattern 1

RIGHT:
Compass Icon Pattern 2



LEFT:
Compass Icon Pattern 3

RIGHT:
Compass Icon Pattern 4



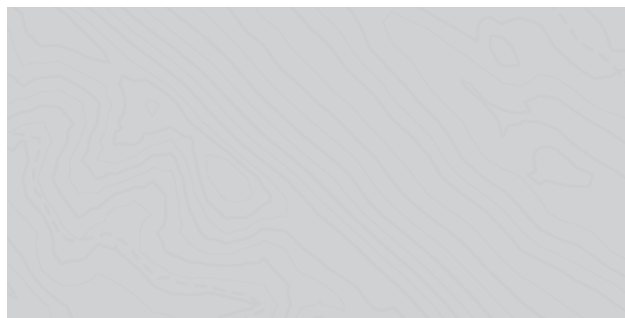
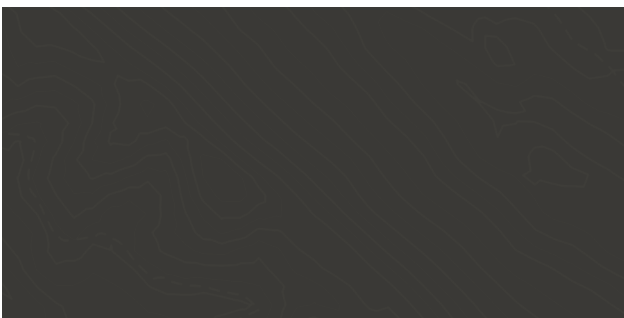
LEFT:
Compass Icon Pattern 5

RIGHT:
Topo Pattern 1



LEFT:
Topo Pattern 2

RIGHT:
Topo Pattern 3



LEFT:
Topo Pattern 4

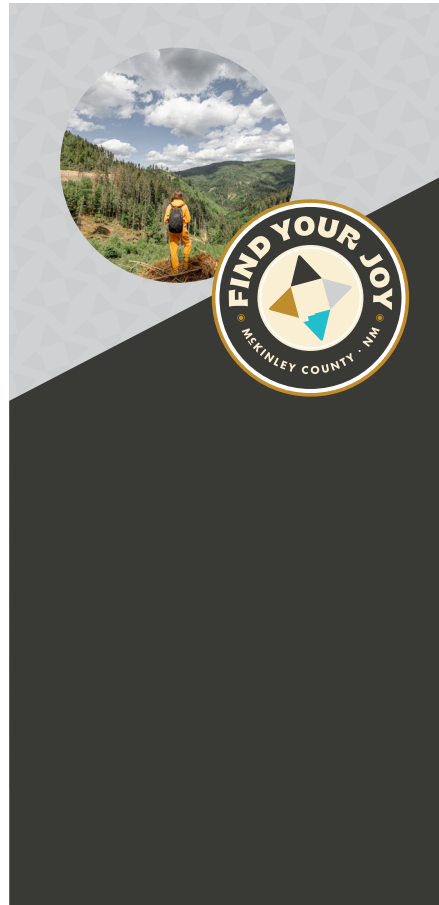
RIGHT:
Topo Pattern 5

PATTERN USAGE SAMPLES

This headline section is an example of how you can use brand patterns!



PRESENTATIONS, HEADERS, BACKGROUNDS



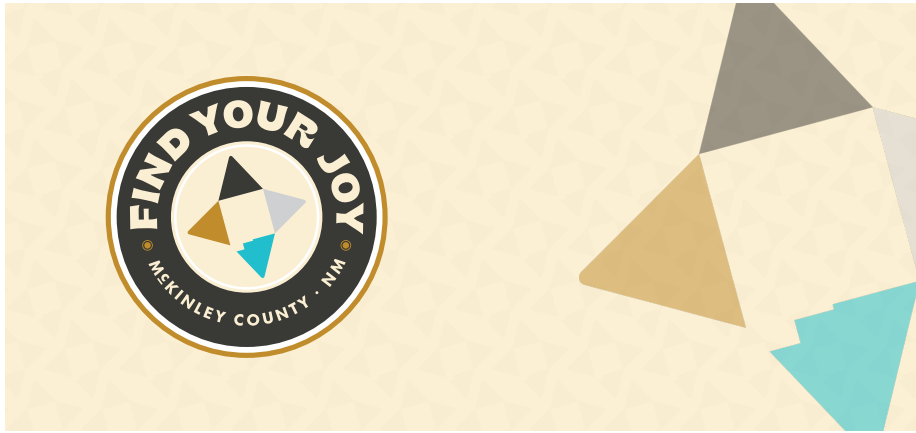
SOCIAL MEDIA POSTS

PRINT

MIXED PATTERNS




WEB




FIND YOUR JOY TITLE

❖

Iquid C. Valis. LumSimilice sulinat ilinte,
nonemur utem, C. Gilicap erferip tiliem in
vidissi mihiliis hortem patis, consum,





- ❖ Iquid C. Valis. LumSimilice sulinat ilinte
- ❖ Iquid C. Valis. LumSimilice sulinat ilinte
- ❖ Iquid C. Valis. LumSimilice sulinat ilinte
- ❖ Iquid C. Valis. LumSimilice sulinat ilinte



Below are the primary typefaces for the McKinley County Find Your Joy™ brand to be used for print and web (social media).

LEAGUE SPARTAN

LEAGUE SPARTAN SHOULD BE IN ALL CAPS AND LOOSELY TRACKED AS HEADLINES.

use for: Headlines, Subheadlines

weights: Bold (700)

download: Google Fonts

Domine

use for: Body Copy

weights: All available weights acceptable

download: Google Fonts

Palatino

Palatino is a tertiary supporting typeface for the McKinley County Find Your Joy™ brand. It should only be used in legal and professional documents and letters. It's available as a default system font on both Mac and Microsoft Windows computers. Please note that Palatino is labeled as "Palatino Linotype" on Windows systems.



MCKINLEY COUNTY BRAND CONTACT

To learn more about using the Find Your Joy™ brand or the McKinley Brand Action Team, please contact:

BRIAN MONEY

Deputy County Manager
McKinley County, New Mexico
(505) 863-1400
brian.money@co.mckinley.nm.us
<https://co.mckinley.nm.us/>

Lm.