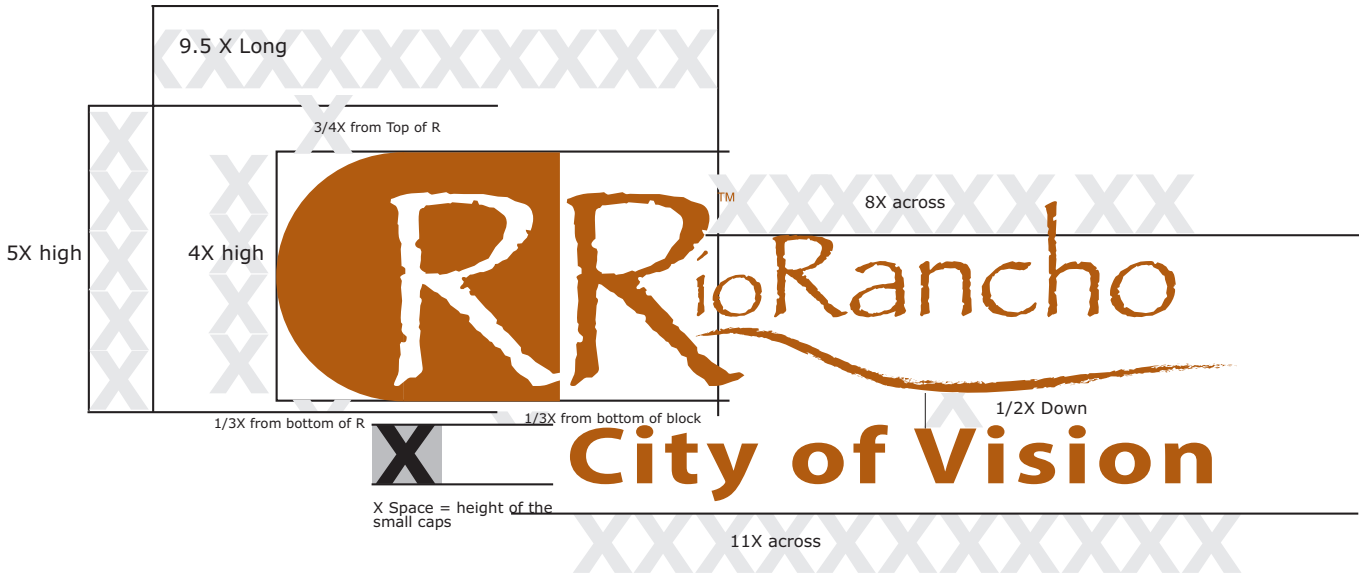
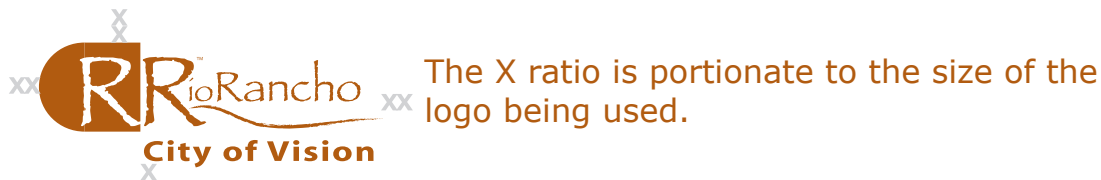


The Logo and Motto



This logo represent the break down of the elements.

When using the logo please allow 2X space on all sides between logo and any text. (exception is an address)



The X ratio is proportionate to the size of the logo being used.

Please keep the logo PORTIONED and scale it PORTIONED when changing size. This can be done by holding down the shift key while re-sizing with the mouse. Do NOT make the logo fit the space. *Do not use just part of the logo. (*There are all allowance for this in certain instances see pg.7.)

Please do not use the logo on different background colors. Please refer to page 7 for logo use on different colored surface. Do not use the logo over patterned surfaces.



Please do not use the logo on top of an image and do not put an image into the logo.



Logo Colors



The color for the logo is PMS 160.
The 4-color process breakdown is
0/60/100/18.5.
Do not use the logo in different colors.



Logo usage for Black and White



Color on top of Black

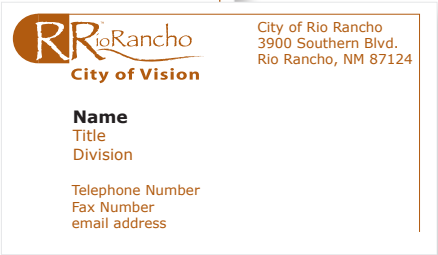


Logo usage on a colored background. It must contain the white background oval or the square white box please refer to the X space on the previous page between the logo and the edge of the solid color for the white boundary.

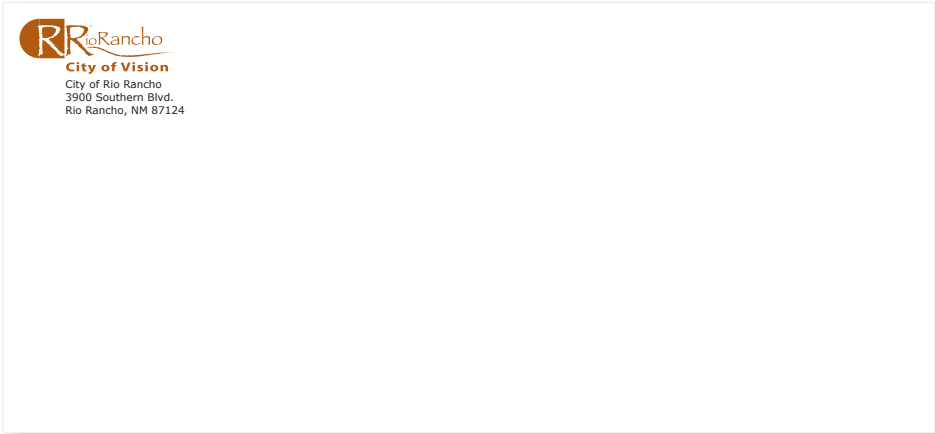
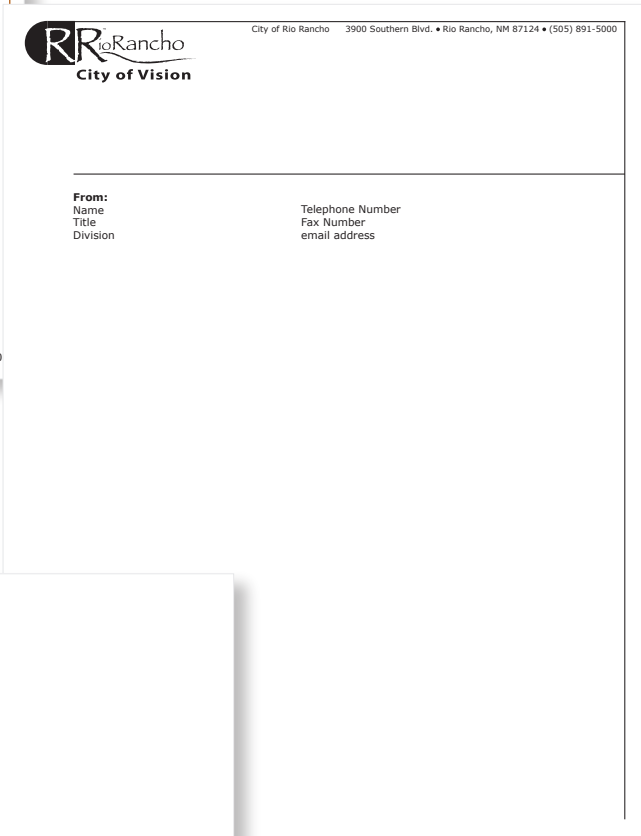


Logo usage on a colored background. It must contain the white background oval or the square white box please refer to the X space on the previous page between the logo and the edge of the solid color for the white boundary.

Logo Usage on print formats



The official stationery set of the City of Rio Rancho is comprised of letterhead, business card, fax correspondence and #10 envelope.



Fonts

The official Font for the City of Rio Rancho is Verdana. The reason Verdana was chosen is because it is available on a wide range of platforms and mediums. It was important to choose a font that not only related to printed material but to the internet as well. Most browsers support Verdana and almost every computer has it loaded. (If you need the font Verdana please contact the City of Rio Rancho IT department.)



Verdana will be used in all printed, faxed, stationery and web materials.

Please see the following standards for correct sizes.

Verdana 10 pt. text over 12 pt. leading.

Verdana 12 pt. text over 14 pt. leading.

Letterhead standards on 8.5" x 11".

		Margin 1.5"	Margin 3.25" (approximately)
Margin 1"	Name Address City, State Zip 1 return Date 1 return TO Address City, State Zip 2 returns	Return Address Date Inside Address	All address and body text is Verdana 10 pt. type with 12 pt. leading. This may be altered to 12 pt., over 14 pt. leading if so desired.
	Company:	Salutation	
Indent of .138"	Putat lortion vel erat, vel ea feui bla commole sequis accum nim irit, cor ilisi. Acil iure commod exerat landre veliquat at, velendiamet aut aci bla facinci blaorem ilis atem dolutem exero od mod deliquisit, sed etum dit amet dio od tinis augue feuguer sisid ad tat acilis atuercilis aliquat. 1 return		Margin .5"
Indent of .138"	Na corpero diat adip etum nullaore ver sim illan henisl dolut lummy nullum venibh ex eu faccums andrem delis ex eugait ip etum iril il ullaore dolore venibh essequat do od tie commy num velenim numsan hendre diamet am, quamcon sequip ex eros diat la consed tie tie modiam num quisi. er susto consent in utat dolore consequisim vel ea feumsan eu facip et eu faccumsan utat. Lobor adignim iriliqui te tat veliquam iriusto commy nim ipisl eum eugue commy nisciduipis atuer inim voloreet, volorem dolor si. 1 return		
Indent of .138"	Ibh eros ea ametumm oloreet dolorpero odo odolore facillu ptating eum irit iure feuis nostin ut diam quat adit dit iuscipit alis nulputat venim vel do eugait enisl ipsuscip exero erostrud tie tatum ipis dolorpe rostisci blandrero od magna con ut nullaorem iuscincin henit aliscilit am ver in velessim velenim velendigna feui 1 return		
3 returns	Sincerely,  Name Enc: 2	Closing Signature Typed Name Abbreviation	
	Margin .625"		
City of Rio Rancho • 3900 Southern Blvd. • Rio Rancho, NM 87124 • (505) 891-5000			

Memo/Fax standards on 8.5" x 11".



City of Rio Rancho • 3900 Southern Blvd. • Rio Rancho, NM 87124 • (505) 891-5000

Margin 3.5"
(approximately)

All address and body text is Verdana 10 pt. type with 12 pt. leading. This may be altered to 12 pt. over 14 pt. leading if so desired.

Margin 1"

TO
Title
Division
Fax Number
Number of Pages included in this Fax

2 returns

From:
Name
Title
Division
Telephone Number
Fax Number
email address

2 returns

Indent of .138"

Putat lortion vel erat, vel ea feui bla commole sequis accum nim irit, cor ilisi.
Acil iure commod exerat landre veliquat at, velendiamet aut aci bla facinci blaorem ilis atem dolutem exero od mod deliquisit, sed etum dit amet dio od tinis augue feuguer sisis ad tat acilis atuercilis aliquat.

Margin .5"

Indent of .138"

Ibh eros ea ametumm oloreet dolorperero odo odolore facillu ptating eum irit iure feuis nostin ut diam quat adit dit iuscipit alis nulputat venim vel do eugait enisl ipsuscip exero erostrud tie tatum ipis dolorpe rostisci blandrero od magna con ut nullaorem iuscincin henit aliscilit am ver in velessim velenim velendigna feui


1 return

Sincerely,

3 returns

Signature
Name

Envelope standards

<p>Margin .1875</p>  <p>City of Rio Rancho 3900 Southern Blvd. Rio Rancho, NM 87124</p> <p>Margin 3.5" approximately</p>	<p>Return address is Verdana 8 pt. with 9.6 pt. leading.</p> <p>Margin 1.5" approximately</p> <p>All address and body text is Verdana 10 pt. type with 12 pt. leading. This may be altered to 12 pt. over 14 pt. leading if so desired.</p> <div data-bbox="630 394 1263 640" style="border: 1px dashed red; padding: 5px;"><p>City of Rio Rancho Business Registration Application 3900 Southern Blvd. Rio Rancho, NM 87124</p></div>
---	---

In the event a logo is in use on a larger or smaller mailing envelope the logo is always in use in the upper left hand corner with return address following. Please use the x-spacing guides on page 5 for placement from the edge of a mailing envelope. (Note the exception to the 2X spacing is in effect for an address following the logo then it is only 1X.)

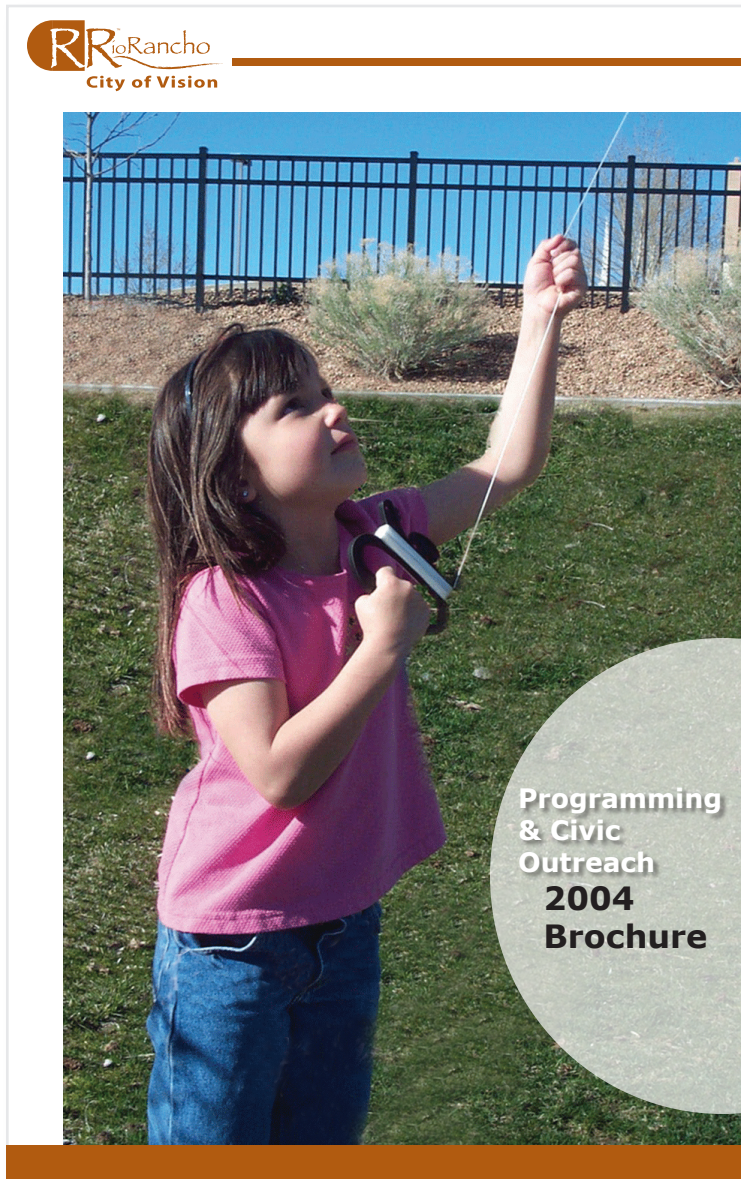
 <p>City of Rio Rancho 3900 Southern Blvd. Rio Rancho, NM 87124</p> <div data-bbox="90 1291 414 1507" style="border: 1px solid gray; padding: 5px;"><p>City of Rio Rancho Business Registration Application 3900 Southern Blvd. Rio Rancho, NM 87124</p></div>	<div data-bbox="446 1039 665 1165" style="border: 1px solid gray; padding: 5px;"><p>City of Rio Rancho 3900 Southern Blvd. Rio Rancho, NM 87124</p></div> <div data-bbox="820 1354 1153 1470" style="border: 1px solid gray; padding: 5px;"><p>City of Rio Rancho Business Registration Application 3900 Southern Blvd. Rio Rancho, NM 87124</p></div>
--	---

Sample

Sample

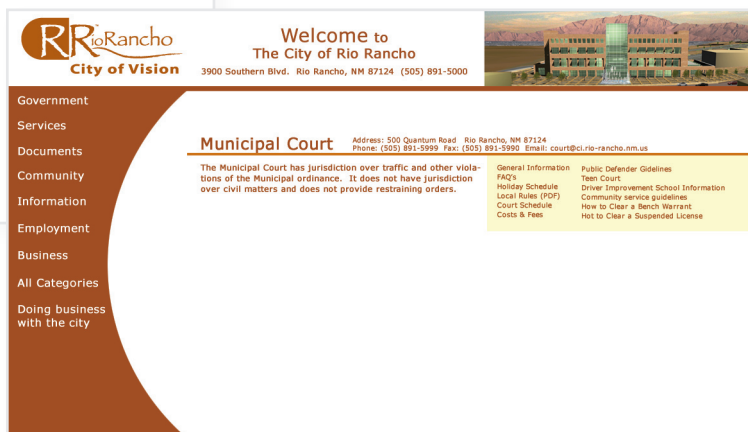
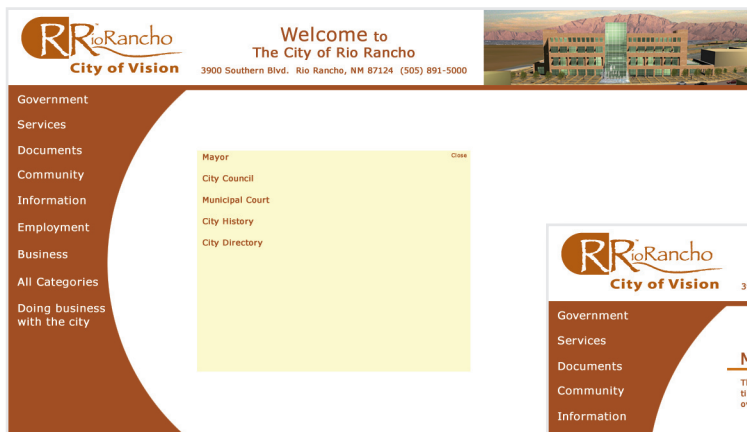
Publication standards

All publications should use Verdana Regular 10 pt. over 12 pt. leading for body text. Logo placement should always be in the upper right hand corner.



Web site standards

All web sites should use Verdana this is a standard internet font. Logo placement should always be in the upper right hand corner. If you are creating a web page please contact the city web administrator for the template.



Invoice standards



City of Rio Rancho • 3900 Southern Blvd. • Rio Rancho, NM 87124 • (505) 891-5000

Logo in the upper left hand corner with return address.



Business Registration Application

Office of the City Clerk
P.O. 44999
Rio Rancho, NM 87174
(505) 891-5004
(505)-896-8707

1. Type of Application: Business Registration
 2. Application Status: ☐ New ☐ Non-Profit ☐ Home Occupation
 3. Business Name: _____ Business Telephone: (505) _____
Physical Location
City: _____ State: _____ Zip Code: _____
Mailing Address: (if different than above) _____
City: _____ State: _____ Zip Code: _____
Home Telephone: () _____
 4. New Mexico CRS Number: ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐
 5. Primary type of business in Rio Rancho (check one) ☐ Construction ☐ Retail Trade ☐ Service ☐ Manufacturing
☐ Wholesale Trade ☐ Finance, Insurance & Real Estate
 6. Nature of business: _____
 7. List Owners, Partners, Corporate Officers or Shareholders Corporation Name: _____ (if applicable)
- | Name & Title | Address/City/State/Zip Code | Optional - SS No. or DOB |
|--------------|-----------------------------|--------------------------|
| | | |
| | | |
| | | |
| | | |
8. Does Business nature require the handling of hazardous, toxic or radioactive materials: ☐ Yes ☐ No
If yes, see number 9 under "application instructions" on reverse side of this form
 9. Have you complied with the Rio Rancho Uniform Fire Code - fire inspection? ☐ Yes ☐ No
If yes, attach copy of fire inspection
 10. Does business require permit(s) from the State of New Mexico Environment Department or Federal Environmental Protection Agency?
☐ Yes ☐ No *If yes, attach copy of the permit(s)*
 11. Does business require a contractor's license ☐ Yes ☐ No Contractor's License # _____
Expiration Date: _____ *If yes, attach copy of the license*
 12. Does business nature require any other license other than those listed above? ☐ Yes ☐ No *If yes, please list and attach*

I affirm that the above information is true and correct.

Signature

Title: _____

Date: _____

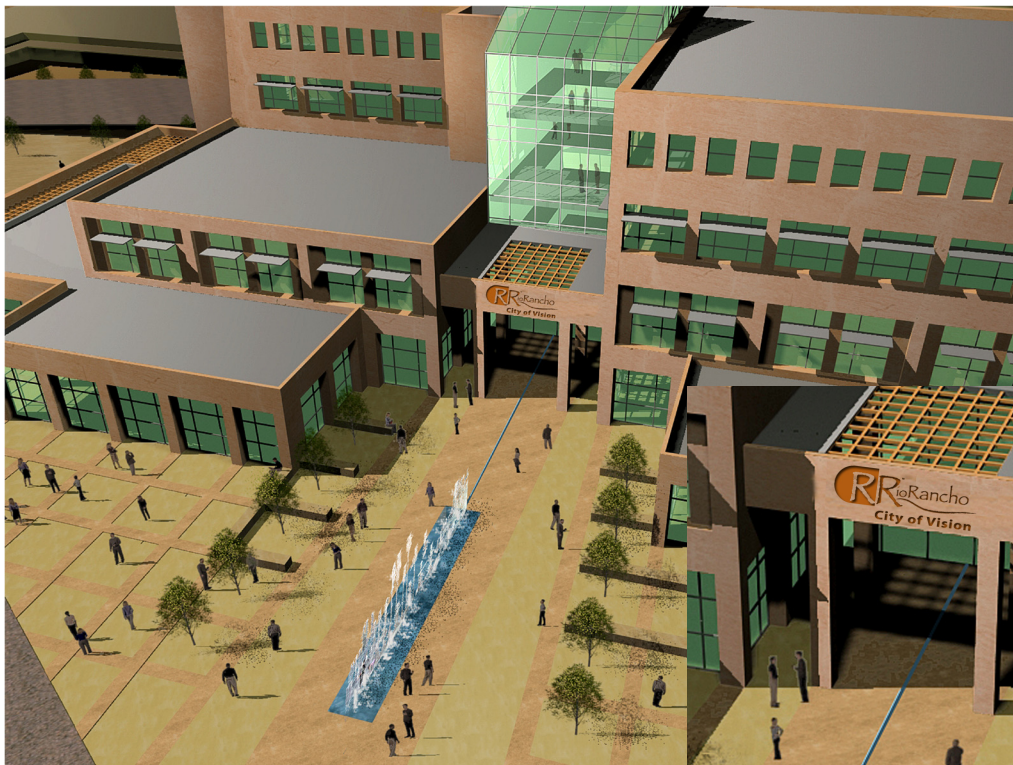
For Office Use Only:

Legal Description of Zoning	Current Zoning	Zoning Approval: <input type="checkbox"/> Yes <input type="checkbox"/> No	Home Occupation Permit <input type="checkbox"/> Yes <input type="checkbox"/> No Conditional Use Permit <input type="checkbox"/> Yes <input type="checkbox"/> No Fire Inspection <input type="checkbox"/> Yes <input type="checkbox"/> No Certificate of Occupancy <input type="checkbox"/> Yes <input type="checkbox"/> No Other Applicable Permits <input type="checkbox"/> Yes <input type="checkbox"/> No
Comments			
City Development Department:			Date:
Office of the City Clerk:			Date:
Receipt No.:	Classification Code:	City Registration #	

Buildings



The logo should be present on buildings and signs directly over the main entry if possible. When possible the logo should be sandblasted or engraved into the building.



Vehicles

The logo should be present on city vehicles on the door panels only. If a door panel is not available please use a side panel where there is no existing marking.



Identity materials



Sample



Sample



Sample



Sample



Sample



Sample



Sample