The following was most recently updated on June 16th, 2025.

Our Vision
An American Indian center for lifelong learning, integrating exemplary academic preparation and research to enhance nation-building.

Our Mission
As a Land Grant institution of higher education chartered by the Menominee People, the College of Menominee Nation infuses learning with American Indian culture and prepares students for leadership, careers, and advanced studies in a multicultural world. The College commits to research and promotion, perpetuation, and nurturance of American Indian language and scholarship.

Our Values
- **American Indian Culture:** Applying knowledge to create a caring community aligned with American Indian traditions.
- **Community Engagement:** Empowering people through lifelong learning to serve community needs. Providing outreach workshops and community service.
- **Culture of Service:** Modeling and promoting commitment to community by students, staff, and faculty. Preparing stakeholders to use newfound skills by inspiring them to give back to the...
- **Diversity:** Recognizing the value of all people and supporting their growth to the fullest potential.
- **Ethical Behavior:** Promoting a spirit of mutual trust, respect, and cooperation.
- **Sustainability:** Fostering the dynamic relationships among the six dimensions of the Menominee Theoretical Model of Sustainability.

CMN Logo
From: CMN Academic Catalog 2014-2016

The emblem depicted on the College of Menominee Nation logo was designed by Ms. Ethel Davis in 1992 and adopted by the College's Board of Directors in 1999. CMN Logo

The five principal Clans of the Menominee people are presented in the design: Bear, Golden Eagle, Wolf, Crane, and Moose. The Clan structure originates in the creation story of the Menominee People. The story relates that the Great Mystery of Creation took place at the mouth of the Menominee River with the transformation of a bear into an Indian. The Bear, who was alone, invited the animal spirits of the Golden Eagle, the Wolf, the Crane, and the Moose to join him. Each of the first members also invited other animal spirits to join their groups.

According to available information, the Clan system consisted of 34 groups with the US Government before the Treaty Era (1817-1856). The complicated Clan structure provided the tribal nation with an organization of governance and social relationships. In the system, each of the Clans was considered to be a wellspring of expertise or knowledge and represented the following specific strengths or talents:

Bear - Keepers and Speakers of the Law
Golden Eagle - Freedom and Justice
Wolf - Hunting and Gathering
Crane - Architecture, Construction, and Art
Moose - Community or Individual Security

The spirit and order of the College of Menominee Nation are predicated on the values personified by the five clans of the Menominee.

Logo Use and Intellectual Property

The intellectual property of the College of Menominee Nation, including logos, company name, or other artwork provided to partners and vendors, is for the sole use of the project they are attached to.

Your acceptance of any project including CMN IP will be seen as an agreement to use the logos only when requested by the College and within the following guidelines:

Partners and vendors agree not to use the logo, company name, or other provided artwork to indicate that it has any ownership or control of the College or its various departments. Partners and vendors further agree not to use the logo, company name, or other provided artwork in any way that would harm, diminish, or impair the College's prospects, brand name, or reputation.

This agreement does not allow partners and vendors to sublicense the College's logos, company name, and/or other provided artwork. No person or entity may engage in sales of goods using the College's intellectual property without advance, expressed, and written consent from one of the following:

- CMN Board of Trustees
- CMN President
- Marketing & Communications Manager
- Director of Institutional Advancement

Additionally, the attached brand and logo guidelines should be referred to ensure a smooth logo project.
All logos are approved by the Marketing and Communications Manager.

APPROVED LOGOS

College of Menominee Nation

Logo Option	Logo Image	Description
Option 1		The logo is centered on the round representation of the five clans. This drawing has been approved by the Board and may not be altered. The logo is typically used on internal documents, Presidential matters, or when CMN is represented as a partner. It may appear only as shown.
Option 2		The wordmark is a rectangular image that presents the five clans representation at left and "CMN" in stacked block letters at center, with the institutional name reading from the initials. The wordmark should be used on any advertisement or external documents. The color should not be changed, unless to black and white, in instances where the forest green does not fit. The five clans representation and the Keshena/Green Bay may be omitted/cropped in certain circumstances.

Restrictions:
All departments of the College should use the approved logo and wordmark unless prior approval for an alternative emblem has been given. On occasion, the logo or wordmark may be provided for a one-time, incidental placement for a sponsorship acknowledgement or in news, or on a promotional item. Beyond this, no member of the College community may grant an outside agent and vendor use of the College's emblems for any purpose without advance approval by the Institutional Advancement Office. Questions regarding the use and display of the logo and wordmark may be directed to the Institutional Advancement Office. CMN staff are able to access logos on the Staff Portal. Outside organizations must request to receive copies of the logo or wordmark, please contact the Marketing and Communications Manager.

Logo and Wordmark:
There are a few variations of the logo and wordmark from which a user may select. Care should be used in choice to assure that the best reproduction is achieved and that the appropriate place name appears.

STYLE GUIDELINES ON CMN LOGO AND WORDMARK USE

7.2011 / SOURCE: ADVANCEMENT OFFICE

Proper use
A College of Menominee Nation logo or wordmark should be used on all material intended to publicize or provide information to the external public about the College, its programs or its events.

Offices that distribute routine flyers and announcements for distribution only
on the two campuses may omit the logo or wordmark, but should include the full and proper name – College of Menominee Nation – or the CMN initials.

Logo and Wordmark
There are several variations of the logo and wordmark from which a user may select. Care should be used in choice to assure that the best reproduction is achieved and that the appropriate place name appears.

The logo is centered on the round representation of the five clans. This drawing has been approved by the Board and may not be altered. It may appear in any of the following forms: with no surround type, with the full name of the College surrounding the image, with the College name and web address, with the College name plus "Keshena – Green Bay", or with the College name and "Keshena, Wisconsin." The latter should be used rarely and chosen with care for only those instances which specifically exclude the Green Bay campus.











The wordmark is a rectangular image that presents the five clans representation at left and "CMN" in stacked block letters at center, with the institutional name reading from the initials. A vertical version is also acceptable. The wordmark may be used as an alternative to the traditional logo.







Placement of the Logo and Wordmark
It is appropriate to position the logo or wordmark in a place of ownership, such as on the cover of a booklet or brochure, on the title page of a document, centered at the top or bottom of a page, etc., at bottom right hand corner, top of page or bottom of page. It does not have to be the most prominent graphic element on a page, and can even appear at the bottom of the final page or on the back cover, but it should be large enough that it is easily seen and read in relation to other items.

How to Use Them
The College's logo and wordmark may be proportionally enlarged or reduced to meet the needs of the project, but they may never be stylized, embellished, redrawn, overwritten, animated or modified in any way. Caution needs to be exercised when adapting the size so the images are not distorted through compression or elongation. Outlining, shading, and shadowing should be avoided.

Black-and-white line art of either the logo or wordmark is always acceptable. When color is used, Forest Green is the preferred choice. (rgb 32 83 50) (cmyk 84 41 88 41) (hex #205332)

When the logo or watermark is placed on a dark background color, it may be reversed in white. If either is to be used on a field of any other color, the mark should appear reversed, in white. Outlining, shading or exaggerated drop shadows are not encouraged. Additional lines should not be added and other images or type should not be over- or under-printed on the logo or wordmark.