NM STATE

BE BOLD. Shape the Future.

NEW MEXICO STATE UNIVERSITY
Brand Style Guide

BE BOLD. Shape the Future.

As a collective community of innovators – NMSU faculty, staff and students are always on the move, constantly reshaping and evolving. We are bold in our thinking and in the work we do. We are fearless. Barriers do not discourage us. Challenges do not deter us. We move forward, breaking new ground in the classroom, in the laboratory and out in the community. We take knowledge and turn it into action, we aspire to change the world. Together, we shape the course of our own success.

NMSU Marks

In today's global marketplace, NMSU competes with academic institutions across the state, nation and around the world, making it more important than ever to project a single, readily identifiable image of excellence to the public. Our logo is the common thread throughout all university digital and print communications, and establishes credibility immediately.

For these reasons, the official NMSU logo — described here as the institutional mark — should be used consistently in all NMSU communications, digital and print. Avoid altering the NMSU institutional mark in any way.

GUIDELINES FOR USE OF THE NMSU INSTITUTIONAL MARK AND OTHER PROTECTED TRADEMARKS:

NMSU encourages its departments, laboratories and other units to use the NMSU institutional mark for identification and promotion on educational materials (posters, presentation and conference items, for example). Please adhere to the following guidelines when using the official NMSU logo.

1. The NMSU institutional mark must not be altered or modified in any way.

2. When partnerships (with external funding agencies, other universities or government labs) require using NMSU institutional mark and the outside partner's logo, that setup should be reviewed by NMSU Marketing and Communications to ensure proper use. However, the NMSU institutional mark can be displayed (without being combined or altered in any way) as a partner logo.

3. When planning an NMSU special event (e.g. Homecoming) that may involve a theme logo in addition to the NMSU institutional mark, the group planning the special event should coordinate with NMSU Marketing and Communications for approval of a limited use, special event logo.

In the policy manual these rules can be found: **arp.nmsu.edu/15-80**

THE ADVISORY LOGO COMMITTEE:

The Advisory Logo Committee meets on an ad hoc basis. The committee provides assistance and advice regarding the proposed use of the NMSU institutional mark and/or other protected trademarks. For more information, contact NMSU Marketing and Communications at 575-646-3221 or mktgserv@nmsu.edu.

Institutional Marks

ATHLETICS MARKS:
The NMSU Department of Athletics uses primary, secondary and cultural marks, and manages these protected marks through a licensing program administered by the IMG College Licensing.

NON-EDUCATIONAL AND RETAIL USES:
Third parties and NMSU personnel seeking to use the NMSU institutional mark, NMSU Athletics marks or any other protected trademarks for promoting non-educational events or for retail purposes must follow restrictions outlined in a licensing agreement administered by IMG College Licensing. If you have any questions, please contact NMSU Marketing and Communications at 575-646-7557 or mktgserv@nmsu.edu.

UNIVERSITY SEAL:
The seal is restricted for use by and for the Board of Regents and the Office of the Chancellor, with limited exceptions as authorized by the Board of Regents or the Chancellor. The official university seal shall be used only for formal university business, including but not limited to, the diplomas issued to graduates, select and official documents and commemorative items and awards. Requests or questions on usage should be directed to the NMSU Chancellor/President's Office, Chief of Staff at 575-646-2035.

For more information, contact NMSU Marketing and Communications 575-646-3221 or mktgserv@nmsu.edu.

Common Athletics Marks

University Seal

(PRIMARY MARK)

not for reproduction

MARKS FOR MERCHANDISE:
The NMSU logo connects multiple academic departments and campuses across the state while conveying the credibility our institution has earned.

WHAT ITEMS ARE APPROPRIATE FOR "OFFICIAL USE" OF NMSU MARKS?
- Shirts or uniforms for staff
- Giveaway items for promotions or recruiting — T-shirts, caps, pens, totes, etc. are examples of these items
- Items sold for fundraising

IMPORTANT GUIDELINES TO REMEMBER WHEN USING THE NMSU MARKS.
- The official NMSU marks — described here as the institutional mark and athletics marks — never should be altered.
  - This includes drop shadows, outlines, stretching, unauthorized colors and patterns, the addition of text and graphics, typeface, modification of the elements within the mark, enclose within another shape or combine with another mark or design.
  - Use the official NMSU colors: Crimson (PMS 208), White and Pantone Cool Gray 7c and fonts: Gotham or Open Sans.
  - The TM symbol is required for merchandise orders, download the marks, or request a logo setup with the TM at **brand.nmsu.edu/logo**.
- Use of protected NMSU marks must be reviewed and approved by NMSU Marketing and Communications.
- We highly recommend using an IMG College Licensing approved vendor.
  - Licensed vendors have established a reputation of accurately reproducing NMSU's marks.
  - The licensees are held to IMG CL's code of ethics, which covers manufacturing, environmental and worker's rights standards.
  - Merchandise purchased for internal campus purposes is not subject to royalties.
  - The NMSU Marketing and Communications review and approval process are built-in to the process of ordering items from licensed vendors.

Please apply only the NMSU marks, to the right, for official use on merchandise.

GUIDELINES FOR NMSU STUDENT ORGANIZATIONS
- Chartered student organizations at NMSU may use the university name or related department name within the organization's official title, but must differentiate itself from the related department.
- Chartered student organizations may not use any NMSU marks.

If you have questions regarding these or other policies related to chartered student organizations, contact NMSU Campus Activities at **campusactivities.nmsu.edu**.

NMSU INSTITUTIONAL MARKS:
NM State University logo (left), NM State logo (right) and the NM State mark as part of a logo setup (below) all with TM.

BE BOLD. Shape the Future.
College of Engineering

NM STATE ATHLETICS MARKS:
Official marks of Pistol Pete, the NMSU mascot, and an Aggies wordmark, all with TM.

Download files or request a unit setup with the TM at **brand.nmsu.edu/logo**. For more information, contact NMSU Marketing and Communications 575-646-3221 or mktgserv@nmsu.edu.

MERCHANDISE EXAMPLES:
These are examples of uniforms given to NMSU employees. Uniforms, or any branded items meant to be worn or used in official NMSU duties, must adhere strictly to the brand guidelines and don't allow for the creativity that the giveaway items (below) do.

These are examples of giveaway items. Giveaway items can be designed with some creative license but must use an NMSU mark (the NM State logo on the sleeve and the Pistol Pete logo on the shirt are the marks used on these examples).

Most of the NMSU marks can be displayed as full color or one-color prints. When choosing the proper NMSU mark to use for an item you're ordering, it's important to consider whether you need a full color or one-color NMSU mark and what the item's background color is. The table below serves as a quick guide. Full color and one-color marks can be downloaded at **brand.nmsu.edu/logo**.

	Full color marks (on white background)	Full color marks (on colored background*)	One-color marks (on white background†)	One-color marks (on colored background‡)
Institutional Mark				
Athletics Marks (Primary)				
Athletics Marks (Secondary)				

*The gray color, pictured here, is used only for demonstration of a colored background.

†One-color marks can be printed in black, white, or crimson. The background color must complement the color of the mark.

‡The colored background for one-color marks can be black, white, or crimson. The background color must complement the color of the mark.

Complementary colors for one-color items.

Do not use crimson and black for one-color items.

NMSU Setups

The official NMSU mark, described here as the NMSU institutional mark, should appear prominently on all communications representing the university.

SIZE MATTERS:
- Mark must be at least a half-inch high.
- Use the mark without the word "University" when the mark is 1 inch or smaller.
- The color of the background you are placing the mark on should determine whether you use a crimson, black or white mark. Make your decision based on what will give the logo the greatest visibility.
- Use the mark with the tagline and mark setup if your design permits (see below).

AVOIDING ALTERATIONS
Improper use of the mark, either in print or on the Web, damages its ability to clearly and consistently represent the university. Do not use mark inside of other images to create new artwork.

BE BOLD. Shape the Future.
New Mexico State University
nmsu.edu

BE BOLD. Shape the Future.
New Mexico State University
nmsu.edu

Creating NMSU Setup

TAGLINE SETUP:
- Use the Gotham typeface or one of the recommended substitutes.
- The "**BE BOLD. Shape the Future.**" tagline is 4 points smaller than the university name and URL.
- Font Weights to use:
    - Use Gotham Black weight for **BE BOLD.**
    - Use Gotham Medium weight for **Shape the Future.**
    - Use Gotham Black weight for **university name** and **URL.**
    - Leading is set on Auto.

MARK: Only use NM State mark (no "university").

HORIZONTAL SETUPS:
- Align the bottom of the text box with the bottom of the word STATE in the mark. Use the cap height of the S in the word STATE to measure the space between the mark and text box.

VERTICAL SETUPS:
- Align the horizontal center of the mark and text box. Use the cap height of the S in the word STATE to measure the space between the mark and text box.

SQUARE SETUPS:
- Use the cap height of the S in the word STATE to measure the size of crimson box around the mark.
- Use the cap height of the S in the word STATE to measure the space between the crimson box and text box when creating horizontal or vertical setups.

BE BOLD. Shape the Future.
New Mexico State University
nmsu.edu

BE BOLD. Shape the Future.
New Mexico State University
nmsu.edu

NMSU Unit Setup

NMSU UNIT SETUPS:
- Use the Gotham typeface or one of the recommended substitutes.
- The "**BE BOLD. Shape the Future.**" tagline is 4 points smaller than the university name and URL.
- Font Weights to use:
  - Use Gotham Black weight for **BE BOLD.**
  - Use Gotham Medium weight for **Shape the Future.**
  - Use Gotham Black weight for **College, Department, or Program Name**
  - Leading is set on Auto.

These are just examples of what the unit setups should look like. To get your unit setup you can contact NMSU Marketing and Communications 575-646-3221 or mktgserv@nmsu.edu.

BE BOLD. Shape the Future.
College, Department, or Program Name

BE BOLD. Shape the Future.
College, Department, or Program Name

NMSU Colors

USING THE COLOR PALETTE: CRIMSON AND WHITE DOMINATE
Crimson and white are used generously on official communications such as business cards, letterhead and presentations, as well as on a broad range of marketing materials and on the Web. The other colors on NMSU's color palette are for accents only and best used sparingly.

TIPS: MATCHING THE COLORS
Whether you are developing print or digital media, it is critical to use the proper color breakdown so that NMSU's color palette is represented in an accurate and consistent manner.

Design software allows you to choose between CMYK (print) and RGB (digital) outputs. You may customize outputs depending on the type of media on which the colors will be displayed (print or digital). If a professional printer is printing your piece, please verify with them that the file you sent is in the proper format and includes the correct color breakdowns, especially for crimson.

Listed below each swatch are the breakdowns for CMYK (print), RGB (digital) and Web.

For websites and Web applications, please use a slightly limited color palette. The Web letters/numbers is known as hexidecimal and generally used in coding language for websites. Any of the colors shown with a hexidecimal breakdown can be used on the Web.

Primary Color

NMSU crimson, along with white, always should be the most prominent colors used.

PMS 208

C10 M97 Y37 K43*
R140 G11 B66
Web #8c0b42
Web #882345**

Secondary Colors

PMS 407 and PMS 551 complement NMSU's primary colors, and are used for graphic elements such as charts and tables within text.
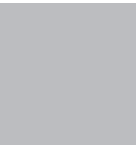
PMS 407

C6 M9 Y14 K14
R207 G199 B189
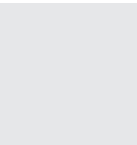Web #cfc7bd

PMS 551

C27 M11 Y14 K5
R167 G186 B190

Other Colors

These web-only colors work in backgrounds and buttons to complement navigational elements, promotional areas and other prominent design and content elements. They should never be dominant.

Web #cccccc***

Web #ededed***

On the web, this works as another complementary color. In print, it can be used to add contrast to black for display text (headlines, captions, etc.).

This color is a used to highlight text in print pieces. It should be used sparingly.

PMS 424

C0 M0 Y0 K70
R109 G110 B113
Web #6d6e71***

PMS 299

C80 M0 Y0 K0
R0 G185 B242

*Check with your printer to verify you have the correct CMYK breakdown for PMS 208.

** For navigation and link colors only.

***Accent Grays are to be used for backgrounds and buttons on the web.

Photography

BRANDED IMAGES: AN OVERVIEW

The use of branded photography in print and digital communications conveys to audiences a true picture of our campus community. Strategic placement of recognizable NMSU landmarks and the use of university apparel and branded NMSU items imparts a sense of place in the photos.

Selecting effective, compelling photos for your project will help you reach your audience. For the best results, consider the make-up of your primary audience and your goals. Images selected need to be a good match. For example, if your target audience is the "non-traditional" student (i.e., adult learner), photos of students in that age group will have more appeal.

USING PHOTOS IN PRINT

- Use high-quality, high-resolution photos (at least 300 dpi) for the best result. Low resolution can lead to poor quality images.
- Crop photographs appropriately — tightly for a personal effect, loosely to capture more of the surroundings.
- Consider "breaking" certain elements of a large photo out of the layout frame.
- Don't use photos (or other images) derived from screen capture.
- Don't use photos with watermarks.
- Think about background focus.
    - Use a softer background to accentuate the element in focus.
    - Use a crisper background when place is important too.
- Enhance the story being told with dynamic photos.
- Camera-aware photos showcase the person, while candid shots emphasize their action.
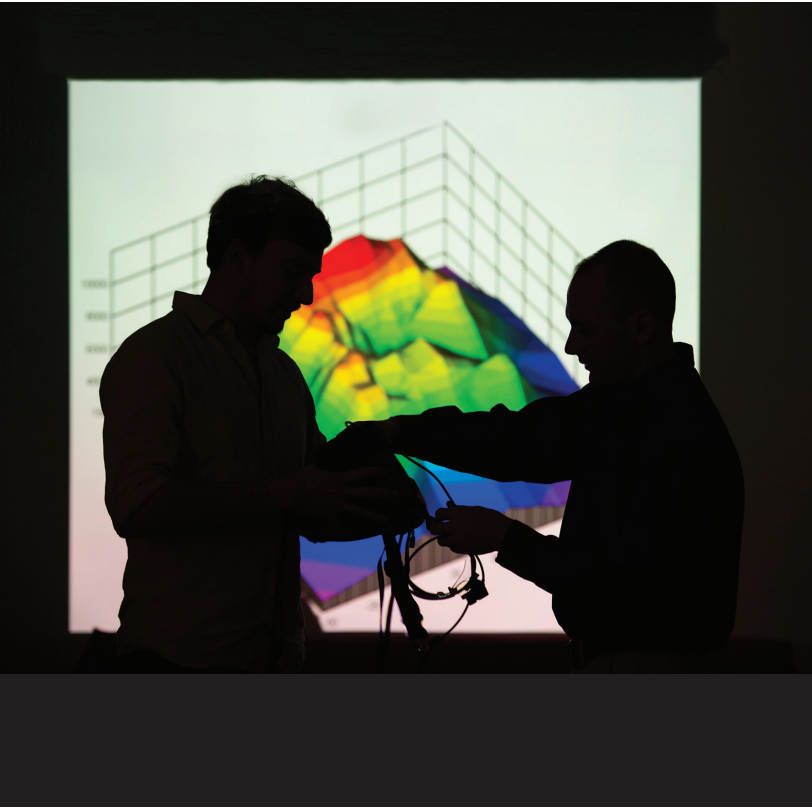
Typefaces, or fonts, have different personalities and can change the tone of the words they convey. NMSU uses a distinct selection of typefaces, which are shown below, to establish and strengthen our brand.

GUIDELINES FOR PRINT MEDIA
- Headline options
  - Typeface: "Gotham"
    - Font Styles: "Black", "Medium" and "Book"
      - NMSU has limited licenses for this Typeface. "Open Sans (regular, semibold and extra bold)" can be downloaded for free and used a as a substitute for Gotham. You can download Open Sans directly from the Google Font Directory. "Tahoma (bold and regular)" comes pre installed on most desktop computers. This font should only be used in Microsoft templates.

Gotham Black
ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890

Gotham Medium
ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890

Gotham Book
ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890

Open Sans Extra Bold
ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890

Open Sans Semi Bold
ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890

Open Sans Regular
ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890

GUIDELINES FOR PRINT MEDIA CONTINUED
- Body copy options
  - Typeface: "Adobe Garamond" and "Times New Roman" can be used as a substitute and is available on most computers.
    - Font Styles: "regular", "italic" and "bold"
      - NMSU has limited licenses for this Typeface. "Open Sans (regular, semibold and extra bold)" can be downloaded for free and used a as a substitute for Gotham. You can download Open Sans directly from the Google Font Directory. "Tahoma (bold and regular)" comes pre installed on most desktop computers. This font should only be used in Microsoft templates.

Adobe Garamond Pro Regular
ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890

Adobe Garamond Pro Italic
ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890

Adobe Garamond Pro Bold
ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890

Times New Roman Regular
ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890

Times New Roman Italic
ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890

Times New Roman Bold
ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890

TIPS FOR TYPEFACE
- Use only two or three different font styles and sizes in a single printed piece
- Keep the typefaces proportional; do not stretch or skew them
- Ensure that the typeface sizes are easy to read

MARKETING AND COMMUNICATIONS
MSC 3K
New Mexico State University
P.O. Box 30001
Las Cruces, NM 88003-8001
575-646-3221

NM STATE

brand.nmsu.edu