MORE THAN A LOGO: Introduction to Northern’s Branding

This Logo & Branding Guide explains Northern’s visual identity/graphics standards and logo guidelines for all media. Visual identity is a powerful tool that helps express an institution’s mission and goals through a consistent and distinctive public image.

WHAT IS BRANDING, AND WHY IS IT IMPORTANT TO NORTHERN?

Every time someone at Northern communicates with the public, whether in person, in print, via an email or webpage, an impression is made. Branding includes the language and visual elements associated with an organization.

Northern's brand is more than a logo: it is an experience, an emotional connection between the College and our communities, based on values, culture, and personality.

Maintaining consistent, unified messaging and professional graphic standards communicates Northern’s core values to audiences on campus, in the region, and throughout the state — students, prospective students, parents, alumni, donors, elected officials and the media.

A cohesive image increases Northern’s public recognition, helps us build loyalty and pride within the College community, and aids recruitment and fundraising initiatives.

The success of these efforts depends upon the participation of the entire Northern community. All departments should follow these brand standards in their communications to reinforce the college’s overall branding/marketing efforts. At the same time, each department’s individual marketing efforts gain credibility by association with the institution as a whole. Northern’s Communications Office is always here to help everyone at the college craft branded materials.

The key to building a successful brand is proper use of brand components: graphics, color, and typography. The following pages provide detailed branding guidance for Northern’s community and vendors to help maintain a high-quality, consistent graphic standards across our family of publications and products. Contact Northern’s Communications and Marketing office for official logomarks and branding assistance.

CONTENTS

<table>
<thead>
<tr>
<th>Topic</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Logo usage rules guidelines and graphic standards</td>
<td>3</td>
</tr>
<tr>
<td>Policy regarding existing materials</td>
<td>4</td>
</tr>
<tr>
<td>The New and the Old: Examples of current and historic branding</td>
<td>5</td>
</tr>
<tr>
<td>Examples of common logo misuse</td>
<td>6</td>
</tr>
<tr>
<td>Primary &amp; secondary logomarks</td>
<td>7</td>
</tr>
<tr>
<td>Proper logo placement</td>
<td>8</td>
</tr>
<tr>
<td>Official stationery (Letterhead, envelopes, business cards)</td>
<td>9</td>
</tr>
<tr>
<td>Logos for colleges, departments, clubs, programs</td>
<td>10</td>
</tr>
<tr>
<td>Digital templates available on our website</td>
<td>11</td>
</tr>
<tr>
<td>Typography and free font substitutes</td>
<td>12</td>
</tr>
<tr>
<td>Official Northern color palette (Pantone, cmyk, rgb, hex)</td>
<td>13</td>
</tr>
</tbody>
</table>

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Northern’s Logo Definitions & Usage Guidelines

A. LOGO USAGE RULES

1. Official logomarks are available only through Northern’s Communications & Marketing office (NCAM).
   All Northern’s logos (current and historic) are trademarked and restricted to use by recognized entities of the College or by permission of the College only.

2. Northern’s logomark, wordmark and eagle logo are official College identifiers, and should appear only on appropriate official College materials and in the professional manner set forth in this guide. Please call x2191 for assistance.

3. PLEASE DO NOT ALTER, EMBELLISH OR DISTORT THE LOGOMARK IN ANY WAY. Do not stretch, squash, crop, delete or add anything to the logo or combine it with another logo or symbol, or place the logo in a box.

4. DO NOT DRAG, COPY/PASTE OR SCREEN-CAPTURE LOGOS from the internet, from our website or from another document including this Brand Guide. Call x2191 for branding assistance.

5. NORTHERN’S LOGOS ARE NOT DESIGNS OR DECORATIONS. With few exceptions, logos are not to be used as large design elements or cover designs, nor screened as a large “watermark” behind type. Every Northern item or sign may not be appropriate for a logo. Please call x2191 for assistance.

6. PLEASE USE ONLY ONE LOGOMARK PER PIECE. Please do not place logos on both sides of a headline or sign, or create logo-patterned “wallpaper” or place multiple eagles on flyers.

7. SEE PAGE 6 FOR EXAMPLES OF IMPROPER LOGO USAGE.

B. PROPER PLACEMENT (never place the eagle logo to the left of content)

1. The Eagle logo should be placed either to the right of the content it accompanies or just above the College name, whether it accompanies Northern’s wordmark, or is used with a department name, a headline, or an address block.

2. Helpful hint: Think of the Eagle flying into the text, leading the reader’s eye into your content and not off the left side of a page.

C. GENERAL LOGO SIZE PARAMETERS

1. In general, the eagle logo in our logomark should be no larger than 1” and never smaller than 1/2”.

D. COLOR

1. Our primary color is RUST (PMS 7580); our secondary color is BLUE (PMS 541).
2. If a printed piece uses only one color ink, the eagle logo may be printed that color.
3. See page 13 for PMS (Pantone) color breakdowns for printing on coated/uncoated papers, on fabric, and for web display.

OFFICIAL NORTHERN BRANDING is available only through Northern’s Communications and Marketing Office (NCAM)
Please call us at 505 747.2191 or 2199 for branding assistance.
Standing policy regarding existing materials

Old branded promotional items, such as banners, merchandise and apparel, may be replaced with updated branding when stock runs out.

Paper and electronic materials with old branding and logos (documents, report covers, forms, applications, etc.) should be updated immediately. Please contact Communications for rebranding.

A. PRINTED PAPER MATERIALS

Use existing print materials with current NNMC branding until you deplete your stock of brochures, business cards, stationery, notecards, flyers, etc. (see examples of current NNMC branding, pg. 5)

Paper and electronic materials with Northern’s older, historic branding, such as forms, report covers and degree sheets should be brought immediately to NCAM for rebranding. (see examples of historic branding on pg. 5)

B. PROMOTIONAL MERCHANDISE AND APPAREL

Continue to use, distribute and sell existing promotional materials and apparel with historic branding, including, but not limited to, banners, pens, pennants, t-shirts, polos, fleece, jackets, bags, water bottles, notebooks, etc. until you run out of an item. Your next order will have updated branding.

PLEASE DO NOT CREATE NEW ITEMS WITH OLD LOGOS.

C. ELECTRONIC DOCUMENTS

Updated Northern electronic templates for letters and flyers are available on the Communications webpage, including College letterhead, flyer and PowerPoint templates. Call x2191 for department-specific electronic letterhead, forms, and other customized electronic documents.

D. ELECTRONIC LOGO FILES ON YOUR COMPUTER, EMAIL, ETC.

- PLEASE DISCARD ALL ELECTRONIC NNMC LOGOS STORED ON YOUR COMPUTER FROM OLD PROJECTS.
- OFFICIAL LOGOMARKS ARE AVAILABLE ONLY THROUGH NORTHERN’S COMMUNICATIONS & MARKETING OFFICE (NCAM). Please call x2191 for branding assistance.
- NEVER DRAG, COPY/PASTE OR SCREEN-CAPTURE LOGOS FROM THE INTERNET, FROM OUR WEBSITE, OR FROM ANOTHER DOCUMENT, INCLUDING FROM THIS BRAND GUIDE.
- PLEASE REFER ALL MERCHANDISE VENDORS TO NCAM (747.2191) for proper, reproduction-quality logos and colors, and branding approvals for any products, merchandise and apparel.

E. PROFESSIONAL EMAIL SIGNATURES should have no logos, artwork or fancy fonts.

Name, Degree
Title
College / Department / Office
Phone, cell, (and other contact information you choose to include)
NORTHERN New Mexico College
921 Paseo de Oñate
Española, NM  87532
THE NEW: Current NNMC branding

Without exception, any and all newly-created branded products in any media (official documents, merchandise, apparel, signage, forms, applications, reports, etc.) should have Northern’s current branding. Please contact the Communications office at 505 747.2191 for branding assistance.

THE OLD: Northern’s historic branding

Historic branding examples shown below are part of Northern’s heritage and still exist on some merchandise and signage. Continue to use, sell, and display these existing products until stock runs out.

However, going forward, no old branding should be used on new products, print or electronic documents for merchandise or signage. Please use only the current branding shown above, available only through Northern’s Communication and Marketing Office (505 747.2191).
Examples of improper logo usage

What follows are a just few examples of common logo misuse and treatment on printed materials, report covers, email signatures, and logos copied from the internet.

Current, official, publication-quality logos are available only from Communications. Contact us anytime at 505.747.2191.

1. Distorted/squashed/stretch eagle logo and type. If the Eagle logo isn’t round, that’s a clue that the logo is distorted.

2. Eagle logo on the left of the wordmark or left of a headline, in any communication.

3. Two eagle “headlights” on a page or banner.

4. Assorted inconsistent email signatures with handwriting or script type, or logos pasted in boxes:

5. Eagle “wallpaper”

6. Logos cropped from other documents to “brand” a page.

7. Old and degraded logos copied from the internet.
Primary Northern logomarks  
(For internal use and to address familiar audiences)

Secondary Northern logomarks  
(For external uses, formal letters, etc.)

NORTHERN'S PRIMARY & SECONDARY LOGOMARK
Northern’s logomark is strong, bold and identifiable. The name “NORTHERN” or “NORTHERN New Mexico College” is dominant, serving as the focal point. The logomark is designed to be used in a variety of applications throughout our family of communications. It should be incorporated as appropriate in official visual representations of the College, including print ads, signage, official forms, letterhead, and brochures.

Whenever possible, the horizontal “Northern” version of the logo should be used. The alternate version with the College name written out should only be used for communications with an audience unfamiliar with the primary Northern identifier.

LOGO SPACING (CLEARANCE OR “WHITE SPACE”)
The logomark should stand alone, without other elements imposed in the surrounding white space. Whenever possible, there should be at least “X” amount of white space around all sides of the logo, represented above by the dotted boxes. “X” is equivalent to the height of the Eagle Logo graphic.
Examples of proper logomark placement

Please contact NCAM at x2191 for help with any branded Northern product.
Official Northern Stationery, Letterhead, Envelopes and Business Cards *(printed on ivory writing paper and card stock)*

Business cards, general business envelopes, and electronic (Word) letterhead are available from NCAM free of charge. Customized printed letterhead and envelopes can be ordered through NCAM. Call 505 747.2191 for current pricing. Order forms can be downloaded from the NCAM webpage (in the About Northern menu).

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*cards not shown to scale*
Logomarks for Colleges, Departments, Offices and Programs

UNIT-SPECIFIC LOGOS
Unit-specific logos are available to colleges and departments from NCAM and may be placed at the top left or bottom right of informal, internal communications. All such entities are required to use the college letterhead for official communications.

Secondary Marks for organizations within Northern (Ambassadors, CAMP, ¡Sostenga!, etc.)

SECONDARY MARKS & GRAPHICS
In general, individual entities will no longer be designing their own logos. These entities will be provided by NCAM with wordmarks similar to those for departments and programs shown above. Any existing secondary graphic should be used with the full College name or logomark where appropriate.

Requests for secondary marks/logos are handled on a case-by-case basis by the Communications and Marketing Office. Please call 505 747.2191 for assistance.

STUDENT ORGANIZATIONS
Student organizations are also requested to comply with Northern’s brand standards when using College logos, including on t-shirts and other merchandise. All branded products, including t-shirts should go through Northern’s Communications and Marketing office. NCAM will work with your vendor of choice to ensure proper branding. NCAM reserves the right to review and approve marketing materials for external audiences.
Digital branded templates in Word and PowerPoint are available for download from the Communications webpage in the “About Northern” menu on our website.

**LETTERHEAD AND SIMPLE BRANDED SHEETS**

**GENERAL NORTHERN LETTERHEAD IN WORD**
College name in header
College addresses in footer

**BRANDED “FLYER SHEETS WITH HEADERS ONLY”**
“Northern” Logomark
“NorthernNew Mexico College” Logomark

**RUST & BLUE BRANDED “BANNER” HEAD TEMPLATES (PORTRAIT AND LANDSCAPE ORIENATIONS)**

**NORTHERN BASIC POWERPOINT TEMPLATES**

**BLUE**
COVER/REPORT TITLE HERE
Subtitle here

**RUST**
COVER/REPORT TITLE HERE
Subtitle here

**NEW FOR 2016**
TITLE HERE
Typefaces *(Contact NCAM for licensing or see Free Font Substitutions below)*

**TYPOGRAPHY**
An institution’s typographic style is a key brand component. NCAM uses four main typefaces.

**SENTINEL (OT)** is the main font family used for Northern’s branding and logomark. Sentinel is an open, friendly, traditional “slab serif” typeface that comes in a variety of weights and works well for both headlines and body copy. It is the serif face used throughout this guide and much of Northern’s advertising and print collateral (brochures, etc.).

**CHRONICLE (OT)** is the serif book face we use for body copy in all of Northern’s text heavy publications, including the yearly Catalog. It is also the brand typeface for The Northern Foundation.

**SCALA SANS (MAC)** is the sans serif font family used for Northern’s branding, and more broadly for subheads and bold leads in print communications. It is used for College/Dept/Program logomarks, and for the rust **SUBHEADS** throughout this guide.

**KNOCKOUT (MAC)** is another sans serif font family we use for Northern’s flyers and promotional materials. It comes in many weights and widths that mix well together.

*OT means OpenType®, a cross-platform font format developed by Adobe and Microsoft. OT fonts work equally well on PCs & Macs.

**FREE FONT SUBSTITUTIONS**

**FOR HEADLINES**, Clarendon Light and Clarendon Roman are good substitutions for Sentinel—available **FREE from NCAM**.

**FOR SERIF TEXT**, use Cambria or Georgia. Most PCs and Macs have one or both.

**FOR SANS SERIF HEADLINES or body copy**, use Calibri, Arial or Helvetica. Microsoft Office (PC or Mac) provides at least one of these fonts.
Primary Color Palette

Northern's official colors are:
- RUST [PMS® 7580] and BLUE [PMS® 541].

<table>
<thead>
<tr>
<th>Uncoated papers</th>
<th>Coated papers</th>
</tr>
</thead>
<tbody>
<tr>
<td>7580 U RUST</td>
<td>7580 C RUST</td>
</tr>
<tr>
<td>CMYK C19 M67 Y65 K4</td>
<td>CMYK C16 M81 Y93 K5</td>
</tr>
<tr>
<td>RGB R 192 G 109 B 89</td>
<td>RGB R 192 G 81 B 49</td>
</tr>
<tr>
<td>HTML C06D59</td>
<td>HTML C05131</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>541 U BLUE</th>
<th>541 C BLUE</th>
</tr>
</thead>
<tbody>
<tr>
<td>CMYK C100 M50 Y0 K40</td>
<td>CMYK C100 M55 Y0 K38</td>
</tr>
<tr>
<td>RGB R 58 G 85 B 124</td>
<td>RGB R 0 G 60 B 113</td>
</tr>
<tr>
<td>HTML 3A557C</td>
<td>HTML 003C71</td>
</tr>
</tbody>
</table>

- PMS 877 Silver
- or 10102 Silver
- For commercial printing only

- COOL GREY 3U
- For in-house printing
  - use 15-20%K

* "PMS" refers to Pantone Matching System, an industry-standard color matching system used to spec colors for printing, web display and other media.

Secondary palette

*Featured in Northern’s Accent Strips, and two, three and four color designs*

- CMYK C90 M40 Y0 K50
- CMYK C60 M8 Y0 K31
- CMYK C47 M5 Y4 K0
- CMYK C47 M5 Y4 K0
- CMYK C10 M11 Y85 K0
- CMYK C38 M0 Y74 K0
- CMYK C18 M0 Y50 K0
- CMYK C14 M10 Y28 K0
- CMYK C14 M10 Y28 K0

- RGB R31 G76 B117
- RGB R93 G139 B174
- RGB R158 G198 B228
- RGB R219 G127 B49
- RGB R236 G184 B80
- RGB R248 G219 B80
- RGB R248 G219 B80
- RGB R246 G220 B160
- RGB R200 G200 B200

Official Northern logos and branding is available only through Northern’s Communications and Marketing Office (NCAM). Please call us at 505 747.2191 for branding assistance.