



# Guide of Visual & Graphic Standards

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# A Message from the President

## Dear Friends of ENMU-Ruidoso



It is our privilege to commend to you this Guide of Visual and Graphic Standards. In the pages that follow, you will discover the meaning and intent of ENMU-Ruidoso’s new brand, and why its consistent application is important for the future of the college.

These guidelines were developed over many months with the involvement of representatives from every segment of the college. Special thanks must go to the Marketing Council, which provided valuable input. The result of this collaboration is an undated and “renewed” brand identity that represents the rich heritage of ENMU-Ruidoso and expresses

it with distinction. Such a visible and unique “signature” conveys to the world that ENMU-Ruidoso is a college with a mission and purpose, committed to excellence and diversity, and focused on the higher educational needs of its students.

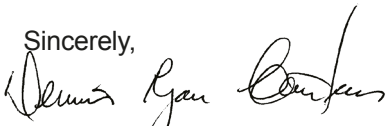
These guidelines will help every individual member of the ENMU-Ruidoso family, as well as vendors and partners, to apply this new brand identity consistently and accurately.

Developing, applying and maintaining a consistent brand identity is a Strategic Goal of ENMU-Ruidoso. To this end, the college’s Director of Marketing has been given responsibility to oversee and coordinate the application of our brand, thereby assuring

the college and board that these standards are applied correctly and appropriately in publications, advertisements, digital media, signage and products.

Please familiarize yourself with these guidelines. Should you have a question about the application of the system, need help appropriating elements of the system, or need authorization for products and elements bearing the college logo and brand, please contact the Marketing Director.

We are ENMU-Ruidoso.

Sincerely,  
  
Dr. D. Ryan Carstens  
President

# Introduction

A college’s brand identity is the most important element of its visual image. Because of its potential for credibility and influence and the impressio it has on the public, a brand identity can be considered the foundation of all marketing and communications efforts.

The brand identity demonstrates ENMU-Ruidoso’s commitment to quality to students, staff, public and goals. It must make a memorable impression, one that clearly communicates the college’s basic mission and

philosophy and reflects it significance. A single, consistent message, therefore, is key.

This style guide will provide guidelines and specification for the use and presentation of the ENMU-Ruidoso logo. It also provides helpful marketing information. The manual includes examples of how and how not to use the college’s logo, fonts and colors in a variety of materials and situations. It is important that these standards are applied when the new

identity is incorporated into all communications to create familiarity and continuity. When the college signature is treated consistently, it becomes the visual cornerstone that supports the ENMU-Ruidoso message and identity across the entire organization and throughout its service area, in all college programs, services and activities.

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Questions about this manual, use of the logo and other visual identification elements should be addressed to the Director of Marketing at 575.257.2120.

# The ENMU-RUIDOSO Logotype

The stylized ENMU-Ruidoso in three lines is the official logotype of the college. This logotype can be depicted as the “diamond” logo, bounded in a blue or black diamond, or a “scenic diamond” logo, contained inside a diamond with a scenic photograph. Different rules apply to these variations of the official logo

ENMU-Ruidoso’s logo reflect the college’s commitment to providing outstanding, relevant higher education. The logo carries the stylized initials of Eastern New Mexico University along with the location of the system’s Ruidoso Branch Community College. In its official usage the E of the logo is PMS 1595 (ENMU-Ruidoso Copper), while the other initials are PMS 286 U (ENMU-Ruidoso Blue). These initials never change in their position and size to

one another. The location, Ruidoso, is positioned beneath the initials and displayed in ENMU-Ruidoso Copper.

In addition to the official full-color version, the logo is available in one-color blue, black and white, to be used on products and publications where a single color is required.

## Trademark

The college logo in its various forms are trademarked expressions of ENMU-Ruidoso. Registered trademarks are regulated by federal and state law. Accordingly, no unauthorized use of these elements is permissible. With written permission, usage of these elements is conditional on proper application of the elements according to the specifications designed in this style guide. Vendors using any of these elements on products

for commercial sale may be charged royalties. To request written permission to use these elements and to obtain current policies and regulations regarding royalties, contact the Director of Marketing.



# Standards of Usage

The ENMU-Ruidoso logo specifications for publication (print and digital), signage, commercial use and print advertising will follow these guidelines. The common standards are adherence to typography, style, color and size relationships determined for all applications.

In all situations where style has not been previously defined the Director of Marketing must be contacted for policy regarding usage.

# Misuse of the Logo

It is important that the appearance of the logo remain consistent. The logo should not be misinterpreted, modified or added to

The logo must never be redrawn, adjusted or modified in any way. It should only be reproduced from artwork provided through the Marketing Office

To illustrate this point, some of the more likely mistakes are shown.

- Logo stretched
- Logo squeezed
- Logo in incorrect colors
- Logo in altered fonts
- Logo rearranged or otherwise distorted

Misuse of the Logo



Do not distort the logo.



Do not substitute colors of the logo.



Do not rearrange or otherwise distort the logo



Do not distort the logo.



Do not substitute fonts on the logo

# The Diamond and Scenic Diamond Logos

Likewise, the Diamond Logo and Scenic Diamond Logos are trademarked by ENMU-Ruidoso. These logos are intended for use as identifiable graphic elements within the ENMU-Ruidoso brand identity.

The Diamond Logo is available in two colors, one color, black and white. Where possible, the two-color version is preferred. The one-color Diamond Logo is appropriate for ads and products when only a single color is available.

Position and proportion the Diamond and Scenic Diamond Logos where appropriate to convey the college's name clearly. These logos may be used on a white bar or in a white space, or may be placed on a photograph or background color so long as the logo is clearly visible and identifiable





## Color Usage

Two colors constitute the primary color palette. Substitute colors are never to be used. The chart below displays value equivalents for these colors when used for various applications, including print and web.

If used in graphic applications other than the logo, such as for coloring graphic elements, either solid or percentage tints may be used.

For most applications, if used in full-color representations, it is preferable that the logo appear on a white background, with limited exceptions (see below).

If used as a full-color representation, the logo must always be shown in its official colors. If using only a single color, the individual colors must be converted to a percentage of either black or blue.

Use the full-color representation on colors or a graphic element only when the logo can be clearly seen and be distinguished. Otherwise, use a one-color logo which makes a sharp contrast to background colors.



Pantone: 286 C  
CMYK: C100 M84 Y12 K3  
RGB: R0 G51 B161  
Hex: #0033A1



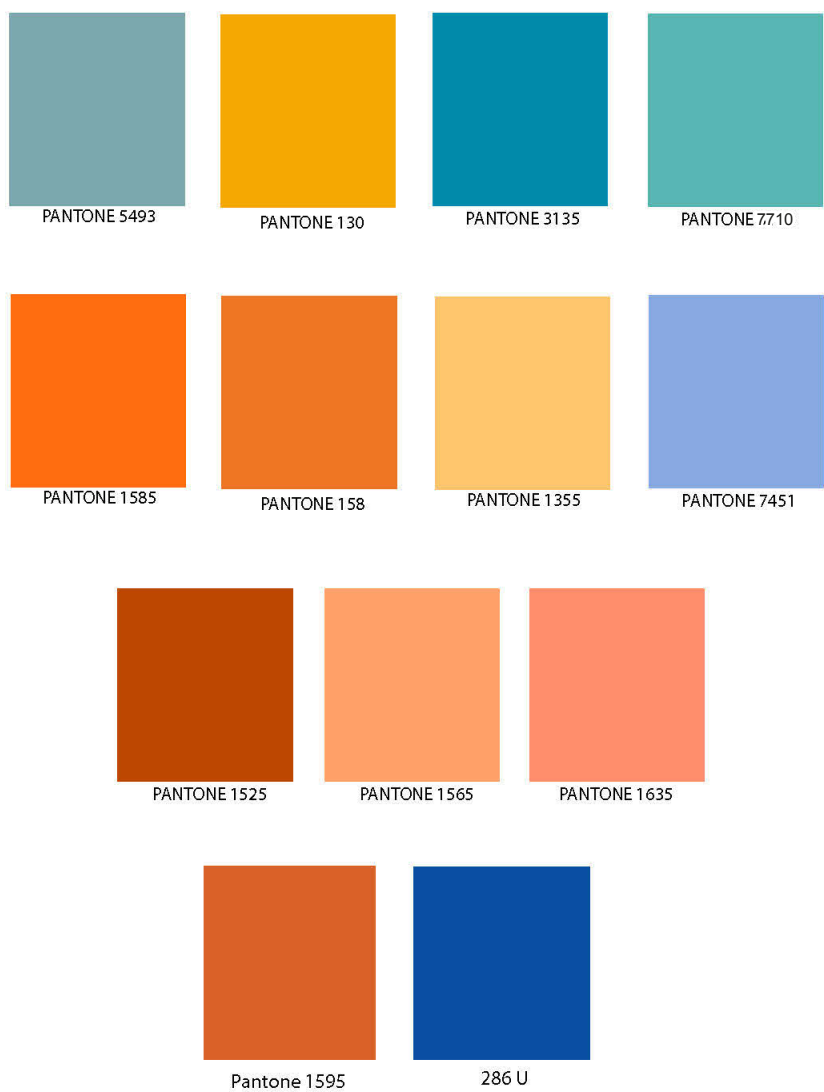
Pantone: 1595 C  
CMYK: C10 M75 Y100 K1  
RGB: R219 G96 B21  
Hex: #DB6015

# Secondary Colors

ENMU-Ruidoso's brand identity uses colors that reflect the distinctive geography of the American Southwest. Use these colors, either as solids or tints, whenever a background or highlight color is appropriate.

When used consistently, these colors, along with the college's primary colors, will create a visual impression that will be easily identified as ENMU Ruidoso.

The ENMU-Ruidoso Color Pallet is shown below.



# Typography

The ENMU-Ruidoso logo is made using the Helvetica Neue font. Helvetica Neue is the primary font used in the ENMU-Ruidoso brand identity and may be used in headlines and text. It is preferred for signs, letterhead, business cards, nametags, and other college identification

When a secondary line appears beneath the logo, Helvetica Neue is to be used and must be sized in proportion to the logo and be spaced in a proportional distance from the logo. These are illustrated below.

The font size of the secondary line may vary beneath the ENMU-Ruidoso logo, depending on the length of the secondary name. Shorter names may be no larger than the size of the type used for “RUIDOSO” in the logo. Longer names should be set in smaller type, but large enough to be clearly readable.

The secondary line is centered beneath the logo at a distance that is equal to the height of type used for “RUIDOSO.”

The secondary line must always be center-aligned underneath the logotype. In cases where the secondary name is long, the name can be divided into multiple lines beneath the logo.

## Secondary Font

Sabon is the preferred serif font used in the ENMU-Ruidoso brand identity. The font may be used for headlines and text, but not used as part of the logo and secondary elements.

## Typography in Publications

When creating publications, signs, advertisements, etc., do not modify (expand or condense) the type excessively. When type is set, letters should be spaced tightly but not touching. Never set kerning (the distance between letters) to more than five points

Helvetica Neue Light  
*Helvetica Neue Light Italic*  
Helvetica Neue Regular  
*Helvetica Neue Regular Italic*  
**Helvetica Neue Medium**  
*Helvetica Neue Medium Italic*  
**Helvetica Neue Bold**  
*Helvetica Neue Bold Italic*

Sabon Roman  
*Sabon Italic*  
**Sabon Bold**  
*Sabon Bold Italic*



## Logo Positioning

The logo will be positioned in a printed advertisement as a “signature” at or near the bottom of the image. Recommended positions is centered, flush left or flush right

The logo should never be placed on a background that would visually compete or reduce its impact. As the college’s “signature,” use the logo in a prominent location on the front cover or back cover of a publication.

Usage of the logo in advertising and publications follows the same guidelines for color, style, sizing, dominance and maintenance. Logo size will be determined by the logo’s position on the page.

The Diamond and Scenic Diamond logos, used as graphic design elements, may be placed where appropriate in a college ad or publication. Never reduce these logos to a size where the name of the college cannot be easily read and understood.

## Requirements for Space Around Logo

In order for the college signature to aptly represent ENMU-Ruidoso, it must be displayed in a prominent,

uninterrupted manner. Space, therefore, must always exist around the signature. The logo must never appear “crowded.” A half-inch on each side of the logo is recommended.

## Special Application for Use with Established Corporate Identities

The logo may be used in proximity with other identities.

On ENMU-Ruidoso letterhead, the college logo should maintain its traditional placement (upper-left corner). Other logos and icons can be place in other corners, or in the visual “column” below the ENMU-

Ruidoso logo, maintaining appropriate spacing.

In other uses, such as ads, posters and brochures where two or more logos are used in a horizontal space, it is recommended that the ENMU-Ruidoso logo appear a reasonable distance from another identity and be separated with a vertical line. Both logos should be of similar size.

## Secondary and Departmental Logos

Divisions, departments and academic programs do not have separate logos because these dilute brand consistency.



## Patches and Seals

The ENMU-Ruidoso logo cannot be used in program or departmental patches, such as those commonly used for health care, police, firefighter or other related professions. When patches are required for uniforms, an icon representing the industry or profession should be used along with the college name or initials. College colors are preferred.

Patches require approval in advance by the Director of Marketing.

Patches and seals created for departments should be limited in use to clothing and certificates or as secondary elements in official publications and advertising, as space allows. Patches and seals must not replace official ENMU-Ruidoso branding elements in marketing and communication materials.



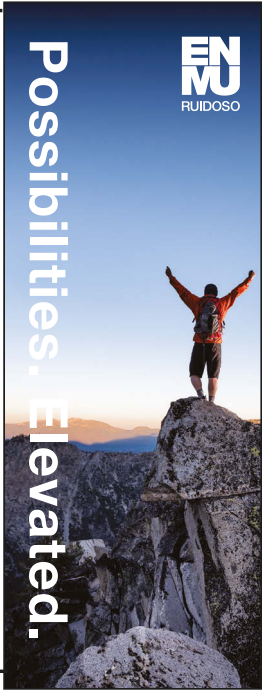
## Visual Graphics for Clubs and Student Organizations

Visual identification for college-sponsored clubs and organizations are allowed, so long as they are not used in conjunction with the college’s logo. If an organization’s name is needed to appear with the official logo, it must conform to these guidelines. Visual graphics for clubs and student organizations require approval in advance by the Director of Marketing.

Flyers and posters intended for an on-campus student audience may use additional fonts as long as the college logo is maintained in a white bar at the top or bottom of the publication. In a white bar, the logo is positioned flush left or flush right

## Visual Graphics for Walls, Windows, Doors and Signage

All campus signage must conform to the college’s brand identity. Campus graphics for walls, windows, doors, wayfaring signs and campus identification will be developed by the college’s branding team through the Marketing Office



Security table

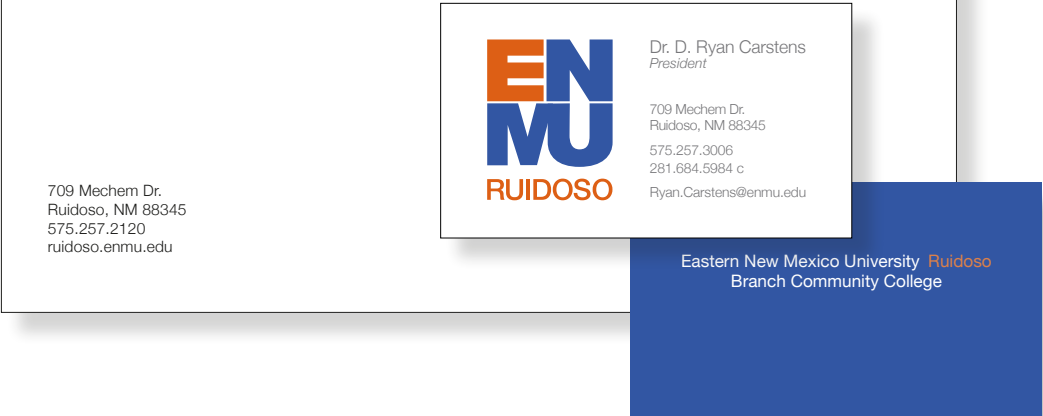
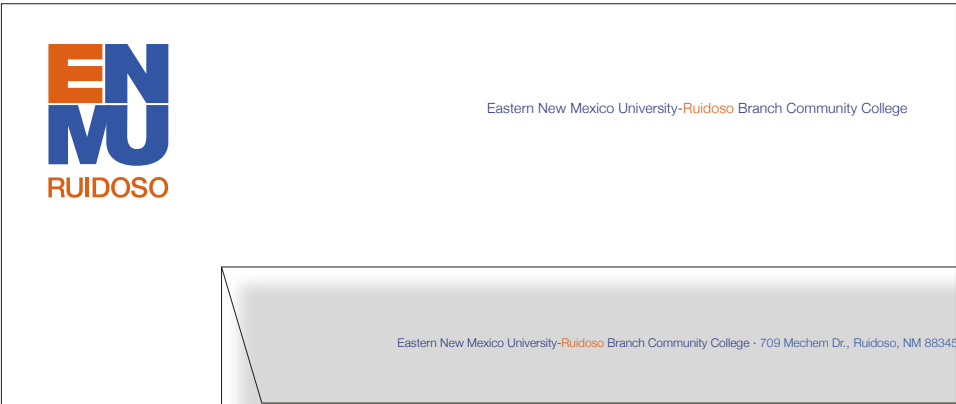
# Specialty and Promotional Items

Specialty and promotional items used for college requirement are branded through the Marketing Office  
Contact the office before purchasing a product.



# Stationery and Nametags

All letterhead, business cards and mailing envelopes must follow exact design specifications. Consequently, these are produced upon request by the Marketing Office





# Defining Visual Image

ENMU-Ruidoso’s “family look” can be described as “simple and elegant.” It strives to make messages easily understood and inviting.

## The ENMU-Ruidoso brand identity:

- Does not use drop shadows behind type or photographs
- Does not overlay photos across or on top of other photographs
- Uses only branded fonts (Helvetica Neue and Sabon)
- Does not rely on outlined images; photographs are portrayed with their backgrounds
- Uses photographs as rectangles or squares, not ovals or circles
- When presented, ENMU-RUIDOSO, in official materials, “RUIDOSO” will be printed in Pantone 1595, see Stationery to the left page 16.

# A Process for Maintaining Consistency

All publications, advertisements, signs, flyers, electronic documents, products, etc., that bear the college’s logo and/or which represent the college’s interest must be branded properly.

**To that end, all college-initiated publications, ads, signs, flyers, electronic documents, products, etc., must be created by the college’s Marketing Office through its publication system.**

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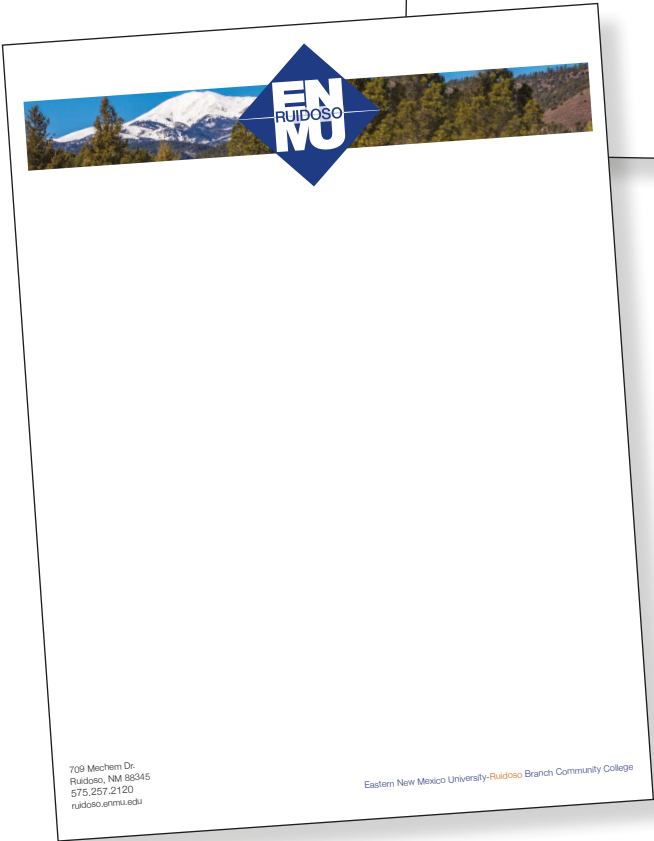
Branded material or products created outside the college must be approved by the Director of Marketing in advance of use or publication.

# Imprint Templates

The Marketing Office makes available branded templates for college use. These templates are to be used for low-quantity flyers and message when a flyer is needed quickly.

Use of a template is for departmental projects when a few copies are needed. For all other purposes, branded materials representing the college are to be created through the college's Publications Office

Templates are considered part of the college's visual identity. As such, use of branded fonts and colors and other brand attributes is required.





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Ruidoso, NM 88345  
575.257.2120  
ruidoso.enmu.edu

Eastern New Mexico University-Ruidoso Branch



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Eastern New Mexico University-Ruidoso Branch Community College



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Eastern New Mexico University-Ruidoso Branch Community College

Advertising

All ENMU-Ruidoso advertising must be created, purchased and placed with vendors by the Marketing Office. To request advertising, contact the Director of Marketing.

2019

Course Catalog





ELEVATIONS



A PUBLICATION OF ENMU-RUIDOSO BRANCH COMMUNITY COLLEGE • VOLUME ONE, NUMBER ONE • JUNE 2019

From The President

There's Much to Smile About at ENMU-Ruidoso These Days.



High on the list is the total of graduates who turned their tassels with associate degrees or certificates this spring at commencement, held at the Inn of the Mountain Gods. The final tally was 91 graduates, a 15-percent increase from spring 2018.

In the health sciences, the leading certificate program was Nursing Assistant. We are very pleased that all ENMU-Ruidoso's Pre-Nursing students have been accepted into nursing programs.

In the first responder field, the college awarded diplomas to its first graduating class in Structural Fire Science.

We are pleased, too, that the college's Cybersecurity Center of Excellence has been designated a National Center of Academic Excellence in Cyber Defense Education for its Associate of Applied Science in Information Systems (IS) Cybersecurity degree.

The program is bringing national attention to ENMU-Ruidoso, and is attracting students from across the country. Perhaps it was these and other achievements that caused local

*Continued on page 8.*



Graduates "Turn Tassels" at Spring Commencement

An audience estimated at 700 witnessed the 14th graduating class of ENMU-Ruidoso at commencement exercises held May 9 at Inn of the Mountain Gods. In all, 91 graduates earned associate degrees and certificates at ENMU-Ruidoso this spring, a 15% increase from a year ago. Not all participated in the commencement. President Dr. Ryan Carstens conferred the associate degrees and certificates.

Two graduates completed Bachelor of Science degrees from ENMU and were presented diplomas by ENMU Chancellor Dr. Jeff Elwell.

Twenty students received New Mexico High School Equivalency diplomas.

Register Now For Fall Classes!

Fall classes begin August 20! Apply at [ruidoso.enmu.edu](http://ruidoso.enmu.edu).

Students who are currently enrolled can find student scholarship information and deadlines online at: [ruidoso.enmu.edu/foundation](http://ruidoso.enmu.edu/foundation)

Printed Material

Possibilities.

Elevated.



RUIDOSO.ENMU.EDU

ENMU - RUIDOSO BRANCH COMMUNITY COLLEGE




14x48 Billboard

20 ENMU-RUIDOSO BRANCH COMMUNITY COLLEGE

Possibilities. Elevated.

# ENMU-Ruidoso Cybersecurity Certificate and Degree Program

As the constant barrage of cyber-attacks continues to prevail, the need for well-educated cybersecurity professionals is in even higher demand. There's no better time to close the associated skills gap within this highly paid field by obtaining a certificate or associate degree at ENMU-Ruidoso.



ENMU

RUIDOSO

ruidoso.enmu.edu

Possibilities. Elevated.

# Wildland Fire Science Program

All technical coursework provided at ENMU-Ruidoso is endorsed and recognized by the National Wildfire Coordinating Group through a Memorandum of Understanding with the Pecos Zone Board in Southeast New Mexico.



ENMU

RUIDOSO

ruidoso.enmu.edu

Advertisements

# Broadcast & Video Versions of the Logo

An adaptation of the ENMU-RUIDOSO logo has been developed for use in broadcast and video production. The icon has been modified to provide optimum legibility on the

screen. This version is not to be used for any medium other than broadcast or video. The logo has been carefully designed, typeset and spaced. Do not attempt to reset the characters. Any

video containing the ENMU-RUIDOSO logo, regardless of its intended purpose, must be pre-approved by the Marketing Office

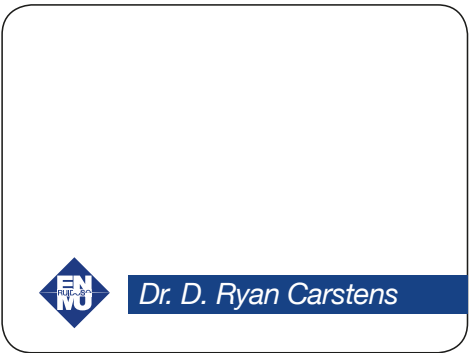
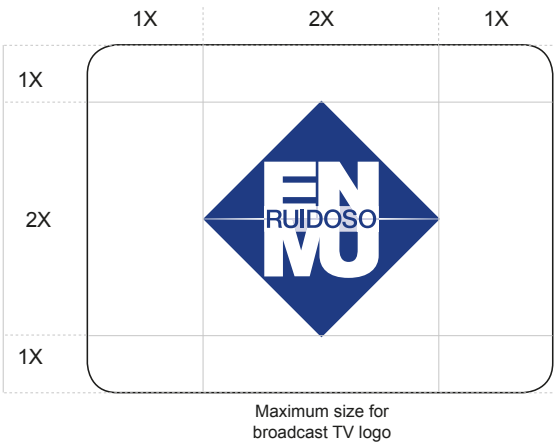


## Size of the broadcast logo

When using the college logo on video productions, it must not occupy more than one half of

the height of the screen. The maximum size guidelines are illustrated below. For minimum

size, the logo should be large enough to be legible and identifiable as the college logo



Commentator identificatio

Full screen of fly fisherman  
Logo appears in the middle  
of the photo as the full screen  
fades to white, eventually  
leaving the ENMU logo.



## For additional information

ENMU-RUIDOSO

Marketing Office

575.257.2120



ENMU-RUIDOSO BRANCH COMMUNITY COLLEGE

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