

DESIGN
THE UNIVERSITY OF NEW MEXICO'S
SEAL

GUIDELINES & BEST PRACTICES



THE UNIVERSITY OF NEW MEXICO



BACKGROUND

In Spring 2017, the UNM Board of Regents made the recommendation to “appoint an inclusive committee” to determine the appropriate mechanism to design a new University of New Mexico seal. At that time, the seal was temporarily replaced with the commercial seal until a time that a new process to determine the design of a new seal was implemented.





The University Seal is used in the most formal expressions of the University's identity, and as such must represent our traditions, culture and aspirations for the future.

The Division of Equity and Inclusion has been leading a campus committee-led effort to develop a new seal design for UNM that encompasses these distinctive attributes.





While the commercial seal has replaced the prior seal in all communications, the time has come to solicit design submissions as we search for the new official UNM Seal to permanently replace the seal. The committee is now taking design submissions, and will then provide an opportunity for campus community input before forwarding the recommended design to the President and Regents.

The image is a collage. The top portion shows a modern building with a light-colored, textured facade. A large, dark brown metal canopy with intricate circular perforations is positioned over a section of the building. The sky is blue with scattered white clouds. The bottom portion of the image is a teal-colored overlay. Within this overlay, the word "GUIDELINES" is written in a large, white, sans-serif font. Below the teal overlay, more of the building is visible, including several multi-paned windows and some green foliage in the foreground.

GUIDELINES

SUBMISSION REQUIREMENTS

- 1) Entry Form with signature agreeing to Terms and Conditions.
- 2) Rendering of design proposal
- 3) Statement of Intent:

The statement of intent should be 250 words or less and describe the intent of the design.

The initial rendering does not need to be camera-ready artwork; however, it should be detailed enough to convey the design vision. Finalized, camera-ready artwork will be required of those selected as finalists for final consideration by the UNM Board of Regents.

Design Submissions must:

- be an original design;
- not contain copyrighted material of another person;
- not contain images of recognizable persons;
- not violate or infringe upon another person's rights, including copyright;
- not contain threatening, offensive, or abusive material;
- not contain cultural, symbolic or protected images without the express written permission of the impacted parties i.e. the Zia symbol;
- be otherwise in full compliance with these Official Rules.



HOW TO SUBMIT

Online submissions are preferred, however, submitters unable to upload designs online, or with a preference or need to submit a physical rendering can do so by contacting unmseal@unm.edu or mailing to the address below.

FOR DIGITAL SUBMISSIONS (PREFERRED):

- Accepted File Formats: JPG, PNG, PDF, or TIFF
- Max File Size: 5 Mb
- Minimum Resolution: 150 dpi
- Must include signed form agreeing to rules and conditions and statement of intent.
- Submit to: **sealdesign.unm.edu**

FOR HARD-COPY SUBMISSIONS:

- Physical renderings can be no larger than 8.5" x 11"
- Submitters may only submit copies (photo static, electronic, or digital renderings) of their original design work for consideration. Copy will not be returned.

Mail COPY* including signed form agreeing to the Terms and Conditions and statement of intent to:

UNM Seal Committee, MSC05 3400,
1 University of New Mexico, Albuquerque, NM 87131



Submissions must be received by 12:00:00 p.m. MST on Nov 15, 2019. Late or incomplete entries will not be considered.

All mailed submissions must be received by the submission deadline for consideration by the Seal Committee. UNM is not responsible for any submission that is lost by the postal service or that is not received in time for consideration.

Review of Submissions:

Submissions will be reviewed and rated equally upon the following criteria:

- a) Creativity and
- b) Originality
- c) Quality and Preliminary Execution
- d) Adherence to the project intent and theme
- e) Overall impression



HONORARIUM

Selected semifinalists will receive an honorarium of

\$505

upon submission of camera-ready designs.

If, through this Call for Design Submissions, the Board of Regents selects a final design to become the UNM Seal, the University will award the Finalist an honorarium of

\$1889.

All honoraria will be issued per design submission semifinalist, and not per individual(s) who(m) contributed to the design submission. Under no circumstances will the honoraria for a selected design semifinalist exceed \$505.





BEST PRACTICES

WHY ARE WE HERE?

We are here to help.

We are here answer questions.

We are here to give tips on design elements.

We are here to explain how the seal will be used.

A university seal is an official mark that is used on:

- Official Insignia
- Diplomas
- Presidential Medallions
- and other Official Documents





University seals are often circular in form, with imagery that can be considered representative of a University. Representations can be, for example, symbolic, scenic, abstract, architectural, or figurative. Designs that reflect UNM's academic mission or the histories and futures of New Mexico's flagship institution that also celebrate the many cultures which coexist within the state are optimal.



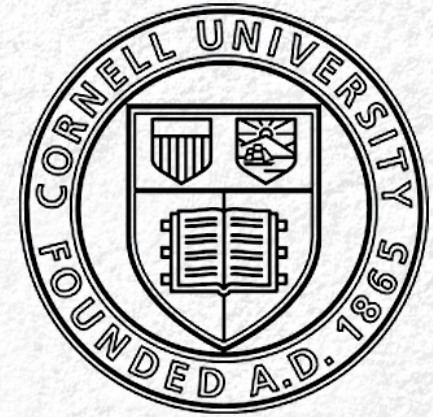
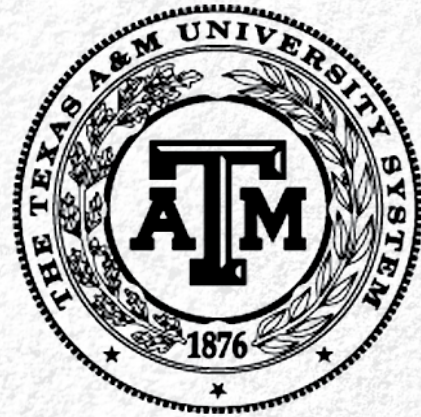
OTHER UNIVERSITY SEAL SAMPLES

These are not meant to dictate your design, but they could help influence a concept.



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COMPLEX

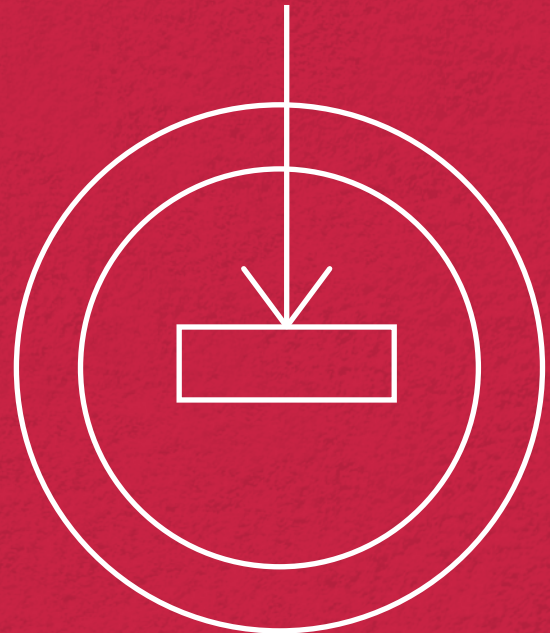
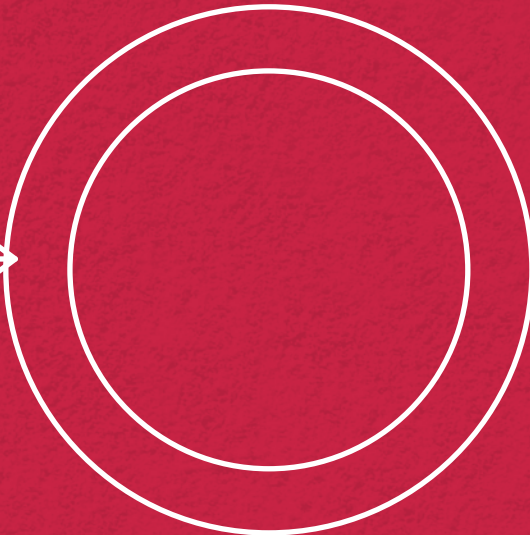
→ SIMPLE



Because the seal design will be embroidered and embossed, it needs to be simple enough to reproduce well. Here is an example of a painting and a photograph that have been rendered in a more “graphic” style. A style similar to this is recommended for best reproduction quality and visibility.

TYPOGRAPHY

Although it is not necessary to include text or wording in your rendering, it would help to indicate how and where you'd like the name "The University of New Mexico" in your design.



QUESTIONS? COMMENTS?

Thank You!

FOR MORE INFORMATION OR
TO SUBMIT YOUR DESIGN:
sealdesign.unm.edu

QUESTIONS? EMAIL:
unmseal@unm.edu