

# THE NEW LOOK OF NEMU.







# HOW WE APPROACHED THIS

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- INITIATIVE OF THE BRANDING WORK
- TASK FORCE CREATED (FACULTY, STUDENTS, ALUMNI + STAFF FROM BOOKSTORE, ATHLETICS, MARKETING & ADVANCEMENT)
- RFP FOR DESIGN FIRM (RICKABAUGH GRAPHICS)
- CAMPUS RESEARCH VISIT - FEB. 2015
- BRAINSTORM CONCEPTS AND REFINEMENT
- FOCUS GROUPS WITH STUDENTS, ALUMNI, FACULTY & STAFF (200+)
- REFINEMENTS AND REVISIONS



A photograph of three women in a meeting, looking at a laptop. The image is overlaid with a teal color filter. The text 'ACADEMIC IDENTITY' is centered in a bold, yellow, sans-serif font.

# ACADEMIC IDENTITY



**NORTHERN MICHIGAN UNIVERSITY**

MARQUETTE, MICHIGAN





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UNIVERSITY**



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## RESEARCH & ADVENTURE

The "Torch of Knowledge" has been a symbol for research and the advancement of humanity through education. The torch symbolizes leadership, and the act of adventure. Spending 4 seasons for 4 years at NMU, most of our students will tell you that NMU is truly for those who seek an adventure for their education.



## HISTORICAL REFERENCE

Our initial seal in 1899 had a "sun" enclosure with the state logo of Michigan inside. We wanted to reference our history by including a new version of this sun, as it represents our connection to the surrounding nature of Marquette.



## ALUMNI CONNECTION

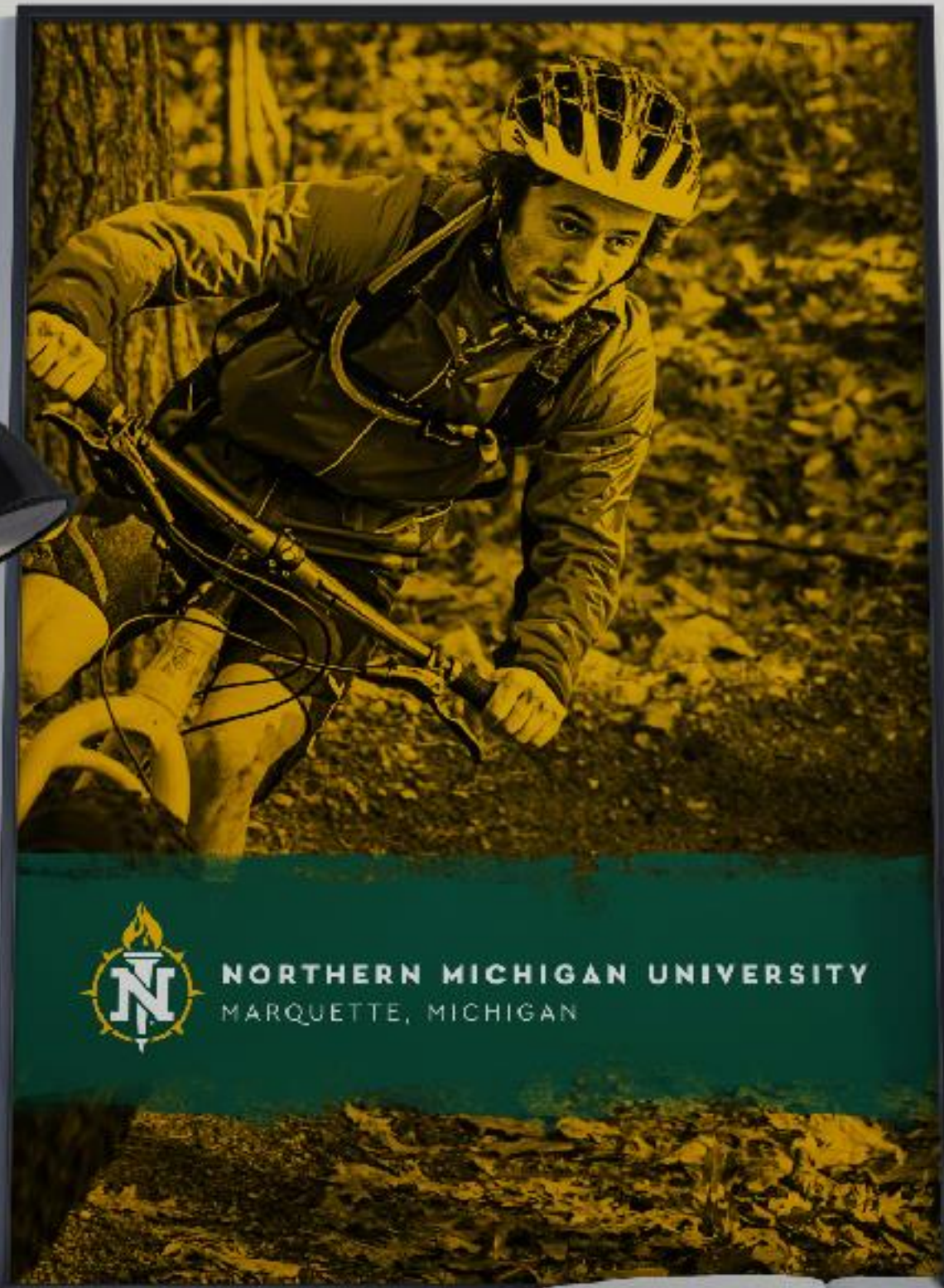
We get new alumni every semester. In the past, NMU and alumni have been represented with a single initial of the letter N. With some subtle modifications to the N, this identity is not just for new students, but for those who have paved the way as well. The initial with the torch is also aligned with our official academic seal adopted in the 1960's.



## LOCATION IS KEY

The points on the sun reference a compass, aligning us with the "directional schools" from downstate. This bridges the gap (pun intended) to our state education system, and as our alumni pointed out, the fire burns in the north.





NORTHERN MICHIGAN UNIVERSITY  
MARQUETTE, MICHIGAN



patagonia







**WILDCAT  
ATHLETICS.**







**NORTHERN  
MICHIGAN**  
WILDCATS



















**NORTHERN  
MICHIGAN**  
WILD CATS







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