Administrative Policies and Procedures Manual - Policy 1010: University-External Graphic Identification Standards

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

Process Owner: University Marketing Director

1. General

This policy governs the use of all University trademarks (as described in Section 1.1) for any purpose and applies to the entire University. A cohesive and consistent visual identity presents a sense of unity and builds awareness and pride among those connected to The University of New Mexico (UNM) and strengthens the value of our trademarks and our ability to protect them from unauthorized use. To ensure everyone associated with the University presents a consistent appearance in external and internal marketing and communications materials representing the University, it is imperative that all such materials bearing University trademarks comply with the University's graphic identification standards. This policy applies to all official (as described in Section 2) external and internal 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 "The University of New Mexico Brand Style Guide," which is available at ucambrand.unm.edu. The University Communication and Marketing Department (UCAM) can answer questions and help. Units should consult with the University Communication and Marketing Department (UCAM), as needed, to clarify whether a proposed use is permissible and for assistance with adhering to and implementing the standards. For the purpose of this policy, a “unit” is defined as any official University entity, including schools, colleges, branch campuses, hospitals, clinics, centers, departments, offices, laboratories, institutes, programs, divisions, initiatives, and affiliates.

1.1. University Trademarks
For the purpose of this policy "University trademarks" are defined as all words, logos, or symbols used to identify or distinguish goods or services as coming from or being affiliated with the University, whether or not they have been registered with the U.S. Patent and Trademark Office or any other authority. University trademarks include the seal, the wordmark, the monogram, the mascot, and spirit marks. The term also includes the University colors, though not every use of one or both of those colors constitutes use of a University trademark.

2. Design Standards

Each year the University produces for external distribution, publishes hundreds of brochures, posters, magazines, advertisements, and other printed and electronic materials, ranging over for external and internal distribution. These cover a broad spectrum of subjects and meet 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 ucam.unm.edu, brand.unm.edu.

The University does not intend that every publication look the same, only that each 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 without prior written approval from UCAM or UNM’s Trademarks & Licensing Administrator.

Specific visual style guides can be developed for individual units to better meet their needs. All such visual style guides must be developed by UCAM and adhered to by their respective units.

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. 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 UAP 6340 ("Postal Services"). Official University stationery must be printed by a University approved vendor. 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

2.2 Alternate Formats Statement

To comply with 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."

2.2.2.3 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 Higher Learning Commission 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 Identity 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, or full 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 is used. In titles, addresses, and other instances where the name stands alone, “The” in the title is always 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. A capital “U” is necessary when using the word university to represent the University of New Mexico specifically.

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

The University logo is in the official symbol form of a monogram, a bold mark rooted in the University's history. It is used in conjunction with the University's abbreviated name, the University's full name and with the names of colleges, schools, and individual 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 specific college or school adaptation which can be found at ucam.unm.edu outlined in Section 4.8.

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, always use the standalone monogram logo rather than the monogram logo with the letters UNM. The abbreviated University’s full 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, always use the monogram 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) units will use a cherry or red arched sky. HSC may continue to use the cherry (PMS 200) and Lobo gray (PMS Cool Gray 10) logo format. The only exception is when the Health Sciences block logo is used. Otherwise, turquoise (PMS 321) for the arched
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 ucam.unm.edu or
- The logo must be produced by an officially licensed vendor unless written approval is received from UCAM—UNM’s Trademarks & Licensing Administrator.
- Additional rules apply and are included in camera-ready and electronic format, a comprehensive logo usage section of “The University of New Mexico Brand Style Guide.”

4.5. Commercial Use of the Logo (Commercial and Internal)

The logo is a registered service mark of the University. It must be properly presented and used for approved purposes only. The University licenses its trademarks, verbiage, service marks, and logos and provides for the enforcement of its license agreements. All marks and verbiage must be printed by an officially licensed vendor, including all internal purchases made by University departments, faculty, official student groups, club sports, and other units. Units with questions regarding the use of the logo on manufactured items can visit brand.unm.edu.
or can contact the University Associate Athletic Director for Corporate Development/Licensing. UNM Trademarks & Licensing Administrator.

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 or the University’s name on the front page. The University logo should always be used in institutional or unit 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 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. Unit Logos

A consistent logo format is used to represent all University units. The style includes a cherry (PMS 200) monogram to the left or above the official name of the unit in Lobo gray (PMS Cool Gray 10). Abbreviations and acronyms are not permitted. White and black logos are also available. Unit logos requiring two unit names (a parent unit and sub-unit) may be used to show unit relationships. This format includes a parent unit name in Lobo gray (PMS Cool Gray 10) above a cherry (PMS 200) line. The sub-unit name appears in smaller font below the line. Unit logos may only be designed by UCAM.

4.9. Uses of Unit-Specific Logo Alternate Logos for Units

In very limited circumstances as defined in the UNM Identity Standards, a unit may use a unit-specific alternate logo. If a unit wants to use a unit-specific alternate logo as a graphic identifier, the unit must send a written request, which must include a formal proposal demonstrating a business need for the alternate logo, to the University Marketing Director for approval.
Identity Committee. Requests are reviewed on a case-by-case basis. Whenever a unit-specific alternate 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 RPM 2.7 (“Use of the University's Name and Symbols”).

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 ucam.unm.edu.

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, (Lobo), 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/UNM’s Trademarks & Licensing—Administrator. 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 general use and manufactured items should contact the Associate Athletic Director for Corporate Development/UNM’s Trademarks and Licensing—Administrator.

7. The University Colors

The official colors of the University are cherry (PMS 200C) and silver (for which cool gray, PMS cool gray 11, is normally substituted). HSC may continue to use Cool Gray 6 and Lobo Gray (PMS Cool Gray 10). The UNM
Health Sciences Center’s primary brand color is turquoise (PMS 321). Departments will Units must use the University’s official colors on color palette in 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.

8. Prohibited Uses of University Trademarks

Neither the logo will always name of the University nor any University trademark, including University colors, may be shown in cherry and silver used in any way that states or implies endorsement of a commercial product or service, gives a false impression, is misleading, or could cause confusion regarding the University’s relationship with any person or entity. Statements that the University is a user or purchaser of a product or program are permitted if true.

89. Violations

If a violation of this policy is identified, units will be required to work with UCAM to determine the action needed, which may include redesign of print and/or electronic materials. With respect to all violations of this policy, the University reserves its right to seek appropriate remedies under applicable federal or state law.

10. Exceptions

Exceptions to this policy must be approved in writing, by the University Marketing Director, in UCAM and UNM’s Trademarks & Licensing Administrator.

11. References

RPM 2.7 (“Use of the University’s Name and Symbols”)

UAP 2570: (“Official University Web Pages”)