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University Identity Standards

University Communication and Marketing

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UNM

University Identity Standards

a manual for building a stronger identity



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UNM brand *redesign*

University Identity Standards



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January 2007

Dear members of the UNM community,

I am pleased to introduce the University of New Mexico's updated logo treatment and identity standards. The new logo treatment retains the image that reflects the history and tradition of the University while introducing a strong and classic look for the future.

As you look at the materials located on the Web at www.unm.edu/~market, you will see that the UNM's official colors of cherry and silver are used consistently in all graphic options. Use of these official school colors is crucial to strengthening and building on our institutional identity.

The identity standards have been developed to ensure the consistent use of the University's logo and other graphics in the media, on our stationery and in publications.

I am asking that programs and departments campus-wide adopt and follow these new standards. They are intended to provide you with the flexibility and guidance to achieve programmatic goals, while furthering UNM's mission within Albuquerque, the southwest, and beyond.

I endorse these standards and invite the entire University community to join me in their adoption and implementation.



Sincerely,

Acting President

introduction

UNM brand *redesign*

This manual introduces and explains UNM's identity program. Visual identity is a tool that helps an organization express its mission, goals, and distinctions across the full spectrum of communications. By correctly using the elements of the identity program, you help UNM project a consistent public image of New Mexico's flagship university.

Why is visual identity branding important to UNM?

Visual identity is the keystone of our communication and marketing efforts. An inconsistent image confuses our public and undermines our messages.

A strong, cohesive image projected to our target market audience greatly increases brand name recognition and brand prestige. A consistent effort at UNM will aid admissions, fundraising and other recruitment efforts of the University. It will also increase the level of visibility of UNM with its various publics.

Flexibility:

These identity standards have been developed to be flexible but also work in a methodical and hierarchical manner. These standards are provided to campus constituents to help bring consistency in the way we identify UNM and its parts in print and electronically, and at the same time allow the flexibility needed by a decentralized university culture. The success of this program depends upon the contributions and cooperation of the entire UNM community as we work together for a sharper and more focused identity.

Why do we need a University Identity Standards Manual?

The University of New Mexico's visual identity is critical to our objective of continuing to project the name UNM brand. We make up a single institution with many faces, voices, and publics. The purpose of these identity standards is to reinforce the distinct identity of each of our academic units and affiliated enterprises while at the same time making it clear that UNM stands behind each of them.

How you can participate:

The key to building a successful brand is proper use of brand components: color, graphics and typography. It is essential that all materials distributed by the University maintain a high quality "UNM" look and feel.

To ensure a high level of quality of materials, industry-standard design software is recommended to create printed materials for your college, school or department. Several software applications allow designers to control color, typography, and graphics while ensuring high quality reproduction in print or on the Web.

Acceptable design software includes layout applications such as Adobe InDesign or Pagemaker, and QuarkXpress. Vector graphics are the standard for logo and seal design and reproduction, and include Adobe Illustrator and Macromedia Freehand. Adobe Photoshop is the gold standard for working with rasterized pixel-based graphics and photograph retouching.

Applications such as Microsoft Word and Publisher, Print Shop and Paint do not conform to industry standards, and should not be used for print design since they often result in poor reproduction.

All those producing visual or audio materials are urged to consult the University Communication and Marketing Department (UCAM) to ensure proper quality and branding of UNM materials.

image & identity

UNM brand *redesign*

Maintaining a consistent and professional visual identity communicates UNM's core values to audiences on campus, in the greater Albuquerque area and throughout the southwest.

UNM is New Mexico's flagship University. From a multi-cultural, academic environment to ground-breaking research, UNM continues to grow and evolve. But competition among universities and educational institutions has never been greater. Other universities compete with UNM to attract bright students and top-ranked faculty, to raise private funds for new initiatives and to receive equitable funds in state budgets. To help our publics identify and remember all the parts that make the University remarkable, UNM seeks to strengthen its "brand" by presenting a consistent and professional image.

Everyone associated with the University has a responsibility to present this consistent message about UNM. Without a cohesive visual identity, the University's audiences — primarily students, prospective students, parents, alumni, donors, elected officials and the media — are left with fragmented perceptions of the University. Portraying UNM in a unified, consistent manner will help solidify UNM's image.

For questions or assistance in planning or producing University communications, please contact UCAM (University Communication and Marketing) at ucam@unm.edu or call 277.1989.



UNM display at Albuquerque Greater Chamber of Commerce



The University Seal

The most formal symbol of the University is the seal. The seal is reserved for use on documents or forms of the highest official rank from the University President, the University Secretary, and the University Board of Regents such as diplomas, certificates, certain invitations, legal documents, and other printed materials. Other uses of the seal must be pre-approved by the Vice President for Institutional Advancement.

Seal Guidelines

Whenever the seal is used, observe the following guidelines:

1. Use the seal only in its entirety.
2. Use the seal alone and never combined on a single graphics surface with another emblem or symbol.
3. Type may not touch the seal or be superimposed over it, except when specifically approved by the Vice President for Institutional Advancement.
4. Use the seal only in the form shown; it must never be distorted.
5. Use only reproduction quality images of the seal (available from University Communications and Marketing (UCAM)) for direct reproduction.

Commercial Usage of the Seal

Like the logo, the seal is a registered service mark of the University of New Mexico. As such, it must be properly presented and used for approved purposes only.

The seal is copyrighted and licensed. Any violation of the licensing agreement with the University will be enforced.

Any questions regarding the use of the seal on manufactured items are to be directed to the Associate Athletics Director, Intercollegiate Athletics, The University of New Mexico, 925.5605.

primary UNM logomark

UNM brand *redesign*

PMS 200
PMS Cool Gray 11

Light gray area in arch graphic
is 50% PMS Cool Gray 11.



Primary UNM Logo
(preferred version)



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

Logo Clearance

In order to be effective, the logomark should stand alone, without other elements imposed in the surrounding white space.

Whenever possible, there should be "X" amount of clearance around all sides of the logo, represented above by the dotted box. "X" is equivalent to the height of the arch graphic.

Please note that the box around the logo above is for illustrative purposes only, and is NOT a part of the UNM logomark.

Logomarks can be downloaded at www.unm.edu/~market.

The UNM logo is strong, bold and identifiable. It conveys a sense of strength, simplicity and permanence. The name "UNM" is dominant, serving as the focal point for recognition. The logo is designed to be easily translated to a variety of applications. It should be incorporated as appropriate in all visual representations of the organization, including print ads, outdoor boards, signage, forms, letterhead, posters, flyers and brochures.

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

Specific colors have been selected as the UNM institutional colors. The logo should be presented in **PMS 200** and **PMS COOL GRAY 11**; in black; black and grayscale; reversed out of images; and reversed out of a solid color. *See page eight, "logomark color variations" for examples.*

When a reverse is used for logo presentation, the paper stock must be white in order to show white. In certain applications the logo may be blind embossed.

secondary UNM logomark

UNM brand *redesign*

PMS 200
PMS Cool Gray 11

Light gray area in arch graphic
is 50% PMS Cool Gray 11.



Secondary UNM Logo (stacked)

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

Logo Clearance

In order to be effective, the logomark should stand alone, without other elements imposed in the surrounding white space.

Whenever possible, there should be “X” amount of clearance around all sides of the logo, represented above by the dotted box. “X” is equivalent to the height of the arch graphic.

Please note that the box around the logo above is for illustrative purposes only, and is NOT a part of the UNM logomark.

Logomarks can be downloaded at www.unm.edu/~market.

Specific colors have been selected as the UNM institutional colors. The logo should be presented in **PMS 200** and **PMS COOL GRAY 11**; in black; black and grayscale; reversed out of images; and reversed out of a solid color. *See page eight, “logomark color variations” for examples.*

When a full reverse is used for logo presentation, the paper stock must be white in order to show white. In certain applications the logo may be blind embossed. *See last example on page eight of “logomark color variations.”*

Whenever possible, the horizontal “UNM” version of the logo on page six should be used. It is the preferred representation of the University logomark.

However, when space considerations do not allow the use of the preferred horizontal “UNM” version of the logo, this stacked alternate secondary logomark may be used.

For further information on the correct usage of the University name in written communications, please refer to the University Style Guide at www.unm.edu/~market

logomark color variations

UNM brand *redesign*

Light gray area in arch graphic is 50% Cool Gray 11. **Use on white background only.**



color

Dark gray area in arch graphic is 50% black. UNM type and dark shadows are 70% black. Light gray area in arch graphic is 30% black. **Use on white background only.**



grayscale

This black version of the logo should only be used for special applications such as small promo items, engraving, etc.



black

This full reversed version of the logo should only be used for special applications such as small promo items, engraving, etc.



full reversed - white against any color background

This **special version of the logo with the extra gray step** should only be used when the logo appears against a light color background or photo.



color logo against a light background or light photo background

This **special version of the logo with the extra gray step** should only be used when the logo appears against a dark printed background.



color logo with white UNM type against a dark background

Place this **special version of the logo with the extra gray step** against a part of the photo which provides sufficient contrast to make the white "UNM" legible. Otherwise use the "color logo against a light background" shown above.

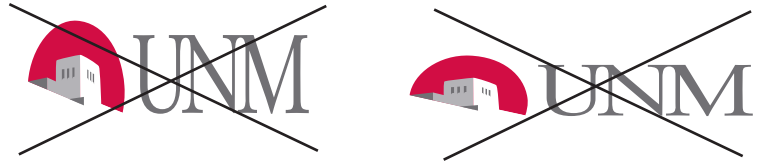


color logo with white UNM type against a dark photo background

incorrect logomark usage

UNM brand *redesign*

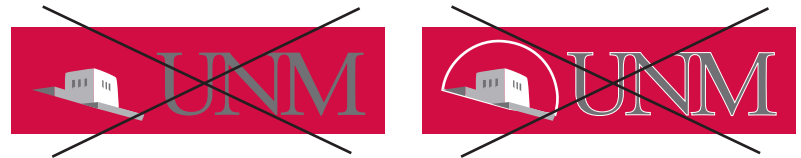
Logo is condensed disproportionately to fit a given space



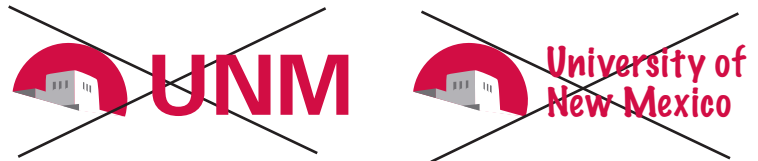
White background logo (see p.8) used on non-white background. "Step" on logomark appears truncated; semicircle "bug" and/or "UNM" type disappears.



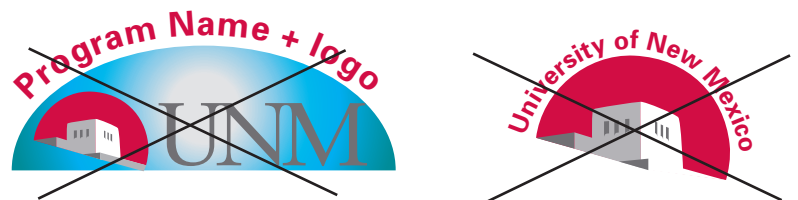
Use of PMS 200C or PMS 1935U on same color background makes semicircle "bug" disappear; outline around semicircle "bug" and/or "UNM" type is incorrect. (Instead, use black or full reversed white versions of logo on p.8.)



Incorrect substitute typeface for "UNM."



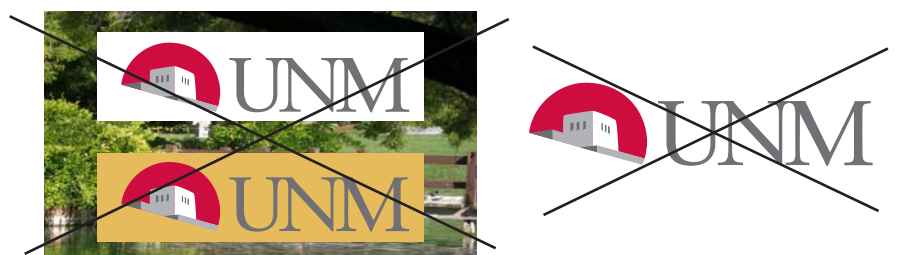
Creation of new logo incorporating or altering UNM logo. The UNM logos (as shown on pp.8, 10, 11, and 12) must be used without alternations of any kind.



Incorrect image color (**Note: Use of PMS 321 turquoise logo is permissible ONLY for Health Sciences Center or UNM Hospitals.**)



Incorrect use of white or color box behind UNM logo when superimposed on photo background; incorrect use of "special version" logo with gray "step" on a white background.



“college of” logomarks

UNM brand *redesign*

PMS 200
PMS Cool Gray 11

Light gray area in arch graphic
is 50% PMS Cool Gray 11.



Logo Clearance

In order to be effective, the logomark should stand alone, without other elements imposed in the surrounding white space.

Whenever possible, there should be “X” amount of clearance around all sides of the logo, represented above by the dotted box. “X” is equivalent to the height of the arch graphic.

Please note that the box around the logo above is for illustrative purposes only, and is NOT a part of the UNM logomark.

Specific guidelines have been established for the relationship of the UNM 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.

Creation of any new logos must be cleared in advance with the Office of Institutional Advancement. See page 14 “special logo applications” for criteria for applying for a Unit-Specific Logo.

Logomarks can be downloaded at www.unm.edu/~market.

“school of” logomarks

UNM brand *redesign*

PMS 200
PMS Cool Gray 11

Light gray area in arch graphic
is 50% PMS Cool Gray 11.



Logo Clearance

In order to be effective, the logomark should stand alone, without other elements imposed in the surrounding white space.

Whenever possible, there should be “X” amount of clearance around all sides of the logo, represented above by the dotted box. “X” is equivalent to the height of the arch graphic.

Please note that the box around the logo above is for illustrative purposes only, and is NOT a part of the UNM logomark.

Logomarks can be downloaded at www.unm.edu/~market.

As with the UNM logo, the “School of” logo is based on specific spatial relationships that govern the presentation of the logo with its modifiers.

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 must be cleared in advance with the Office of Institutional Advancement. See page 14 “special logo applications” for criteria for applying for a Unit-Specific Logo.

extended campus (branch) logomarks

UNM brand *redesign*

PMS 200
PMS Cool Gray 11

Light gray area in arch graphic
is 50% PMS Cool Gray 11.



Logo Clearance

In order to be effective, the logomark should stand alone, without other elements imposed in the surrounding white space.

Whenever possible, there should be "X" amount of clearance around all sides of the logo, represented above by the dotted box. "X" is equivalent to the height of the arch graphic.

Please note that the box around the logo above is for illustrative purposes only, and is NOT a part of the UNM logomark.

Logomarks can be downloaded at www.unm.edu/~market.

As with the UNM logo, the "extended campus" logo is based on specific spatial relationships that govern the presentation of the logo with its modifiers.

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 must be cleared in advance with the Office of Institutional Advancement. See page 14 "special logo applications" for criteria for applying for a Unit-Specific Logo.

optional office, department & program information

UNM brand *redesign*

PMS 200
PMS Cool Gray 11

Light gray area in arch graphic is 50% PMS Cool Gray 11.

For use on Collateral Material only– Brochures, Ads, Flyers, Posters, Banners, Presentations, notecards, etc. For use on Stationery, see pages 15-23.



Office, Department or Program Long Title



Office, Department or Program Long Title



ANDERSON SCHOOL of MANAGEMENT

Office, Department or Program Long Title

When used on brochures, ads, flyers, posters, banners, presentations, websites, etc. you have the option of using the official logos with Office, Department and Program names. **See pp. 15-23 for use on stationery.**

This additional information appears in *Sabon LT Std. italic*, Pantone Cool Gray 11 (or equivalent), separated by a Pantone 200 red (or equivalent)rule. In the above examples, the plain UNM version is 13/15 *Sabon LT Std. italic (FL)*, and the Branch Campus and School and College versions are 10/11 *Sabon LT Std. italic (FL)* with a .5” rule.

Creation of any new logos must be cleared in advance with the Office of Institutional Advancement. See page 14 “special logo applications” for criteria for applying for a Unit-Specific Logo.

special logo applications

UNM brand *redesign*

Forms

On University-wide institutional forms, the UNM logo should be placed as the highest, most identifiable graphic element on the page, preferably in the upper left corner.

Advertising

Although the University is made up of many diverse units, all graphic communications for the University should have a consistent visual element. To achieve this, the UNM logo must always be used for institutional advertising. *See p.13 for using office, department and program information with the UNM logo.*

Using the UNM logo with Logos of other Institutions

In general, the UNM logo should appear by itself, and not in conjunction with other logos. However, when the University is allied in a cooperative venture with one or more other institutions, it may be appropriate to place the logos of these other institutions on the same page with the UNM logo.

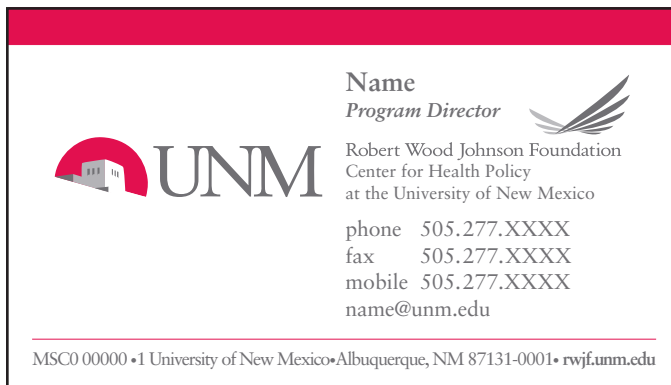
When this is done, the UNM logo should be larger than the other logos, or all logos on the page should be of equivalent size.

Using the Unit-Specific Logo

Under very limited circumstances, a unit within the University may be permitted to use a separate Unit-Specific logo. The criteria for this allowance are usually as follows:

1. An entity which provides a service on behalf of a specific state division or any other division of government.
2. A unit for which UNM is a fiscal agent only.
3. A unit that is a result of a joint power agreement between the University of New Mexico and other entities.

If a unit meets one or more of the above-mentioned criteria, the unit may be allowed to use a Unit-Specific logo, but will still be required to use the official UNM logo in its letterhead and on all official publications.



Example of an approved unit-specific logo on stationery.

Requests for Unit-Specific logos are handled on a case-by-case basis by the Office of Institutional Advancement. Please direct your calls to UCAM at 277.1989.

stationery system

UNM brand *red*esign

To order UNM Stationery, please go to http://www.unmcopycenter.net/servicecenter/business_cards.html or call the UNM Copy Center at 277-8267.

Stationery (used here to include printed letterhead, envelopes, and business cards) creates one of the most frequent and therefore most important impressions of the University. It must contain the basic elements of design, space, and proportion as well as aesthetic considerations set forth by the University.

All colleges, schools, departments, offices, centers, units, and sub-units which are recognized, official parts of the University are to use the standard stationery designs described and illustrated in these pages.

Official University stationery is to be printed using lithography* only in the colors of cherry red (PMS 1935U), and gray (PMS Cool Gray 11U)

Stationery for all University external mailings should be official UNM letterhead. University policy prohibits the use of individual names on official letterhead.

No names of individuals (except in the case of business cards) or other personalized marks will be printed on University stationery.

SPECIFICATIONS FOR OFFICIAL UNM STATIONERY

Both “Executive UNM” and “Alternate UNM” stationery are available to all. The “Executive UNM” stationery may be more expensive to print.

Letterhead (see examples on pp. 16-23)

Size: 8 1/2” x 11”

Paper: 70# Cougar Opaque White (98 brightness) Smooth Finish Text or equivalent*

Ink: PMS 1935U and PMS Cool Gray 11U

Executive Version: PMS 1935U bar at top: 1/4” x 8.5”; Bleeds on three sides

Typefaces:

Name of Department, Office or Program

Sabon LT Std Italic 12/14 Flush Left

“The University of New Mexico” and “www.unm.edu” at bottom:

Sabon LT Std Bold 7.5/12 Justified

Rest of address at bottom:

Sabon LT Std Roman 7.5/12 Justified

Bullets between items:

Sabon LT Std Roman 7.5/12 Justified

Envelopes (see examples on pp.16-23)

Size: #10 envelope

Paper: 60T Cougar Opaque White (98 brightness) Smooth Finish or equivalent*

Ink: PMS 1935U and PMS Cool Gray 11

Typefaces:

Department Name:

Sabon LT Std 8/11 Flush Left

Rest of address:

Sabon LT Std Roman 7/9 Flush Left

Business Cards (see examples on pp.16-23)

Size: 3.5” x 2”

Paper: 100# Cover Cougar Opaque White (98 brightness) or equivalent*

Ink: PMS 1935U and PMS Cool Gray 11U

Executive Version: PMS 1935U bar at top: 3/16” x 3.5”; Bleeds on three sides

Typefaces:

Name: **10/13 Sabon LT Std Bold** Flush Left**

Title: ***Sabon Roman LT Std Bold Italic 7.5/10** Flush Left***

Office, Department, Program, Extra Info:

Sabon LT Std Italic 7.5/10 Flush Left

Typeface for phone and email info:

*Sabon LT Std Roman 8/10** Flush Left*

“The University of New Mexico” and “www.unm.edu” at bottom:

Sabon LT Std Bold 6.6/8 Justified

Rest of address at bottom:

Sabon LT Std Roman 6.6/8 Justified

Bullets between items: *Sabon LT Std Roman 5/8 Justified*

**Due to concerns about legibility and consistency; thermographic printing, laserjet and inkjet output, and linen finishes are not acceptable.*

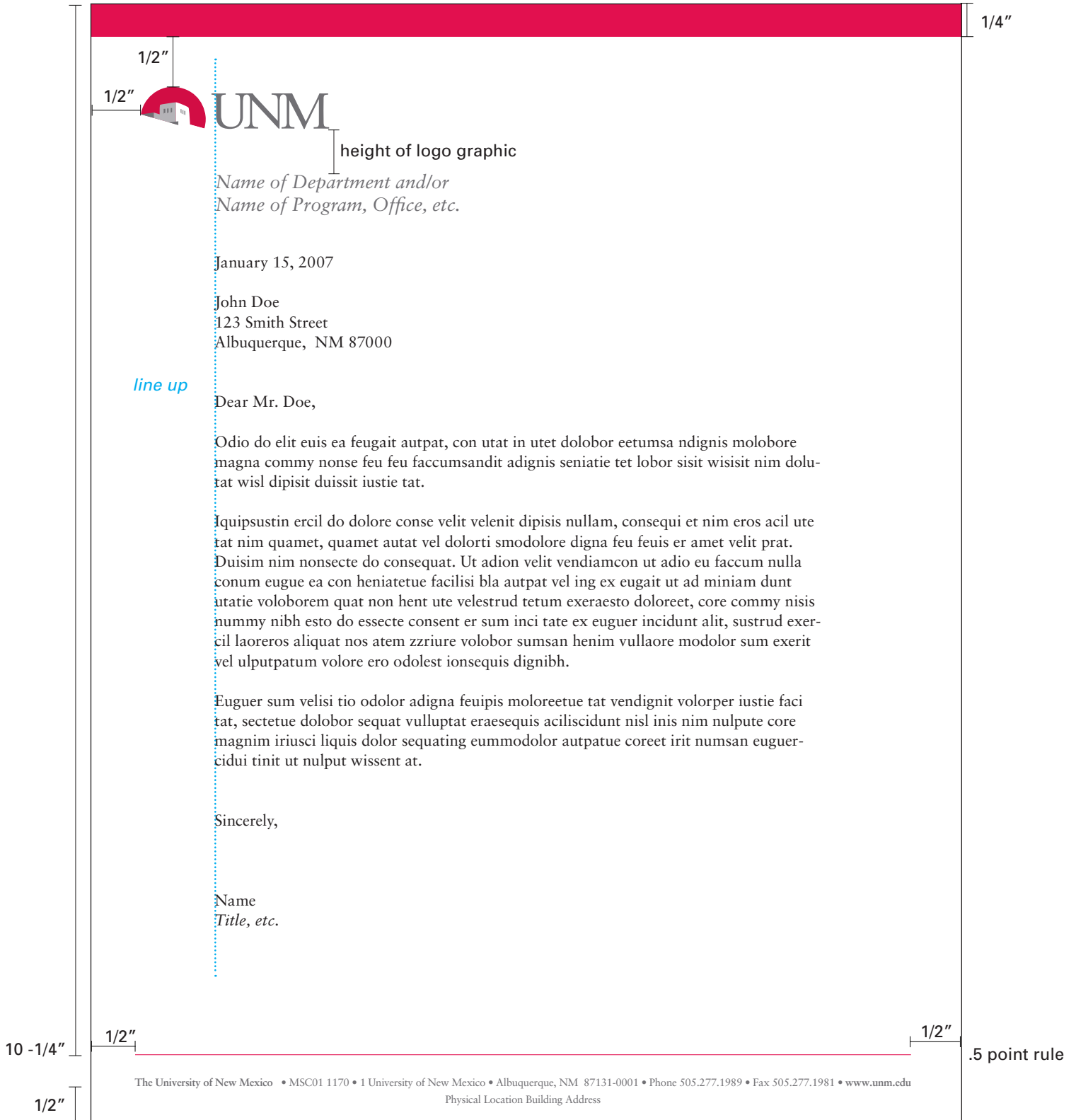
***Extra information may necessitate slightly smaller typeface and/or leading.*

UNM executive letterhead

UNM brand *redesign*

Available to all. To order UNM Stationery, please go to http://www.unmcopycenter.net/servicecenter/business_cards.html or call the UNM Copy Center at 277-8267.

See p. 15 for type specifications.



Letterhead is not actual size.

UNM executive business card and envelope

UNM brand *redesign*

Available to all. To order UNM Stationery, please go to http://www.unmcopycenter.net/servicecenter/business_cards.html or call the UNM Copy Center at 277-8267.

See p. 15 for type specifications.



If there is too much information to fit on the front of the business card, print it in PMS Cool Gray 11U on the back of the card. (e.g. long physical building mailing addresses and multiple programs or titles)



Envelope is not actual size.

UNM school/college executive letterhead

UNM brand *redesign*

Available to all. To order UNM Stationery, please go to http://www.unmcopycenter.net/servicecenter/business_cards.html or call the UNM Copy Center at 277-8267.

See p. 15 for type specifications.

10 - 1/4"

1/2"

1/2"

1/2"

1/4"

UNM COLLEGE of ARTS & SCIENCES

height of logo graphic

*Name of Department and/or
Name of Program, Office, etc.*

January 15, 2007

John Doe
123 Smith Street
Albuquerque, NM 87000

line up

Dear Mr. Doe,

Odio do elit euis ea feugait autpat, con utat in utet dolobor eetumsa ndignis molobore magna commy nonse feu feu faccumсандит адигнис сеніатіе tet labor sisit wisisit nim dolu- rat wisl dipisit duissit iustie tat.

Iquipsustin ercil do dolore conse velit velenit dipisis nullam, consequi et nim eros acil ute tat nim quamet, quamet autat vel dolorti smdolore digna feu feuis er amet velit prat. Duisim nim nonsecte do consequat. Ut adion velit vendiamcon ut adio eu faccum nulla conum eugue ea con heniatetue facilisi bla autpat vel ing ex eugait ut ad miniam dunt utatie voloborem quat non hent ute velestrud tetum exeraesto doloreet, core commy nisis nummy nibh esto do essecte consent er sum inci tate ex euguer incidunt alit, sustrud exercil laoreros aliquat nos atem zzriure volobor sumsan henim vullaore modolor sum exerit vel ulputpatum volore ero odolest ionsequis dignibh.

Euguer sum velisi tio odor adigna feupis moloreetue tat vendignit volorper iustie faci tat, sectetue dolobor sequat vulluptat eraesequis aciliscidunt nisl inis nim nulpute core magnim iriusci liquis dolor sequating eummodolor autpatue coreet irit numsan euguer- cidui tinit ut nulput wissent at.

Sincerely,

*Name
Title, etc.*

1/2"

1/2"

5 point rule

The University of New Mexico • MSC01 1170 • 1 University of New Mexico • Albuquerque, NM 87131-0001 • Phone 505.277.1989 • Fax 505.277.1981 • www.unm.edu
Physical Location Building Address

Letterhead is not actual size.

UNM school/college executive business card and envelope

UNM brand *red*esign

Available to all. To order UNM Stationery, please go to http://www.unmcopycenter.net/servicecenter/business_cards.html or call the UNM Copy Center at 277-8267.

See p. 15 for type specifications.



If there is too much information to fit on the front of the business card, print it in PMS Cool Gray 11U on the back of the card. (e.g. long physical building mailing addresses and multiple programs or titles)



Envelope is not actual size.

UNM alternate letterhead

UNM brand *redesign*

A lower-cost alternative available to all. To order UNM Stationery, please go to http://www.unmcopycenter.net/servicecenter/business_cards.html or call the UNM Copy Center at 277-8267.

See p. 15 for type specifications.

The diagram illustrates the layout and dimensions of the UNM alternate letterhead. It features a 10 - 1/4 inch wide and 1/2 inch high header area. The UNM logo is positioned in the top left corner, with a 1/2 inch margin from the left edge and a 1/2 inch margin from the top edge. The logo's height is labeled as "height of logo graphic". Below the logo, the text "Name of Department and/or Name of Program, Office, etc." is centered. The date "January 15, 2007" is centered below the department name. The sender's name and address, "John Doe, 123 Smith Street, Albuquerque, NM 87000", are centered. A blue vertical line labeled "line up" is positioned to the left of the recipient's name and address. The recipient's name and address, "Dear Mr. Doe, Odio do elit euis ea feugait autpat, con utat in utet dolobor eetumsa ndignis molobore magna commy nonse feu feu faccum sandit adignis seniatie tet labor sisit wisisit nim dolutat wisl dipisit duissit iustie tat. Iquipsustin ercil do dolore conse velit velenit dipisis nullam, consequi et nim eros acil ute tat nim quamet, quamet autat vel dolorti smdolore digna feu feuis er amet velit prat. Duisim nim nonsecte do consequat. Ut adion velit vendiamcon ut adio eu faccum nulla conum eugue ea con heniatetue facilisi bla autpat vel ing ex eugait ut ad miniam dunt utatie voloborem quat non hent ute velestrud tetum exeraesto doloreet, core commy nisis nummy nibh esto do essectue consent er sum inci tate ex euguer incidunt alit, sustrud exercil laoreros aliquat nos atem zzriure volobor sumsan henim vullaore modolor sum exerit vel ulputatum volore ero odolest ionsequis dignibh. Euguer sum velisi tio odor adigna feupis moloreetue tat vendignit volorper iustie facit, sectetue dolobor sequat vulluptat eraesequis aciliscidunt nisl inis nim nulpute core magnim iriusci liquis dolor sequating eummodolor autpatue coreet irit numsan euguer cidui tinit ut nulput wissent at.", are centered. The sender's name and title, "Name Title, etc.", are centered below the recipient's name. The footer area is 1/2 inch high and contains the text "The University of New Mexico • MSC01 1170 • 1 University of New Mexico • Albuquerque, NM 87131-0001 • Phone 505.277.1989 • Fax 505.277.1981 • www.unm.edu Physical Location Building Address". The footer is 1/2 inch from the bottom edge and 1/2 inch from the right edge. A .5 point rule is indicated at the bottom right.

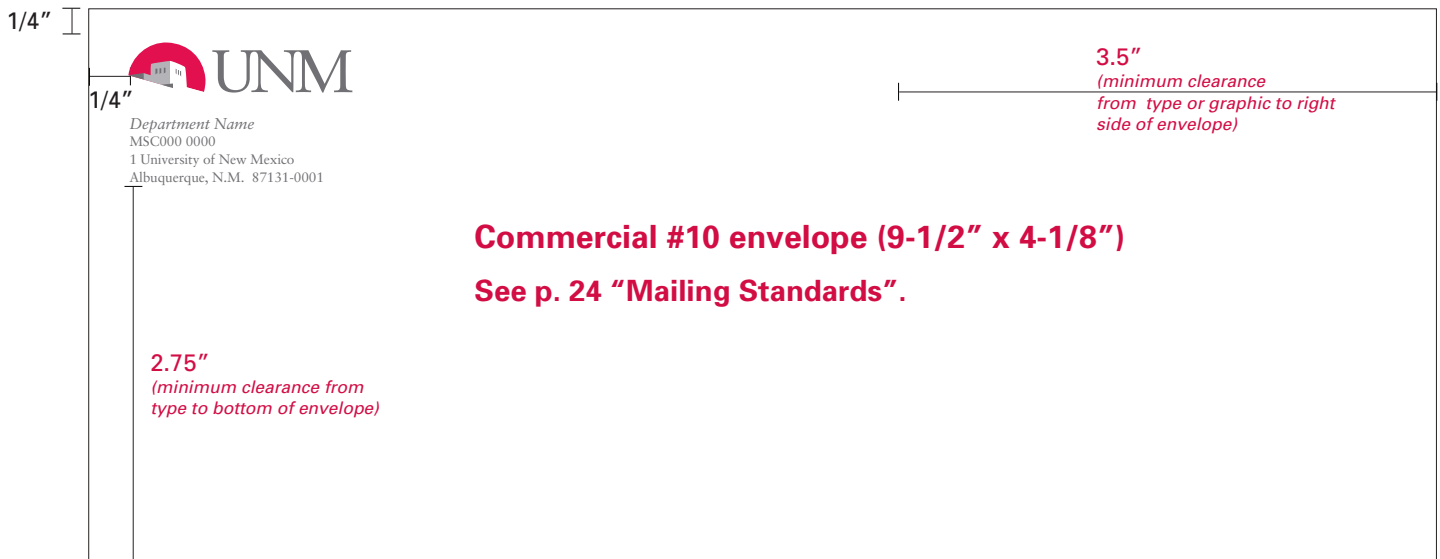
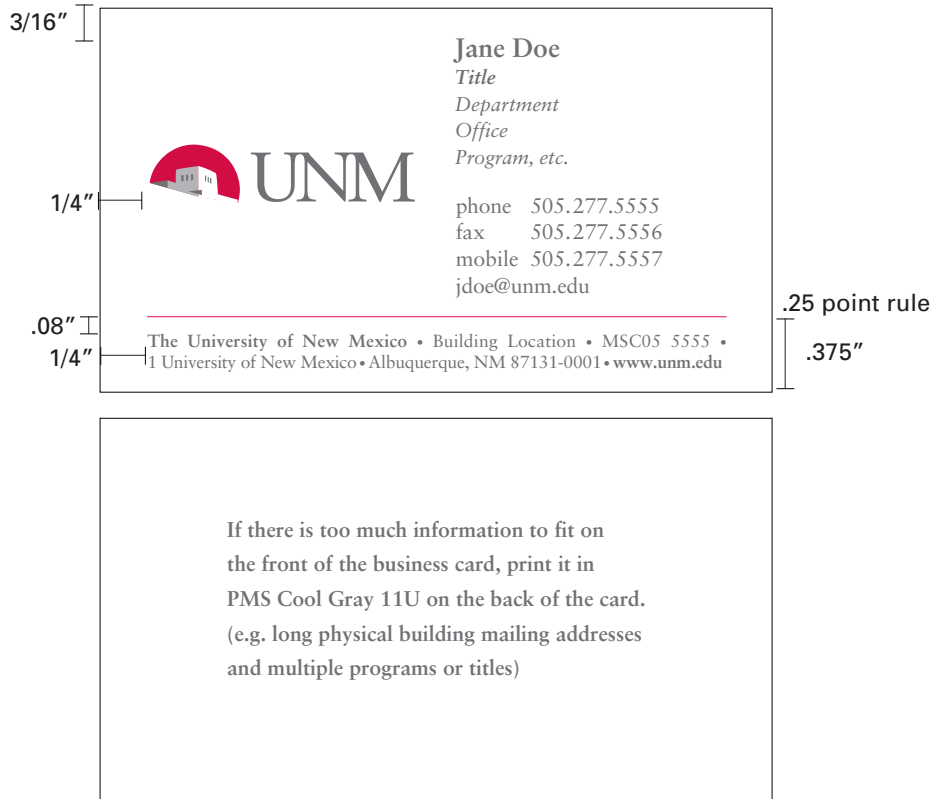
Letterhead is not actual size.

UNM alternate business card and envelope

UNM brand *redesign*

A lower-cost alternative available to all. To order UNM Stationery, please go to http://www.unmcopycenter.net/servicecenter/business_cards.html or call the UNM Copy Center at 277-8267.

See p. 15 for type specifications.



Envelope is not actual size.

UNM alternate school/college letterhead

UNM brand *redesign*

A lower-cost alternative available to all. To order UNM Stationery, please go to http://www.unmcopycenter.net/servicecenter/business_cards.html or call the UNM Copy Center at 277-8267.

See p. 15 for type specifications.

1/2"

1/2"

UNM SCHOOL of ARCHITECTURE & PLANNING

height of logo graphic

Name of Department and/or
Name of Program, Office, etc.

January 15, 2007

John Doe
123 Smith Street
Albuquerque, NM 87000

Dear Mr. Doe,

line up Odio do elit euis ea feugait autpat, con utat in utet dolobor eetumsa ndignis molobore magna commy nonse feu feu faccumsandit adignis seniatie tet lobor sisit wisisit nim dolu-
tat wisl dipisit duissit iustie tat.

Iquipsustin ercil do dolore conse velit velenit dipisis nullam, consequi et nim eros acil ute
tat nim quamet, quamet autat vel dolorti smodolore digna feu feuis er amet velit prat.
Duisim nim nonsecte do consequat. Ut adion velit vendiamcon ut adio eu faccum nulla
conum eugue ea con heniatetue facilisi bla autpat vel ing ex eugait ut ad miniam dunt
utatie voloborem quat non hent ute velestrud tetum exeraesto doloreet, core commy nisis
nummy nibh esto do essecte consent er sum inci tate ex euguer incidunt alit, sustrud exer-
cil laoreros aliquat nos atem zzriure volobor sumsan henim vullaore modolor sum exerit
vel ulputatum volore ero odolest ionsequis dignibh.

Euguer sum velisi tio odor adigna feupis moloretue tat vendignit volorper iustie faci
tat, sectetue dolobor sequat vulluptat eraesequis aciliscidunt nisl inis nim nulpute core
magnim iriusci liquis dolor sequating eummodolor autpatue coreet irit numsan euguer-
cidui tinit ut nulput wissent at.

Sincerely,

Name
Title, etc.

10 -1/4

1/2"

1/2"

The University of New Mexico • MSC01 1170 • 1 University of New Mexico • Albuquerque, NM 87131-0001 • Phone 505.277.1989 • Fax 505.277.1981 • www.unm.edu
Physical Location Building Address

.5 point rule

Letterhead is not actual size.

UNM alternate school/college business card and envelope

UNM brand *redesign*

A lower-cost alternative available to all. To order UNM Stationery, please go to http://www.unmcopycenter.net/servicecenter/business_cards.html or call the UNM Copy Center at 277-8267.

See p. 15 for type specifications.

The diagram shows a business card layout with the following dimensions and content:

- Top margin:** 3/16"
- Left margin:** 1/4"
- Bottom margin:** .08"
- Right margin:** .25 point rule
- Bottom border:** .375"

Content:

- Logo:** UNM SCHOOL of ARCHITECTURE & PLANNING
- Name:** Jane Doe
- Title:** Title
- Department:** Department
- Extra Info:** Extra Info
- More Info:** More Info
- Contact:** phone 505.277.5555, fax 505.277.5556, mobile 505.277.5557, jdoe@unm.edu
- Footer:** The University of New Mexico • Building Location • MSC05 5555 • 1 University of New Mexico • Albuquerque, NM 87131-0001 • www.unm.edu

Back of card text:

If there is too much information to fit on the front of the business card, print it in PMS Cool Gray 11U on the back of the card. (e.g. long physical building mailing addresses and multiple programs or titles)

The diagram shows a commercial #10 envelope layout with the following dimensions and content:

- Top margin:** 1/4"
- Left margin:** 1/4"
- Right margin:** 3.5" (minimum clearance from type or graphic to right side of envelope)
- Bottom margin:** 2.75" (minimum clearance from type to bottom of envelope)

Content:

- Logo:** UNM SCHOOL of ARCHITECTURE & PLANNING
- Department Name:** MSC000 0000, 1 University of New Mexico, Albuquerque, N.M. 87131-0001
- Text:** Commercial #10 envelope (9-1/2" x 4-1/8") See p. 24 "Mailing Standards".

Envelope is not actual size.

Bulk Mail

The United States Postal Service (USPS) requires that all bulk mail contain “The University of New Mexico” as the first line of type of the return address. If these guidelines are not followed, the USPS will refuse the bulk mailing. Please contact UNM Mailing Systems at 277.4124 for free bulk mail design consultation.

Return Address/Mail Piece Design

The USPS uses automated equipment to route and deliver mail. In order to avoid returned or delayed mail, return addresses on all mail pieces must not drop below 2.75” from the bottom of the piece. There must also be a clearance of 3.50” from the right edge of the mail piece for postage. The minimum size for any mail piece to qualify for mailing is 3.5” X 5”.

Example:

Department Name

MSC00 0000

1 University of New Mexico

Albuquerque NM 87131-0001

For details on postal address and return address requirements, please contact UNM Mailing Systems at 277.4124. Please remember that return addresses are purely functional and must contain Mail Stop Codes. Any additional information such as phone numbers or email addresses should be contained within the contents of the mail piece. Deviations from these requirements may result in additional postal fees, or refusal of an item for delivery by the USPS. To avoid these issues contact UNM Mailing Systems for free mail piece design consultation before you print.

Business Reply Mail

The USPS has very specific artwork requirements for business reply envelopes and postcards. UNM Mailing Systems must provide the artwork for all business reply mail in order to comply with USPS regulations. Deviations from these requirements may result in additional postal fees, or refusal of an item for acceptance by the USPS. **For details, please contact UNM Mailing Systems at 277.4124.**


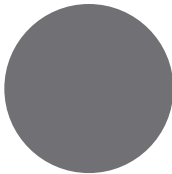
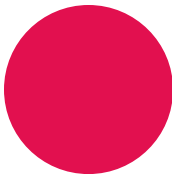
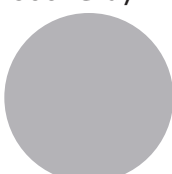
Postcards

The maximum size to qualify for postcard rate is 4.25” X 6”. Please leave 3.50” clearance from the right edge of the mail piece for postage.

approved UNM colors

UNM brand *redesign*

Primary Palette

PMS 200C	PMS Cool Gray 11C PMS Cool Gray 11U
	
C= 0 M=100 Y= 65 K= 15	C= 0 M= 0 Y= 0 K= 70
PMS 1935U*	50% PMS Cool Gray 11
	
C= 0 M=100 Y= 65 K= 15	K= 35

Please note: colors portrayed are not accurate. Consult a Color Swatch booklet for actual colors
(See Resources on page 39).













HEX Web color palette available from UCAM.

Primary Palette

The official colors of the University of New Mexico are cherry (PMS 200C) and silver (for which PMS Cool Gray 11C is normally substituted). *For stationery and other uses on uncoated paper-stock, PMS 1935U is to be used for cherry red.

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

Secondary Palette

column 1	column 2	column 3	column 4
PMS 143	PMS 152	PMS 583	PMS 259
	+ 		+ 
C= 0 M=30.5 Y= 83 K= 0	C= 0 M= 51 Y=100 K= 0	C= 27.5 M= 0 Y=100 K= 15	C= 65 M=100 Y= 0 K= 15
PMS 7407	PMS 471	PMS 582	PMS 321
	+ 		+ 
C= 0 M= 22 Y= 85 K= 11	C= 0 M= 56 Y=100 K= 18.5	C= 11.5 M= 0 Y=100 K= 43	C=100 M= 0 Y= 30.5 K= 23.5
PMS 465	PMS 541	PMS 173	PMS 221
	+ 		+ 
C= 18.5 M= 30.5 Y= 40 K= 10	C=100 M= 50 Y= 0 K= 40	C= 10 M= 69 Y=100 K= 6	C= 0 M=100 Y= 18.5 K= 34

Departments will use the University's official colors in publications. If you are using color as a specific graphic identifier on departmental publications and need an option other than cherry and cool gray, the secondary palette contains some suggestions for complementary colors.

Secondary Palette

These secondary colors evoke the feel of southwest elements and work well with the primary University palette. Use individually, or in combinations.

Combinations

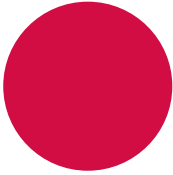
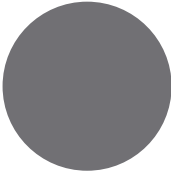
The pairings in columns one + two; and columns three + four are good starting points for accent color combinations. For example, 1a+2a; 1b+2b; 1c+2c; 3a+4a; 3b+4b; 3c+4c.

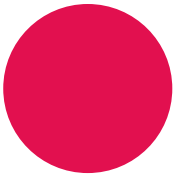
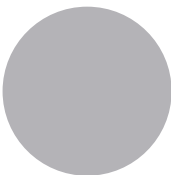
When possible, choose a lighter and darker color when using more than one color. For example, 1a+2a, 1a+2b, 1a+2c, 1a+4b, 1a+4c; etc. *Try to avoid yellow and purple, and orange and turquoise, combinations.*

approved web colors













UNM brand *redesign*

Primary Palette

PMS 200C	PMS Cool Gray 11C PMS Cool Gray 11U
	
HEX	HEX
R C1	R 5E
G 00	G 5D
B 37	B 60

PMS 1935U	50% PMS Cool Gray 11
	
HEX	HEX
R C1	R A4
G 00	G A3
B 37	B A7

Secondary Palette

column 1	column 2	column 3	column 4		
PMS 143	PMS 152	PMS 583	PMS 259		
	+			+	
HEX		HEX		HEX	
R F4		R A0		R 62	
G A1		G B2		G 0C	
B 37		B 22		B 69	
PMS 7407	PMS 471	PMS 582	PMS 321		
	+			+	
HEX		HEX		HEX	
R DA		R 77		R 00	
G A7		G 7D		G 7A	
B 33		B 12		B 86	
PMS 465	PMS 541	PMS 173	PMS 221		
	+			+	
HEX		HEX		HEX	
R C0		R D8		R 9B	
G 9B		G 58		G 00	
B 68		B 1F		B 4A	

Primary Palette

The official colors of the University of New Mexico are cherry (PMS 200C) and silver (for which PMS Cool Gray 11C is normally substituted).

The HEX equivalents (used for display on the web) are indicated below each color swatch.

Departments will use the University's official colors in

publications. If you are using color as a specific graphic identifier on departmental publications and need an option other than cherry and cool gray, the secondary palette contains some suggestions for complementary colors.

Secondary Palette

These secondary colors evoke the feel of southwest elements and work well with the primary University palette. Use individually, or in combinations.

Combinations

The pairings in columns one + two; and columns three + four are good starting points for accent color combinations. For example, 1a+2a; 1b+2b; 1c+2c; 3a+4a; 3b+4b; 3c+4c.

When possible, choose a lighter and darker color when using more than one color. For example, 1a+2a, 1a+2b, 1a+2c, 1a+4b, 1a+4c; etc. *Try to avoid yellow and purple, and orange and turquoise, combinations.*

Serif Typefaces***Sabon Std (Open Face Standard)**

(Set contains Sabon™ Std Roman, Sabon™ Std Italic, Sabon™ Std Bold, Sabon™ Std Bold Italic)

Substitute Serif Typeface

The equivalent serif typeface for in-house use is Times Roman (Times Roman, Times Roman Italic, Times Roman Bold, Times Roman Bold Italic).

Sabon™ Std Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Sabon™ Std Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Sabon™ Std Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Sabon™ Std Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

*Example***Headline (Sabon™ Std Bold 14/16)**

Text: Sabon™ Std Roman 11/14. Cipis enim nonsectetum eriure duipsuscilit adit inci tio commodit nisit del iure minisl ipit aliquat estisci liquis eugueriure minit inHeniamet il dit dignibh ea faciduismod dio consequam, quisissed min henisi bla alit ad enissit lutpat ad tet velent dolorem nosto do commy nis nullum nonulputem

***Fonts available for purchase and download at [www.Adobe.com](http://store1.adobe.com/type/browser/P/P_1392.html). Fonts can be purchased separately or in sets. [http://store1.adobe.com/type/browser/P/P_1392.html].**

Serif Typefaces*

Perpetua Std (Open Face Standard)

Perpetua® Std Regular, Perpetua® Std Italic

Substitute Serif Typeface

Do not use any substitute typefaces for Perpetua.

PERPETUA™ STD ROMAN

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Perpetua™ Std Italic

“of” “the” “and”

Examples

HEADLINE (PERPETUA STD 18/20)

Text: Univers 55 Roman 11/14 Ugiamcore consed dui tie dipsuscin et ad erat acipis eniam nonsectetum eriure duipsuscilit adit inci tio commodit nisit del iure minisl ipit aliquat estisci liquis eugueriure minit inHeniamet il dit dignibh ea faciduismod dio consequam, quisissed min henisi bla alit ad enissit lutpat ad tet velent dolorem nosto do commy nis

For optional use of office, department and program names see p.13. For options for using school, college and extended campus logo use on brochures in conjunction with the UNM logo see pp. 31-36.

SCHOOL *of*
ENGINEERING

PERPETUA STD (30/30 shown above) and
Perpetua Italic (30/30 +2 points from baseline shown above)

Creation of any new logos must be cleared in advance with the Office of Institutional Advancement. See page 14 “special logo applications” for criteria for applying for a Unit-Specific Logo.

*Fonts available for purchase and download at www.adobe.com. Fonts can be purchased separately or in sets. [http://www.adobe.com/type/browser/P/P_1380.html] .

San Serif Typefaces*

Univers (Open Face Standard)

(Set contains Univers™ Std Light, Univers™ Std Light Oblique, Univers™ Std Roman, Univers™ Std Oblique, Univers™ Std Bold, Univers™ Std Bold Oblique, Univers™ Std Black, Univers™ Std Black Oblique)

Substitute San Serif Typeface

The equivalent san serif typeface for in-house use is ARIAL (Arial, Arial Italic, Arial Bold, Arial Bold Italic).

Univers™ Std 55 Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Univers™ Std 55 Oblique

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Univers™ Std 65 Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Univers™ Std 65 Bold Oblique

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

(continued on next page)

*Fonts available for purchase and download at www.Adobe.com. Fonts can be purchased separately or in sets. [http://www.adobe.com/type/browser/P/P_1272.html].

San Serif Typefaces* *(continued from previous page)*

Examples

Headline (Univers™ Std 65 Bold 14/16)

Text: Sabon™ Std Roman 11/14 Cipis enim nonsectetum eriure duipsuscilit adit inci tio commodit nisit del iure minisl ipit aliquat estisci liquis eugueriure minit inHeniamet il dit dignibh ea faciduismod dio consequam, quisissed min henisi bla alit ad enissit lutpat ad tet velent dolorem nosto do commy nis nullum nonulputem ercidunt endiat.

Headline (Univers™ Std 65 Bold 14/16)

Text: Univers 55 Roman 11/14 Ugiamcore consed dui tie dipsuscin et ad erat acipis enim nonsectetum eriure duipsuscilit adit inci tio commodit nisit del iure minisl ipit aliquat estisci liquis eugueriure minit inHeniamet il dit dignibh ea faciduismod dio consequam, quisissed min henisi bla alit ad enissit lutpat ad tet velent dolorem nosto do commy nis

Headline (Sabon™ Std Bold 16/18)

Text: Univers 55 Roman 11/14 Ugiamcore consed dui tie dipsuscin et ad erat acipis enim nonsectetum eriure duipsuscilit adit inci tio commodit nisit del iure minisl ipit aliquat estisci liquis eugueriure minit inHeniamet il dit dignibh ea faciduismod dio consequam, quisissed min henisi bla alit ad enissit lutpat ad tet velent dolorem nosto do commy nis

Univers 55 Roman caption 10/12

Univers 55 Roman caption 10/12

Univers 55 Oblique caption 10/12

Univers 55 Oblique caption 10/12

Univers 65 Bold callout 10/14

Heniamet il dit dignibh ea faciduismod dio consequam, quisissed min henisi bla alit ad enissit lutpat ad tet velent

Univers 65 Bold Oblique

callout 11/16 Heniamet il dit dignibh ea faciduismod dio consequam, quisissed min henisi bla alit ad enissit lutpat

*Fonts available for purchase and download at www.adobe.com. Fonts can be purchased separately or in sets. [http://www.adobe.com/type/browser/P/P_1272.htm]

brochure applications

UNM brand *redesign*

The following pages show examples of literature using the color palettes and textile graphics which evoke the heritage of native weaving. The many threads woven together stand for diverse parts of UNM coming together as one entity. *These are suggested “looks” only.*

EEO and ADA Statements

In accordance with state and federal laws, all publications should contain the following notice: “The University of New Mexico is an AffirmativeAction/Equal Opportunity institution. In accordance with the Americans with Disabilities Act, this material is available in alternate formats upon request.”

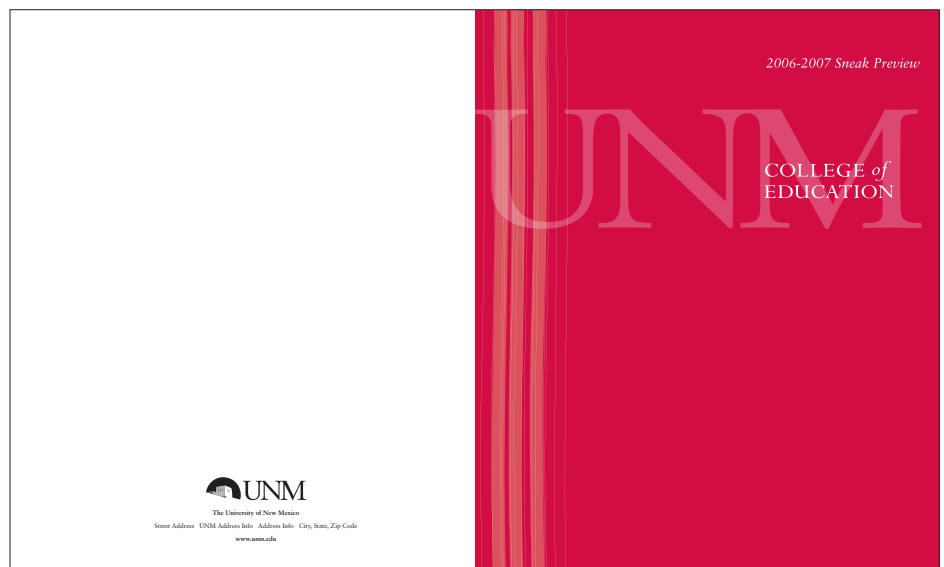
Example of 2 PMS color bi-fold brochure (Pantone 200C or Pantone 1935U + Black)

Some textile graphic elements are available for download at <https://www.unm.edu/~market/>.

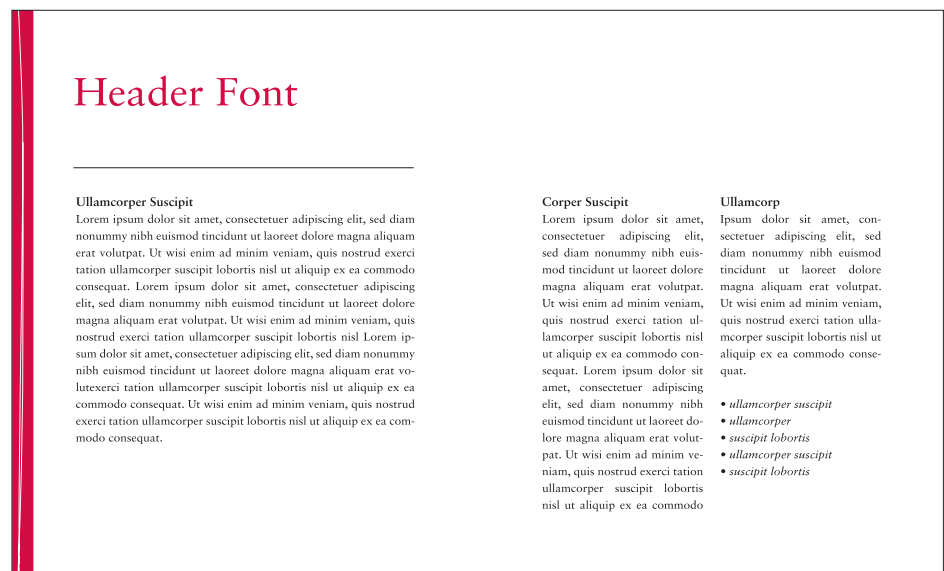
InDesign files of these templates will be available for download to vendors only.

Vendors: Please contact UNM Copy Center at 277-8267.

cover spread



inside spread



(continued on next page)

brochure applications

UNM brand *redesign*

(continued from previous page)

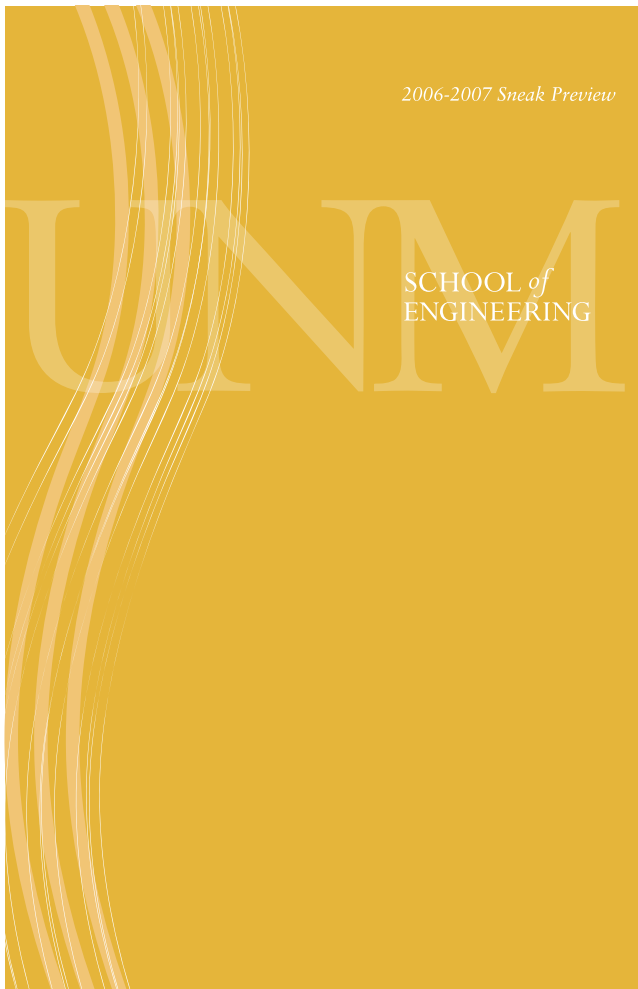
Example of 2 PMS color bi-fold brochure cover (Pantone 4707C or Pantone 321C + Black)

Some textile graphic elements are available for download at <https://www.unm.edu/~market/>.

InDesign files of these templates will be available for download to vendors only.

Vendors: Please contact UNM Copy Center at 277-8267.

(Pantone 4707)



(Pantone 321)



brochure applications

UNM brand *redesign*

Example of 4-process (CMYK) color bi-fold brochure

Some textile graphic elements are available for download at <https://www.unm.edu/~market/>.

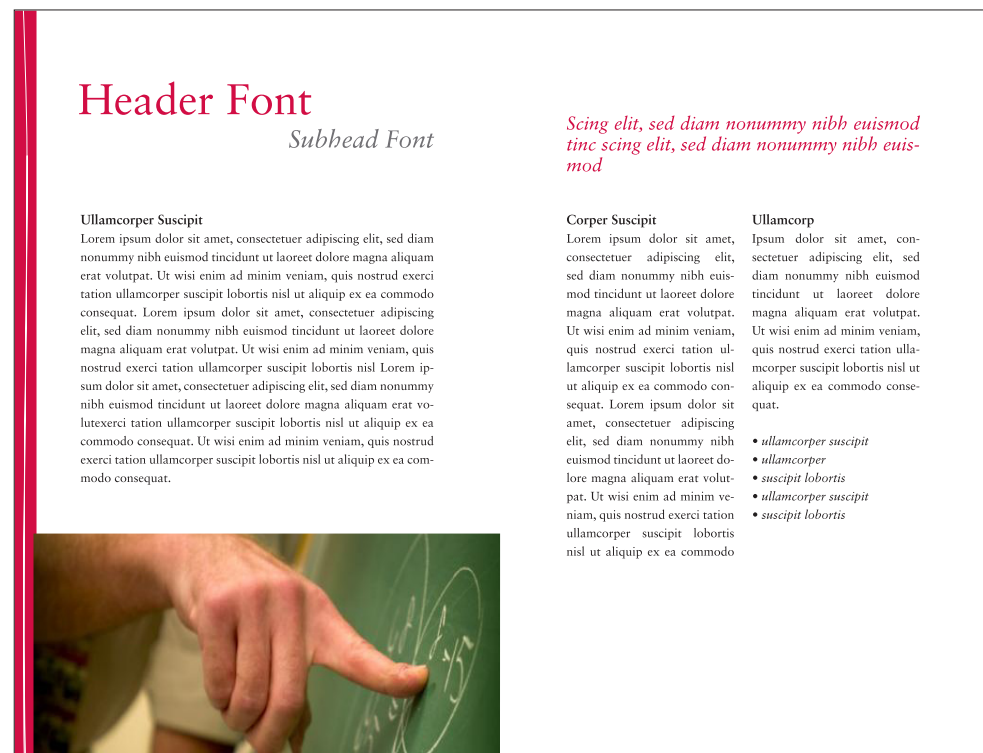
InDesign files of these templates will be available for download to vendors only.

Vendors: Please contact UNM Copy Center at 277-8267.

cover spread



inside spread



(continued on next page)

brochure applications

UNM brand *redesign*

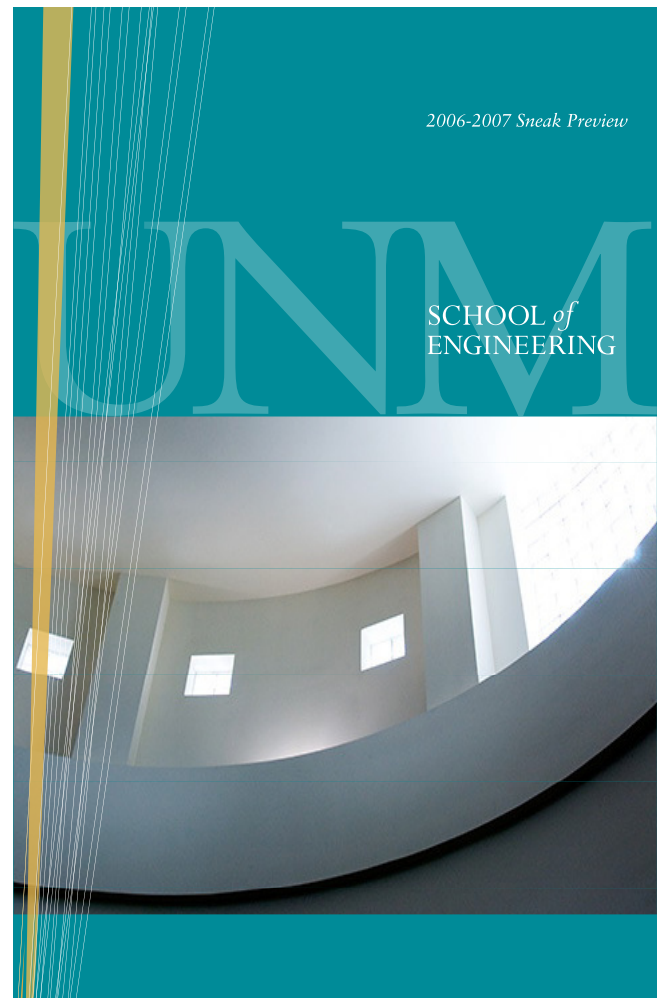
(continued from previous page)

Example of alternate covers and colors for 4-process (CMYK) color bi-fold brochure

Some textile graphic elements are available for download at <https://www.unm.edu/~market/>.

InDesign files of these templates will be available for download to vendors only.

Vendors: Please contact UNM Copy Center at 277-8267.



UNM photos are available for download at <http://hsc.unm.edu/webdev/Gallery>, or follow the link for "UNM Image Gallery" on www.unm.edu/~market/.

(continued on next page)

(continued from previous page)

brochure applications

Example of 4-process color (CMYK) tri-fold brochure

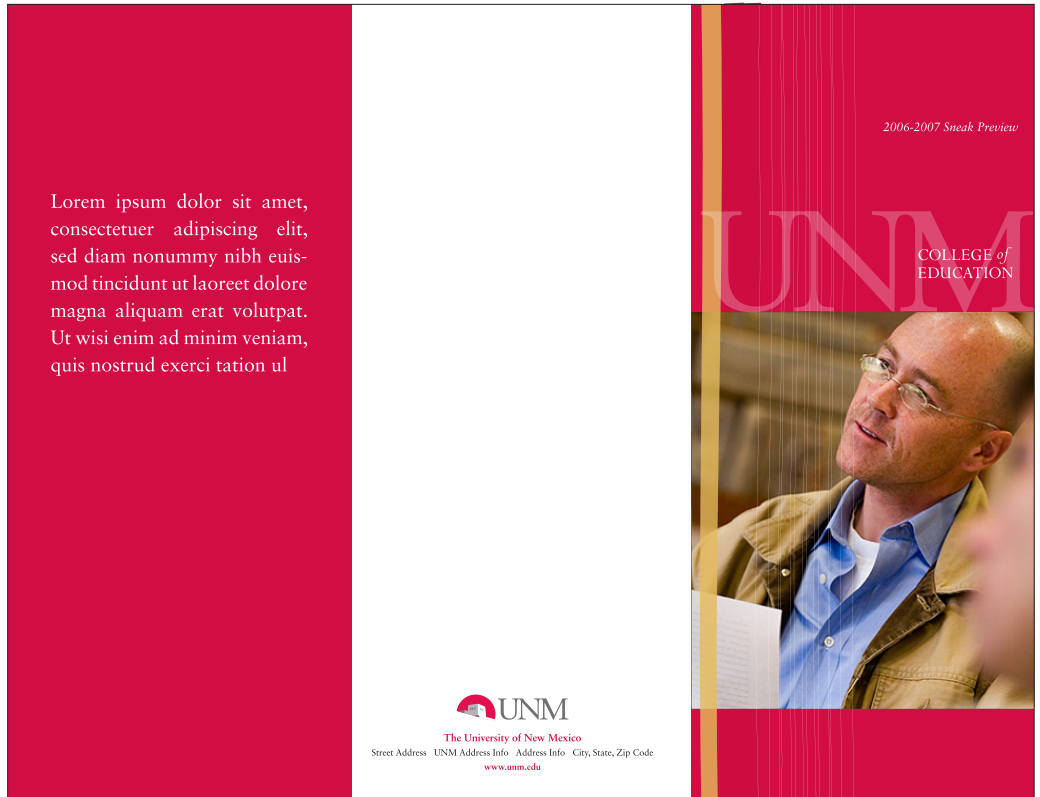
UNM brand *redesign*

Some textile graphic elements are available for download at <https://www.unm.edu/~market/>.

InDesign files of these templates will be available for download to vendors only.

Vendors: Please contact UNM Copy Center at 277-8267.

cover spread



inside spread



(continued on next page)

brochure applications

UNM brand *redesign*

(continued from previous page)

Example of alternate covers and colors for 4-process color (CMYK) tri-fold brochure

Some textile graphic elements are available for download at <https://www.unm.edu/~market/>.

InDesign files of these templates will be available for download to vendors only.

Vendors: Please contact UNM Copy Center at 277-8267.



UNM photos are available for download at <http://hsc.unm.edu/webdev/Gallery>, or follow the link for "UNM Image Gallery" on www.unm.edu/~market.

flyers and posters

UNM brand *redesign*

Example of 2-color (PMS 200 and Black) 8.5"x11" Flyer and 4-process color (CMYK) 11"x17" tabloid poster.

Some textile graphic elements are available for download at <https://www.unm.edu/~market/>.

InDesign files of these templates will be available for download to vendors only.

Vendors: Please contact UNM Copy Center at 277-8267.



8.5"x11" 2-color (PMS 200 + black) flyer



4-process color (CMYK) 11"x17" tabloid poster

UNM photos are available for download at <http://hsc.unm.edu/webdev/Gallery>, or follow the link for "UNM Image Gallery" on www.unm.edu/~market.

notecards and invitations

UNM brand *redesign*

Example of 2-color (PMS 1935U and PMS Cool Gray 11U) notecard or invitation on ucoated stock;
4-process color (CMYK) notecard or invitation on uncoated stock.

InDesign files of these templates will be available for download to vendors only.

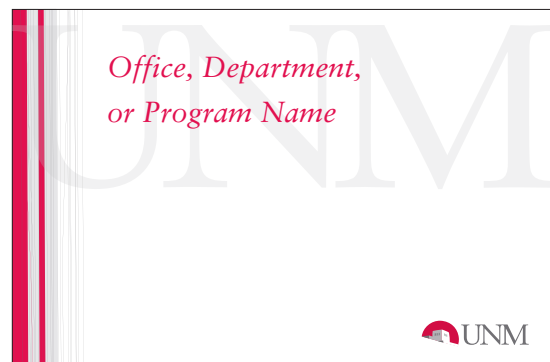
Vendors: Please contact UNM Copy Center at 277-8267.



2-PMS color (PMS 1935U + PMS Cool Gray 11U) note card or invitation – Uncoated Stock



4- process color (CMYK) note card or invitation – Uncoated Stock



2-PMS color (PMS 1935U + PMS Cool Gray 11U) note card or invitation – Uncoated Stock

UCAM (University Communication and Marketing)

For questions or assistance to plan, design or produce University communications, please contact UCAM (University Communication and Marketing) at ucam@unm.edu or call 277-1989.

For more information on University communication guidelines, downloads of logos, photos, textile graphics, etc. go to www.unm.edu/~market.

Photos

UNM photos are available for download at <http://hsc.unm.edu/webdev/Gallery>, or follow the link for “UNM Image Gallery” on www.unm.edu/~market.

Typefaces

Sabon Std. LT, Perpetua, and Univers Std. can be found at www.adobe.com. Links to each font family are found on pages 27-30. *Please use the Open Face Standard typefaces, which can be used on both Macintosh and PC platforms.*

Logos

To download reproduction quality, camera-ready files of the UNM logo in various formats, go to www.unm.edu/~market.

Templates of UNM Stationery, Brochures, Flyers, Posters, Notepads, Notecards, etc.

InDesign files of these templates will be available for download to vendors only. **Vendors: Please contact UNM Copy Center at 277-8267.**

Graphic Elements

To download reproduction quality, camera-ready .eps files of some of the textile elements used in the sample layouts, go to www.unm.edu/~market.

Color

PMS is an abbreviation for “Pantone Matching System,” which is an international “color language” system which provides a guaranteed method of exact color selection and reproduction. It is supported by a global network which ensures that Pantone ink colors are obtainable worldwide from licensed Pantone ink manufacturers. For more information, visit www.pantone.com.

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Writing Style

In future, the University Style Guide will be available in PDF format online. Other important reference materials for written communications are “The Elements of Style, Fourth Edition” by William Strunk Jr., E. B. White, Roger Angell (Foreword), and “The Chicago Manual of Style, 15th Edition” by the Staff of the University of Chicago Press.