

**Northern New Mexico College
GRAPHIC IDENTITY (LOGO)**

Subject:	Institutional Graphic Identity (LOGO)
File Reference:	4.1
Date Approved By Board of Regents:	July 20, 2006
Replaces Policy Approved On:	N/A
Purpose:	To establish a policy which assures consistent and uniform institutional identity as represented by the institution's logo – the institution's official trademark.
Policy:	<p>The Official NNMC Logo has been adopted to replace the myriad logos and symbols used by departments, academic units, offices and divisions of the College. The College shall register the logo as its institutional trademark, and as such, they may not be modified or adapted in any way without prior written approval.</p> <p>Exceptions to the established identity policies must be approved before publication. Requests should be submitted in writing to the Executive Vice President of the College. Separately affiliated organizations, such as the NNMC Foundation, Inc., are encouraged to use the NNMC logo system when appropriate.</p>
Procedures:	<p>The NNMC identity (logo) serves as a visual representation of the institution. The logo system and associated policies give the College a consistent visual image that makes it easy for our many audiences to recognize the institution.</p> <p>The Official NNMC Logo has been adopted to replace any and all logos and symbols used by campuses, departments, academic units, offices and divisions of the College. The College has registered the logo system designs as trademarks; they may not be modified or adapted in any way without prior written approval.</p> <p>Exceptions to the established identity policies must be approved before publication. Requests should be submitted in writing to the Executive Vice President of the College. Separately incorporated organizations, such as the Athletic Association, are encouraged to use the NNMC logo system when appropriate.</p> <p>Digital high-resolution logos may be downloaded from this Web site (See Below).</p>
Logo System Policies	<ol style="list-style-type: none"> 1. The Official Institution Logo replaces all previous logo versions. 2. The official seal of NNMC is not a part of the logo system, and is not interchangeable with NNMC logos. The seal should be used only on formal and official institutional documents, such as diplomas and proclamations. 3. The symbols of the logo system cannot be modified or altered in any way. Logos should always be reproduced from high-resolution digital files in order to maintain high quality. 4. Logos must be reproduced in official colors. However, when the basic ink color in a publication is to be something other than black, the logo may be reproduced in that color. This dispensation does not apply to stationery items. 5. All academic, administrative, and support units of the College are required to use one of the approved letterhead styles on all official NNMC articles of clothing, signage, and stationery, including but not

limited to: envelopes, notepads, business cards, mailing labels, and other stationery items. Any and all items representing NNMC must conform to these logo guidelines.

6. No competing departmental, school, college, or other logos or symbols may appear on official NNMC letterhead or stationery items.

7. This logo system is recommended for all visual representations of the College—for signs, video productions, exhibit materials, vehicles, and the like, in addition to printed publications and Web sites.

9. Exceptions to these policies, guidelines, and standards must be approved in advance by the Executive Vice President of the College.

Color and font guidelines

Fonts

The official font used in the College logo system is “Times New Roman.” Times New Roman, italic and bold are the variants used.

Official colors

The printer's specification (Pantone) for the color logo system is as follows:

Rust Color: PMS 159 (rust)

Light Rust Color: Background mountain is 30 percent screen of PMS 159 (rust)

Blue: PMS 280 (blue)

For computers software and Web-Sites utilizing RGB Color Standards, the specification for the color logo system is as follows:

Rust Color: RGB 200 85 40

Light Rust Color: Background mountain is 30 percent screen of RGB 222 160 138

Blue: RGB 14 37 78

In cases where colors other than rust and blue are used, a monochrome logo should be printed in the darkest color.

Cross Reference / Links to File Formats:

Official Logo of NNMC: (JPEG – TIFF – BIT MAP – GIF)

Official Seal of NNMC: (Under Development)