



NMNEC Branding/Representation Guidelines

1.15.16

Presentations, PowerPoint Slides, Posters, Blogs, Articles, Electronic Information

NMNEC Fact-Checking/Review:

Finished “product” (presentations, printed materials, slides, blogs, posters, etc.) require NMNEC staff review for a quick fact-check and branding prior to usage. Allow NMNEC staff **five business days** for this task.

Reporting/Archive:

All finished publications and documents using NMNEC logos or pertaining to NMNEC must be submitted to the NMNEC office in advance of publication/use.

Primary Source of Information: www.nmneec.org

The NMNEC website provides the most up-to-date information regarding the consortium. It contains organizational information such as the purpose, goals, mission, vision, and funding. This information must be used word-for-word without alteration.

NMNEC Intellectual Property – What’s public? What’s internal?

The majority of information on the NMNEC website is “public” and can be accessed/shared by everyone. However, NMNEC curricular documents created for each Level and each course are **for NMNEC faculty only** and are accessed through an assigned login and password.

Non-NMNEC faculty must request permission from the NMNEC Leadership Council for use of curricular documents. Request permission from nmneec@salud.unm.edu.

Use of the NMNEC Name and/or Acronym:

Use the consortium’s full name in the first reference with the acronym in parenthesis. In subsequent references, use the acronym, i.e. “The New Mexico Nursing Education Consortium (NMNEC) is implementing a common nursing curriculum throughout the state. NMNEC is also placing BSN degrees in the community college setting which is greatly expanding the rural locations where the degree is offered.”

Only NMNEC Full Member Schools may refer to their curriculum as the “NMNEC Curriculum” once curricular implementation is in process or has taken place. Other organizations, schools, and/or programs **are prohibited** from referring to their own nursing program or curriculum as a NMNEC outcome/product/curriculum/similar program or any other derivation. If an organization wants to make reference to this, they must refer to the “New Mexico Common Statewide Nursing Curriculum” and not use the NMNEC name or acronym. Please report any misuse of this policy so corrections can be made.

Use of NMNEC Logo/Colors/Branding:

Full Member NMNEC Schools do not require advanced permission for use of the NMNEC logo or colors, however, they do need to comply with the branding standards (sidebar). Associate Member NMNEC Schools/Organizations and any other entities require advanced permission of the NMNEC Leadership Council to use the NMNEC logo/name/image/colors. If permission is granted, branding standards must be followed.

NMNEC Branding Standards

In compliance with the paragraph, “Use of NMNEC Logo/Colors/Branding,” these branding standards will be followed:

- High resolution logos will be used. (Logos copied from the NMNEC website are not acceptable.)
- NMNEC logos may not be altered in design/color but can be re-sized
- NMNEC logos/images must also include the NMNEC name
- NMNEC colors identified in the NMNEC Style Sheet will be used

The NMNEC logos/images consist of:

NMNEC Flame
NMNEC circle of hands outlined by the state of New Mexico or derivation
NMNEC’s logo acronym or full name logo
NMNEC tagline “Connecting all New Mexicans to Quality Healthcare”

Templates/Logos/Style Sheet may be obtained from the NMNEC office:

NMNEC PowerPoint slide template
NMNEC Poster template
NMNEC Logos in all shapes, sizes, and formats
NMNEC Style sheet listing exact RGB colors and fonts

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