

**WESTERN NEW MEXICO
UNIVERSITY**



STYLE AND IDENTITY MANUAL

A LETTER FROM OUR PRESIDENT

Dear Western New Mexico University Colleagues,

For 115 years, Western New Mexico University has been a leader in academic excellence in the southwest. Western New Mexico University has grown from a small university to one of the most respected educational institutions in the state of New Mexico. Rooted in a history rich in tradition, our institution continues to offer educational opportunities for a diverse population throughout western New Mexico and beyond.

Our institution continues to grow and flourish. However, this welcomed growth has reinforced the need for one consistent image for Western New Mexico University. It is vital for all members of our community to align in a single direction as we look to the future.

To help establish a certain identifiable image that conveys our commitment to learning, we have created the Western New Mexico University Style and Identity Manual. Over the following pages, you will become familiar with standards that have been established for proper use of our logos, colors and other components of our visual identity. These standards will help Western New Mexico University create and maintain a brand of academic excellence in the media, advertisements and school publications, as well as on signage, stationary, business cards and even clothing.

I encourage all members of the Western New Mexico University community to adopt the guidelines in this Style and Identity Manual. These guidelines provide you with the opportunity to create your own materials for different purposes based on the needs of your department or organization while celebrating our institutions commitment to higher education in the state of New Mexico.

If at any time you have questions about the proper use of symbols and markings associated with Western New Mexico University and our brand, please contact the Public Information Office at (575) 538-6336.

Thank you in advance for your cooperation.

Sincerely,

Dr. John Counts
President, Western New Mexico University

STATEMENT OF PURPOSE

As a member of the Western New Mexico University community, we trust that you take pride in our institution's commitment to academic excellence as well as our identity and image. Should you wish to produce your own communication materials involving certain logos and markings, you will be responsible for following certain guidelines that ensure consistent use of the Western New Mexico University brand. The purpose of this Style and Identity Manual is to outline these guidelines. By using our institution's logos, markings, colors and other elements properly, we will protect and enhance the image of Western New Mexico University through while illustrating our unity and commitment to the mission of our university.

IDENTITY STYLE MANUAL USAGE

The Public Information Office has created this manual to help individuals design and communicate messages that represent Western New Mexico University. The Identity Style Manual will explain the proper usage of Western New Mexico University's name, signature, logo, seal and other elements of our institutional identity.

This manual encompasses most aspects of graphic identity from the logo to advertisements, but it is impossible for it to cover all situations. If you have questions about using any element of Western New Mexico University's identity system, you may contact the Public Information Office at (575) 538-6336. Prior to publication, the Public Information Office must approve any use of the signature, logo and seal to ensure accuracy of the established standards.

TRADEMARK POLICY STATEMENT

Western New Mexico University has registered and protected our names, symbols, insignias, logos, service marks, trade names and trademarks. The Public Information Office, along with every member of the Western New Mexico University community, take responsibility for maintaining, managing and licensing all merchandise and products bearing University trademarks.

All products bearing Western New Mexico University trademarks that are used for any purpose, including resale, are subject to the licensing requirements of this Policy. The purpose of the Trademark Policy is to:

- Regulate and control the use of all trademarks associated with Western New Mexico University and to protect such trademarks from unauthorized use.
- To coordinate and manage granting authorization for legitimate internal and external use of Western New Mexico University trademarks.
- Require that Western New Mexico University receive a legitimate and reasonable royalty for the use of all University trademarks that produce revenue.
- Promote Western New Mexico University consistently to protect the name, reputation and image of Western New Mexico University by allowing only appropriate use of the University's trademarks.

- To assure quality of products bearing Western New Mexico University trademarks, and to protect consumers from mediocre products bearing such trademarks.

All individuals, organizations or companies wishing to use Western New Mexico University symbols, logos or other marks must be licensed and shall be regulated by Western New Mexico University.

GRAPHIC ELEMENTS

Western New Mexico University's logos establish and enhance the identity of our institution. Our logotype was created to celebrate our rich history of learning as well as our position as a leader in academic excellence in the millennium.

THE NAME

The name Western New Mexico University stands for a commitment to academic excellence in western New Mexico for 115 years. As such, we ask that the full name, Western New Mexico University, or WNMU be used when referring to the University. Western New Mexico is another appropriate name that may be used. However, to respect the branding and identity of other institutions throughout the United States we do not encourage the use of the term "Western" in printed materials, advertisements, or in other products supporting the University or our athletic teams.

UNIVERSITY LOGO

Western New Mexico University's name should appear with the bell tower in the University's logo. The official logo consists of a bell tower, and the words Western New Mexico University as illustrated below.



THE SIGNATURE

The official signature of Western New Mexico University, as well as our logo and logotype need to be positioned and proportioned appropriately. A relationship between the size and spacing of these elements has been established and must be maintained to preserve consistent identity of Western New Mexico University.

RATIO FOR HORIZONTAL LOGO USAGE

For all major Western New Mexico University publications and in print advertising, the ratio for horizontal logo usage should always be at least 2.629” inches in length.

RATIO FOR VERTICAL LOGO USAGE

The ratio for vertical usage of the Western New Mexico University logo should always be at least 2” inches in width on all major publications and advertisements.

OFFICIAL COLORS

The colors of Western New Mexico University are Royalty Purple and Vegas Gold. The Western New Mexico University logo consists of two colors using the Pantone Matching System (PMS). The PMS is a system used by printers to exactly match colors. The colors are:

Royalty Purple:	PMS 269
Vegas Gold:	PMS 872

In Other programs, such as Microsoft Word, you can mix the official colors by adjusting the Red, Green and Black (RGB) values to:

Royalty Purple:	R: 70; G: 22; B: 107
Vegas Gold:	R: 134; G: 112; B: 76

When using four color programs that use Cyan, Magenta, Yellow and Black (CMYK), adjust the values to:

Royalty Purple:	C: 78; M: 100; Y: 0; K: 33
Vegas Gold:	C: 43; M: 48; Y: 75; K: 19

When embroidering the Western New Mexico University Logo on apparel, the thread colors are:

Royalty Purple:	ISA Cord 3114
Vegas Gold:	ISA Cord 0552

LOGO COLORING

Please review the correct logos below and note the following guidelines for proper use of color in the Western New Mexico University logo.

- Bell tower is Royalty Purple and white. You will note the left side of the tower is mostly Royalty Purple with white accents and windows. The right side of the tower is mostly white with Royalty Purple accents and window.
- The background of the logo is Vegas Gold.
- Text in Royalty Purple with a Vegas Gold bar between New Mexico and University. On a dark background the text may be white as illustrated below on the right.



BLACK AND WHITE LOGO COMBINATION

The Western New Mexico University logo may be used in a two-color combination with both Purple and Vegas Gold. It may also be used in a black and white combination as illustrated below.



ADDITIONS

In certain instances, additional words or phrases may be used with the Western New Mexico University logo. The approved additions to the logo are:

ORGANIZATIONAL IDENTIFICATION

When producing official documents or publications from internal organizations, the organization may be identified under the University's logo to show affiliation with the University as illustrated below. Approved uses of organizational identification include, School of Education, Office of Admissions, Department of..., etc. The organizational identification mark must be written in Garamond and positioned exactly as pictured.



POSITIONING STATEMENT

A positioning statement is a phrase that helps members of the public position Western New Mexico University and the school's brand in their minds. The positioning statement Western New Mexico University uses is "A University Worth Discovering." The phrase may be used with the University logo, though guidelines for usage are still being developed.

SPRIT LOGO

The Western New Mexico University “Spirit Logos” feature a “W” with or without a mustang and are generally used for athletic purposes. The spirit logo is a two-color combination of Royalty Purple and white. When using the spirit logo with the mustang, outlines and detail on the animal are black, permitting the use of a three-color combination. Vegas Gold is not to be used with this logo. The logo may be used on light and dark backgrounds. If you have specific questions about this form of usage, please call the Public Information Office at (575) 538-6336 or the Athletic Department at (575) 538-6218. See correct usage of the spirit logo below.



BLACK AND WHITE SPIRIT LOGO

Like the Western New Mexico University logo, the spirit logo may be used in a black and white format as illustrated below.



ADDITIONS TO SPIRIT LOGO

Like with the Western New Mexico University log, certain phrases may be used with the spirit logo including sports and organizations within the school as illustrated below.



INAPPROPRIATE LOGO USAGE

Below are some examples of inappropriate logo usage. If you are in doubt about whether you are using the logo correctly, please contact the Public Information Office for guidance.

COLOR NONCOMPLIANCE

The logo colors must not be altered or modified. Only the approved colors are appropriate use of the Western New Mexico University logo. Below are inappropriate uses of color.



LOGO ALTERATION NONCOMPLIANCE

You may not add any unauthorized words or marks to, or remove any part of, the Western New Mexico University logo as illustrated below.



LOGO PLACEMENT NONCOMPLIANCE

As shown in the illustration, the logo is not to appear on a slant and/or any other rotation or angle.



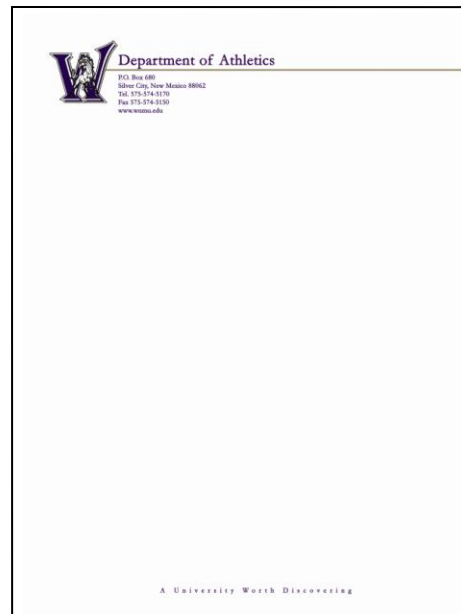
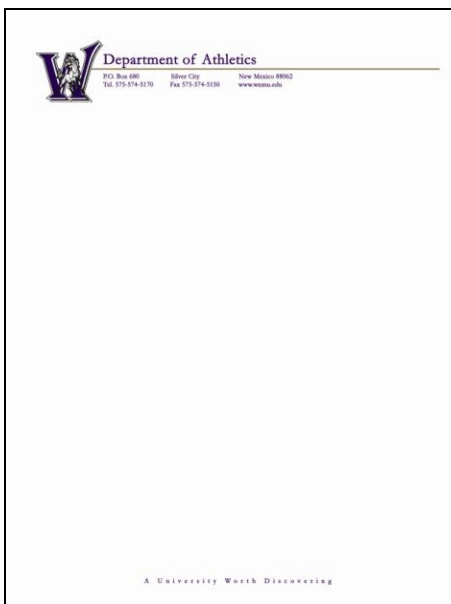
THE SEAL

The Western New Mexico University Seal is a symbol of the university's traditions and commitment to academic excellence. To preserve the significance of the Seal, it should only be used in special circumstances to celebrate achievement. Appropriate uses of the Seal include diplomas, certificates and awards. Questions regarding the Seal should be directed to the Office of the Registrar.

STATIONERY

LETTERHEAD

The official Western New Mexico University letterhead offers consistent use of the brand as well as flexibility. Please use the official letterhead when engaging in University correspondence. There are two approved letterheads for athletics, and two for academics as illustrated below.



BUSINESS CARDS

Western New Mexico University has adopted a specific style for business cards for faculty, staff and other people who conduct business on behalf of the University. There are two approved designs: one for athletics and one for academics. Approved examples are below.



Joy Loper
Admissions Specialist
P.O. Box 680
Silver City, New Mexico 88062

Tel. 575-538-6169
Fax 575-538-6127
1-800-872-9668
loperj@wnmu.edu
www.wnmu.edu

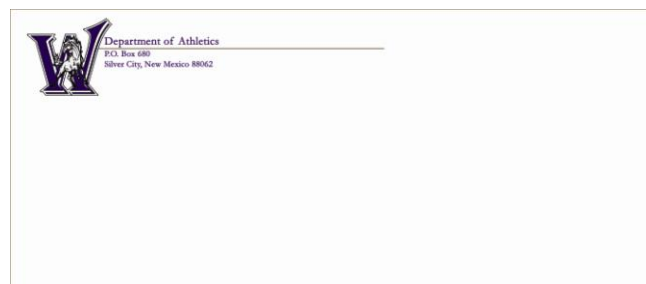
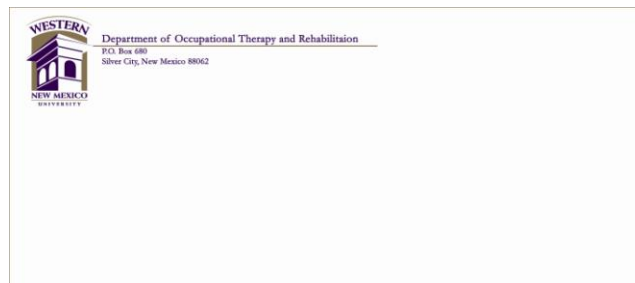


Joy Loper
Senor Woman Administrator
Head Women's Basketball Coach
P.O. Box 680
Silver City, New Mexico 88062

Tel. 575-538-6169
Fax 575-538-6127
1-800-872-9668
loperj@wnmu.edu
www.wnmumustangs.com

ENVELOPES

Western New Mexico University has chosen official envelopes to be used when mailing University correspondence. There is an envelope for athletics, and for academics as shown below.



PUBLICATIONS

We hope you are have familiarized yourself with the image of Western New Mexico University, and understand its impact on the public. The following guidelines will help you use our trademarks appropriately in all published materials.

ADVERTISING

All advertisements must include the Western New Mexico University signature and logo and need to be reviewed by the Public Information Office prior to publication.

BROCHURES

When creating and designing official Western New Mexico University brochures, please keep our graphic standards in mind. We want you to be creative, but note the Western New Mexico University signature and logo must appear on the cover.

POWERPOINT PRESENTATIONS

Western New Mexico University does not have a pre-approved template for Power Point presentations. However, you are expected to keep the guidelines outlined in this manual in mind when creating presentations for the University.

NEWSLETTERS

The Western New Mexico signature, logo and positioning statement should appear on the front cover of your newsletter.

NEWS RELEASES

The Western New Mexico University Public Information Office is responsible for all news releases. If you have a news release, please contact the Public Information Office at (575) 538-6336.

GLOSSARY OF TERMS

BRAND

The immediate image, emotion or message people experience when they think of Western New Mexico University.

BRAND EQUITY

The value a consumer places on the brand. If the consumer trusts the brand, it will get positive equity. If the brand is not trusted or credible, it has negative equity. Brand equity is more than a value placed on a product, it also includes everything that a consumer feels, thinks, believes and knows about a particular brand.

BRAND IDENTITY

The way a brand is expressed visually and verbally.

BRAND IMAGE

The way a brand is actually perceived by its consumers and constituents.

BRANDING

The process by which the purpose and character of a product is communicated.

FONT

All upper and lowercase letters, numbers and characters of one typeface.

GRAPHIC IDENTITY

The “look” associated with Western New Mexico University through graphic elements used on publications, stationary and business cards, signage, merchandise and other paraphernalia. By using these elements properly and consistently, we ensure strong recognition of the name and identity of Western New Mexico University.

GRAPHIC IDENTITY SYSTEM

A group of fonts, markings, logos and colors used consistently to identify Western New Mexico University and build “brand recognition” in the public. The graphic identity system helps shape the image of the institution through printed promotional and communications materials, events, presentations and even the appearance and atmosphere of the campus.

INSTITUTIONAL IMAGE

The perception determined by various audiences regarding Western New Mexico University. These perceptions can be shaped through a variety of factors that may include:

- The quality of Western New Mexico University products believed by the consumer
- Experiences involving the school through visits to our campus or Web site, receiving printed material, or viewing an advertisement
- The way a person is treated by members of the Western students, administrators and faculty members
- What someone reads, hears or sees about Western in the media

INTEGRATED IMAGE

A brand identity program in which several different subunits of the brand, for example, the Athletic department, have their own individuality, but are united in the overall brand of the university.

LOGO

A symbol that identifies Western New Mexico University.

LOGOTYPE

The name of Western New Mexico University set in a specified typeface and style.

POSITION

Very similar to brand, it is where our target audiences place Western New Mexico University in their minds and the words people use when they describe the institution.

POSITIONING - COMPETITIVE POSITIONING

The act of establishing a valued, respected and preferred position in the minds of our target audience. Through competitive positioning, Western develops and communicates differences between our educational offerings and those of competing institutions.

SEAL

The Western New Mexico University seal is a symbol of academic excellence.

SIGNATURE

A specific configuration of the Western New Mexico University logo and logotype.

TRADEMARK

A word, name, phrase, symbol or the combination of, used by an organization to distinguish a product or service from similar products or services produced or sold by other organizations.

A registered trademark is a trademark accepted by the U.S. Patent and Trademark Office (USPTO) and registered for a certain class of goods. Registered trademarks are identified with an ®. Registration with the USPTO provides a trademark with additional protection against infringement.

Infringement is the unauthorized use of a trademark belonging to another organization, or using a trademark similar to an original trademark in a way that would cause confusion in the minds of the public regarding the affiliation of the product or service with the original trademark.

WORDMARK

The Western New Mexico University name in a standardized graphic representation.

GLOSSARY FOR PRINTING AND PRODUCTION

CAMERA READY

Mechanical, photographs, and art fully prepared for reproduction according to the technical requirements of the printing process being used.

COPY

All written material being used in a printed piece.

PRESS PROOFS

A proof made on press using the plates, ink and paper specified for the job. It also serves as a final checkpoint before the full run of the printing job begins.