

1010
Standards for College-Related Materials

1. General

It is important that the College utilize consistent standards for all materials that represent the College. This policy applies to all College-related materials and describes required standards and specifies when they must be followed.

2. Design Standards

Each year the College produces for external distribution, brochures, posters, and other printed and electronic materials, ranging over a broad spectrum of subjects and meeting a variety of requirements. For these publications to make a cumulative impact for the College, they must have a reasonable degree of design unity. To achieve this unity, guidelines have been established, and are available at <http://site.NORTHERN.edu/NCAM>

The College does not intend that every publication look the same, only that the publication has common elements that show it is part of the College. Any information, whether in print or electronic form, published by an officially recognized school, branch, department, office, project, program, or area is considered "official" and is subject to the requirements of this policy. Information published by student organizations or by individual faculty, staff, or students is considered "unofficial" and may not carry the College logo, seal, or mascot.

2.1. College Stationery

Stationery includes printed letterhead, envelopes, and business cards. Stationery must comply with the graphic standards of this policy. Official stationery will use the College logo as described in Section 4.below. Generally, names of individuals or other marks may not be printed on College stationery, except business cards. Envelopes must comply with the United States (U.S.) Postal Service requirements that all nonprofit standard mail, commonly referred to as bulk mail, contain "Northern New Mexico College" as the first line of type of the return address.

2.2.1. EEO and ADA Statements

According to state and federal laws, all major institutional publications should contain the following notice:

"Northern New Mexico College is an Affirmative Action/Equal Opportunity institution. In accordance with the Americans with Disabilities Act, this material is available in alternate formats upon request."

2.2.2. Accreditation

All major institutional publications should also contain the reference "Northern New Mexico College" because the institution has been fully accredited by the North Central Association of Colleges and Secondary Schools.

2.3. Electronic Publishing

Official electronic publications are also required to contain the information in Sections 2.2.1.and2.2.2. above and specific identifying information, including the full name of the institution spelled out on the top level electronic page of the publication, use of the abbreviation "Northern" in the publication's title tag, and include adequate mailing address information. Departments should consult the "Northern's Brand & Graphics Standards" for details on electronic publishing procedures and requirements, including electronically formatted versions of the College logo and copies of the current official electronic "page" design format.

3. The College Name

3.1. The College's Abbreviated Name – NORTHERN

When addressing audiences familiar with the College such as faculty, staff, alumni, students, and community members, always use the wordmark "NORTHERN." The abbreviated name is the preferred choice for brand recognition. If pieces of a document are intended to be separated, such as tear-off mailers, each piece should also contain the abbreviated name.

3.2. The College's Full Name – NORTHERN New Mexico College

When addressing audiences that might not be familiar with what "NORTHERN" stands for, use the College's full name. In an address, the name of the College is generally listed above the name of the department. After the name has been used in full within a given body of text, it can be subsequently called the College or NORTHERN. If pieces of a document are intended to be separated, such as tear-off mailers, each piece should contain either the full college name or the abbreviated name.

3.3 The College's Name in Spanish

Any reference to the College in Spanish text should remain as NORTHERN New Mexico College However, after the name has been used in full within a given body of text, it subsequently can be called "El Colegio." The abbreviated name, NORTHERN, may also be used.

4. THE COLLEGE LOGO

Except for items requiring the College seal as mentioned herein, the logo should be used on stationery, publications and other official materials, whether in print or electronic format that present the College to the public. Departments may not alter the College's logo or create their own logo.

All current College documents must comply with these standards by December 15, 2012. This will allow for use of existing stock.

4.1. Logo with the College's Abbreviated Name – "NORTHERN"

When addressing audiences familiar with the College such as faculty, staff, alumni, students, and community members, use the logo with the letters NORTHERN. The abbreviated name is the preferred choice for brand recognition.

4.2. Logo with Full College Name

When addressing audiences who might not be familiar with what the abbreviated letters stand for, use the logo that includes the College's full name.

4.3. Logo Colors

College departments will use a Blue Eagle logo in Northern's logomark. Northern's College of Nursing and Health Sciences uses a Blue Eagle Logo in Northern's logomark. The official logo colors are Blue (PMS 541) and Rust (PMS 7580 UP). Each look good with SILVER (PMS 877, or PMS 10102, for which Cool Gray 3 or 4U can be substituted for in-house printing). If these colors are not appropriate for a particular publication, contact NCAM for acceptable alternatives. Any deviation from standard colors must be approved in writing.

4.4. Logo Guidelines

Whenever the logo is used, the following rules apply:

The complete official logomark must be used (whether abbreviated to "Northern" or with the full college name), and in a manner set forth in Northern's Brand & Graphics Standards regarding color, placement, and size.

- The logo must not be altered, broken apart or distorted in any way.
- The logo should not be combined with another emblem or symbol.
- Type should not touch the logo or be superimposed over it, except when specifically approved by NCAM .
- Only images of the logo that are of reproduction quality may be used.

4.5. Commercial Use of the Logo

The logo will be registered as a service mark of Northern New Mexico College. It must be properly presented and used for approved purposes only. The College will license its trademarks, service marks, and logos and provide for the enforcement of its license agreements. Departments with questions regarding the use of the logo on manufactured items should contact NCAM.

4.6. Special Logo Applications

College documents and forms distributed to external audiences such as the College's application forms, should include the College logomark as an identifiable graphic on the front page. The College logomark should always be used in institutional advertising. If a department has special design requirements for advertising, the department should contact NCAM. Modified versions of the logo may be permitted in very unusual circumstances. To request such a modification, a department must contact NCAM.

4.7. Uses of the NORTHERN Logo with other Organizational Logos

In general, the College logo should appear by itself, and not with other logos. However, when the College is allied in a cooperative venture with one (1) or more other organizations, it may be appropriate to place the logos of these other organizations on the same page with the College logo. When this is done, the official College logo should be larger than the other logos or all logos on the page should be the same size.

4.8. Uses of Unit-Specific Logo

In limited circumstances as defined in NORTHERN's Brand & Graphics Standards, a unit, department, or school within the College may use a unit-specific logo. If a unit

wants to use a unit-specific logo as a graphic identifier, the unit must send a request to NCAM. Requests are reviewed on a case-by-case basis. Whenever a unit-specific logo is used, the official College logo must also be used. The College logo should be larger than the other logos or all logos on the page should be the same size.

5. The College Seal

The most formal symbol of the College is the seal. The seal is strictly reserved for use on documents of the highest official rank from the College President and the College Board of Regents such as diplomas, certificates, certain invitations, legal documents, and other printed materials. Use of the seal must be approved in advance, by the President's Office or the Office of Institutional Advancement.

The seal is a registered service mark of Northern New Mexico College. It must be properly presented and used for approved purposes only.

6. The College Mascot

The Athletic Eagle is the official mascot of the College. The College Athletic Director and NCAM are the only entities allowed to authorize use of the Athletic Eagle as an official symbol. Only officially approved images of the mascot that are reproduction quality may be used. These images and approval to use them must be obtained from the Athletic Director or NCAM in writing.

The Athletic Eagle is/will be a registered service mark of Northern New Mexico College. It must be properly presented and used for approved purposes only. Departments with questions regarding the use of the Athletic Eagle on manufactured items should contact the Athletic Director or NCAM.

7. Exceptions

Exceptions to this policy must be approved by NCAM or the VP for Institutional Advancement.