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UAP 1010: University External Graphic Identification Standards

University of New Mexico

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University Business Policies and Procedures Manual

1010

UNIVERSITY EXTERNAL GRAPHIC IDENTIFICATION STANDARDS

Effective Date: August 1, 1997

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Subject to Change Without Notice

was distributed
for the period

Authorized by UNM Regents' Policy 2.7 "Use of the University's Name and Symbols"

of: 1-15-07 to:

1. General

A cohesive visual identity presents a sense of unity and builds awareness and pride among those connected to The University of New Mexico (UNM). To ensure everyone associated with the University presents a consistent appearance in external communications materials representing the University, it is important that all such materials comply with the University's graphic identification standards. This policy applies to all University-related materials and describes required standards and specifies when they must be followed. More specific information may be found in the "UNM Graphic Standards" manual which is available at www.unm.edu/~market. The University Communication and Marketing Department (UCAM) can answer questions and help departments use these standards.

2. Design Standards

Each year the University produces for external distribution, hundreds of brochures, posters, and other printed and electronic materials, ranging over a broad spectrum of subjects and meeting a variety of requirements. For these publications to make a cumulative impact for the University, they must have a reasonable degree of design unity. To achieve this unity, guidelines have been established, and are available at www.unm.edu/~market. The University does not intend that every publication look the same, only that the publication has common elements that show it is part of the University. Any information, whether in print or electronic form, published by an officially recognized University college, school, branch, department, office, project, program, or area is considered "official" and is subject to the requirements of this policy. Information published by student organizations or by individual faculty, staff, or students is considered "unofficial" and may not carry the University logo, seal, or mascot.

2.1. University Stationery

Stationery includes printed letterhead, envelopes, and business cards. Stationery must comply with the graphic standards of this policy. Official University stationery will use the University logo as described in **Section 4.** below. Names of individuals or other marks may not be printed on University stationery, except business cards. Envelopes must comply with the United States (U.S.) Postal Service requirements that all nonprofit standard mail, commonly referred to as bulk mail, contain "The University of New Mexico" as the first line of type of the return address. For more information on mailing standards, contact UNM Mailing Systems or refer to "**Postal Services**" Policy 6340, UBP. Electronic mail and attachments that use the University logo must comply with all aspects of this policy.

2.2.1. EEO and ADA Statements

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

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

2.2.2. Accreditation

All major institutional publications should also contain the reference "The University of New Mexico has been fully accredited by the North Central Association of Colleges and Secondary Schools since 1922."

2.3. Electronic Publishing

Official electronic publications are also required to contain the information in **Sections 2.2.1.** and **2.2.2.** above and specific identifying information, including the full name of the institution spelled out on the top level electronic page of the publication, use of the abbreviation "UNM" in the publication's title tag, and include adequate mailing address information. Departments should consult the "UNM Graphic Standards" manual for details on electronic publishing procedures and requirements, including electronically formatted versions of the University logo and copies of the current official electronic "page" design format.

3. The University Name

3.1. The University's Abbreviated Name - UNM

When addressing audiences familiar with the University such as faculty, staff, alumni, students, and community members, always use the letters UNM, which should appear with the letters capitalized and without periods between the letters. The abbreviated name is the preferred choice for brand recognition. If pieces of a document are intended to be separated, such as tear-off mailers, each piece should also contain the abbreviated name.

3.2. The University's Full Name

When addressing audiences that might not be familiar with what the abbreviated letters stand for, use the University's full name. In titles, addresses, and other instances where the name stands alone, "The" in the title is used and capitalized, i.e. The University of New Mexico. In an address, the name of the University is listed above the name of the department. When the name is used in a body of text, "The" can be lowercase or dropped entirely, as appropriate. In legal or formal contexts, where using the full name is important, "The" should be capitalized. After the name has been used in full within a given body of text, it can be subsequently called the University or UNM. If pieces of a document are intended to be separated, such as tear-off mailers, each piece should contain either the full name or the abbreviated name.

3.3. The University Name in Spanish

The name of the University in Spanish is "La Universidad de Nuevo Mexico." After the

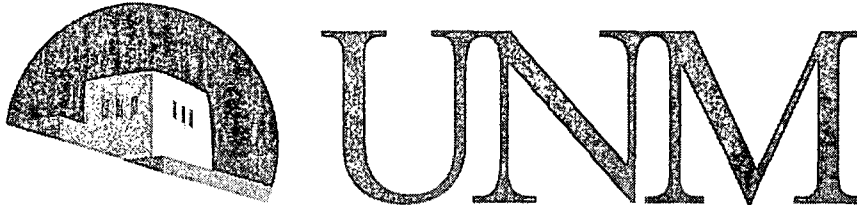
name has been used in full within a given body of text, it can be subsequently called "la Universidad." The abbreviated name, UNM, may also be used.

4. The University Logo

Mesa Vista Hall under an arched sky is the official symbol of the University. It is used in conjunction with the University's abbreviated name, the University's full name and with the names of colleges, schools, and units. Except for items requiring the University seal as mentioned in **Section 5**, herein, the logo should be used on stationery, publications and other materials, whether in print or electronic form that present the University to the public. Departments may not alter the University's logo or create their own logo; they may use either the University's logo or the University logo with their specific college or school adaptation which can be found at www.unm.edu/~market.

4.1. Logo with the University's Abbreviated Name - UNM

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



4.2. Logo with the University's Full Name

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



4.3. Logo Colors

The logo for all University departments except for the Health Sciences Center (HSC) will use a cherry or red arched sky. HSC may continue to use turquoise (PMS 321) for the arched sky. All current University documents must comply with this standard by January 15, 2008. This will allow for use of existing stock. The official logo colors are cherry (PMS 200) for the arc and cool gray (PMS cool gray 11) for the remainder of the logo. If these colors are not appropriate to the particular publication, contact UCAM for acceptable alternatives.

4.4. Logo Guidelines

Whenever the logo is used, the following rules apply:

- The complete logo must be used.
- The logo must not be altered or distorted in any way.
- The logo should not be combined with another emblem or symbol.
- Type should not touch the logo or be superimposed over it, except when specifically approved by the University Marketing Director.
- Only images of the logo that are of reproduction quality may be used. These images are available at www.unm.edu/~market or from UCAM in camera-ready and electronic format.

4.5. Commercial Use of the Logo

The logo is a registered service mark of The University of New Mexico. It must be properly presented and used for approved purposes only. The University licenses its trademarks, service marks, and logos and provides for the enforcement of its license agreements. Departments with questions regarding the use of the logo on manufactured items should contact the University Associate Athletic Director for Corporate Development/Licensing.

4.6. Special Logo Applications

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

4.7. Uses of the UNM Logo with other Organizational Logos

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

4.8. Uses of Unit-Specific Logo

In very limited circumstances as defined in the UNM Graphics Standards manual a unit may use a unit-specific logo. If a unit wants to use a unit-specific logo as a graphic identifier, the unit must send a request to the University Marketing Director for approval. Requests are reviewed on a case-by-case basis. Whenever a unit-specific logo is used, the official University logo must also be used. The University logo should be larger than the other logos or all logos on the page should be the same size.

5. 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. Use of the seal must be approved in advance, by the University Marketing Director.

5.1. Seal Guidelines

Whenever the seal is used, the following rules apply:

- The complete seal must be used.
- The seal must be used alone and never combined with another emblem or symbol.
- Type may not touch the seal or be superimposed over it, except when specifically approved by the University Marketing Director.
- The seal may never be distorted.
- Only images of the seal that are reproduction quality may be used. These images are available from UCAM at www.unm.edu/~market.

5.2. Commercial Use of the Seal

The seal is a registered service mark of The University of New Mexico. It must be properly presented and used for approved purposes only. The University licenses its trademarks, service marks, and logos and provides for the enforcement of its license agreements.

Departments with questions regarding the use of the seal on manufactured items should contact the University Associate Athletic Director for Corporate Development/Licensing.

6. The University Mascot



The Lobo, or Mexican Gray Wolf, is the official mascot of the University. In general, proper placement of the Lobo has the head facing to the right and can be used in a one-color or two-color version. The University Athletic Department is the only department allowed to authorize use of the Lobo head as an official symbol. Only officially approved images of the mascot that are reproduction quality may be used. These images and approval to use them must be obtained from the Associate Athletic Director for

Corporate Development/Licensing. The Lobo is a registered service mark of The University of New Mexico. It must be properly presented and used for approved purposes only. Departments with questions regarding the use of the Lobo on manufactured items should contact the Associate Athletic Director for Corporate Development/Licensing.

7. The University Colors

The official colors of the University are cherry (PMS 200) and silver (for which cool gray, PMS cool gray 11, is normally substituted). HSC may continue to use turquoise (PMS 321). Departments will use the University's official colors on publications. If you are using color as a specific graphic identifier and need an option other than cherry and cool gray, turquoise (PMS 321), is an allowable substitute. However, except for HSC the logo will always be shown in cherry and silver.

8. Exceptions

Exceptions to this policy must be approved by the University Marketing Director.

Comments may be sent to UBPPM@UNM.edu
<http://www.unm.edu/~ubppm>

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