# Institutional Image Manual

# Anáhuac México University

North Campus

South Campus



This manual is the essential tool to ensure the correct application of the image and identity of Anáhuac México University in all its uses.

It is crucial that all individuals responsible for communicating the University's image carefully review this manual to become familiar with its content. This ensures the image projected remains consistent, reflecting excellence and quality at all times.

Sound judgment and strict adherence to the manual's specifications are key to achieve a successful interpretation.

The manual covers all areas of visual communication and it is designed to grow according to our communication needs, and to be updated and refreshed as required. If the manual user finds a situation not contemplated in these pages, they should consult the Office of Institutional Communication through the Design Coordination at ext. 7364.

Any questions or suggestions regarding the image and identity of Anáhuac México University, or the interpretation of this manual, must be addressed before producing any graphic materials. The Superior Council of the Anáhuac University Network, which acts by statute as the governing board of Anáhuac México University North and Anáhuac México University South, agreed in December 2015 to initiate the integration process of both universities to combine their strengths into a single institution: Anáhuac México University (North and South Campuses).

This integration responds naturally to two main institutional realities:

- The shared foundations of both universities, including their identity and mission, the Anáhuac educational model of integral formation, the institutional image, and the presidential decree of autonomy granting official recognition of studies.
- The geographical location of both campuses in the western part of the Mexico City metropolitan area.

This decision is driven by the goal of strengthening Anáhuac's presence in the Mexico City metropolitan area by offering higher education of excellence focused on the formation of positive action leaders, improving the services offered to both current and future students, as well as the wider university community.

From this perspective of integration into a single institution, Anáhuac México University (North and South Campuses), we will build this great project together, within the framework of our identity and mission.

BRAND LOGO 

## BRAND LOGO Anáhuac University Brand

The logotype is composed of the wordmark and the motto surrounding the weaving symbol that distinguishes our institution.

The trademark registration document for the name "Anáhuac México University" and the accompanying design (original trademark title No. 356165) are duly registered with the appropriate authorities, ensuring the integrity of the University's visual identity and preventing misuse by unauthorized parties, which could damage the reputation and image built over the years.

It is essential that the phrase "registered trademark" or its abbreviation "®" appear clearly on any visual application of the institution. This must be done in a way that does not alter or distort the name or design.

The Anáhuac brand represents the entire Network and should only be used when speaking on behalf of all universities or for official purposes.



## **UNIVERSIDAD ANÁHUAC**

#### BRAND LOGO Anáhuac University Brand

WORDMARK AND SYMBOL

The wordmark consists of typographic elements that spell out the name of the institution. The chosen font is Optima Bold, arranged in a circular shape in its primary version. The motto is placed at the bottom using Optima Condensed at 80%, while the University's name uses Optima Condensed at 90%.

It is necessary to include the "®" mark in the indicated position.

Our emblem, inspired by a weaving pattern in progress, symbolically represents the interaction and development that define education—our fundamental task and commitment. Its colors represent the earth and the sun.

The literal meaning of "Anáhuac" is "near the water." It was the name given to the highest area of the Mexican plateau, a lake region that became the site of the Aztec capital: Tenochtitlán.

Anáhuac was the cradle of Mexico, the most populated and culturally advanced area of Mesoamerica in pre-Columbian times. Today, it is home to Mexico City, and in its hills stands the first university of the Anáhuac Network.





**UNIVERSIDAD ANÁHUAC** 

#### BRAND LOGO Anáhuac University Brand MOTTO

Our motto: VINCE IN BONO MALUM ("Overcome evil with good"), taken from St. Paul's Letter to the Romans (12:21), is the synthesis of our philosophy.

It reflects an entire outlook that rejects negative attitudes. It is a program of positive action: overcoming ignorance with the good of knowledge; improvisation with the good of professionalism supported by modern techniques; materialism with the good of humanism that recognizes the spiritual nature of the human person; social antagonism with harmony and unity; injustice with charity; and selfish excess with openness and faith in God.

The motto is part of the logotype, but may appear on its own when referenced in letters, speeches, invitations, or similar formal documents. The font used is Optima Condensed, from the same type family as the wordmark.

The phrase "registered trademark" (®) must be placed in the center-right position.

ZEN BONO MAIS

#### BRAND LOGO Anáhuac University Brand

COMMERCIAL APPLICATION OF THE BRAND

This version emphasizes the word "Anáhuac" as a positioning strategy and should be used for all external communication elements with a promotional or sales focus, such as pre-university communications, special promotions, brand ads, events for prospective students, and promotional materials.



## BRAND LOGO Institutional Shield

The Anáhuac México University shield features the two-headed eagle, symbolizing skill, intelligence, speed, and excellence. This bird always soars higher, overcoming all obstacles, and also represents the reflective, spiritual being and the active professional.

The obelisk, made of solid material, symbolizes knowledge supported by the methodologies and symbols of the disciplines taught at our alma mater. At its top appears the word PAX (peace), synthesizing the balance of our service as individuals, grounded in the motto Vince in Bono Malum.

This shield symbolizes the values of Christian humanism that our university community must carry into life's challenges.

The first versions of this shield date back to 1968. A new version was introduced in 2008, maintaining its traditional expression, and it must be used in official academic documents, such as diplomas and degrees.



#### BRAND LOGO Main Use of the Anáhuac México University Brand

The logotype retains the main elements of the Anáhuac México University brand: the symbol, the wordmark, and the motto that distinguish our institution. The "®" mark must be included in the designated position.

This version emphasizes the word "Anáhuac" as a positioning strategy and should be prioritized in all internal and external communication materials.

The word "México" is placed underneath using the same Optima font family, condensed to 90%.



### North Campus

South Campus

Only in specific cases where it is necessary to differentiate between campuses, the labels "North Campus" and "South Campus" may be used, for which the following applications have been established.

#### BRAND LOGO Secondary Use of the Brand

A series of variations in the application of the logotypes has been authorized when, due to space constraints, hierarchy, or material type, an alternative better meets the need.



#### INSTITUTIONAL TYPOGRAPHY Primary Typeface

The institutional typeface family is an essential part of the graphic identity of the institution. Its importance lies in creating a unique personality for the symbol and unifying all applications in a single text format. It must not be used for other texts. Restricting its use grants it uniqueness and distinction. This typeface should be used for the University's name within the logo-type:

- Optima
  - Optima Bold



#### Optima

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abcdefghijklmnñopqrstuvxyz ABCDEFGHIJKLMNÑOPQRS TUVWXYZ 1234567890@&%#

#### **Optima bold**

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

#### INSTITUTIONAL TYPOGRAPHY Secondary Typeface

The secondary typeface complements the graphic identity for printed or visual information. The following families are allowed:

- Helvetica Neue
- Helvetica Neue Bold
- Futura
- Futura Bold



#### Helvetica Neue

abcdefghijklmnñopqrstuvxyz ABCDEFGHIJKLMNÑOPQR STUVWXYZ 1234567890@&%#

Helvetica Neue bold

abcdefghijklmnñopqrstuvxyz ABCDEFGHIJKLMNÑOPQR STUVWXYZ 1234567890@&%# INSTITUTIONAL TYPOGRAPHY Secondary Typeface

# abc def

#### Futura

abcdefghijklmnñopqrstuvxyz A B C D E F G H I J K L M N Ñ O P Q R S T U V W X Y Z 1 2 3 4 5 6 7 8 9 0 @ & % #

#### Futura bold

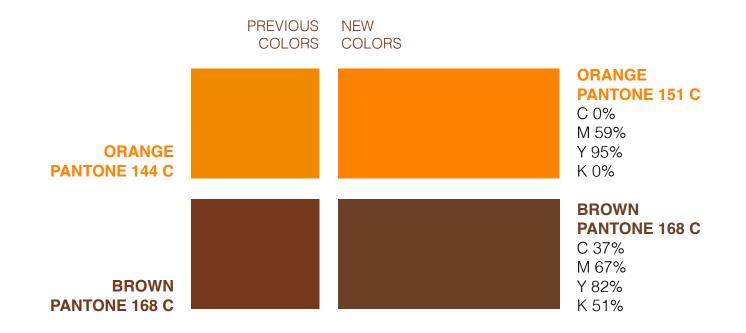
a b c d e f g h i j k l m n ñ o p q r s t u v x y z A B C D E F G H I J K L M N Ñ O P Q R S T U V W X Y Z 1 2 3 4 5 6 7 8 9 0 @ & % #

#### **INSTITUTIONAL COLORS** -**Pantone Colors for Printing**

To help identify the logotype, the following official colors of the Anáhuac These are the only authorized colors for application within the image and University Network have been established:

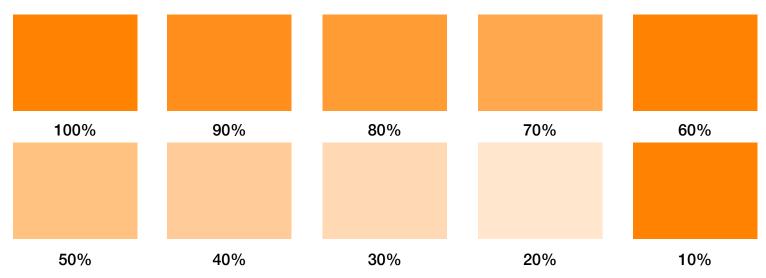
identity of the Anáhuac University Network.

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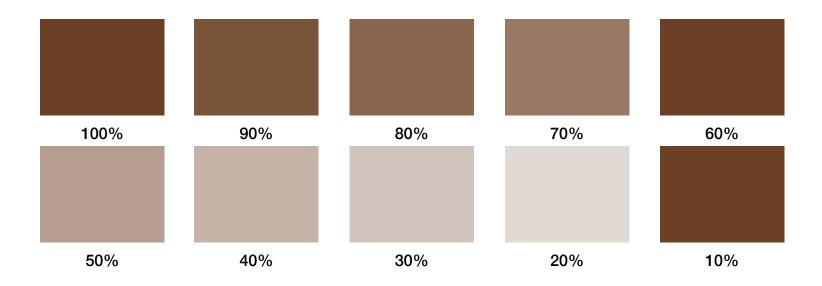


## INSTITUTIONAL COLORS — Pantone Handling with Opacity

(Details on opacity management for Pantone colors, generally for print design consistency.)



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#### INSTITUTIONAL COLORS – Digital Pantone Handling

To accurately reproduce corporate colors in digital formats, the following RGB, LAB, and HSB values are provided for screen and web applications.

HEX CO	HEX COLOR: FF8300		
RGB:	LAB:	HSB:	
R 255	L 70	H 29°	
G 131	A 47	S 100%	
B 0	B 79	B 100%	
_ 0	210	2	
HEX CO	EX COLOR: 6B3F23		
<b>RGB:</b>	<b>LAB:</b>	HSB:	
<b>R</b> 107	<b>L</b> 107	H 22°	
<b>G</b> 63	<b>A</b> 17	<b>S</b> 67%	
<b>B</b> 35	<b>B</b> 25	<b>B</b> 41%	

#### BRAND LOGO -Incorrect Uses

Any modification to the position, proportion, color, symbol, or logotype not indicated in this manual must be avoided. The following examples illustrate prohibited uses:



#### INTERNAL LOGO FAMILY-Schools

School of Architecture

School of Arts

School of Bioethics

School of Communication

School of Design

School of Education

School of Psychology

School of Actuarial Sciences

School of Law

School of Global Studies

School of Social Responsibility

School of Sports Science School of Health Sciences

School of Economics and Business

School of Engineering

School of Tourism and Gastronomy

#### INTERNAL LOGO FAMILY Usage with Schools and Faculties

To strengthen the positioning of the primary "Anáhuac" brand and ensure that all communications contribute to it, logos for schools, faculties, research centers, and institutes must always be accompanied by the Anáhuac México University logotype when used externally.

INTERNAL EXAMPLE

EXTERNAL EXAMPLE

## School of Social Responsibility



#### INTERNAL LOGO FAMILY — Internal Civil Protection Unit

This logotype is an exceptional case, as it incorporates the legal requirements of civil protection within its design.



#### UNIVERSITY LIFE APPLICATIONS "A" Logo – Casual Version

This logotype is an exceptional case, as it inca To preserve its symbolism while adapting to informal contexts, Anáhuac México University introduces this commercial version of its logo. It is used for informal, social, and cultural events, as well as on casual clothing and promotional items.

The letter "A," in addition to being the initial of "Anáhuac," symbolizes:

- Numerologically: the first, the beginning, the principal.
- Visually: the letter "A" positions the University through the initial of its name, aligning with global communication trends.

This logo's design incorporates a pyramid shape, representing Mexican culture, which in turn ties into the meaning of the word "Anáhuac."

The combination of shape and color expresses strength, leadership, versatility, and abstraction.



UNIVERSITY LIFE APPLICATIONS

INTERNAL EXAMPLE

#### EXTERNAL EXAMPLE





UNIVERSITY LIFE APPLICATIONS - Student Associations - FESAL

#### INTERNAL EXAMPLE

#### EXTERNAL EXAMPLE



Federación de Sociedades de Alumnos





#### Anáhuac México University

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