

UNIVERSITY
IDENTITY
STANDARDS



Together, we are building a stronger identity of which we can be proud.



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UNIVERSITY IDENTITY STANDARDS

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FROM THE PRESIDENT



August 2012

Dear Western New Mexico University Colleagues,

I am pleased to introduce the new university identity standards.

For 119 years, WNMU has served the people of our region as a comprehensive, rural, public coeducational institution. As we continue to grow and shape the people and ideas around us, we must strive to establish an image that is appropriate in representing our history and mission.

The guidelines presented within this manual are designed to direct usage of the WNMU identity on all publications, signage, electronic media and other graphic uses.

Consistent use of the WNMU identity helps accomplish our goal in creating a positive and powerful image representative of our institution.

Please check your department's current supply of publications and stationary. Once you have exhausted the supply representing our previous look, please update or redesign to comply with the new design as soon as possible.

I have designated the Public Information Office to monitor all internal and external uses of WNMU's logos and symbols.

As we continue to grow, we must effectively communicate our university programs to the public clearly and concisely. It is important that all of our materials project a unified message and image. This will help us in our goal of Transforming The Future Together.

Sincerely,

Dr. Joseph Shepard
President, Western New Mexico University

Transforming the Future Together

Western New Mexico University | P.O. Box 680 Silver City, NM 88062 | Phone 575-538-6011 | Fax 575-538-6278 | www.wnmu.edu

INTRODUCTION

This manual introduces and explains WNMU's new brand identity program. The new brand identity program is the keystone of all our communication and marketing efforts. By correctly using the elements of the brand identity program, you help WNMU project a strong, cohesive, and consistent public image of our University.

What are the University colors?

The two primary WNMU colors are Royal Purple and Golden Yellow. A secondary palette of five colors is also available for individual or group use. The colors reflect the vibrant jewel tones of the Southwest and complement the primary colors.

How can I use the university logo(s) ?

This document illustrates the appropriate usage of the institutional logo (bell tower) and the Mustang Athletic logo. Any alteration to the logo or usage of the logo not described in the document should be approved by the Public Information Office.

Who is authorized to regulate the logos?

The authority to regulate and control the usage and appearance of the WNMU symbols lies solely with the President or his designee. The Public Information Office is authorized by the President to review and approve all printed communication intended for the public.

Contact: Public Information Office, 575.538.6336

Can I create a logo for an individual department or special event?

Any new logo or symbol affiliated with WNMU should be approved by the Public Information Office. Grandfathered logos for the WNMU Museum and College of Education are acceptable but should be used along with the institutional logo.

Is there a brochure template?

The Public Information Office houses InDesign

versions of template brochures for the five colleges. Each college or department should provide the appropriate content to the Public Information Office for the development of brochures. Final versions of the brochures will be approved by the respective department/college.

How do I get logos for purchasing items such as pens, lanyards or cups?

The Public Information Office will work directly with vendors to provide the appropriate logo format and version. Your respective office/department/college will have final approval of the item before purchase. No items should be purchased through a vendor without approval by the Public Information Office to ensure that the item uses the correct logo and color combination.

How do I order new stationary?

Silver City-based printer Unicorn Press prints all stationary including envelopes, letterhead and business cards for WNMU. Updated information such as names, titles, emails and office locations should be sent to Unicorn Press at the time of ordering. The company will provide you a proof before ordering the item.

Contact: Unicorn Press, 575.538.3625

Where should the institutional logo appear online?

The WNMU Institutional Logo (bell tower) should appear at the top of every official WNMU Web page on the WNMU site www.wnmu.edu.



WNMU Identity Guidelines

A PDF of this publication may be viewed online at www.wnmu.edu/identitystandards. Printed copies are available from the Public Information Office.

WNMU Logo

Permission to use the WNMU logo beyond the scope of the day-to-day official usage is project-specific and given on a case-by-case basis. Contact the Public Information Office at 575.538.6336 for permission.

WNMU Seal

Contact the President's Office or the Public Information Office at 575.538.6336 for permission.

Mustang Athletic Logo

Contact the Sports Information Director at 575.538.6214 for permission.

WNMU Campus Photos

Contact the Public Information Office for photos at 575.538.6336.

The Pantone® Matching System, also called PMS, is the standardized international reference for specifying, matching and controlling ink colors. WNMU uses Pantone® Matching System referencing to identify the University's official colors.

Primary Palette

The official colors of Western New Mexico University are royal purple (PMS 2685C) and golden yellow (PMS 123C). For stationery and other uses on uncoated paperstock, PMS 7548U is to be used for the golden yellow, special mix to match PMS 2685C is required for the royal purple (start with PMS 268U then get closer to match 2685C).

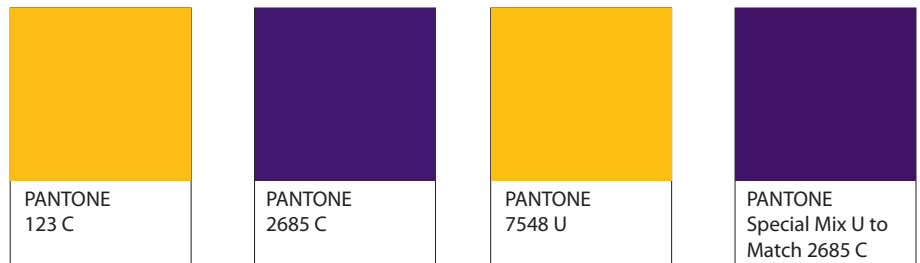
The 4-color CMYK equivalents (used for color process printing) are indicated below each color swatch.

Color for multimedia design is referred to as RGB, for Red, Green and Blue. HTML, or Web design, recognizes HEX (hexadecimal) colors.

Secondary Palette

These secondary colors reflect the vibrant jewel tones of Southwest ceramic tiles and work well with the primary University palette. Use individually, or in combinations.

Primary Palette



C: 0 R: 254
M: 27 G: 190
Y: 100 B: 16
K: 0

HEX: #FEBE10

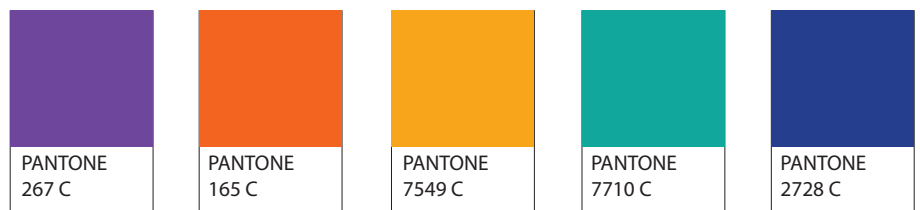
C: 82 R: 66
M: 100 G: 25
Y: 0 B: 111
K: 30

HEX: #42196F

C: 0 R: 254
M: 27 G: 190
Y: 100 B: 16
K: 0

C: 82 R: 66
M: 100 G: 25
Y: 0 B: 111
K: 30

Secondary Palette



C: 68 R: 111
M: 85 G: 72
Y: 0 B: 157
K: 0

HEX: #6F489D

C: 0 R: 242
M: 75 G: 101
Y: 100 B: 34
K: 0

HEX: #F26522

C: 0 R: 252
M: 35 G: 175
Y: 100 B: 23
K: 0

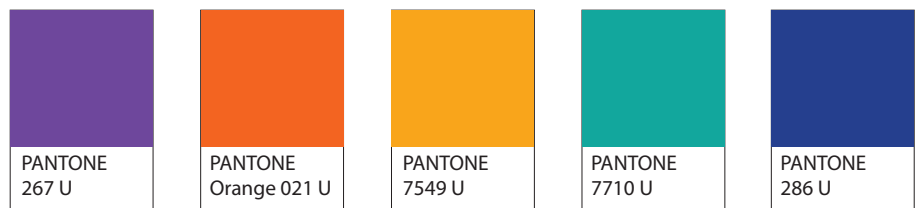
HEX: #FCAF17

C: 80 R: 66
M: 10 G: 25
Y: 45 B: 111
K: 0

HEX: #00A75D

C: 88 R: 37
M: 73 G: 64
Y: 5 B: 143
K: 0

HEX: #25408F



C: 68
M: 85
Y: 0
K: 0

C: 0
M: 75
Y: 100
K: 0

C: 0
M: 35
Y: 100
K: 0

C: 80
M: 10
Y: 45
K: 0

C: 88
M: 73
Y: 5
K: 0

Logo Staging Area

An area of isolation should be allowed for proper “staging” of the logo. This means that no other elements, ie: photos, illustrations and/or type should come closer to the logo than the height of the logotype. This measurement is designated “x” in the illustration on the right. The only exception to this rule is when using the logo with various modifiers (see pg. 9-12).

The logo is designed to be easily translated to a variety of applications. It should be incorporated as appropriate in all visual representations of our University, including print ads, outdoor boards, signage, forms, letterhead, business cards, envelope, posters, flyers and brochures.

Whenever possible, the primary logo (horizontal version) should be used. The alternative version with the name spelled out should only be used for communications with an audience unfamiliar with the primary WNMU identifier (e.g., out-of-state or international communications) and never on WNMU stationery.

The secondary logo can be used when there is limited horizontal space or when the symmetrical design of the logo is needed to achieve graphical interests. Never use the bell tower mark alone. The “WNMU” logotype can be used for special applications (usually limited to one color) such as small promo items, engraving, signage, clothing, etc.

Primary Logo (horizontal/preferred)



LIMITED USE: This spelled-out version of the logo is for unfamiliar audiences only. It is never to be used on stationery.

Secondary Logo (stacked version)



The “WNMU” logotype

LIMITED USE: This spelled-out version of the logo is for unfamiliar audiences only. It is never to be used on stationery.



LOGO COLOR VARIATIONS

The logo may be used in positive and reversed form. Select positive or reverse artwork based on achieving the best contrast between the logo and the background, regardless of background color.

Positive logos should be used on white or light value backgrounds that have values up to 35% black, as measured on a gray scale. Reversed logos should be used on dark values ranging from 35% black to 75% black. Backgrounds not only include printed or applied color, but also colored paper, plastics, fabrics, as well as digital applications.

When a full color logo is required or desired, the preferred logo, as shown on the right should be used. Secondary color palette is the preferred background color for reverse logo applications. WNMU's royal purple and golden yellow are not acceptable background colors when using the full color logos in either positive or reverse form due to low contrast.

Where 1-color logos are to be used, the preference is to use WNMU logotype as sample shown at the right.

Black & White Logo

Always use preferred logo shown at the right. The minimum size logo is 1-1/2" in width to be allowed for reproduction at 133 lpi (line per inch) minimum. Use WNMU logotype (positive or reversed) for reproduction when logo is smaller than 1" and/or when printing capability is lower than 133 lpi. Black positive and full reversed logos are acceptable for engraving and other small promo items.



Preferred 2-color positive on white background



Preferred 2-color positive on light background



Preferred 1-color logotype color formats:

- Golden yellow type reversed out of royal purple background.
- Royal purple type on golden yellow background.



Preferred 2-color logo with logotype reversed out of various color backgrounds using the University's secondary color palette.

BLACK & WHITE LOGO



Preferred grayscale logo positive



Acceptable grayscale logo with logotype reversed



Preferred logotype positive



Acceptable full reversed (for engraving only)



Acceptable black positive (for engraving only)



Preferred logotype reversed



INCORRECT LOGO USAGE

Software has made it very easy to alter graphics by applying filters and special effects, or simply by changing shapes and colors. Please resist the temptation.

The impact of our new logo depends on consistent use resulting in a large number of impressions over a long period of time. Any changes to the shape and color of our logo reduce its impact and can, over time, defeat the entire purpose of our brand identity program.

This page illustrates some of the more obvious ways our logo can be destroyed by incorrect use. Please avoid these and all other changes to the WNMU logo.

Do not use the logo against backgrounds which conflict with WNMU logo colors, prevent good contrast or clear legibility. Generally these will include harsh or brightly colored (except the five colors chosen in the secondary color palette), multicolored, textured, or vari-hued photographic backgrounds.



No compressing, stretching, bending, distorting, twisting, slanting or rotating the logo.



No color logo against black background.



No grayscale logo against dark background.



No low contrast background such as the yellow.



*No using same royal purple as background.
No adding outlines to the logo or logotype.*



No substitute typeface.



No substitute typeface.



No changing color on any part of the logo.



No combining color and grayscale logo.



No printing over busy backgrounds.



No using the logo on photographic background.

PMS 123 C
PMS 2685 C

Logomarks can be downloaded at www.wnmu.edu/identitystandards



LOGOS WITH “COLLEGE” as the modifier

The WNMU identity program has the challenge of integrating numerous academic and administrative areas and their hierarchies with the institutional WNMU logo. To accomplish this, a multi-tiered “signature” system was created.

The Academic Affairs area requires three tiers:

First-tier: Colleges and other academic units. Modifiers can be used with the institutional WNMU logo without 2nd and 3rd tier modifiers as indicated on this page.

Second-tier: School and departments within a first-tier entity. (see pg. 10).

Third-tier: Programs and institutes within a second-tier entity. (see pg. 11-12).

An area of isolation should be allowed for proper “staging” of the logo. This means that no other elements, ie: photos, illustrations and/or type should come closer to the logo than the height of the logotype. This measurement is designated “x” in the illustration on the right.

Specific guidelines have been established for the relationship of the WNMU logo to its modifiers, which include the name of each college and other academic unit. The size of the modifier is established by the size of the logo. The relationship should never be altered, and neither the logo nor its modifiers should be resized within the logomark.



Creation of any new logos with different modifiers should be approved in advance with the Public Information Office.

PMS 123 C
PMS 2685 C

Logomarks can be downloaded at www.wnmu.edu/identitystandards

LOGOS WITH “COLLEGE & DEPARTMENT” as the modifier

The WNMU identity program has the challenge of integrating numerous academic, administrative areas and their hierarchies with the institutional WNMU logo. To accomplish this, a multi-tiered “signature” system was created.

The Academic Affairs area requires three tiers:

First-tier: Colleges and other academic units. Modifiers can be used with the institutional WNMU logo without 2nd and 3rd tier modifiers as indicated at the right. (see pg. 9).

Second-tier: School and departments within a first-tier entity as indicated on this page.

Third-tier: Programs and institutes within a second-tier entity. (see pg. 11-12).

An area of isolation should be allowed for proper “staging” of the logo. This means that no other elements, ie: photos, illustrations and/or type should come closer to the logo than the height of the logotype. This measurement is designated “x” in the illustration on the right.

Extended Campus

Specific guidelines have been established for the relationship of the WNMU logo to its extended campuses. The size of the modifier is established by the size of the logo. The relationship should never be altered, and neither the logo nor its modifiers should be resized within the logomark.



LOGOS WITH “EXTENDED CAMPUS” as the modifier



Creation of any new logos with different modifiers should be approved in advance with the Public Information Office.

PMS 123 C
PMS 2685 C

Logomarks can be downloaded at www.wnmu.edu/identitystandards

LOGOS WITH “COLLEGE, DEPARTMENT & PROGRAM” as the modifiers

The WNMU identity program has the challenge of integrating numerous academic and administrative areas and their hierarchies with the institutional WNMU logo. To accomplish this, a multi-tiered “signature” system was created.

The Academic Affairs area requires three tiers:

First-tier: Colleges and other academic units. Modifiers can be used with the institutional WNMU logo without 2nd and 3rd tier modifiers. (see pg. 9).

Second-tier: School and departments within a first-tier entity. (see pg. 10).

Third-tier: Programs and institutes within a second-tier entity as indicated on this page.

An area of isolation should be allowed for proper “staging” of the logo. This means that no other elements, ie: photos, illustrations and/or type should come closer to the logo than the height of the logotype. This measurement is designated “x” in the illustration on the right.

Specific guidelines have been established for the relationship of the WNMU logo to its modifiers, which include the name of each college. The size of the modifier is established by the size of the logo. The relationship should never be altered, and neither the logo nor its modifiers should be resized within the logomark.

HORIZONTAL VERSION



Creation of any new logos with different modifiers should be approved in advance with the Public Information Office.

PMS 123 C
PMS 2685 C

Logomarks can be downloaded at www.wnmu.edu/identitystandards



LOGOS WITH “COLLEGE, DEPARTMENT & PROGRAM” as the modifier

This stacked version of the three-tier logo can be used when there is limited horizontal space.

Creation of any new logos with different modifiers should be approved in advance with the Public Information Office.


STACKED VERSION



PMS 123 C
PMS 2685 C

Logomarks can be downloaded at www.wnmu.edu/identitystandards

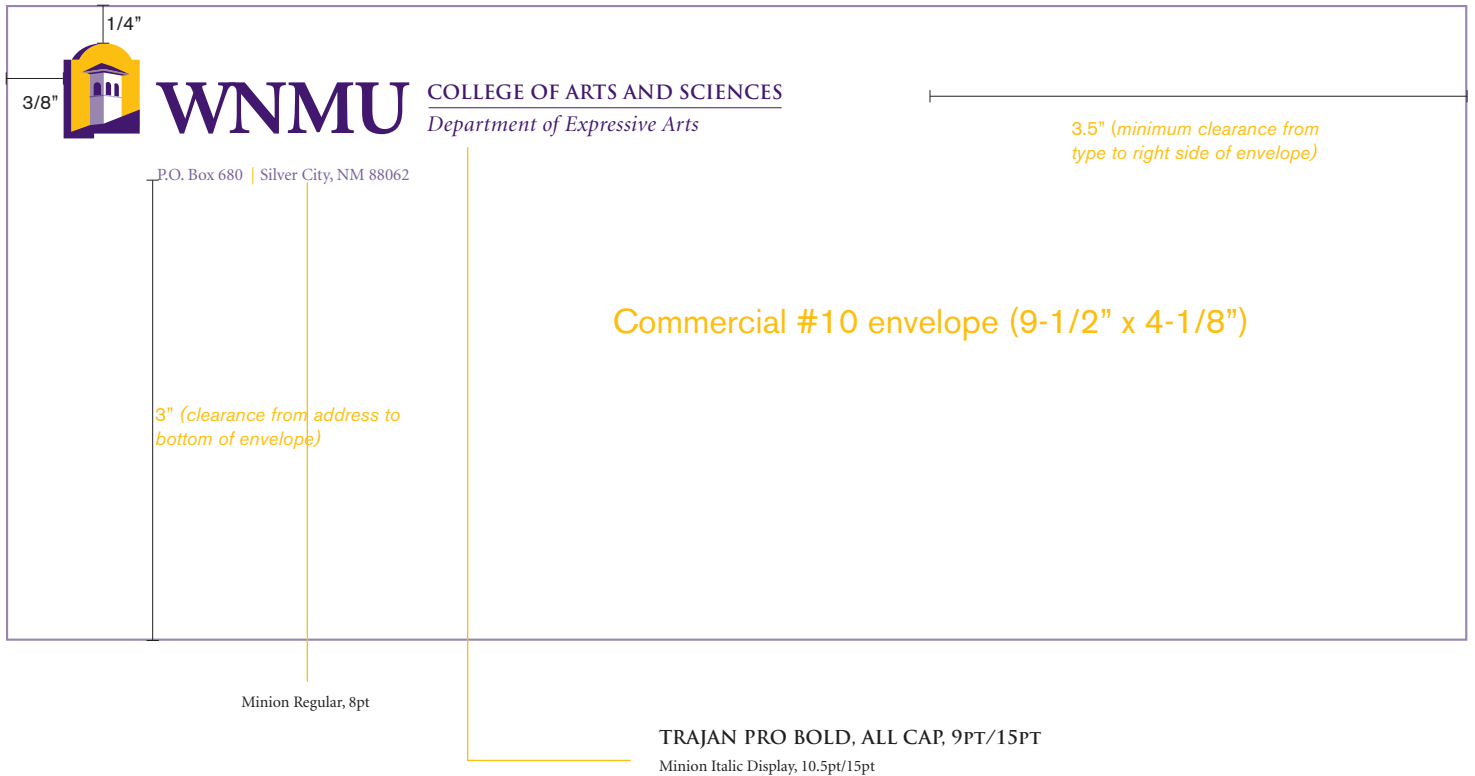
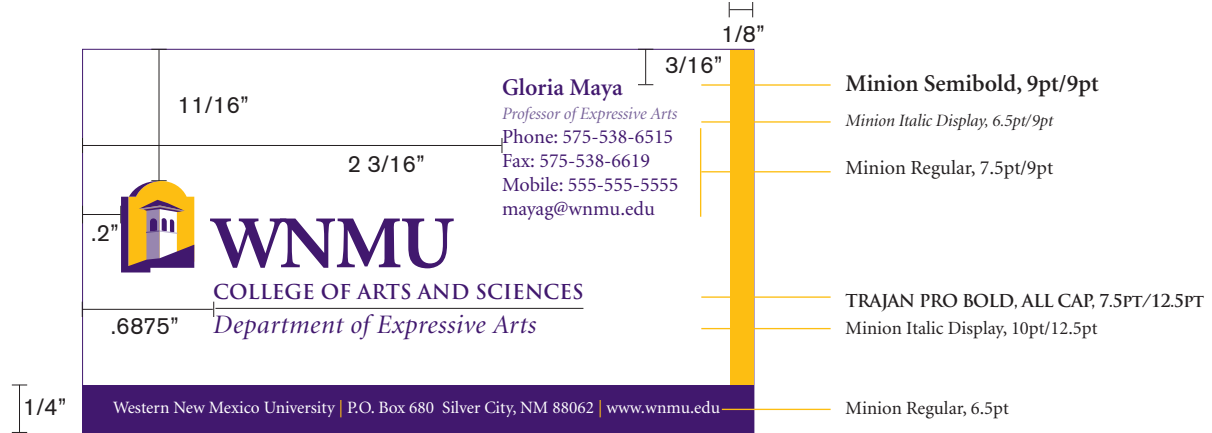
WNMU COLLEGE/DEPARTMENT LETTERHEAD

 <p>5/16" 1/2"</p>	<p>WNMU COLLEGE OF ARTS AND SCIENCES <i>Department of Expressive Arts</i></p>	<p>2 1/4"</p>	<p>1/4" .5 point rule</p>
<p>1 3/8"</p>	<p>May 31, 2012</p> <p>Mr. John Q. Sample America Company 123 Sample Lane Anywhere United States 45678</p> <p>Dear John,</p> <p>Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation corper suscipit lobortis nisl ut aliquip ex ea commodo consequat.</p> <p>Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignim sim qui blandit praesent luptatum zzril delenit augue dui dolore te feugait nulla facilisi. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.</p> <p>Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.</p> <p>Sincerely,</p> <p>Gloria Maya <i>Professor of Expressive Arts</i></p>	<p>1"</p>	
<p>1/2" 1/2"</p>	<p>Transforming the Future Together Western New Mexico University P.O. Box 680 Silver City, NM 88062 Phone 575-538-6011 Fax 575-538-6278 www.wnmu.edu</p>	<p>1/2"</p>	<p>1/8"</p>

10 1/4"

Letterhead is not actual size.

WNMU COLLEGE/DEPARTMENT BUSINESS CARD & ENVELOPE



Envelope is not actual size.

ATHLETICS LOGO

The Mustang is the official mascot of the WNMU sports team. The WNMU athletic logo was developed to represent the WNMU intercollegiate athletic program and its teams as a recognizable graphical element in all visual instances including uniforms, promotional materials, licensed merchandise and electronic formats.

Use of WNMU athletic logo is limited to the WNMU Department of Athletics. Student organizations are not permitted to use WNMU athletic logo. Individuals and organizations outside the University must first obtain written permission before using any WNMU images.

The WNMU athletic logo must not be redrawn or modified in any way. It must be reproduced from authorized digital files with the approved University colors indicated on this page. The official athletic identity program consists of a primary logo in WNMU's two official colors plus one accent color, PMS Khaki 7535.

Black & White Logo

The black & white version of the logo should only be used for special applications (usually limited to one color) such as small promo items, engraving, etc.

Grayscale Logo

Light gray area in the grayscale logo is 25% black. Use on white background only.



PANTONE
123 C

C: 0 R: 254
M: 27 G: 190
Y: 100 B: 16
K: 0

HEX: #FEBE10



PANTONE
2685 C

C: 82 R: 66
M: 100 G: 25
Y: 0 B: 111
K: 30

HEX: #42196F



PANTONE
7535 C

C: 7 R: 194
M: 10 G: 181
Y: 22 B: 155
K: 20

HEX: #C2B9A7



PANTONE
7548 U

C: 0
M: 35
Y: 100
K: 0



PANTONE
Special Mix U to
Match 2685 C

C: 80
M: 10
Y: 45
K: 0



PANTONE
7535 U

C: 7
M: 10
Y: 22
K: 20



Black & White



Grayscale

PMS 123 C
PMS 2685 C
PMS 7535 C

PMS 7548 U
PMS Special Mix U
PMS 7535 U

ATHLETICS LETTERHEAD



DEPARTMENT OF ATHLETICS www.wnmumustangs.com

3/8"

1"

2 1/4"

1 3/8"

May 31, 2012

1"

Mr. John Q. Sample
America Company
123 Sample Lane
Anywhere United States 45678

Dear John,

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation corper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignim sim qui blandit praesent luptatum zzril delenit augue dui dolore te feugait nulla facilisi. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

Sincerely,

Mark Coleman
Director of Athletics
Head Men's Basketball Coach

1/2"

Transforming the Future Together

1/2"

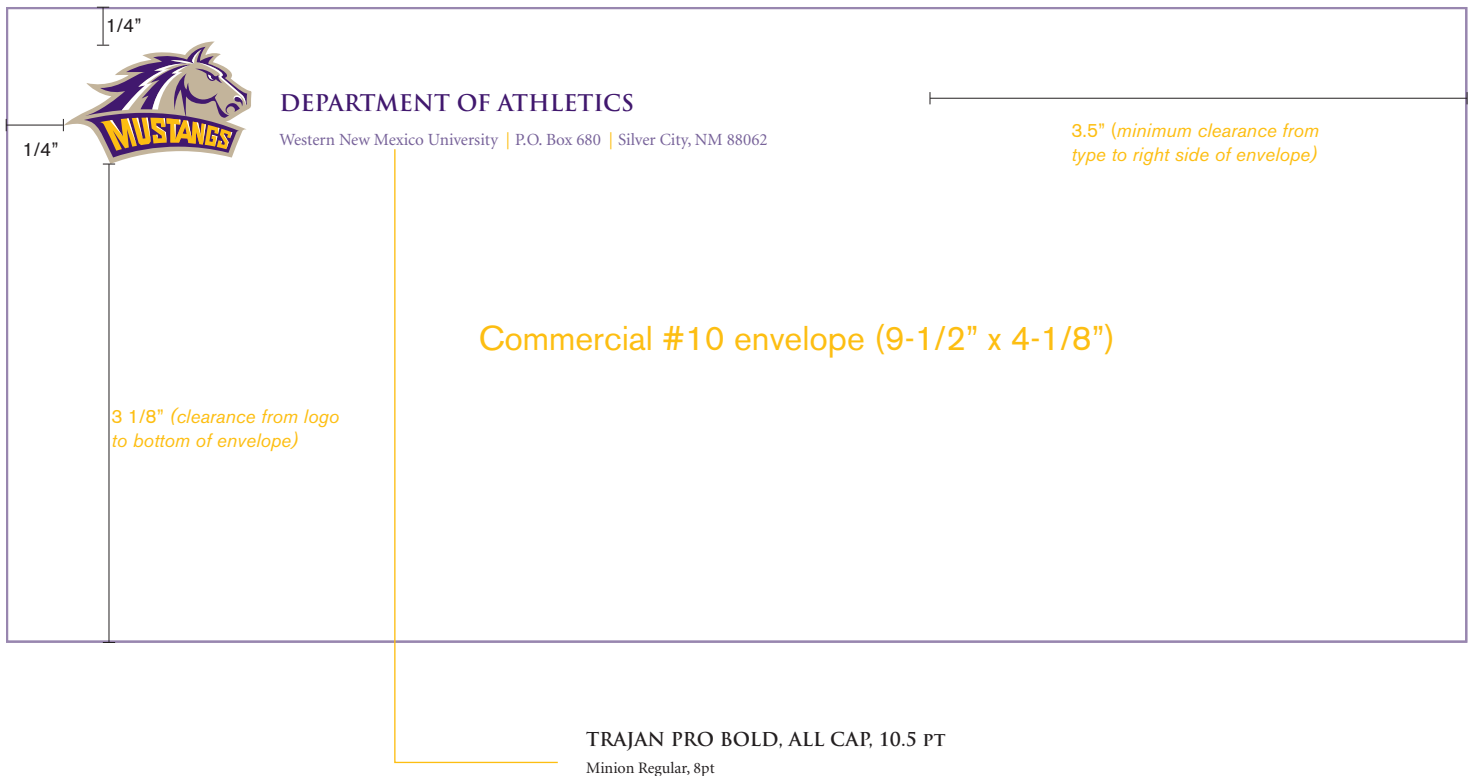
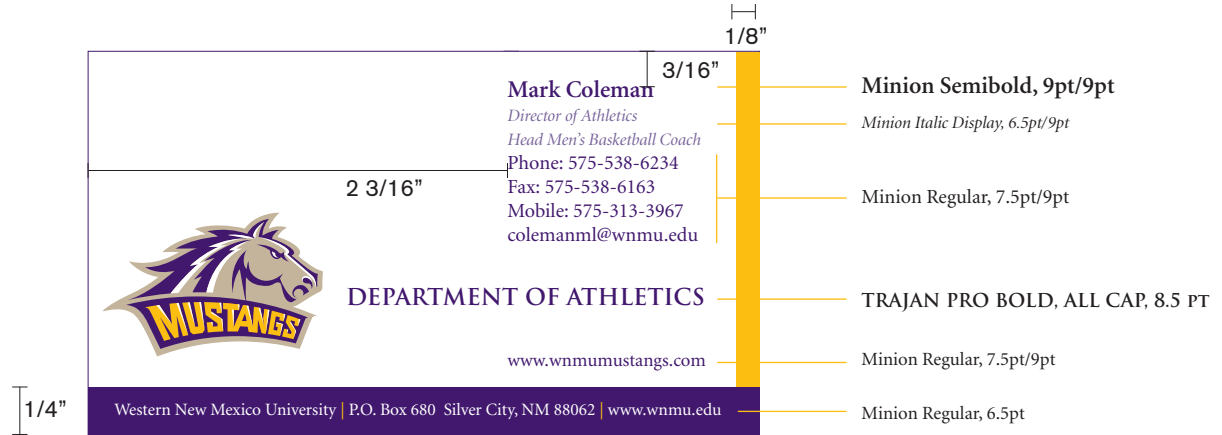
1/2"

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1/8"

Letterhead is not actual size.

ATHLETICS BUSINESS CARD & ENVELOPE



Envelope is not actual size.

TYPOGRAPHY

Typography is another important part of the WNMU identity. The controlled use of the official designated typefaces will help promote a visual consistency that unifies WNMU communication materials and media across all areas of our institution.

The name “WNMU” is a customized typeface based on Minion Bold. No substitutions may be made for the official “WNMU” logotype.

The official designated typefaces for the identity are Minion, Trajan Pro, and Berthold Akzidenz Grotesk. Typefaces indicated on this page are authorized for use in University signage and business items, and are recommended for use in publications and other communication materials.

Other variants of Minion, Trajan Pro, and Berthold Akzidenz Grotesk are acceptable to be used in publications and other communication materials as well, but use it wisely.



Serif Typefaces

Minion Black: ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890
abcdefghijklmnopqrstuvwxyz

Minion Semibold: ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890
abcdefghijklmnopqrstuvwxyz

Minion Regular: ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890
abcdefghijklmnopqrstuvwxyz

Minion Italic Display: ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890
abcdefghijklmnopqrstuvwxyz

Minion Condensed: ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890
abcdefghijklmnopqrstuvwxyz

TRAJAN PRO BOLD: ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ



WESTERN _____ **Minion Black**
NEW MEXICO UNIVERSITY _____ **Minion Semibold**



WNMU _____ **TRAJAN PRO BOLD**
COLLEGE OF BUSINESS _____ **ALL CAP**
Master of Business Administration _____ *Minion Italic Display*

San Serif Typefaces

Berthold Akzidenz Grotesk Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890
abcdefghijklmnopqrstuvwxyz

Other Berthold Akzidenz Grotesk variants

Berthold Akzidenz Grotesk Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890
abcdefghijklmnopqrstuvwxyz

Berthold Akzidenz Grotesk Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890
abcdefghijklmnopqrstuvwxyz

ORDERING AND LICENSING INFORMATION

Order Stationery

For official printed stationery systems including:

- Stationery/Letterhead
- Business Cards
- Business Envelopes (#10)

go to **WNMU/Public Information Office**
located in the Global Resource Center 2nd floor

or go to its Web site at:
<http://www.wnmu.edu/identitystandards>
or call 575.538.6336
or email news@wnmu.edu

Digital files

For Web, print, television, etc. images and guidelines, go to:
<http://www.wnmu.edu/identitystandards>

Request permission to deviate from graphic standards

If you have special requests for Identity usage, or a general question regarding the University Identity, contact the **Public Information Office** at 575.538.6336

Digital files

For more information about University Licensing, call (575) 538-6336.