

Central New Mexico Community College



CNM Graphic Standards



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Resources for Advice or Approval

This Graphic Standards Manual and Style Guide has been developed as a resource for anyone who creates or implements communication materials on behalf of CNM. For additional information, approval of designed pieces or interpretation of usage, contact the appropriate resources below:

Marketing and Communications Office (MCO)

MCO provides free marketing services, public relations, video production, and website publishing to the CNM community. Located in A-101, Main Campus, (505) 224-4667 or MCO@cnm.edu

ITS Helpdesk

Computer help call: 224-HELP (4357)
helpdesk@cnm.edu

Other Resources

For printed materials and news releases, CNM adheres to The Associated Press Stylebook and Libel Manual. For online style guidelines contributors can reference Associated Press Stylebook and The Elements of Style for principles of composition, rules on usage, capitalization, and punctuation.

For clarification, contact the Marketing and Communications Office.

Introduction

This *Graphic Standards* is produced by the Marketing and Communications Office to assist departments and individuals who create publications such as brochures, flyers and posters, as well as those who have responsibility for the maintenance of webpages.

Publications and webpages created for CNM’s internal and external audiences must conform to the guidelines within this manual and must be approved by the Marketing and Communications Office before being printed or posted online.

The intention of the *Graphic Standards* is to help the CNM community present a consistent “look” in all printed and online materials. It is a living document and, as such, will be updated periodically in response to new usage questions. As always, the Marketing and Communications Office is available to answer questions about the proper usage of CNM logos and assist in the creation of publications.

Official Name

The official name is **Central New Mexico Community College**. The official name should be used on first reference to the college in all publications and other documents intended for outside audiences.

The name may be shortened to CNM on second reference or when addressing audiences who will know what the letters stand for (e.g. faculty/staff, alumni, students, community members, etc.) It is also acceptable to refer to **the College** (the ‘C’ is capitalized) on second reference. Please do not refer to the College as CNMCC or abbreviate any part of the name.

The following references are never acceptable for use when referring to CNM (**the list is not comprehensive, but keep in mind that the full name and the shortened CNM are the only two acceptable references**):

CNM Community College

CNM C.C.

Central New Mexico

Central New Mexico C.C.




For a list of commonly used department and instructional school names, please see the CNM-specific style section on pages 11-12.

Official CNM Logo

The logo is CNM's primary graphic symbol. It must be used on all brochures, flyers and other publications for internal and external audiences, as well as checks, forms and signs. CNM logos are available electronically from the Marketing and Communications Office.

Guidelines for use of the logo are available on the following pages. Contact the Marketing and Communications Office with questions or clarifications regarding the use of the logo.

Below are all of the options of the official CNM logo.

	CNM Logos for White or Light Background 1 Color (PMS 654) and 4 (CMYK) Color Options	CNM Logos for White or Light Background BW Options
Double Stack (DS)		
Single Line (SL)		
No CNM under Logo (No)		
	CNM Logos for Yellow Background 1 Color (PMS 674) and 4 (CMYK) Color Options	CNM Logos for Dark Background White
Double Stack (DS)		
Single Line (SL)		
No CNM under Logo (No)		

Department or School Identifiers (Logo)

The Marketing and Communications Office will create department identifier upon request. Departments and offices may use one of the forms shown at below as identifiers on stationery, apparel and other items. These are the only acceptable forms of identifiers. **Departments may not create their own identifiers (logos).**

The identifier may only feature text below the logo. The identifier will also follow the appropriate color scheme as shown on page 4.

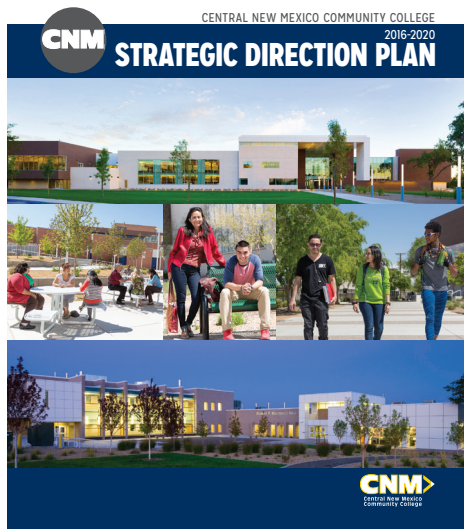


Use of CNM Logo

- a. Departments may not create their own logos, they can use their identifier (as shown above).
- b. CNM logos may be obtained from MCO for use.
- c. Affiliation and partnership logos related to a department's mission may be used but may not overshadow the CNM logo. For questions or more information, please contact the Marketing and Communications Office.
- d. As with printed logos, all electronic CNM logos have established clear zones of 1/2". No other type or graphic element should fall within the clear zones.

Use of CNM Graphic Elements

The letters from the CNM logo can be used as a graphic element. However the CNM official logo must be present in the document or video (examples below).



CNM

When using letter without arrow it must be accompanied by full CNM logo



The CNM Seal

The seal is the most formal institutional identifier. Its use is limited to diplomas, transcripts and legal documents. Individual offices, schools and departments may not create seals for their own use. Contact the Marketing and Communications Office for use.



B/W



One-color

Specialty Items

Any giveaway items bearing the CNM logo — pens, pencils, pins, etc. — are subject to the same usage standards as printed publications. All specialty items that reference CNM must be approved by the Marketing and Communications Office prior to production.

Uniforms and Official Apparel

Official CNM uniforms and apparel, such as polo shirts, are subject to the same usage standards as printed publications. If a vendor is unable to stitch a departmental identifier on one line, exceptions may be granted through Marketing and Communications Office.

Signage

CNM signage must bear the official full-color logo. Temporary and permanent signage to be used at CNM functions — indoor and outdoor, public and private — must adhere to this guideline. Signage includes, but is not limited to, banners, room identifiers and roadside signs and must have MCO approval prior to production.

Letterhead

All CNM campuses use a standard letterhead, which is ordered through Shipping and Receiving.

Envelopes

Envelopes matching the letterhead are available. Also available are window envelopes in two sizes, business reply envelopes and envelopes with the CNM postage box. All have the CNM return address.

Business Cards

All CNM employee business cards are ordered through the Marketing and Communications Office. A standard format applies. Telephone numbers that are not fax, TTY or cell will be identified by a P. Fax numbers, by an F. Secondary contact numbers (cell phones for instance) by a C. TTY will denote TTY numbers. Only the CNM website, cnm.edu, may be printed on the card. E-mail addresses must be CNM addresses unless otherwise approved by MCO. Only the Main Campus address will be printed on the card. Employees are allowed two lines for their title and two for their school or department. Schools/departments must supply a cost account number. Please visit cnm.edu/depts/mco/cnm-business-cards to fill out the on-line Business card order form for CNM employees.

Notecards/Invitations

CNM has official notecards available through Shipping and Receiving. Notecards may not be customized. Please call ext. 4667 to place an order or for additional information.

Certificates

Certificate shells, or forms, may be customized. Quantities may be ordered through the Marketing and Communications Office at the department's cost.

Program/Department Brochures

The Marketing and Communications Office will produce brochures for departments or each program within schools based on a consistent template. The template may not be altered in any way.

Program/Department Posters/flyers

The Marketing and Communications Office will produce poster/flyers for departments or each program or events. Each can have its own theme however the CNM official logo must be present.

Official Fonts

Although thousands of typefaces, or fonts, are available to employees who produce written and online materials at CNM, not all are suitable for use in publications.

The use of novelty and script fonts is discouraged in most instances because they are difficult to read.

CNM's official fonts for use in publications are:

- ▶ Mission Gothic Bold or Black (headlines and sub-heads)
- ▶ Mission Gothic Regular or light (body copy)
- ▶ Sanchez Semibold (headlines and sub-heads)
- ▶ Sanchez Regular (body copy)

If the CNM's official fonts are not available to use, please use:

- ▶ Arial (headlines, headers)
- ▶ Garamond (body copy)
- ▶ Myriad Roman (headlines, headers)
- ▶ Times (body copy)
- ▶ Times New Roman (body copy)

Contact the Marketing and Communications Office for suggestions or clarifications regarding usage of specific fonts.

Official Colors

CNM's official colors are blue and yellow. Because different printing processes and papers can cause differences in color, CNM uses the Pantone Matching System (PMS) to maintain consistency.

The PMS or CMYK (4-color process) equivalents should always be provided with the specifications of any printing job. The color blue varies when printed on coated or uncoated paper. Please use PMS 289 for uncoated when printing spot color.

The acceptable PMS shade of blue is PMS 654. The acceptable PMS shade of yellow is PMS 7408.

Please note that the colors shown on this page and throughout this manual do not match the PMS standard. Please refer to a Pantone color guide for accurate representations of color.

One additional color is added to the color palette for the CNM website, Light Gray.

Primary Logo Color Palette



Navy

PMS: 654 C
CMYK: 100/71/10/47
HTML: #003A70
RGB: 0/58/112
PMS 288 uncoated
spot color



Sky Blue

PMS: 298 C
CMYK: 67/2/0/0
HTML: #41B6E6
RGB: 65/182/230



Gold

PMS: 7408 C
CMYK: 0/29/100/0
HTML: #F6BE00
RGB: 246/190/0

Expanded Color Palette



Orange
(accent)

PMS: 166 C
CMYK: 0/76/100/0
HTML: #E35205
RGB: 227/82/5



Charcoal
(text)

PMS: 418 C
or 80% Black
CMYK: 38/26/40/72
HTML: #51534A
RGB: 81/83/74



Cream
(backgrounds)

PMS: 30% 4545
CMYK: 2/1/12/0
HTML: #FCF8E5
RGB: 252/248/229

Expanded Website Color Palette



Light Gray
HTML: #EEFOED
RGB: 81/83/74

Official CNM Website

CNM provides a series of resources such as colors and page layouts optimized for displaying content on the web. Web pages on CNM.edu are to adhere to the following standards.

Use of Standard Design Templates

CNM.edu utilizes a content management system (CMS) called Plone. All content published CNM.edu is displayed using design templates managed by this system.

Any styles manually added to the HTML for a webpage will be stripped out by the CMS. If you believe additional styles need to be incorporated into the standard sitewide templates, contact the Web Strategy team with your request and justification.

Use of Colors

CNM's official colors are listed on page 9. The background color of all pages is white as defined by the CMS templates. Hyperlinks on CNM.edu are represented using "CNM blue": Hex #004890. These colors are incorporated in the design template for cnm.edu

Website Access and Training

CMS how-to guides are available in documentation.

Workshop training is held regularly for employees interested in maintaining content on the CNM website. Employees must attend training and obtain approval from the Web Strategy team in order to contribute and post content to cnm.edu. These workshops are also available for contributors wanting refreshers.

Let us know you're interested in training we'll contact you when the next workshop is available.

Use of Logos on Website

CNM logos are provided by the Marketing and Communications Office. The CNM logo may not be modified in any way. If you feel you need a custom logo, please contact MCO.

CNM-Specific Style

Through the years, CNM has developed its own style. When creating copy for printed materials or the web, care should be taken to use the preferred CNM style. The most commonly used references are listed here in the acceptable style. Please contact the Marketing and Communications Office for clarification or with questions.

Administration

Office of Information Technology Services (ITS)
Office of Planning, Budget and Institutional Research (OPIE)
President's Office
Marketing and Communications Office (MCO)
Vice President for Academic Affairs
Vice President for Planning and Budget of Finance and Operations
Vice President for Student Services

Campuses

Main Campus
Montoya Campus
Rio Rancho Campus
South Valley Campus
Westside Campus
CNM Workforce Training Center
Advanced Technology Center
STEMulus Center

Catalog

Certificates, Degrees and Skill Sets
Associate of Applied Science Degree (AAS)
Associate of Arts Degree (AA)
Associate of Science Degree (AS)
High School Equivalency (HSE)

Classes

Classes are the specific time-and-date offerings of **Courses** (i.e., Schedule of Classes, but course descriptions)

Divisions

Academic Affairs
Finance and Operations
Student Services
President's Office

Instructional Schools

School of Applied Technologies (AT)
School of Business & Information Technology (BIT)
School of Communication, Humanities & Social Sciences (CHSS)
School of Health, Wellness & Public Safety (HWPS)
School of Mathematics, Science & Engineering (MSE)
School of Adult & General Education (SAGE)
Office of Academic Affairs
Office of Academic Services
Office of Educational Collaborations
Office of Instructional Support Systems
Office of Organizational Learning

News Link

News Link is the weekly e-mail newsletter. It should be italicized when used in print.

President

President Kathie Winograd on first reference, President Winograd or Winograd thereafter

CNM Foundation

CNM Foundation on first reference, Foundation on subsequent references

CNM Ingenuity

CNM Ingenuity on first reference, Ingenuity on subsequent references

*my*CNM

*my*CNM is the portal. When referencing *my*CNM in a publication, “my” should be lower-cased, bold and italicized, followed by no space, then “CNM” in all caps and bold.

cnm.edu

cnm.edu is the official web address. It is all lowercase letters and should not be underlined in print.