BRAND GUIDELINES
COLORS & FONTS

BURRELL BLUE

CMYK | RGB | PANTONE
---|---|---
100 | 37 | 287
90  | 62 |
16  | 133 |
3   |

BURRELL GOLD

CMYK | RGB | PANTONE
---|---|---
26  | 189 | 465
37  | 155 |
62  | 112 |
1   |

Minion Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Gotham Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
PRIMARY LOGO

FULL COLOR

AVAILABLE IN BLACK, WHITE & GRAYSCALE
OTHER LOGOS

FULL COLOR

BURRELL COLLEGE
of
OSTEOPATHIC MEDICINE

AVAILABLE IN
BLACK, WHITE &
GRAYSCALE

BURRELL COLLEGE
of
OSTEOPATHIC MEDICINE
LIMITED USE LOGOS AND SEALS

BURRELL COLLEGE
OSTEOPATHIC MEDICINE

at New Mexico State University

BURRELL COLLEGE
OSTEOPATHIC MEDICINE

ALUMNI

BURRELL COLLEGE OSTEOPATHIC MEDICINE

PARA LA GENTE Y EL FUTURO
FOR THE PEOPLE AND THE FUTURE

2013

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The Burrell College of Osteopathic Medicine is New Mexico's only osteopathic medical school.
INCORRECT USAGE

DO NOT PLACE LOGOS ON A BRIGHT COLORED BACKGROUND.

DO NOT PLACE LOGO ON AGGIE MAROON.

DO NOT ALTER LOGOS.
E-SIGNATURES

Employee Name
Employee Title
Burrell College of Osteopathic Medicine
3501 Arrowhead Dr.
Las Cruces, NM 88001
Phone Number
bcomNM.org

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USE OF THE ZIA SYMBOL

The Pueblo of Zia sun symbol signifies the four cardinal directions, the four seasons of the year, the four period of each day (morning, noon, evening, and night), and the four seasons of life (childhood, youth, middle age, and old age). The center of the sun symbol stands for life itself.

Use of the Pueblo of Zia’s Sun Symbol without the tribal nation’s permission is considered cultural misappropriation. Any organization within the college is required to secure permission from the Pueblo of Zia before incorporating the Sun Symbol on any apparel design. This includes any student organization wishing to use the Zia symbol on their organization merchandise.

Franchesca Pino, Pueblo of Zia Executive Administrative Assistant, is the current contact for seeking permission to utilize their Zia Sun Symbol. Her contact information is listed below:

Franchesca Pino
Executive Administrative Assistant
Pueblo of Zia
135 Capitol Square Drive
Zia Pueblo, N.M. 87053
Work: (505) 867-3304, ext. 216

If granted permission, please submit your design to Burrell College’s Director of Marketing and Communication along with written approval from the Pueblo of Zia nation.

Rules of use: It is asked that nothing alter the circle or center of the symbol and another image not be placed inside the circle.

More links for reference:
https://www.ziapueblo.org/