



Southeast New Mexico College

# BRAND GUIDELINES



## OFFICIAL LOGO:



## OFFICIAL COLORS:

RGB: 169, 67, 30  
HEX: #A9431E  
LAB 43.48, 42.10, 44.37  
PANTONE 1675 C

**Copper**

RGB: 1, 190, 219  
HEX: #01BEDB  
LAB 69.70, -33.03, -28.54  
PANTONE 311 U

**Turquoise**

## (USE SPARINGLY) CORRECT USE IF LIMITED TO ONE COLOR PRINT:



## INCORRECT USE:



**Do not recolor, skew, or use other images and font for the logo.**

**OFFICIAL MASCOT:  
EDDY THE MOUNTAIN LION**



**OFFICIAL SENMC SEAL:**



**Request permission to use from  
the Marketing Department**

**INCORRECT USE:**



**Do not recolor, skew, or use other mountain lion images for the mascot.**

## TYPOGRAPHY:

### Helvetica

**Southeast New Mexico College**

*Southeast New Mexico College*

Southeast New Mexico College

### Body Text Times New Roman:

**Southeast New Mexico College**

*Southeast New Mexico College*

Southeast New Mexico College

### Arial:

**Southeast New Mexico College**

*Southeast New Mexico College*

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### Myriad

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*Southeast New Mexico College*

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*Please use official fonts on documents, presentations, and flyers.*

## TEMPLATES:

For brand consistency the official letter head must be used for documents related to Southeast New Mexico College. Templates are available for email signatures, letter head, and powerpoint presentations. All flyers must contain the official SENMC Logo and be pre- approved by the marketing department and college president before distribution.

For upcoming marketing requests, please follow the Marketing guidelines and fill out the marketing request form at [senmc.edu/departments-listing/marketing-and-pr-services](http://senmc.edu/departments-listing/marketing-and-pr-services)



# QUESTIONS?

## CONTACT:

### **Marketing and Public Relations**

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[senmc.edu/departments-listing/marketing-and-pr-services/](http://senmc.edu/departments-listing/marketing-and-pr-services/)