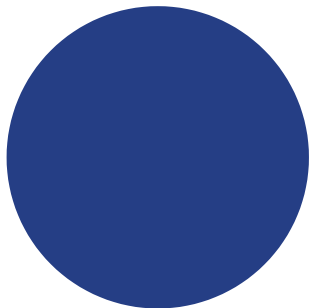




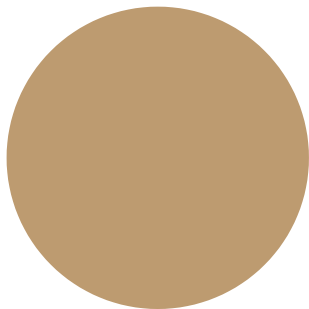
BRAND GUIDELINES

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

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

Gotham Medium

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

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

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OSTEOPATHIC MEDICINE

LIMITED USE LOGOS AND SEALS



at
New Mexico State University



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INCORRECT USAGE



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BACKGROUND.



DO NOT PLACE LOGO
ON AGGIE MAROON.



DO NOT ALTER LOGOS.

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**Employee Name**

Employee Title

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at

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USE OF THE ZIA SYMBOL



1 The official logo of the Pueblo of Zia Nation

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/>