MORE THAN A LOGO: Introduction to Northern’s Branding

This 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, whether in person, on the phone, in print, via an email or webpage, an impression is made. With every interaction, we are branding.

Northern’s brand is more than a logo: it is an experience, an emotional connection between the College and our community, 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, and also helps us build loyalty and trust 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 are asked to consult with Northern’s Communications & Marketing office before printing or distributing branded materials. Maintaining brand standards in our communications reinforces the college’s overall marketing efforts, and each department’s individual efforts gain credibility by association with the institution as a whole. Northern’s Communications & Marketing Office (NCAM) is always available to help craft college-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 high-quality graphics standards across our family of publications and products.

Please contact Northern’s Communications & Marketing office for official logomarks and branding assistance.

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OFFICIAL NORTHERN LOGOS are available only through Northern’s Communications and Marketing Office (NCAM).
Please call us at 505 747.2191 for branding assistance.
Northern’s Logo Definitions & Usage Guidelines

**A. LOGO USAGE RULES**

- 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.

- 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.

- 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.

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

- 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.

- 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.

- SEE PAGE 6 for examples of improper logo usage.

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

- 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.

  - **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**

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

**D. COLOR**

- Our primary color is RUST (PMS 7580); our secondary color is BLUE (PMS 541).

  If a printed piece uses only one color ink, the eagle logo may be printed that color.

- **See page 13 for PMS (Pantone) color breakdowns** for printing on coated/uncoated papers, on fabric, and for web display.

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OFFICIAL NORTHERN LOGOS are available only through Northern’s Communications and Marketing Office (NCAM). Please call us at 505 747.2191 for branding assistance.
Policy regarding existing materials

By Spring 2020, materials with old, historic NNMC branding should be discarded or replaced with updated branding.

Paper and electronic materials with old branding and logos (documents, report covers, forms, applications, etc.,) **should be updated immediately.** Please contact Communications (x2191) for rebranding.

A. PRINTED PAPER MATERIALS

All printed branded materials should display current NNMC branding, such as brochures, business cards, stationery, notecards, flyers, etc. (see examples of historic and current NNMC branding, pg. 5)

B. PROMOTIONAL MERCHANDISE AND APPAREL

All promotional branded materials and apparel should display current NNMC branding, compliant with the rules of this guide. 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. Approval for any branded products, merchandise and apparel must go through NCAM.

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

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

HISTORIC NNMC branding

Historic branding examples shown below are part of Northern’s heritage and still exist on some building signage and old binders.

Going forward, no old branding should be placed on any products, merchandise, apparel, signage, or print and electronic documents. Current branding shown above is available only through Northern’s Communication and Marketing Office.
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. SQUASHED or STRETCHED distorted logomarks. If the Eagle logo isn't round, that is a clue that the logo is distorted. Helpful hint: always use corner handles to maintain proportions of artwork.

2. EAGLE ON THE LEFT of the wordmark or to the left of a headline, in any communication.

3. EAGLE “HEADLIGHTS” on a page or banner

5. Assorted INCONSISTENT EMAIL SIGNATURES with handwriting or script type, logos or logos pasted in boxes.

4. OVERFILLED.

7. LOGOS CROPPED AND PASTED from other docs.

5. EAGLE “WALLPAPER”

6. OLD AND DEGRADED LOGOS copied from the internet

OFFICIAL NORTHERN LOGOS are available only through Northern's Communications and Marketing Office (NCAM). Please call us at 505 747.2191 for branding assistance.
Primary Northern logomarks
(For internal use and to address familiar audiences)

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

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.

OFFICIAL NORTHERN LOGOS are available only through Northern’s Communications and Marketing Office (NCAM). Please call us at 505 747.2191 for branding assistance.
Examples of proper logomark placement

Please contact NCAM at x2191 for help with any branded Northern product.

OFFICIAL NORTHERN LOGOS are available only through Northern's Communications and Marketing Office (NCAM). Please call us at 505 747.2191 for branding assistance.
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).

**Basic Header**

NORTHERN New Mexico College

**Basic Footer**

921 Paseo de Oñate | Española, NM 87532 | Ph: 505 747.2100 | Fax: 505 747.2180
P.O. Box 160 | El Rito, NM 87530 | Ph: 575 581.4100 | Fax: 575 581.4140 | www.nnmc.edu
NORTHERN is an equal opportunity and affirmative action employer.

**Customized Header**

Office of the Registrar

NORTHERN New Mexico College

**Admissions and Recruitment**

NORTHERN New Mexico College
921 Paseo de Oñate, Española, NM 87532

**Envelope Return Address**

NORTHERN New Mexico College
921 Paseo de Oñate, Española, NM 87532

**General College Business Cards** *

Name, degree
Title
Department or program
505 747.xxxx fax or cell: 505 xxx.xxxx
firstname.lastname@nnmc.edu

NORTHERN New Mexico College
921 Paseo de Oñate, Española, NM 87532
www.nnmc.edu

**College of Nursing Business Cards**

Name, degree
Title
Department or program
505 747.xxxx fax or cell: 505 xxx.xxxx
firstname.lastname@nnmc.edu

NORTHERN New Mexico College
921 Paseo de Oñate, Española, NM 87532
www.nnmc.edu

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

UNIT-SPECIFIC LOGOS

Unit-specific logos are available to 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.

Please contact NCAM for a unit-specific logomark or stationery for your department.

TEACHER EDUCATION
NORTHERN New Mexico College

FINANCIAL AID OFFICE
NORTHERN New Mexico College

ENGINEERING & TECHNOLOGY
NORTHERN New Mexico College

SECONDARY MARKS FOR ORGANIZATIONS WITHIN NORTHERN

SECONDARY MARKS & GRAPHICS

While some offices and programs have their own specific logos (CAMP, OED, Student Life), most do well with simple logomarks 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. Contact x 2191 if you need custom branded items.

LETTERHEAD, SIMPLE BRANDED SHEETS, AGENDAS, AND REPORT COVERS.

OFFICIAL NORTHERN LOGOS are available only through Northern’s Communications and Marketing Office (NCAM). Please call us at 505 747.2191 for branding assistance.
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 a sans serif font family used for Northern’s branding, and more broadly for subheads and bold leads in publications. It is used for Dept/Program logomarks, and for the rust **SUBHEADS** throughout this guide.

**KNOCKOUT (OT)** is another sans serif font family we use often 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.

**SENTINEL (OT)** (www.typography.com)

<table>
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<tr>
<th>Font Style</th>
<th>Font Description</th>
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<tr>
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<tr>
<td>Sentinel Bold <strong>AND</strong> Italic</td>
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**CHRONICLE TEXT & DISPLAY** (www.typography.com)

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<td>Chronicle Display Italic</td>
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**SCALA SANS (Fontshop.com)**

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<tr>
<td>Scala Sans Bold</td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcedfghijklmnopqrstuvwxyz 1234567890,.;'&amp;%!?</td>
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**ASSORTED KNOCKOUT WEIGHTS** (www.typography.com)

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</tbody>
</table>

**OFFICIAL NORTHERN LOGOS** are available only through Northern’s Communications and Marketing Office (NCAM). Please call us at 505 747.2191 for branding assistance.
Primary Color Palette

Northern’s official colors are:
**RUST** [PMS* 7580] and **BLUE** [PMS* 541].

**Uncoated papers**

<table>
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<tr>
<th>CMYK</th>
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<th>HTML</th>
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</thead>
<tbody>
<tr>
<td>7580 U RUST</td>
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<td>C06D59</td>
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**Coated papers**

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<th>HTML</th>
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<tbody>
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<td>7580 C RUST</td>
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**541 U BLUE**

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<tr>
<td>541 C BLUE</td>
<td>R 58 G 85 B 124</td>
<td>3A557C</td>
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</table>

**PMS 877 Silver or 10102 Silver**

For commercial printing only

**For in-house printing use 10-15%K**

Secondary palette

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

<table>
<thead>
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<th>HTML</th>
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<tr>
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<td>R31 G76 B117</td>
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</tr>
<tr>
<td>C60 M8 Y0 K31</td>
<td>R93 G139 B174</td>
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</tr>
<tr>
<td>C47 M5 Y4 K0</td>
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</tr>
<tr>
<td>C0 M61 Y100 K0</td>
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<td></td>
</tr>
<tr>
<td>C0 M30 Y83 K0</td>
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</tr>
<tr>
<td>C10 M11 Y85 K0</td>
<td>R248 G219 B80</td>
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</tr>
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<td>C38 M0 Y74 K0</td>
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</tr>
<tr>
<td>COOL GREY 3U</td>
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*“PMS” refers to Pantone Matching System, an industry-standard color matching system used to spec colors for printing, web display and other media.*