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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.
**Messing**

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.

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.
• Capitalize both words in all instances.

Emphasize Personal Interaction

• Professors who know your name.
• At ENMU, our staff and faculty care.
• We also have TAs assigned to each course who can help you with course-specific questions.

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 talk 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 to craft 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.

For branding guidance, reach out anytime, call 575.562.2154.
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 Script E is the property of Eastern New Mexico University and is 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

PANTONE (PMS) 349 C is designated as ENMU Green. Eastern New Mexico University's official colors are green and silver. As silver can be difficult to reproduce, most shades of gray are acceptable. We suggest 40 percent tint black for light gray and 80 percent tint black for dark gray, but this can vary based on how they are used.

Black is considered an accent color and may be used sparingly, as appropriate. In general, less than 20 percent of any publication should be black. PMS 349 C and black should not be used together exclusively.

Other colors may be used sparingly and only when green is the primary color in the design.

Clothing
All clothing items must be primarily hunter green or gray (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 Communication Services.

<table>
<thead>
<tr>
<th>Spot Color</th>
<th>PANTONE (PMS) Color</th>
<th>Color Modes (coated)</th>
<th>HTML (hex)</th>
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<tbody>
<tr>
<td>ENMU Green</td>
<td>349 C</td>
<td>88 34 99 26</td>
<td>#006633</td>
</tr>
<tr>
<td>ENMU Gray (light)</td>
<td>N/A</td>
<td>36 28 27 0</td>
<td>#A7A9AC</td>
</tr>
<tr>
<td>ENMU Gray (dark)</td>
<td>N/A</td>
<td>64 56 53 28</td>
<td>#58585A</td>
</tr>
</tbody>
</table>
ENMU uses Roboto font for headers. Content in paragraph form is Roboto Slab font. Roboto Slab is available at google.com/fonts/specimen/Roboto+Slab. Roboto Slab is a Google font and is free to download and use.

Body copy (content in paragraph form) should be ragged right except for official, legal documents which may be justified.

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

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**Correct Usage of Font**

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

---

**Incorrect Usage of Font**

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

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Not approved fonts, not ragged right
Primary Marks

Eastern New Mexico University has four primary marks, the Running Greyhound, the Wordmark, the Greyhound head and the ENMU Mark. 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 Mark is a graphic and may not be created as text.

Regardless of which primary mark is used:
• The colors should not be altered.
• Proportions should not be altered (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.

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

The Wordmark, ENMU Mark and Running Greyhound graphics were updated in fall 2015. The Greyhound Head was updated to be a primary mark in spring 2017. Questions regarding any of the primary marks should be directed to the Office of Communication Services, 575.562.2154.
Incorrect Usage

Incorrect Usage of Primary Marks

- **Squeezed or distorted**
- **Not approved colors**
- **Cut off**
- **Text knocked out from surrounding box**

- **Stretched or distorted**
- **Squeezed and distorted**
- **Not approved colors**
- **Word placed on top**

- **Stretched or distorted**
- **Not approved colors**
- **Not approved font**
- **Word placed on top**
Wordmark

Wordmark Usage
All University publications are required to include the Wordmark (see also Printed Publications Checklist, Page 21). The Wordmark can be sized accordingly; however:

- Wordmark must not be skewed out of proportion (view Page 9 of this document for more information about presentation).
- Wordmark should never be smaller than 1 inch across.
- Green Wordmark should never be placed on a black background.
- Black Wordmark should never be placed on a green background.
- The "letters only" version may only be used on solid green or black backgrounds. The ® is located on the lower right portion of the "letters only" Wordmark.
- When used in conjunction with other logos or non-primary marks, the Wordmark should receive top billing.
- There should be adequate space between the Wordmark and any other logos or graphic elements.

Wordmark Banner Usage
All University publications are required to include the Wordmark but the Wordmark Banner may be used in place of the Wordmark under special circumstances with approval from Communication Services.

Special permission for use should be requested from Communication Services. The Wordmark Banner can be sized accordingly, however it should follow the above guidelines for Wordmark usage.

- The minimum dimension is 2.5 inches wide.
Slogan

Slogan and Wordmark
All printed University publications are required to include the ENMU Wordmark with accompanying slogan. 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 8 point type.


Single Line Display with Wordmark
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. If the slogan needs to be placed above the Wordmark, the Wordmark Banner should be used (see Single Line Display with Wordmark Banner).

Stacked Display with Wordmark
When displayed to the left or the right of the Wordmark, the slogan must be in Roboto Slab font, stacked and vertically center aligned with the Wordmark.


Single Line Display with Wordmark Banner
The slogan may be displayed below the Wordmark Banner as a single line of text in bold Roboto Slab font, with the first letter of each word capitalized. The slogan should never be displayed in stacked text directly adjacent to the Wordmark Banner.


Slogan Display for Other Purposes
There may be exceptions for font usage and display of slogan as approved by Communication Services.
Secondary Marks

The Script E is the secondary mark of the University. The Script E should be subordinate to ENMU’s primary marks (Running Greyhound, Wordmark, Greyhound Head and the ENMU Mark). They should 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.

Incorrect Usage of Secondary Marks

Not approved font

Correct Usage of Secondary Marks

Never as a letter in a word
Co-Branding (Department Logos)

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

All official ENMU units are required to follow branding standards. 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.

Please see Page 9 for information about using a department logo in close proximity to a primary mark.
Student Groups

Student groups should apply the University's identity elements to their communication. Student groups are encouraged to use all approved University marks (e.g. Running Greyhound, Greyhound Head, ENMU Mark, Wordmark).

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. Logos for Student Government Association (SGA), Greek Life, Safe Ride, LEAD ENMU and ASAB are all official logos and are monitored through Learfield Licensing.

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
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.

Correct Usage of University Seal
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.
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 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.

**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

For More Information
Duplicating Services
ENMU Station 28
1500 S Ave K
Portales, NM 88130
575.562.2537
duplicating.services@enmu.edu
Stationary

ENMU Brand Identity Guide

John Employee
ENMU Title, Information

ENMU Greyhounds Athletics

ENMU Station 17, 1500 S Ave K
Portales, NM 88130
Office: 575.562.2910 | first.last@enmu.edu | GoEasternAthletics.com
Posters

All posters maximum size 18” x 24”. Posters must not be displayed for longer than two weeks.

Posters for on-campus departments should be produced through or approved by Communication Services.

Student organizations are required to take proposed designs to the Office of Campus Life for production and approval (see Page 15 for information concerning student groups).

All poster designs must be approved by Communication Services or Campus Life. If a poster design has been approved by Communication Services, that will be noted on the poster with the associated Communication Services work order number.

Please see the Printed Publications Checklist on Page 21 for required elements.
Printed Publications Checklist

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

1. **Wordmark (1.5” or larger)**. The wordmark cannot be any smaller than this on any printed document. On the flip side, the wordmark should also not be too big. It can easily overpower a design.

2. **Slogan**. This ties any publication back to the ENMU mission. It’s all about helping our students and programs be successful, because we care about them. Because we believe they are worth it. We know they are worth it: as students, as mentees and as people (see Page 4 for more information about ENMU brand messaging).

3. **Website reference**. If there is a direct link to relevant information on the website, include the shortlink (see Page 35 for more information concerning web and electronic media).

4. **Social media reference, as appropriate**. If the publication is for publicity or recruiting, it requires social media references. Publications should only include social media references relevant to the publication’s content; therefore not every publication will include social media icons. Only social media platforms listed in the Social Media Directory may be listed in publications. If there is no approved social media platform for the department/unit, general ENMU social media should be used.

See [enmu.edu/SocialMedia](http://enmu.edu/SocialMedia) for approved accounts.

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ENMU Social Media Platform Icons

![ENMU Social Media Icons](https://example.com/social-media-icons.png)
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.
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 Social Media Directory, applicants must be approved by the Social Media Advisory Group.

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

Social media pages included in the Social Media Directory can use their social media icons and usernames on their University publications (see Page 21 for requirements for social media references in printed publications).
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: twitter.com/ENMU (@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**

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**

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.
Content
Any ENMU account wishing to be considered for amplification on ENMU’s main social media accounts or to request coverage of an event, should use the New Media Request Form (my.enmu.edu/NewMedia).

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.
Design
For avatars and thumbnails, officially affiliated accounts must use the profile picture provided by the Office of Communication Services.

Correct Profile Picture
Incorrect Profile Picture

Cover images must be changed to reflect seasons, initiatives or curation calls to action, and should also adhere to the social media image dimensions:

- Facebook: 851 x 315
- Twitter: 1500 x 500
- Youtube: 2560 x 1440

Correct Cover Photo
Incorrect Cover Photo

Does not meet branding standards and is incorrect size
All clothing purchased with University funds should comply with the following guidelines:

1. A primary mark must be present on all items of clothing (Running Greyhound, Greyhound Head, Wordmark, ENMU Mark).

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 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. See Page 7 for guidelines concerning clothing colors.
Promotional Items

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

1. A primary mark must be present on all promotional items (Running Greyhound, Greyhound Head, Wordmark, ENMU Mark).

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 AFI 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 (see Signage Types, Page 33).

• All placement and content of temporary and permanent signage shall be determined by the Office of Communication Services and the ENMU Physical Plant with oversight by the executive director for Planning and Analysis.

See Signage Types, Page 33.
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, the Wordmark and slogan.

• Questions about approved marks in or on any building on campus must be directed to the Office of Communication Services.

Placement and content guidelines (see Page 32 for information concerning signage).

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 (see Primary Marks, Page 9). 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 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 Communication Services.

Branding elements for the University, such as University names, logos, and graphics will be provided by Communication Services and should follow branding guidelines (see Page 34 for example), 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. See Page 9-13 for proper use of ENMU marks.

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, 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:
• Office of Communication Services enmu.edu/PubRequest

Assistance with the use of ENMU graphics, site architecture and design, editing and proofreading services:
• Office of Communication Services
Phone: 575.562.2154
Email: communication.services@enmu.edu

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