

NORTHERN
NEW MEXICO
COLLEGE

VISUAL IDENTITY,
GRAPHIC STANDARDS

LOGO &
BRANDING
GUIDE

2025

REVISED JANUARY 2025 ©NNMC
NORTHERN COMMUNICATIONS & MARKETING OFFICE (NCAM)



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 a webpage, an impression is made. With every interaction with our communities, we are branding.

Northern’s brand is more than a logo: it is a 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 — including current and 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 visual identity 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.

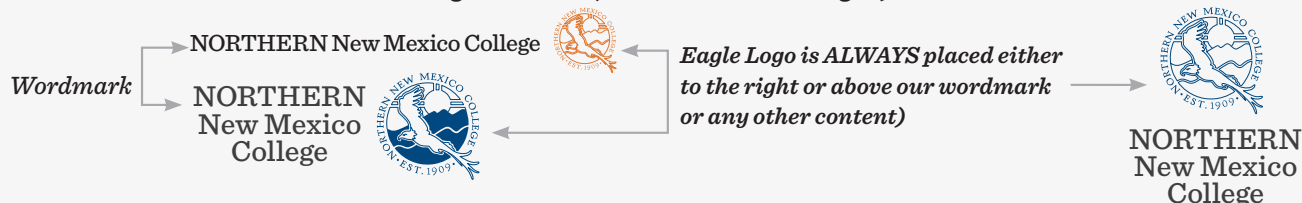
Please contact Northern’s Communications & Marketing office for official logomarks and branding assistance.

CONTENTS

Logo usage rules, guidelines, and graphic standards	3
Policy regarding existing materials.	4
The New and the Old: Examples of current and historic branding . . .	5
Examples of common logo misuse	6
Proper logo placement	7
Official stationery (Letterhead, envelopes, business cards)	8
Logos for colleges, departments, clubs, programs	9
Digital templates available on our website.	10
Other Northern logos.	10
Typography and free font substitutes	11
Official Northern color palette (Pantone, cmyk, rgb, hex)	12

Northern's Logo Definitions & Usage Guidelines

Assorted Northern Logomarks (Wordmark + Eagle)



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. Please call x2191 for branding assistance.
- 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 any other document or webpage.
- 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 EAGLE 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. COLORS

- Northern's primary colors are **BLUE (PMS 541)** and **RUST/ORANGE (PMS 7580 UP)**.
- Blue is our principal color with Rust/Orange as a secondary color or highlight.
- If a printed piece uses only one color ink, the eagle logo may be printed that color.
- See page 12 for PMS (Pantone) color breakdowns for printing on coated/uncoated papers, on fabric, and for web display.



541 C

7580 UP

Policy regarding existing materials

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.

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.

A. BRANDED ELECTRONIC DOCUMENTS

Updated Northern electronic templates for letters and flyers are available on the Communications webpage, including general 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. Contact NCAM (communications@nnmc.edu) for how to create an official Northern email signature. Please do not add other 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

www.nnmc.edu



CURRENT NNMC branding

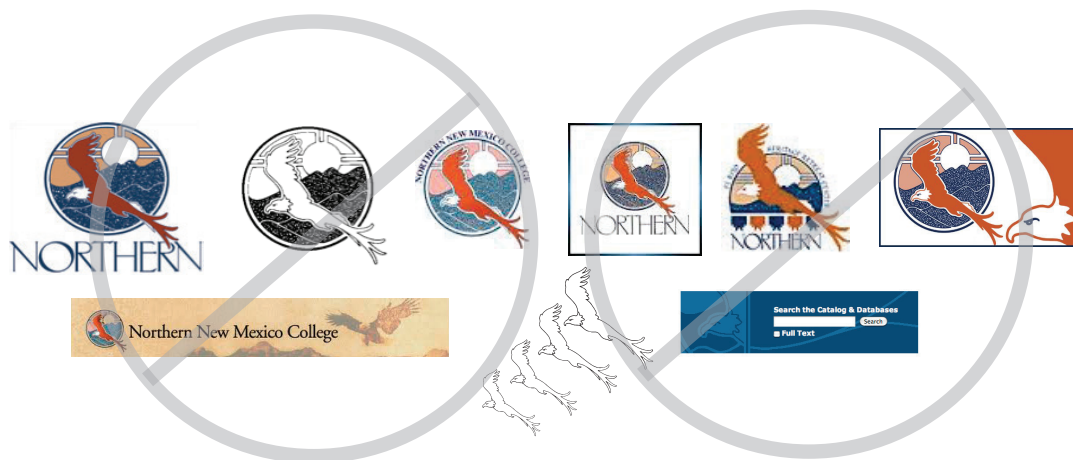
Without exception, any and all newly-created branded products in any media (official documents, merchandise, apparel, signage, forms, applications, reports, etc.) should have Northern’s current branding. Please contact the Communications office at 505 747.2191 for branding assistance.



HISTORIC NNMC branding

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

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

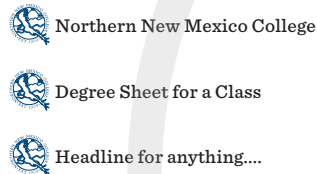
What follows are a just few examples of common logo misuse and treatment on printed materials, report covers, email signatures, and logos copied from the internet.

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.



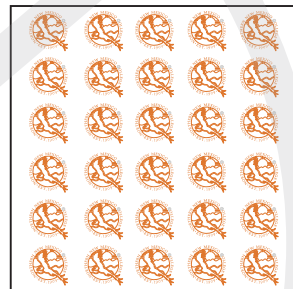
2. EAGLE ON THE LEFT of the wordmark or to the left of a headline, in any communication.



3. EAGLE "HEADLIGHTS" on a page or banner



5. EAGLE "WALLPAPER"



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

Firstname Lastname
Firstname Lastname
Firstname Lastname

4. OVERFILLED.



6. OLD AND DEGRADED LOGOS copied from the internet



7. LOGOS CROPPED AND PASTED from other docs.



“Northern” logomarks
(For internal use and to address familiar audiences)

“Northern New Mexico College” logomarks *(For external uses, formal letters, etc.)*



Please contact
NCAM for help
with any branded
Northern product.

NORTHERN’S TWO MAIN LOGOMARKS

Northern’s logomark is strong, bold and identifiable. The name “NORTHERN” or “NORTHERN New Mexico College” is dominant, serving as the focal point.

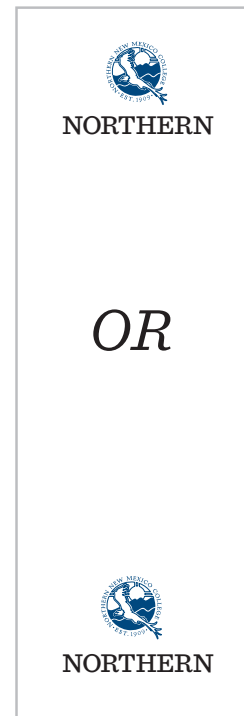
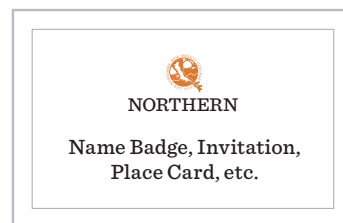
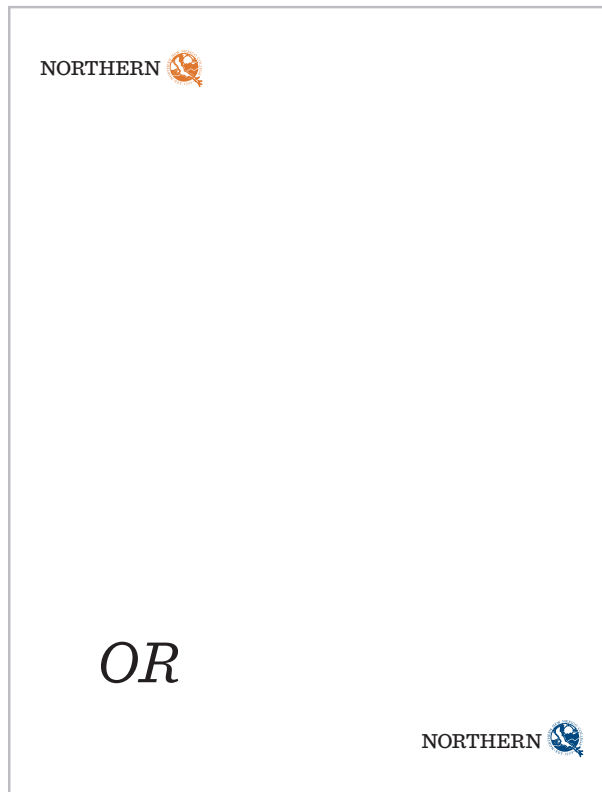
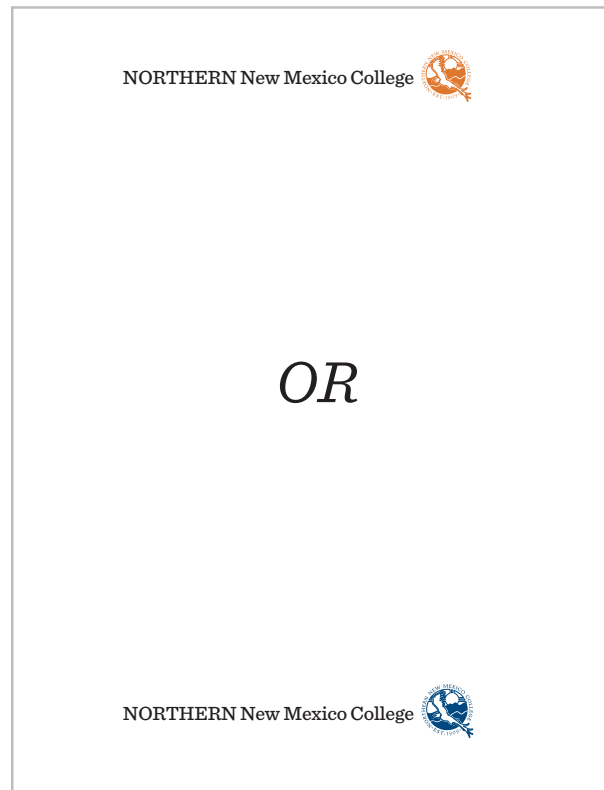
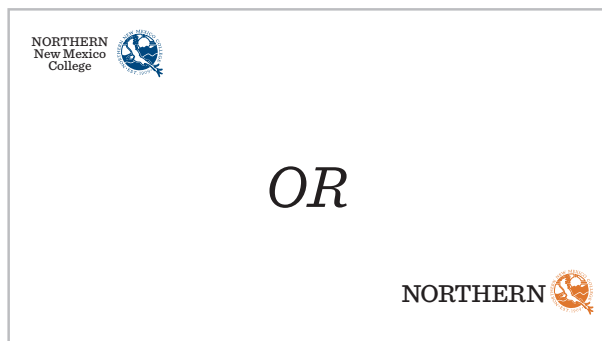
Our logomark is designed to be used in a variety of applications throughout our family of publications. Abbreviated forms (“NNMC” or “Northern”) are fine for internal use and in communications to audiences familiar to the College. Our logomarks should be incorporated as official visual representations of the College, including flyer, print ads, signage, official forms, letterhead, and brochures.

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.

*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



*Envelope
Return
Address*

*Admissions and
Recruitment*



**NORTHERN
New Mexico College**

921 Paseo de Oñate, Española, NM 87532

Please contact NCAM at x2191 for
branding assistance.

Northern Business Cards, front & back

NORTHERN nnmc.edu	Name, credential Title, Department
	505 747.xxxx fax: 505 747.xxxx email@nnmc.edu www.nnmc.edu
	Northern New Mexico College 921 Paseo de Oñate, Española, NM 87532



** cards not shown to scale*

Digital branded templates in Word and PowerPoint are available for download from the [Communications & Marketing webpage](#). Contact x 2191 for custom branding.

LETTERHEAD, BRANDED SHEETS, AGENDAS & REPORT COVERS.



POWERPOINT TEMPLATES



Other Northern Branding

UNIT-SPECIFIC LOGOS

While some entities have their own specific logos (CAMP, NASC, Upward Bound, ASNNMC), most Northern departments do not need separate logos. All such entities are required to use the college letterhead for official communications.

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 & ACTIVITIES

Student organizations are also required to work with Northern's Communications & Marketing for use of College logos, including for t-shirts and other merchandise. All branded products should go through Northern's Communications and Marketing office. NCAM reserves the right to review and approve marketing materials for external audiences. NCAM will work with your vendor of choice to ensure proper branding.

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 **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)

SENTINEL BOOK & ITALIC
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890,,:;"'%"&!?

SENTINEL MEDIUM AND ITALIC
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890,,:;"'%"&!?

SENTINEL SEMIBOLD AND ITALIC
ABCDEFGHIJKLMNOPQRSTUVWXYZ

SENTINEL BOLD AND ITALIC
abcdefghijklmnopqrstuvwxyz
1234567890,,:;"'%"&!?

CHRONICLE TEXT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890,,:;"'%"&!?

CHRONICLE DISPLAY ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890,,:;"'%"&!?

SCALA SANS (Fontshop.com)

SCALA SANS REGULAR & ITALIC
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890,,:;"'%"&!?

SCALA SANS BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890,,:;"'%"&!?

ASSORTED KNOCKOUT WEIGHTS (www.typography.com)

abcdefghijklmnopqrstuvwxyz
1234567890,,:;"'%"&!?

abcdefghijklmnopqrstuvwxyz
1234567890,,:;"'%"&!?

abcdefghijklmnopqrstuvwxyz
1234567890,,:;"'%"&!?

abcdefghijklmnopqrstuvwxyz
1234567890,,:;"'%"&!?

abcdefghijklmnopqrstuvwxyz
1234567890,,:;"'%"&!?

Primary Color Palette

Northern's official colors are:

BLUE [PMS* 541 C] and **RUST [PMS* 7580 UP]**



CMYK
C100 M55 Y0 K38

RGB
R 0 G 60 B 113

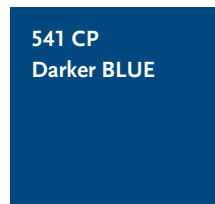
HTML 003C71



CMYK
C0 M61 Y91 K8

RGB
R 197 G117 B54

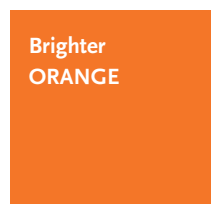
HTML C57536



CMYK
C100 M59 Y9 K46

RGB
R 0 G 60 B 113

HTML 003D6A



CMYK
C0 M66 Y96 K0

RGB
R 224 G119 B47

HTML E0772F



CMYK
C16 M12 Y13 K0

For in-house use
10 -15%K



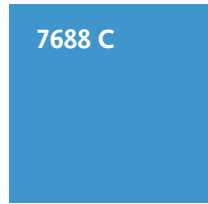
CMYK
C8 M5 Y7 K16

RGB
R200 G201 B199

HTML C8C9C7

Secondary palette

Lighter blues, plus colors featured in Northern's accent strips



CMYK
C71 M28 Y4 K0

RGB
R 100 G150 B200

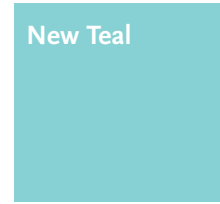
HTML 6395c7



CMYK
C100 M30 Y2 K34

RGB
R 0 G110 B 161

HTML 006ea1



CMYK
C0 M45 Y18 K0


RGB
R 160 G213 B 214

HTML a0d5d6


Color Palette for New Website

DIGITAL COLOR PALETTE


Primary (Used to draw attention to important information)



Blue
#004880




Orange
#E0772F




EAB Teal
#A0D5D6


Secondary (Applied to foundational elements)




White
#FFFFFF




Light Gray
#F9F9F9



Medium Gray
#DCDBE3



Dark Gray
#231F20



Light Blue
#006EAS

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