

Highlands Brand and Identity Policy

New Mexico Highlands University's brand is a statement of who we are as a community. Therefore, our brand starts with each of us and speaks to our passion, our stories and our success. By consistently presenting our brand, we reinforce the positive reputation and outcome of our collective work.

Adhering to a consistent set of identity standards is critical to the enhancement of New Mexico Highlands University's image and reputation. A strong brand identity will encourage local, regional and national public recognition, which in turn builds loyalty when executed uniformly over time. Each year, New Mexico Highlands produces scores of brochures, posters, letters, catalogs and other printed and electronic materials meeting a broad variety of institutional requirements. Design and editorial unity will enable these publications to have a cumulative positive impact for the university. The objective is not to make every publication look the same, but rather to give each common elements clearly marking it as part of the New Mexico Highlands system.

This guide to branding standards establishes unity—and thus the effectiveness—of New Mexico Highlands printed and electronic communications. The standards set forth in this guide also will make the work of staff and vendors easier, more cost effective and more efficient by ensuring consistency.

The standards, adopted by the NMHU Board of Regents on February 3, 2017, apply to written material and graphics intended for the many constituencies of the university, and are for use by graphic designers and writers creating these materials. The Office of University Relations can answer questions about these identity standards and is also available to provide design and planning consultations regarding specific projects in accordance with these guidelines. Units and departments may use older, in-stock printed materials for six months from the adoption date of this policy, however any new printed materials must conform to the new policy.

The Highlands Family

During the spring of 2016, a newly formed branding committee conducted surveys of current and prospective students, faculty and staff, and the alumni and community. One theme clearly rose to prominence among each of New Mexico Highlands' constituencies: family.

Brand Principles:

Our principles honor New Mexico Highlands' history, tradition and perspectives. The brand principles articulate

our beliefs and community values and convey to each of our audiences why we do what we do:

- Passion
- Support
- Belonging
- Loyalty
- Acceptance

As a member of the New Mexico Highlands family, we are here to celebrate each other's victories, support each other through difficulties, and respect each other's individual contributions to our community.

How Should Brand Principles Be Used?

- As the foundation of talking points
- As a core visual theme expressed through graphic style (image, color, typography)
- Infused thematically throughout editorial copy

Our Core Values

The university's core values are at the heart of the Highlands experience and provide the foundation of our brand:

- Excellence
- Diversity
- Accessibility
- Responsiveness

Logo and Usage

The New Mexico Highlands logo must be used on all university publications, whether in print or electronic form. Officially recognized Highlands University departments, programs, institutes and staff are authorized to use the logo to represent the university.

New Mexico Highlands uses two official logos: a name mark and a bold "H" logo. When the logo does not appear on the front cover of a print publication, it should be used on the back cover or in another highly prominent location.

New Mexico Highlands University's logos have been specially drawn, and the letter and word spacing as well as line weights and lengths carefully determined. Therefore, the logo may not be altered or distorted in any way and must always be in the styles shown. Elements of the logo may not be separated and used individually. For maximum clarity and visibility, care should be taken to ensure the logo is always readable and other images, colors or design elements do not visually interfere. The logo must appear

H NEW MEXICO
HIGHLANDS
UNIVERSITY[®]
COLLEGE OF ARTS & SCIENCES

H NEW MEXICO
HIGHLANDS
UNIVERSITY[®]
WOMEN'S STUDIES

H NEW MEXICO
HIGHLANDS
UNIVERSITY[®]
DEPARTMENT OF ENGLISH

H NEW MEXICO
HIGHLANDS
UNIVERSITY[®]
MEDIA ARTS & TECHNOLOGY

H NEW MEXICO
HIGHLANDS
UNIVERSITY[®]
ALBUQUERQUE

H NEW MEXICO
HIGHLANDS
UNIVERSITY[®]
LAS VEGAS, NM

H NEW MEXICO
HIGHLANDS
UNIVERSITY[®]
COLLEGE OF ARTS & SCIENCES



H NEW MEXICO
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UNIVERSITY[®]
DEPARTMENT OF ENGLISH



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UNIVERSITY[®]
ALBUQUERQUE

H NEW MEXICO
HIGHLANDS
UNIVERSITY[®]

in its entirety and may not be combined graphically with another emblem or symbol. Logo files for the electronic documents may not be used in print documents or vice-versa, as the resolution is impaired. Type or other graphic images appearing on the same surface as the logo must be at least a half an inch away from the logo and may not be superimposed over the logo. The logo may run reversed over a photo or subtle design as long as the background does not interfere with legibility. On any printed or electronic document, the logo may not be smaller than 1.25" high. Exceptions such as printing the logo on certain merchandise such as pens, key chains etc. must have prior approval from the Office of University Relations. No official university logo or variation may be used by any student group or organization or external organization without prior approval from the Office of University Relations.

Embroidered items using the New Mexico Highlands logo, thread should be the equivalent of Robison-Anton Super Brite® Polyester #122: 5731

Special Event Logos

From time to time, for significant events (ie. College Night), the university may use a special event logo. Any such logo must be approved by the Office of University Relations.

Unit and Departmental Logos

The Name Mark logo allows for the addition of units or departments pursuant to the terms of this policy. No university unit or departments may create a separate logo without the permission of the Office of University Relations. Student groups and organizations are exempt from this policy.

Name Mark



The height of the name mark equals the height of the "H".

The name mark is all caps, Avenir,
New Mexico = Avenir Light
Highlands = Avenir Black
University = Avenir Light

The space between the "H" and the name mark is equal to the height of the serif. The space between the "H" and the rule below is equal to the height of the serif, doubled; as is

the height between the rule and the college or department beneath.

Departments, units or centers may be added to the name mark logo. The college or department is all caps, Avenir Black. The height of the college or department is determined by it's length. The type is not to be stretched to fit the length (width) of the logo + name mark.

The rule and name of the college or department are the exact width of the complete logo with name mark.

The name mark is flush left and right, it is not to be ragged either to the right or left.

The name logo with name mark may be used in the Pantone 268C, black, or white on a colored ground.

Bold "H" logo



The logo, bold "H," is to be used within the double ruled box, with HIGHLANDS UNIVERSITY in all caps below. Both the "H" and the name are contained within the double-ruled box. Department of unit names may not be added to the bold "H" logo.

A standalone "H" may be used alone as a design element or in the pattern only as supplied to the designer by University Relations. The standalone "H" may not be used in place of an official logo.

Reduction of the logo/mark is allowed down to 2" in width.

Reduction of the logo is allowed down to 1" in width.

Neither logo should be stretched either height or width for any reason. The logo and/or mark may only be scaled in uniform proportion.

University Seal



The University Seal is an approved New Mexico Highlands logo but for extremely limited use. It is intended only for official university documents such as

NMHU Color Palette



PRIMARY
COLOR



PANTONE® 268 C
C 80 R 91
M 100 G 5
Y 12 B 130
K 2 # 5B2D82



PANTONE® 374 C
C 26 R 197
M 0 G 220
Y 73 B 110
K 0 # C5DC6E



PANTONE® 551 C
C 35 R 164
M 11 G 198
Y 12 B 211
K 0 # A4C6D3



PANTONE® WARM GRAY 2C
C 14 R 218
M 13 G 211
Y 17 B 203
K 0 # DAD3CB



PANTONE® 459 C
C 14 R 224
M 13 G 205
Y 74 B 98
K 0 # E0CD62



PANTONE® 7510 C
C 20 R 200
M 48 G 138
Y 90 B 59
K 3 # C88A3B



PANTONE® 174 C
C 26 R 155
M 87 G 37
Y 100 B 33
K 22 # 9B3921



PANTONE® 504 C
C 45 R 88
M 81 G 41
Y 62 B 49
K 52 # 582931

diplomas and transcripts and other materials related to the President’s Office and the Board of Regents. It may not be used in conjunction with any other university logo.

All New Mexico Highlands logos are available in two color (Pantone 268C [purple] and Pantone Warm Gray 4), one color (Pantone 268 C), black and reversed-out versions in a variety of formats from the Office of University Relations.

Color Palette

The primary and preferred color of the New Mexico Highlands University visual identity system is HU purple

(Pantone® 268), complimented by white.

The supplemental accent colors displayed here are intended to represent the NMHU brand principles (passion, support, loyalty, belonging and acceptance); with the overarching theme being family. In addition, these earth-toned colors echo the natural beauty of Las Vegas’ unique mountainous desert landscape.

Supplementary Color Palette

The supplementary color palette is provided as an aid for print and web communication designs in order to reflect the HU brand in tone and style through consistent use of

color. Although the University's primary identity color is PMS 268 (purple) and should be included in all color materials, effective marketing benefits from a flexible and sophisticated use of color harmony and contrast.

The 8-color palette configuration above further simplifies color choices by selecting a three- or-four-color combination using adjacent color blocks from the example above.

Equivalent color formulas for four-color process printing and digital media are listed alongside the Pantone® color.

Fonts

All official university publications must use the following font families: Garamond, Avenir and Bickham Script.

Typically, Garamond, a serif font, works best for body copy and headlines. Avenir, a sans-serif font, works best for headlines and should never be used as a font for small, long copy as it is difficult to read. Bickham Script is a special font for invitations and certificates and must never be used for body copy.

Promotional materials used for artistic events on campus (music performances, Ilfeld productions, art exhibitions, etc.) may use a different font for the title of the production to suggest the tone of the event. All explanatory copy on such promotional materials must adhere to New Mexico Highlands' font guidelines.

- Avenir **Avenir Black Avenir Heavy**
- Garamond, **Garamond Semibold**
- *Bickham Script*

Clip Art

Rarely does clip art enhance the look of materials, and may not be used in promotional material for the university.

Photographs

The energy of New Mexico Highlands is reflected in photographs, so care should be taken to ensure a positive visual image is created. People in the photographs should be appropriately dressed, facial expressions must match the mood of the published piece (ie. – no frowns or bored expressions). Photographs must be in focus and may not contain images or logos of another college or university (such as on an article of clothing). Photographs extensively modified with Photoshop filters must not be used, nor should any photograph from an outside source (such as a website) be used without obtaining written reprint permission.

The Office of University Relations maintains a photo library and can arrange to create imagery for specific materials.

Email

Email is an official means of communication for New Mexico Highlands. It is important that adequate and consistent contact information be provided by all university employees in their e-mail communications. A consistent visual identity also reduces the possibility of being a victim of phishing or scam emails.

The following guidelines are for all New Mexico Highlands representatives to use in their e-mail signature.

Name

Title

Department

Division

New Mexico Highlands University

Mailing address (optional)

Phone

Fax

www.nmhu.edu (or approved department or division Web address).

Non-university domains, such as Facebook profiles may not be used in email signatures.

Email Signature Font

For visual consistency in electronic communication, all email signature/footers use 10 pt. Arial.

An email-appropriate logo may be obtained from University Relations and may precede the signature line.

Example:



Cindy Quintana | Administrative Assistant
School of Business, Media & Technology
New Mexico Highlands University
Box 9000, Las Vegas, N.M. 87701
505.454.3380 | FAX 505.454.3386
www.nmhu.edu/business

Email backgrounds

Because it can make email text difficult to read and compromises a professional image, background images in emails (jpegs, gifs, etc.) may not be used.

Editorial Style Policy

To maintain a consistent style across university publications, New Mexico Highlands adheres to the Chicago Manual of Style and Merriam-Webster spelling for publications and websites. All university press releases must adhere to Associated Press style.

NMHU Style guide

Academic degrees

When mention of degrees is necessary to establish credentials, avoid an abbreviation and use instead a phrase: Edward Salas, who has a doctorate in philosophy.

Abbreviations are acceptable in a case where many persons with degrees are being listed. Use abbreviations only after the full name of a person (never after just a last name): Rosemary Gonzales, M.B.A. Use a period after each initial: M.B.A., not MBA.

Spell out and use the lower case for degrees: bachelor's degree, master's degree, doctor's degree or doctorate.

Use an apostrophe in bachelor's degree, a master's, etc., but there is no apostrophe in bachelor of arts, bachelor of science or master of science.

Do not precede a name with a title of an academic degree and follow it with the abbreviation for that degree. Right: Cindy Otero, Ph.D., is dean of the School of Business. Wrong: Dr. Cindy Otero, Ph.D., is dean of the School of Business.

Academic departments and university offices

Use lowercase except for words that are proper nouns or adjectives. Example: the English department, the college communications office. Use uppercase only when department or office is part of the official and formal name: the Department of English, Facundo Valdez School of Social Work, or the President's Office. Use lowercase for the word department when it stands alone, as in: She's been with the department for three years.

Advisor/adviser

For consistency with the AP Stylebook, use the -er ending.

Alumni

Alumni is the general-use term for former students of the college, whether or not they graduated from New Mexico Highlands. Use alumni to refer to a group of men and women who attended Highlands.

Gender-specific forms of the word are:

alumna - singular, female

alumnae - plural, women only

alumni - plural, men only or men and women

alumnus - singular, male

The term alum (plural: alums) is slang for alumnus or alumna. Use it only in very informal usages.

Avoid the cumbersome alumnus/a or alumnus/alumna in favor of graduate.

Alumni office

The official designation of the on-campus office that deals with alumni services and relationships is the Office of Alumni Affairs, but it may be referred to more familiarly as the alumni office or the alumni relations office in less-formal usages.

Alumni Association

The Alumni Association is an organization made up of New Mexico Highlands alumni, governed by the Alumni Association Board of Directors, referred to more familiarly as the Alumni Association Board.

Alumni class years

In internal college publications, when specifying a graduate's class year and major, use parentheses and an apostrophe with a shortened class year. Example: Michael Gallegos ('00, social work) is now a speech therapist.

For alumnae who have changed their name, include the birth name in parenthesis before the married name. Example: Martina (Gurule) Hospel ('74, math).

In listing a group of alumni, where specifying each graduate's major is not pertinent, use a comma and the shortened class year only. Example: Adam Agular, '56; Ciprianna Smith, '64; James Steele, '06; and Sam Ortiz, '75.

In external formal documents and correspondence, as well as information prepared for the media, the relation of the graduate to the college should be written out. Example: Melissa Quintana, a 1990 alumna of New Mexico Highlands University, has joined the Board of Regents.

Board of Regents

Use uppercase when it refers to New Mexico Highlands' governing body: the Board of Regents. But use lowercase when referring to the board by itself or trustees by themselves: The board will meet in February with most regents attending.

Buildings

All proper names of buildings, such as the Felix Martinez Building, should be capitalized. Unofficial references to buildings, such as the music building (Champ Tyrone Building) are lowercase.

Commencement

Use lowercase for commencement by itself, but uppercase for a specific commencement: The 2010 Commencement ceremony.

Committees

Capitalize the formal names of groups and committees, such as Faculty Senate, Stratigic Planning Committee, President's Advisory Council. Use lowercase for the words committee or council when they stand alone.

Course names

Use uppercase only for specific course names that differ from a normal generic reference. Examples: His course analyzed early modern art. He taught a class called Early Modern Art. Do not use numbered class listings (such as Chemistry 1800) except in certain internal contexts, such as a list of major requirements.

Faculty, faculty members

The words faculty and staff are generally lowercase. The faculty (or staff) as a whole is a singular collective noun, referring to the group. Right: *The faculty is represented by the Faculty Senate.* Wrong: *The faculty are a talented group.*

Grade point average

Abbreviate to GPA (all capitals, no periods) after first reference.

Graduated

Right: He graduated from college. Wrong: He graduated college.

Homecoming

Use lowercase for homecoming unless it's used as a title. Examples: Homecoming 2005 was exciting.

Honors

Use lowercase and italicize *cum laude*, *magna cum laude* and *summa cum laude*.

Majors

Use lowercase for majors with the exception of languages, which are proper nouns. Example: *Cindy is a business major, but Phil's major is Spanish.*

New Mexico Highlands University

The university's full name, New Mexico Highlands University, should always be used for first reference. For subsequent reference, use Highlands University or New Mexico Highlands. Never use NMHU except for internal documents.

For New Mexico Highlands' centers, the following construction: New Mexico Highlands University – Rio Rancho for first reference, and Highlands – Santa Fe for subsequent reference.

Theatre, theater

Use theater unless the word theatre is used in an official name.

Titles

Capitalize titles when they appear before the name, but use lowercase after the name. Example: Education Dean Bill Martinez; Bill Martinez, dean of the School of Education. Do not capitalize before the name if it is more of an occupational description than a formal title. Examples: writer Priscilla Smith, attorney Rachael Baca. To be consistent with AP Style, professor is not capitalized as a title.

Semesters

Do not capitalize semesters in text. Example: The new residence hall opened in time for the fall semester.

Student class designations

Do not capitalize freshman, sophomore, junior or senior. Examples: a junior from Albuquerque; he's a freshman accounting major; the senior class. Capitalize Class when referring to a specific graduating class. Example: the Class of 1976.

GENERAL TERMS

African-American

Dates

When a month is used with a specific date, abbreviate the following: Jan., Feb., Aug., Sept., Oct., Nov. and Dec. Spell out the month when using it alone, or with a year alone.

Numerals

Spell out whole numbers from one to nine; use figures for numbers 10 and above.

Example: The seminar has eight women and 12 men.

Use numerals, even if the number is below 10, for ages, credit hours, days of the month, degrees of temperature, dimensions, figures with decimals, latitude and longitude, measurements, page numbers, percentages, room numbers, sums of money and times of day.

Spell out the word million.

Example: The grant was for \$4 million.

Never begin a sentence with a numeral; spell out the numeral or recast the sentence. The only correct use of a numeral to start a sentence is when citing a calendar year. Examples: 1958 was a memorable year. Twenty-two students organized the bake sale. Last year 117 employees were hired.

Telephone numbers

Do not use parentheses for area codes. Use dashes to separate the elements.

Example: 303-556-1212.

Time of day

Do not use :00 for times that fall on the hour, except in formal invitations. Use lowercase for a.m. and p.m., with periods after each letter and no space between.

Examples: 8 a.m., 6 p.m., 7:30 p.m.

Use a hyphen with no spaces when indicating a time span. When indicating a time span with both times falling within either a.m. or p.m., list a.m. or p.m. just once at the end.

Examples: 8:30 p.m.-1 a.m., 9-11 a.m., not 9 a.m.-11 a.m.

Use midnight and noon, not 12 a.m. and 12 p.m. or 12 midnight and 12 noon.

Be careful of redundancies. Incorrect: 10 a.m. this morning. Correct: 10 a.m. today.

Web terms

- website
- webpage
- Internet

If www is part of the address, do not precede with http.

Right: www.nmhu.edu.

Wrong: http://www.nmhu.edu.

Times and dates

Do not add the ordinal suffix (1st, 2nd, 3rd, 15th) to the day of the month.

Example: He will arrive on March 26 (not March 26th).

In a complete date, the year should be set off in commas. In a partial date, the year is not set off in commas.

Examples: On June 30, 2004, the fiscal year ended. Classes will resume in August 2005. What began in spring 2003 ended in summer 2004.

PUNCTUATION

Commas

In a series of three or more items, do not use a comma before the final conjunction (and/or), unless it is needed for clarity and ease of reading.

Example: He has classes in chemistry, psychology and music.

Hyphens

Hyphenate compound adjectives when they precede the noun that they modify.

Examples: off-campus party; 14th-century art.

Do not hyphenate them when they stand alone.

Example: She lives off campus.

Also, do not put a hyphen between an adverb ending in -ly and the adjective it modifies.

Example: a newly furnished office.

Semicolons

Use a semicolon in a series of items if one or more of the items in the list contains a comma.

Example: Be sure to bring warm clothes; something to read, such as a good book; and a good umbrella, just in case it rains.

Colons

Capitalize the first letter after a colon only if it is the beginning of a sentence that could stand alone.

Example: Remember this: The only thing you really need is confidence.

Exclamation points

Avoid exclamation points unless they are truly used as part of an exclamation. It is always better to write forcefully to convey enthusiasm rather than to load your copy with exclamation marks.

