

SOUTHEAST NEW MEXICO COLLEGE BRAND GUIDELINES

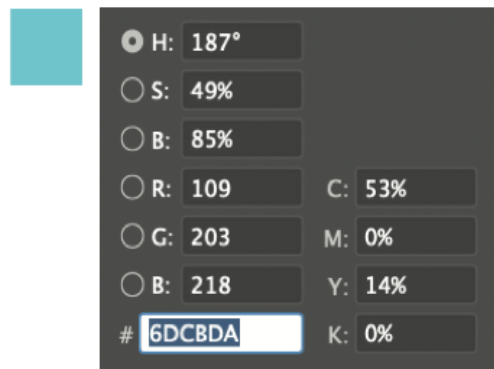
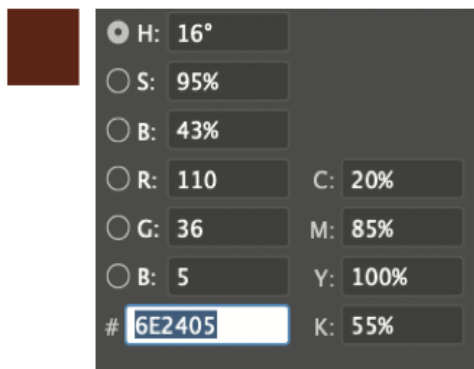
Official Logo:



**Used as an alternative when
turquoise is not visible:**



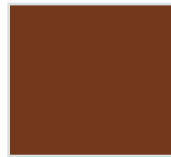
Official Colors: Copper and Turquoise



Pantone Colors (PMS) for printing:

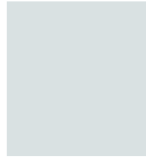


Pantone 310 C
RGB 106 209 227
HEX #6AD1E3



Pantone 168 C
RGB 115 57 29
HEX #646566

Secondary Colors:



Pantone 7541C
RGB 217 225 226
HEX #D9E1E2



Pantone 4195 C
RGB 100 101 102
HEX #646566



Pantone 7499 C
RGB 241 230 178
HEX #F1E6B2



Pantone 1215 C
RGB 251 216 114
HEX #FBD872



Pantone 7509 C
RGB 214 164 97
HEX #D6A461



Pantone 7510 C
RGB 198 137 63
HEX #C6893F

Typography:

Helvetica

Southeast New Mexico College

Southeast New Mexico College

Southeast New Mexico College

Southeast New Mexico College

Charter (Used for body copy)

Southeast New Mexico College

Southeast New Mexico College

Southeast New Mexico College

Times New Roman (Used for body copy)

Southeast New Mexico College

Southeast New Mexico College

Southeast New Mexico College