

SERIES: General Agency Operations (SRCA-100)
NUMBER: SRCA-108
TITLE: Logo, Letterhead, and Written Communication

PURPOSE:

The purpose of the Logo, Letterhead, and Written Communication policy is to provide a uniform image for the New Mexico State Records Center and Archives (SRCA) and maintain standardized, appropriate, and clear stationery formats that appropriately and professionally represent the agency.

SCOPE:

This policy is to be used by all SRCA employees in creating marketing and advertising material, publications, and correspondence sent outside the agency.

DEFINITIONS:

“**Correspondence**” means formal letters, informational memoranda, faxed documents, form letters, and external e-mails.

A. GENERAL PROVISIONS:

The SRCA logo should appear on all official marketing and advertising materials, publications, correspondence sent outside of the agency, and other materials produced by the agency and viewable by the public. Correspondence should convey a professional, friendly, and courteous attitude regardless of the content and must be carefully proofread to ensure the recipient is properly identified and the correspondence is free of spelling and grammatical errors. Acronyms and initials typically used in text messaging should not be used in professional communications.

B. AGENCY LOGO:

In the interest of providing a uniform image for the SRCA, the approved agency logo may not be altered or modified and must appear on all publications, stationery and announcements. Alteration and modification does not include size increase or reduction. The size of the logo, however, must always be changed proportionately. There are multiple logo types that may be used depending upon the material being created and the aesthetic appearance of the design. Please see the Letter Format Style Guide. Final authorization to use the logo must be approved by the state records administrator or designee. Logo colors shall be printed as specified below.



Building: Pantone, Cool Gray 1XGC/Pantone, Black 3XGC
Windows: Pantone, Cool Gray 1XGC/Pantone, Cool Gray 8C
Font: Pantone, Black 3XGC/Pantone, Cool Gray 8C

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Hon. Hector Balderas
Attorney General

Hon. Brian S. Colón
Chairman/State Auditor

Hon. Maggie Toulouse Oliver
Secretary of State

Debra Garcia y Griego
Department of Cultural Affairs

Kenneth Ortiz
General Services Department

C. AGENCY STATIONERY:

Official agency letterhead must be used on the first page of all formal and form letters. All faxed documents must include an official agency fax form as the cover page, unless otherwise required by law or policy.

D. LETTER FORMAT AND STYLE:

All formal and form letters sent to a recipient outside of the agency are required to adhere to the following format and style guidelines.

- Margins: Set the margins to 1 inch on all sides and the alignment to left-align.
- Font: Times New Roman.
- Font Size: Use 11 point.
- Date: Type the full date spelling the month. May 10, 2012.
- Recipient: Skip 1 space and type the recipient's name, title, and address.

Mr. Tom Hanks, President
Playtone Productions, Inc.
P.O. Box 7340
Santa Monica, CA 90406

- Salutation: Skip another space and type the salutation followed by a colon.

Dear Mr. Hanks:

- Body: Skip another space and begin the body of the letter. Leave one space between each paragraph.

When you use the block form to write a business letter, all the information is typed flush left, with one-inch margins all around and not justified.

Avoid abbreviations where possible and when using an abbreviation spell out the first use of the term and type the abbreviation in parenthesis after the term (e.g., State Records Center and Archives (SRCA)).

- Closing: Following the body of the letter, type the closing, followed by a comma, leave four blank lines, and then the sender's name and title all flush left. A telephone number must appear in the closing if not included in the body. An e-mail address is optional. The signature should be applied in the blank space above the typed name.

Sincerely,

John Doe
Administrative Assistant
505-476-7900

- Enclosures and Typist Initials: If there are enclosures or attachments skip one space and type enclosures and the number of enclosures in parenthesis. Typist initials are used to identify the person who typed the letter. Below enclosures, type the signer's initials in CAPS followed by a forward slash and the typist's initials in lowercase.

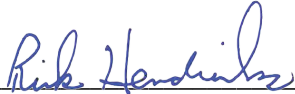
Enclosures (3)
JD/lmt

D. SIGNATURE AND RECORD

Once the letter has been printed on agency letterhead and signed, always make a copy of the correspondence for your files. There are times when a SRCA employee might need to sign a letter on behalf of their supervisor. There are two options acceptable in business practice. Either write the initials p.p. before your signature or after your signature write "on behalf of" or "for" then the person's name. [12/21/12 adopted; 10/07/15 revised; 01/21/16; revised 04/24/19; revised 5/6/19; revised 11/13/19]

APPROVED:

EFFECTIVE DATE:



Rick Hendricks, Ph.D.
State Records Administrator

April 30, 2020