

ENMU Brand Identity Guide

EASTERN
NEW MEXICO
UNIVERSITY[®]



Eastern
New Mexico
University



ENMU[®]





**We believe in the intrinsic value of individuals
and the intrinsic value of education.**

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BRAND VISION

A brand is a perception people hold in their minds. It involves more than logos, colors, websites, cheers and chants, traditions or billboards. It embodies the reputation, quality, personality and unique attributes of an organization.

As a University, our brand encompasses what makes ENMU better and different from other universities. Our brand is closely tied to our University mission, which is founded on the concept of student success.

Our goal is to achieve a strong, unified brand that accurately portrays the experiences, programs and support that fulfill our mission. We use a combination of imagery and messaging as outlined in this guide to convey this brand vision.

This Brand Identity Guide is not intended to address every aspect of what encompasses our brand but should provide a foundation of understanding of the various elements we use to tell ENMU's story.



MESSAGING

Our brand messaging supports the ENMU mission with purposeful, active and conversational tone surrounding the core value of worth.

WORTH

The intrinsic value of individuals.

The intrinsic value of education.

WORTH

Valuable, useful, of use, of service, beneficial, rewarding, positive, helpful, profitable, gainful, fruitful, productive, constructive effective, effectual, meaningful, worthy.

You are worth it, because you are.

Eastern New Mexico University is the institution of higher learning who believes every person matters and has the potential to become more than they were yesterday. The prospective student who may not really believe they can leave home or get a college education and is facing obstacles at every turn can find success at ENMU.

This is why we:

- Always seek to provide the highest level of education possible.
- Foster a culture that values the individual and operates like a family.
- Lower the barrier of cost by seeking to be affordable.
- Give students a place to belong.
- Provide small classrooms and intimate learning.
- Always seek to do the right thing.

Recruiting Publications

Messaging in publications used to recruit students should embody the vision and voice of the ENMU brand and should include four prominent positioning points:

- Accreditation
- Affordability
- Personal touch
- Student success

VOICE

Voice is how our brand personality is conveyed in communication. Sentence structure, word choice and tone all create a distinct character that says "Eastern New Mexico University."

Our brand voice ranges from informational to promotional, depending on the project and audience. Our communication should portray excellence and openness. Our brand voice feels friendly, simple, practical and sincere. Our brand voice sounds conversational, smart and sometimes energetic.

Please also reference the [ENMU Editorial Style Guide](#) for university approved style.

Use Active Voice

- ENMU offers in-state tuition for students living within 135-miles of Portales, New Mexico.
- We create a positive, supportive learning environment for our students.

Emphasize Personal Interaction

- Professors who know your name.
- At ENMU, our staff and faculty care.

Write Positively

- Remember to fill out your FAFSA. (instead of "don't forget")
- "If you send us your transcripts, we can complete the process for you." instead of "If you fail to include your transcripts, we cannot complete this process for you."

Talk to Your Audience

Just like you might speak differently to your mother than you would your friends, context for your message is always important. Sometimes, you'll have a more academic approach, and sometimes you'll have a more casual approach depending on the publication or the audience. The important thing here is always to try to talk **to** your audience instead of about them; spend a little extra time crafting your copy to connect with them.

TO STUDENTS

- You have the opportunity to hone your skills at KENW-TV.
- As an ENMU student, you can complete a 100% online degree program, or complete your degree program with the convenience of online courses mixed into your schedule of on-campus courses.
- If you wish to understand more about how societies define and address crime – its causes, its impacts and societal responses to it – you would benefit from a minor in criminal justice

TO PARENTS

When talking about ENMU students to parents, "students" and "Greyhounds" can be used interchangeably, however "your Greyhound" is preferred to "your child" or "your student" in all cases.

- Encourage your Greyhound to look over the ENMU account statement closely before paying or setting up a payment plan.
- Many Greyhounds will start making plans about their housing arrangements for the upcoming year. Ask your Greyhound about this if you have not heard about their housing plans.

TRADEMARK GUIDELINES

Eastern New Mexico University has detailed guidelines for using our identity elements (logos or graphics) effectively in printed items, promotional items and online media. It is helpful to review these guidelines for any ENMU project.

The words "Eastern New Mexico University," and the term "ENMU" are registered trademarks. The Greyhound Head is trademarked; the Legacy Mark and the Script E are the property of Eastern New Mexico University and are a protected trademark.

Merriam Webster defines a trademark as something (such as a word) that identifies a particular company's product or service and cannot be used by another entity without permission.

Basic License Agreement Information

ENMU runs a limited trademark licensing program with the help of Learfield Licensing Partners which does not accept all applicants.

- The system will only license finished products ready for sale.
- The license is for one-to-three years and it grants nonexclusive rights to use the licensed marks in connection with products of quality acceptable to ENMU.
- Each licensed vendor has a contractual obligation to carry liability insurance and provide a Certificate of Insurance for its products that bear ENMU marks.

Licensing and Royalties

Any person, business or organization desiring to use trademarks of Eastern New Mexico University in any manner and for any purpose must be licensed to do so.

ENMU has arranged for licenses to be issued by Learfield Licensing Partners on the behalf of the University.

Learfield Licensing Partners executes two types of license agreements:

- A Standard License is required for any vendor selling emblematic merchandise into retail establishments, or, will be resold.
- An Internal-Usage License is required for any vendor selling emblematic merchandise to ENMU for its own internal or departmental use.

UNIVERSITY COLORS

Eastern New Mexico University's official colors are green and silver.

PANTONE (PMS) 349 C is designated as ENMU Green. As silver can be difficult to reproduce, there are four approved shades of gray: PANTONE Cool Gray 1 C, PANTONE Cool Gray 3 C, PANTONE Cool Gray 8 C and PANTONE Cool Gray 11 C.

Clothing

All clothing items must be primarily hunter green, gray or white (ENMU clothing colors). If hunter green is not available, forest green is a suitable substitute. Clothing items may contain accent colors, but 70% of any clothing item fabric should be ENMU clothing colors.

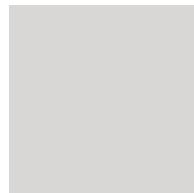
There may be an exception for percentage adjustments if used for a specific purpose as approved by Office of Communication Services.

Primary Color



ENMU Green
Pantone 349C
CMYK 85 3 91 44
RGB 22 105 04

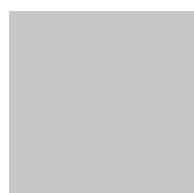
Secondary Color



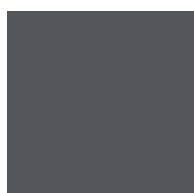
Light, Light Gray
Pantone Cool Gray 1 C
CMYK 13.93 | 10.73 | 12.23 | 0
HEX/HTML D9D9E
RGB 217 217 214



Dark Gray
Greyhound Head
Pantone Cool Gray 8 C
CMYK 49.03 | 40.15 | 39.09 | 3.56
RGB 136 139 141



Light Gray
Greyhound Head
Pantone Cool Gray 3 C
CMYK 21.44 | 16.62 | 17.16 | 0
RGB 200 201 199



Dark, Dark Gray
Pantone Cool Gray 11 C
CMYK 65.81 | 57.29 | 51.35 | 28.73
RGB 83 86 90

Accent Color



Gold
Pantone 1235C
CMYK 0 | 32.13 | 94.96 | 0
RGB 255 184 28

FONTS

ENMU uses Roboto Slab and Bebas Neue Pro fonts. These fonts can be activated in the Adobe Fonts library.

Roboto Slab and Bebas Neue Pro (all uppercase) may be used for headers/headlines.

Content in paragraph form (body copy) may only use Roboto Slab font and should be ragged right except for official, legal documents which may be justified. **Body copy may be no smaller than 10pt.**

Athletic-related publications should use Serpentine as the primary font with Roboto Slab as accent.

Eastern

Roboto Slab Font

EASTERN

Bebas Neue Pro Font

For Athletics Only

EASTERN

Serpentine Font

Correct Usage of Font

Header

Ri soluptamus, qui rae venihiliti
commis as exped magnat arum
sum fugit et hicciis nim que
nempos adipiciae natur?
Edit vero vernatibus. Nist, ere
comnihi llique nobitio volorumet
labo. Nam exerio elis arum dis
nobisci liquibus audae volut laut
esto coresedi doluptium i

n ea nus everent quias ea qui
to beatis eos am aut mossus
necabore nim ut pos mint
voluptur sum, solo blaceati
autem re volupta si rati aria
coribusapid que dolorporatur
andipsum est acidici llique
dolorunt mi, quamus iunte
omnististest mi, temo intium

Incorrect Usage of Font

Header

Ri soluptamus, qui rae venihiliti
commis as exped magnat arum
sum fugit et hicciis nim que
nempos adipiciae natur?
Edit vero vernatibus. Nist, ere
comnihi llique nobitio volorumet
labo. Nam exerio elis arum dis
nobisci liquibus audae volut laut
esto coresedi doluptium i

n ea nus everent quias ea qui
to beatis eos am aut mossus
necabore nim ut pos mint
voluptur sum, solo blaceati

autem re volupta si rati aria
coribusapid que dolorporatur
andipsum est acidici llique
dolorunt mi, quamus iunte
omnististest mi, temo intium
As necae nonsed.

Not approved fonts, not ragged right

PRIMARY MARKS

Eastern New Mexico University has four primary marks, the Wordmark, the Legacy Mark, the ENMU acronym and the Greyhound head. One of these primary marks must be used in all publications, documents or promotional items produced for use on or off campus. These primary marks are more important and should have a higher level of visibility as they are easily recognizable statewide, regionally and nationally, and will help prospective students and parents easily identify our University.

Please note, the ENMU acronym is a graphic and may not be created as text.

Regardless of which primary mark is used:

- The colors should not be altered.
- Primary marks should never be smaller than .6 inch in height unless approved the Office of Communication Services.
- Primary marks must not be skewed out of proportion (e.g. stretched or squeezed).
- The primary mark should never overlap text or other graphics.
- When used in close proximity to another logo or non-primary mark, the primary mark should have top billing.
- There should be adequate space between primary marks and any other logos or graphic elements.
- Green primary marks should never be placed on a black background.
- Black primary marks should never be placed on a green background.

Use of "Eastern New Mexico University" and "ENMU" is limited to use by University employees, offices and departments for official purposes only.

All ENMU primary marks were updated spring 2022. Questions regarding any of the primary marks should be directed to the Office of Communication Services, 575.562.2154.

Wordmark Banner Usage

Wordmark Banner may be used in place of the Wordmark under special circumstances with approval from the Office of Communication Services. The Wordmark Banner must follow the same guidelines for primary mark usage.

APPROVED PRIMARY MARKS



ENMU Wordmark



ENMU Legacy Mark



Greyhound Head



ENMU Wordmark



ENMU Wordmark Banner

Requires special permission to be used.

.06 inch Minimum Height For All Primary Marks

Special permission is required for reduced size of any primary mark when printing on promotional giveaways.



APPROVED COLOR VARIATIONS OF PRIMARY MARKS

ENMU Wordmark



wordmark-one-color-white

ENMU Wordmark



wordmark-two-color-black-white

ENMU Wordmark



wordmark-two-color-green-white

ENMU Wordmark



wordmark-two-color-grey-white

ENMU Wordmark with Slogan



Student Success
That's what we're about!

four-color-green-white-black-grey-vertical

ENMU Wordmark with Slogan



Student Success
That's what we're about!

one-color-white-no-box-vertical

ENMU Wordmark with Slogan



Student Success
That's what we're about!

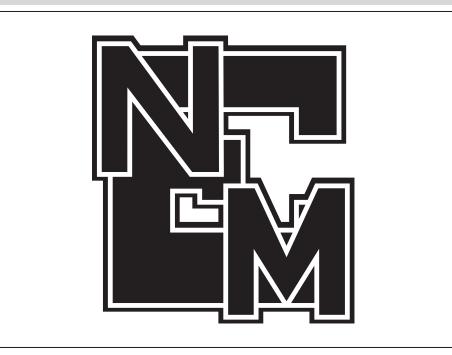
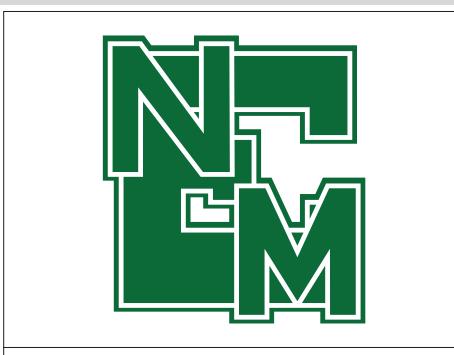
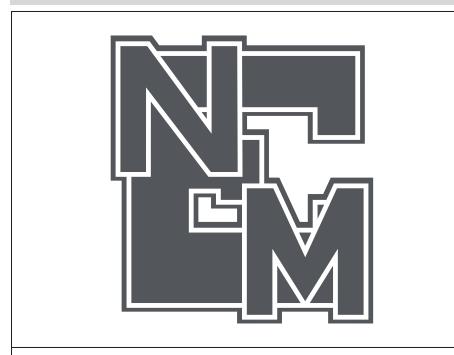
two-color-black-white-vertical

ENMU Wordmark with Slogan



Student Success
That's what we're about!

two-color-grey-white-vertical

ENMU Wordmark with Slogan	ENMU Wordmark with Slogan	ENMU Wordmark with Slogan	ENMU Wordmark with Slogan
 EASTERN NEW MEXICO UNIVERSITY [®] Student Success That's what we're about!	 EASTERN NEW MEXICO UNIVERSITY. Student Success That's what we're about!	 EASTERN NEW MEXICO UNIVERSITY [®] Student Success That's what we're about!	 EASTERN NEW MEXICO UNIVERSITY [®] Student Success That's what we're about!
four-color-green-white-black-gray-horizontal	one-color-white-no-box-horizontal	two-color-black-white-horizontal	two-color-grey-white-horizontal
ENMU Legacy Mark	ENMU Legacy Mark	ENMU Legacy Mark	ENMU Legacy Mark
			
legacy-one-color-black	legacy-one-color-green	legacy-one-color-grey	legacy-one-color-white

ENMU Legacy Mark



legacy-three-color-green-grey

ENMU Legacy Mark



legacy-three-color-grey-green

ENMU Legacy Mark with Name



Eastern
New Mexico
University

legacy-one-color-black-with-name

ENMU Legacy Mark with Name



Eastern
New Mexico
University

legacy-one-color-green-with-name

ENMU Legacy Mark with Name



Eastern
New Mexico
University

legacy-one-color-grey-with-name

ENMU Legacy Mark with Name



Eastern
New Mexico
University

legacy-one-color-white-with-name

ENMU Legacy Mark with Name



Eastern
New Mexico
University

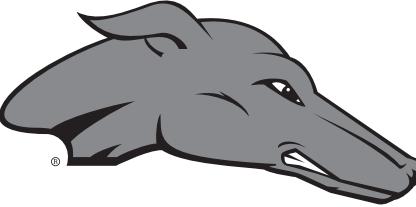
legacy-two-color-green-grey-with-name

ENMU Legacy Mark with Name

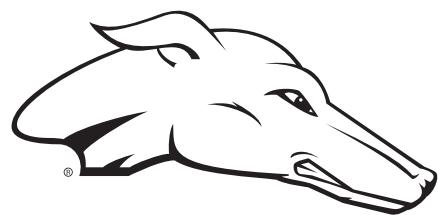


Eastern
New Mexico
University

legacy-two-color-grey-green-with-name

ENMU Acronym	ENMU Acronym	ENMU Acronym	ENMU Acronym
			
enmu-one-color-black	enmu-one-color-green	enmu-one-color-grey	enmu-one-color-white
ENMU Greyhound Head	ENMU Greyhound Head	ENMU Greyhound Head	ENMU Greyhound Head
			
head-flat-three-color	head-flat-three-color-white-outline	head-full-color-green-outline	head-full-color-white-outline

ENMU Greyhound Head



head-one-color-black-outline

ENMU Greyhound Head



head-one-color-green-outline

ENMU Greyhound Head



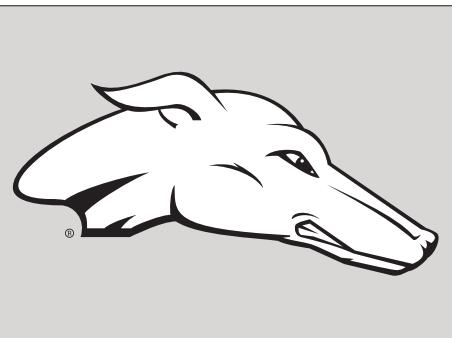
head-one-color-white

ENMU Greyhound Head



head-one-color-white-outline

ENMU Greyhound Head



head-two-color-black-white

SLOGAN

Slogan and Wordmark

The slogan may stand alone as a sentence or phrase, or be paired with the Wordmark as per the following examples.

The Office of Communication Services maintains graphic formats of approved wordmark/slogan combinations for general publication use.

Display as a Line of Text

When used as a single line of text, the slogan is in bold Roboto Slab font, with the first letter of each word capitalized. Font size should be no smaller than 10 point type.

Student Success—that's what we're about!

Wordmark With Slogan Below

The slogan may be displayed under the Wordmark, in Roboto Slab font, centered with the box portion of the Wordmark. The slogan should never be displayed directly above the Wordmark.

Wordmark With Slogan to Right

When displayed to the right of the Wordmark, the slogan must be in Roboto Slab font, stacked and horizontally center aligned with the Wordmark.

Slogan Display for Other Purposes

There may be exceptions for font usage and display of slogan as approved by the Office of Communication Services.

Wordmark With Slogan Below



Student Success
That's what we're about!

Wordmark With Slogan to Right



Student Success
That's what we're about!

TERTIARY (CO-BRAND) MARKS

Eastern New Mexico University colleges, departments, offices and programs may wish to use a mark to represent their respective unit(s).

Tertiary marks are available for all official ENMU units in both a horizontal and vertical version. All units must follow branding standards including those that govern the use of any official ENMU mark. This ensures the clarity of the ENMU identity and voice in all official University communication. Clarity plays an integral role in increasing understanding of, and support for ENMU's mission and goals.

Spring 2022 the University introduced an updated tertiary mark that incorporates the ENMU Legacy Mark with the unit's name. All other prior tertiary marks are no longer approved for use.

Horizontal Tertiary Mark



EASTERN NEW MEXICO UNIVERSITY
Office of Communication Services

tertiary-one-color-gray



EASTERN NEW MEXICO UNIVERSITY
Office of Communication Services

tertiary-one-color-green



EASTERN NEW MEXICO UNIVERSITY
Office of Communication Services

tertiary-one-color-white



EASTERN NEW MEXICO UNIVERSITY
Office of Communication Services

tertiary-three-color

Vertical Tertiary Mark



EASTERN NEW MEXICO UNIVERSITY
Office of Communication Services

tertiary-one-color-gray



EASTERN NEW MEXICO UNIVERSITY
Office of Communication Services

tertiary-one-color-green



EASTERN NEW MEXICO UNIVERSITY
Office of Communication Services

tertiary-one-color-white



EASTERN NEW MEXICO UNIVERSITY
Office of Communication Services

tertiary-two-color-grey-green

SECONDARY MARK AND APPROVED COLOR VARIATIONS

The Athletics E is the secondary mark and used by ENMU Athletics. The Script E should be subordinate to ENMU's primary marks. The secondary mark never be published on an item that does not also have a primary mark.

This secondary mark is less identifiable statewide, regionally and nationally and does not easily distinguish the University when placed on publications, documents or promotional items. Therefore, the secondary mark should only be used where the relationship to the University and its full name are obvious or understood.

ENMU Athletics E



athletics-e-four-color-green

ENMU Athletics E



athletics-e-four-color-grey

ENMU Athletics E



athletics-e-one-color-black-outline

ENMU Athletics E



athletics-e-one-color-green-outline

ENMU Athletics E



athletics-e-one-color-white-outline

ENMU Athletics E



athletics-e-three-color-white

UNIVERSITY SEAL

The Eastern New Mexico University seal is used only for official University documents such as diplomas, certificates, special awards or plaques as directed by the Office of the President.

Any manipulation or alteration to the seal is strictly prohibited.



PHOTOGRAPHS

Photographs available for ENMU publications are available through the Office of Communication Services. Images presented should accurately represent ENMU's high quality University programs, rich educational experiences and spirit of student success.



MARKETING MATERIALS

On-campus departments and offices are required to go through the Office of Communication Services for design services, production, and approval.

Student organizations are required to take proposed designs to the Office of Campus Life for design services, production, and approval.

Please note, most posters should not be displayed for longer than two weeks.

Web Graphic Sample



Digital Display Sample



Print Poster Sample



BUSINESS CARDS AND STATIONERY

Stationery items play a very important role in communicating the brand identity of Eastern New Mexico University. Every element of the University's business communication must be consistent in the placement of graphic elements, color and paper. To maintain this consistency, all orders for standard stationery items are required to be placed with Duplicating Services.

Standard stationery items must adhere to the following guidelines:

- Only administrative offices, academic departments and established centers that have been approved through appropriate administrative channels shall have their own stationery.
- The names of individuals may not be printed on stationery (other than business cards) at state expense.
- Alumni of the University may add their graduation years to their business cards if they wish.
- The basic format for all stationery used by University offices shall be the designs shown on the following page.

The stationery is printed on the following paper stock:

Letterhead

Accent Smooth, 60# Text, Opaque White

Envelope

Beckett Concept, 24# Wove, White

General Business Card

Classic Linen, 100# Cover, Avon Brilliant White

Athletics Business Card

Futura 120# Gloss Cover, Brilliant White

The text ink color for all standard stationery items will be printed in PMS 349 C (ENMU Green), with no exceptions. The Wordmark will be printed on all standard stationery items.

ENMU stationery is illustrated by the examples on the following page.

- Deviations from these formats are not permitted.
- No other logos, symbols or seals may be used without special permission from Communication Services.
- Colors are limited to ENMU green, gray, white and black.
- Personal home addresses, home phone numbers and email accounts are not permitted.
- Personal cell phone number is permitted.
- If a shortlink is available for the particular area, that URL should be included on stationery as appropriate.

For More Information

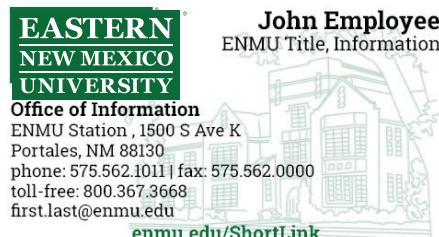
Duplicating Services

ENMU Station 28
1500 S Ave K
Portales, NM 88130
575.562.2537
duplicating.services@enmu.edu

Stationary

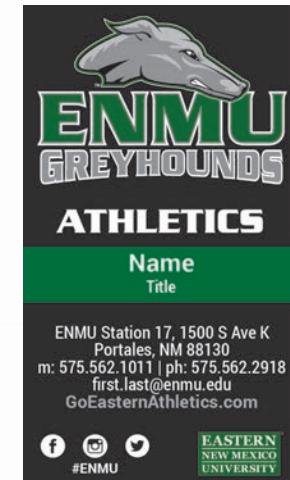


Office of Information
Station 6
1500 S Ave K
Portales, NM 88130



Greyhound Athletics | ENMU Station 17 | 1500 S Ave K | Portales, NM 88130

Office: 575.562.2918 | first.last@enmu.edu | GoEasternAthletics.com



Department of Information
Station 6
1500 S Ave K
Portales, NM 88130
enmu.edu



Greyhound Athletics
Greyhound Arena | Station 17
1500 S Ave K
Portales, NM 88130



CHECKLIST FOR MARKETING MATERIALS

The requirements for marketing materials for all University departments and offices are as follows. Every item must include:

1. **Primary mark (.60" or larger).** Primary marks cannot be any smaller than this on any marketing piece. On the flip side, a primary mark should also not be too big. It can easily overpower a design. Graphics used on the ENMU website, ENMU Portal or approved social media accounts do not require the use of a primary mark, as these pages are already ENMU branded.
2. **Slogan, as appropriate.** The slogan helps tie marketing pieces back to the ENMU mission and should be used as appropriate.
3. **Website reference.** If there is a direct link to relevant information on the website, include the shortlink otherwise use enmu.edu.
4. **Social media reference, as appropriate.** Marketing materials should only include social media references relevant to the piece's content; therefore not every piece will include social media icons. Only social media platforms listed in the Social Media Directory may be listed in marketing materials. If there is no approved social media platform for the department/unit, general ENMU social media should be used. See [enmu.edu/SocialMedia](#) for approved accounts.
5. **ENMU voice and style, as appropriate.** Written content should use the appropriate ENMU voice and follow the [Editorial Style Guide](#).

ENMU Social Media Platform Icons

-  GoENMU
-  ENMU
-  ENMU
-  GoENMU

NAME BADGE

The ENMU name badge is distributed to every on campus employee.

Name badges have the following features:

- ENMU Wordmark.
- Fonts in Roboto Slab.
- The Name of the Employee featured.
- Three lines of text, a maximum of 35 characters per line.
- Employees can feature position title and/or department.

John Employee



Associate Professor
College of Education
and Technology

SOCIAL MEDIA

Social media is a term that refers to tools that allow sharing of information and content and the formation of communities through online and mobile networks of people. Examples include, but are not limited to, LinkedIn, Twitter, Facebook, YouTube, Snapchat and Instagram.

Social Media Accounts

All accounts that represent Eastern New Mexico University, whether in name, as a program, group, entity, etc. must fill out a Social Media Directory Request form (enmu.edu/SocialDirectoryRequest). To be officially recognized on the University and to be included in the ENMU Social Media Directory, applicants must be approved by the Office of Communication Services.

A list of officially-affiliated social media sites can be found in the ENMU Social Media Directory (enmu.edu/SocialMedia).

Social media pages included in the ENMU Social Media Directory can use their social media icons and usernames on their University publications.

Content

When posting content on an official ENMU social media page or referring to ENMU in any social media outlet, the account and its content represents and affects that unit/organization and the ENMU brand. Content should be diverse – e.g., college/department news, promotion of unit activities – in good taste, and appropriate for the audience.

While social media offers character-saving tricks “4 u 2” use, messages from ENMU accounts should adhere to ENMU’s editorial style. The ENMU Editorial Style Guide is available at enmu.edu/StyleGuide.

Page/Account Names

Every account representing ENMU in an official capacity must include “Eastern New Mexico University” or “ENMU” in the account name.

User names (which are often included in the URL) should start with ENMU followed by the unit's name or subject area.

Example: facebook.com/ENMUFoundation

Example: facebook.com/ENMUBusiness

Example: facebook.com/ENMUAg

Profile Images

Social media accounts should use the University approved social media profile image listed to the right.

Cover Images

Cover images must be changed to reflect seasons, initiatives or certain calls to action. Contact the Office of Communication Services for cover image options.

APPROVED SOCIAL MEDIA PROFILE IMAGES



ENMU Flagship Account



Academic Units



Student Services



General Offices



Athletics



FACEBOOK

Official ENMU Page: facebook.com/GoENMU

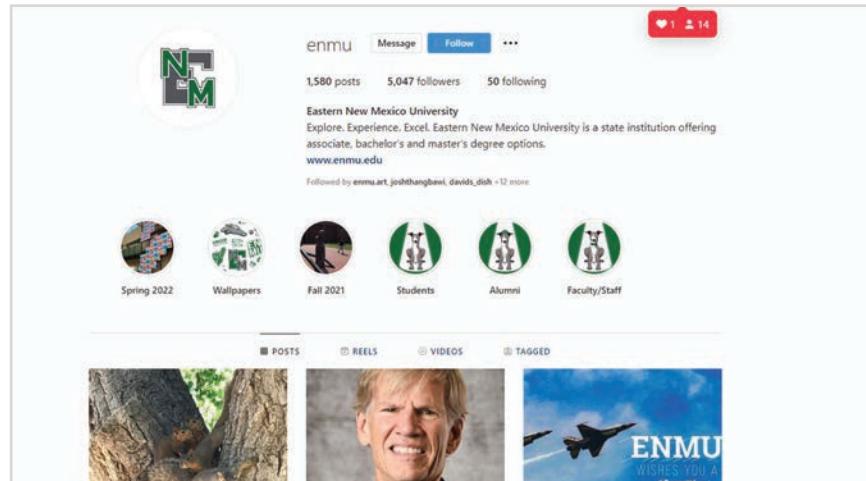
Facebook is a popular vehicle for creating online communities with users, brands and organizations. The University encourages the use of Facebook to maintain consistent conversation with existing constituent groups: students, alumni, parents, athletics fans, donors and the greater community.



TWITTER

Official ENMU Page: [@enmu](https://twitter.com/ENMU)

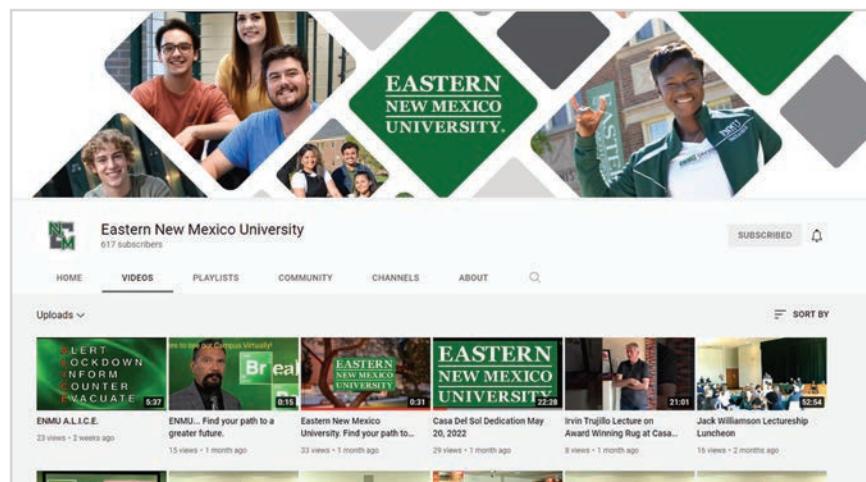
Twitter is a microblogging tool that uses 280 characters to communicate messages. Users use hashtags (#) to bookmark conversations that help amplify communication outside of their network. ENMU attracts internal and external followers by sending frequent tweets, retweets and links. When referring to ENMU in a tweet, users should include the #ENMU hashtag to ensure tweets will be associated with ENMU.



INSTAGRAM

Official ENMU Page: [instagram.com/ENMU](https://www.instagram.com/enmu)

This mobile-only platform has more than one billion active users. The app, owned by Facebook, is a photo-and video-sharing platform that incorporates the use of hashtags as well as geo-based technology. ENMU maintains an official Instagram account that captures campus life in a visually-compelling way. When posting to Instagram, users should include the #ENMU hashtag to ensure posts will be associated with ENMU.



YOUTUBE

Official ENMU Page: [youtube.com/ENMU](https://www.youtube.com/enmu)

The more than 1 billion users generate 4 billion YouTube views per day, making this content-sharing tool critical in the digital space. Video is one of the most engaging forms of digital communication. ENMU maintains an official YouTube channel.

CLOTHING

All clothing purchased with University funds should comply with the following guidelines:

1. A primary mark must be present on all items of clothing (ENMU Acronym, Greyhound Head, Legacy Mark, Wordmark).
2. Any discontinued logos may not be used.
3. Once designed, all merchandise must be produced through a licensed vendor with Learfield Licensing Partners. A list of licensed vendors can be obtained from the Office of Communication Services, or found online at enmu.edu/StyleGuide.
4. The licensed vendor will submit the design through the Learfield Licensing system, at which time ENMU designated staff will provide final design approval if it complies with branding guidelines outlined in this document.
5. Once approved, clothing merchandise items may be produced by the licensed vendor.
6. All clothing must follow clothing color guidelines.



PROMOTIONAL ITEMS

All promotional items purchased with University funds should comply with the following guidelines:

1. A primary mark must be present on all items of clothing (ENMU Acronym, Greyhound Head, Legacy Mark, Wordmark).
2. Any discontinued logos may not be used.
3. Once designed, all merchandise must be produced through a licensed vendor with Learfield Licensing Partners. A list of licensed vendors is available at the Office of Communication Services or found online at enmu.edu/StyleGuide.
4. The licensed vendor will submit the design through the Learfield Licensing system, at which time ENMU designated staff will provide final design approval if it complies with branding guidelines outlined in this document.
5. Once approved, promotional merchandise items may be produced by the licensed vendor.



NCAA RULES

When considering images of student-athletes in any print product or merchandise, the National Collegiate Athletic Association (NCAA) rules regarding the use of names or pictures of student-athletes must be followed.

To promote the spirit of amateurism in collegiate athletics, the NCAA has strict guidelines regarding the use of images of student-athletes for promotional or commercial purposes.

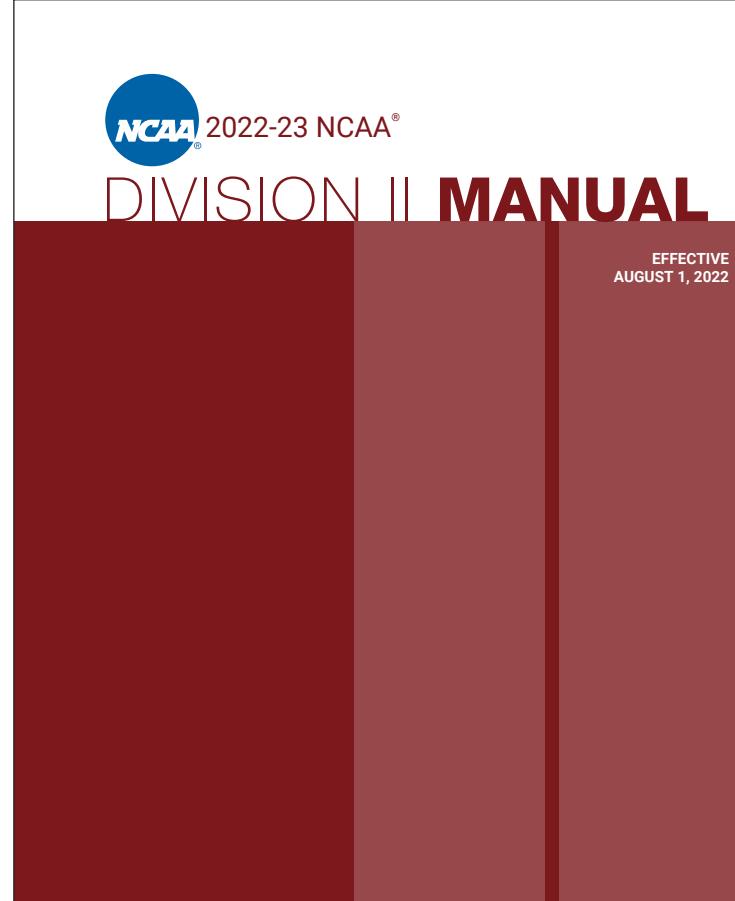
Violation of the NCAA bylaws could result in penalties for the University and possibly the student-athlete.

Requests to use any images of student-athletes for any materials must be approved by the ENMU Athletics Coordinator of Compliance, 575.562.2153.

Article 12.5 "Amateurism-Promotional Activities" in the latest NCAA Division II Manual contains applicable NCAA legislation and operating bylaws. It is available for free download in PDF format from NCAAPublications.com.

For More Information

ENMU Athletics
ENMU Station 17
1500 S Ave K
Portales, NM 88130
575.562.2153



MILITARY

As Eastern New Mexico University has a close relationship with Cannon Air Force Base in Clovis, New Mexico, the following policies from the United States Air Force Public Affairs Policies and Procedures manual have been put in place to guide ENMU on the appropriate use of Military photographs.

Children. When photographing children, a parent or legal guardian must sign a release allowing the child's photo to be used in public such as in a base newspaper. There is no exemption for photography of 17-year-old military members, ROTC or Junior ROTC cadets.

Merchandise Endorsements. Do not photograph Air Force people with products or merchandise with trade names appearing in such a way they imply Air Force endorsement.

Suggestive Photographs. Do not take or release obscene or suggestive photographs. Avoid pin-up, or suggestive photographs of Air Force people.

Classified Information. Do not photograph classified materials for public release. When taking photographs in operational areas, be conscious of classified weapons, maps, or charts that may be in the background.

Military Members. Personal appearance must conform to AF 36-2903, Dress and Personal Appearance of Military Personnel. Pay careful attention to Air Force safety standards for people and equipment, such as required wear of safety goggles or hearing protection.



SIGNAGE

There are four types of signage governed by this document:
permanent exterior and interior, temporary, building, and
electronic signs and kiosks.

- It is in the best interest of the University for signs on campus to be regulated for uniformity of design, accuracy of content and appropriateness of location.
- All placement and content of temporary and permanent signage shall be determined by the Office of Communication Services and the ENMU Physical Plant.



SIGNAGE TYPES

Permanent Exterior and Interior Signage

Permanent exterior and interior signs help visitors navigate the campus efficiently. Campus signage should be consistent with the following standards:

- All signage should be consistent in size, color and presentation. Permanent building signage should be Marshall font.
- Directional banners should be consistent in color and content. Building names on directional banners should include the full name of the building, the building abbreviation code, and a primary mark.
- Questions about approved marks in or on any building on campus must directed to the Office of Communication Services.

Temporary Signage

Temporary signs are used for special campus events to help guide visitors to parking or event locations. Temporary signage should include a primary mark. The primary mark should be large enough to view from an appropriate distance.

Banners

Before creating a banner or similar semi-permanent temporary sign, departments must acquire prior authorization from the Office of Communication Services. Banners present special installation and safety concerns depending on size and/or placement.

Electronic Signs and Kiosks

A minimum of 15 percent of an electronic sign's content should be dedicated to University brand messaging and/or visual elements.

There may be exceptions for content if used for a specific purpose as approved by the Office of Communication Services.

Branding elements for the University, such the University names, logos and graphics will be provided by the Office of Communication Services and should follow branding guidelines, and any state, federal, and University regulations.



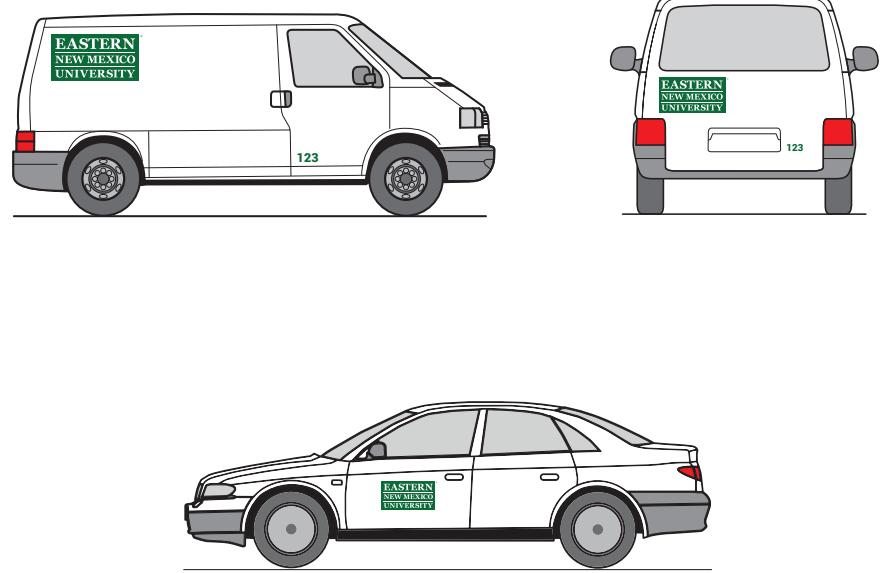
VEHICLES

Vehicles owned and used by ENMU are seen by the community every day and are used for travel throughout the country by University organizations. The consistent use of graphics on our motor fleet helps strengthen ENMU's brand identity.

Vehicles purchased for use by the University should have a white base color. This not only offers some cost savings, but also helps make University fleet vehicles easily identifiable on campus.

ENMU identity marks on vehicles should follow the branding guidelines listed in this document, including consistent placement of University marks on doors or the back panel of the vehicle. The graphics should not be distorted or modified in any manner.

Examples of recommended vehicle graphics are shown on this page.



WEB AND ELECTRONIC MEDIA

The web presence of Eastern New Mexico University has grown tremendously since the mid 1990s, when pages in the enmu.edu domain numbered a few hundred, containing mostly static, or non-interactive information.

Today, there are thousands of pages associated with the ENMU website. The ENMU web presence now includes interactive sites for departments and programs, secure pages in our campus portal for documents and content-sharing, social networking sites tied to social media platforms, and much more.

Any web or electronic communication for ENMU must be created in consultation with the Office of Communication Services to ensure the quality, consistency and usability of the information.

Assistance with updating ENMU website information, the use of ENMU graphics, site architecture and design, editing and proofreading services:

Office of Communication Services
Phone: 575.562.2154
Email: web.master@enmu.edu
enmu.edu/WebServices

Assistance with the development of online courses and other uses of technology in teaching and research, including Canvas and Mediasite:

Office of Distance Education
Phone: 575.562.2165
Email: distance.education@enmu.edu

Assistance with updating MyENMU Portal communities:

ITS HelpDesk
Phone: 575.562.4357
Email: help.desk@enmu.edu
enmu.edu/ITS

STUDENT GROUPS

All student group designs must first be approved by the Office of Campus Life before published items are made available to the public or campus community.

Campus Life should contact Communication Services or licensed vendors with any questions regarding the consistent application and presentation of the University brand. A list of licensed vendors is available at Communication Services and at enmu.edu/StyleGuide.

Student organizations that serve as an extension of official University operations or represent the University in an official capacity are subject to the branding guidelines in this document.

Student organizations that use University funds to produce clothing or promotional items must follow the branding standards outlined in this document as approved by Campus Life.

For More Information

Campus Life
ENMU Station 39
1500 S Ave K
Portales, NM 88130
575.562.2108





EASTERN NEW MEXICO UNIVERSITY
Office of Communication Services



**VIEW BRAND
AND STYLE
GUIDES**

enmu.edu/StyleGuide



**SCAN FOR
CREATIVE
SERVICES**

enmu.edu/CreativeServices



**BRANDED
POWERPOINT
PRESENTATIONS**

enmu.edu/BrandedPowerPoint



**SCAN
FOR WEB
SERVICES**

enmu.edu/WebServices