# NORTHERN MICHIGAN UNIVERSITY

Athletics Brand Standards Guide

# The Importance of Brand Standards

**A**s we move forward with new programs, new facilities, new student-athletes and now a new identity for athletics, it's important that we develop our brand for not only local awareness, but regional recognition as well. In this manual, you will find a variety of options to represent NMU Athletics. As our programs grow and evolve, we want to share the excitement of what it means to be involved with the NMU athletics. As new recruits and staff show interest in NMU, we want to convey that our brand is strong, has supportive marketing and showcases the history of our success as an institution.
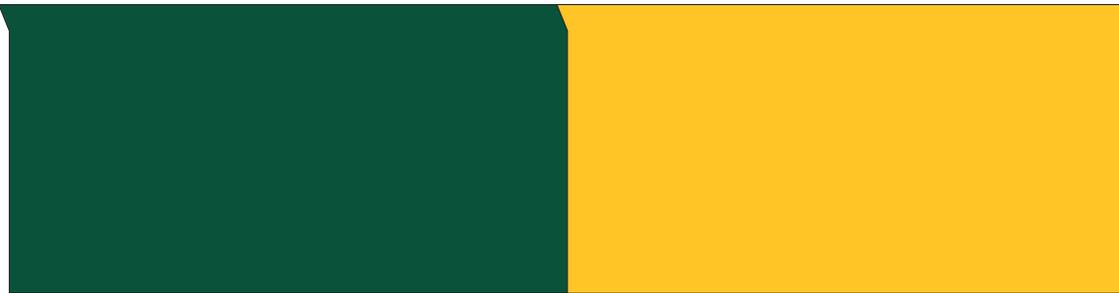
When using the new identity package, please utilize these standards to help to unite our programs. It is important that we are being accurately represented across all mediums, as a strong visual identity gives strength to Northern Michigan University.

Please contact **Mike Forester** at *miforest@nmu.edu* for specific requests involving logos and exceptions needing approval.

## PRIMARY PALETTE


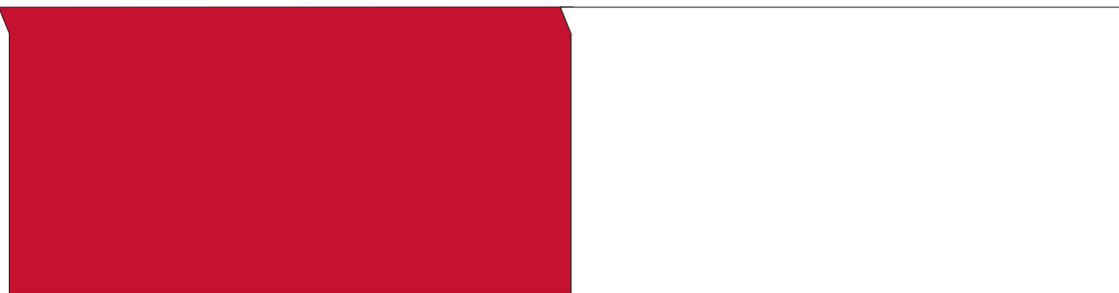
### NMU GREEN

- Pantone® 343C for coated stock
- Pantone® 343U for uncoated stock
- Pantone® 343C for apparel printing
- Process Equivalent: 89c 41m 82y 40k
- RGB Equivalent: 9r 83g 57b
- (Robison-Anton poly thread) 5805 Special green
- Hex Code: #095339

### NMU GOLD

- Pantone® 123C for coated stock & apparel sublimation
- Pantone® 116U for uncoated stock
- Pantone® 142C for screen printing apparel
- Process Equivalent: 0c 24m 94y 0k
- RGB Equivalent: 255r 196g 37b
- (Robison-Anton poly thread) 5765 Scholastic
- Hex Code: #ffc425

## SUPPORT COLORS



### NMU RED* For use ONLY on the cat's tongue.

- Pantone® 187C for coated stock & apparel printing
- Pantone® 187U for uncoated stock
- Process Equivalent: 0c 100m 79y 20k
- RGB Equivalent: 196r 18g 48b
- (Robison-Anton poly thread) 5519 Scarlet
- Hex Code: #c41230

### WHITE

- (Robison-Anton poly thread) 5597 Snow White

\* Pantone® is a registered trademark of Pantone, Inc. The colors shown on this page and throughout this manual are not intended to match the PANTONE Color Standards. For the PANTONE Color Standards, refer to the current edition of the PANTONE Color Formula Guide.

## PRIMARY PALETTE

NMU Green and NMU Gold are the official colors for Northern Michigan University. It is very important to match these colors faithfully when reproducing the marks. It is preferred that all Northern Michigan University marks be used in the full color versions whenever possible.

## SUPPORT COLORS

In addition to the primary palette, the Northern Michigan University athletics marks utilize NMU Red and white as important support colors. Note: NMU Red is for use **only** on the cat's tongue.

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### QUICK NOTES FOR CLOTHING

**GREEN**

**PANTONE 343C**

**YELLOW**

**PANTONE 123C**
APPAREL SUBLIMATION
**PANTONE 142C**
APPAREL SCREEN PRINTING

**RED**

**PANTONE 187C**

**SHOWN HERE IN FULL COLOR**



1A.



1B.



2A.



2B.



3A.



4A.

The Northern Michigan University Athletics marks were designed to create a consistent brand for Northern Michigan University. These marks should **not** be changed or altered in any way and their use must adhere to the standards in this manual. At the same time, there are many logo variations to choose from so there should be a design compatible with any application.

All of the NMU Athletics logos may be reproduced in full color, one color green or one color gold. The full color logos are shown on the left.

These logos are intended for use **only** by the NMU department of Athletics. Permission is required for use by any other entity.

**TERTIARY MARKS**

MUST BE ACCOMPANIED WITH NORTHERN MICHIGAN



5A.



6A.



7A.

# The NMU Athletics Wildcat Wordmark (1A.)

FULL COLOR



ONE COLOR



The **preferred** use of the NMU Athletics Wildcat Wordmark is the full color version.

## COLOR VARIATIONS

The Wildcat Wordmark may also be used as a one color green or one color gold **only** when use of either the preferred full color version is not possible. These are shown in the bottom row on the left.

For information on using these marks on various background colors see page 5.

All artwork and variations are available in Macintosh and PC digital file formats.

### ON WHITE    ### ON DARK    ### ON MID-TONE    ### ON COMPLEX

Examples of the full color Wildcat Wordmark shown on approved background colors.

Examples of the correct one color Wildcat Wordmark shown on approved background colors.

Frequently it may be desirable to place the Wildcat Wordmark on a field of color. As shown in the examples on the left, the artwork has been created with a built-in outline shape, allowing it to work clearly on any background. It is not acceptable to alter the marks before placing them on any color, photograph or complex background.

**FULL COLOR**



The **preferred** use of the NMU Athletics Wildcat Centered Wordmark is the full color version.

## COLOR VARIATIONS

The Wildcat Centered Wordmark may also be used as a one color green or one color gold **only** when use of either the preferred full color version is not possible. These are shown in the bottom row on the left.

All artwork and variations are available in Macintosh and PC digital file formats.

**ONE COLOR**

Examples of the full color Wildcat Centered Wordmark shown on approved background colors.

Examples of the correct one color Wildcat Centered Wordmark shown on approved background colors.

Frequently it may be desirable to place the Wildcat Centered Wordmark on a field of color. As shown in the examples on the left, the artwork has been created with a built-in outline shape, allowing it to work clearly on any background. It is not acceptable to alter the marks before placing them on any color, photograph or complex background.

**FULL COLOR**



The **preferred** use of the NMU Athletics Wildcat Stepped Monogram Mark is the full color version.

## COLOR VARIATIONS

The Wildcat Stepped Monogram Mark may also be used as a one color green or one color gold **only** when use of either the preferred full color version is not possible. These are shown in the bottom row on the left.

All artwork and variations are available in Macintosh and PC digital file formats.

**ONE COLOR**

| ON WHITE | ON DARK | ON MID-TONE | ON COMPLEX |
|---|---|---|---|

Examples of the full color Wilcat Stepped Monogram Mark shown on approved background colors.

Examples of the correct one color Wilcat Stepped Monogram Mark shown on approved background colors.

Frequently it may be desirable to place the Wildcat Stepped Monogram Mark on a field of color. As shown in the examples on the left, the artwork has been created with a built-in outline shape, allowing it to work clearly on any background. It is not acceptable to alter the marks before placing them on any color, photograph or complex background.

**FULL COLOR**



The **preferred** use of the NMU Athletics Wildcat Head Mark is the full color version.

## COLOR VARIATIONS

The Wildcat Head Mark may also be used as a one color green or one color gold **only** when use of either the preferred full color version is not possible. These are shown in the bottom row on the left.

All artwork and variations are available in Macintosh and PC digital file formats.

**ONE COLOR**

**ON WHITE**     **ON DARK**     **ON MID-TONE**     **ON COMPLEX**

Examples of the full color Wildcat Head Mark shown on approved background colors.

Examples of the correct one color Wildcat Head Mark shown on approved background colors.

Frequently it may be desirable to place the Wildcat Head Mark on a field of color. As shown in the examples on the left, the artwork has been created with a built-in outline shape, allowing it to work clearly on any background. It is not acceptable to alter the marks before placing them on any color, photograph or complex background.

**FULL COLOR**



The **preferred** use of the NMU Athletics Centered Wordmark is the full color version.

## COLOR VARIATIONS

The Wildcat Centered Wordmark may also be used as a one color green or one color gold **only** when use of either the preferred full color version is not possible. These are shown in the bottom row on the left.

All artwork and variations are available in Macintosh and PC digital file formats.

**ONE COLOR**

**ON WHITE**    **ON DARK**    **ON MID-TONE**    **ON COMPLEX**

Examples of the full color Centered Wordmark shown on approved background colors.

Examples of the correct one color Centered Wordmark shown on approved background colors.

Frequently it may be desirable to place the Centered Wordmark on a field of color. As shown in the examples on the left, the artwork has been created with a built-in outline shape, allowing it to work clearly on any background. It is not acceptable to alter the marks before placing them on any color, photograph or complex background.

**FULL COLOR**



The **preferred** use of the NMU Athletics Athletics Stepped Wordmark is the full color version.

## COLOR VARIATIONS

The Stepped Wordmark may also be used as a one color green or one color gold **only** when use of either the preferred full color version is not possible. These are shown in the bottom row on the left.

All artwork and variations are available in Macintosh and PC digital file formats.

**ONE COLOR**

| ON WHITE | ON DARK | ON MID-TONE | ON COMPLEX |
|---|---|---|---|

Examples of the full color Stepped Wordmark shown on approved background colors.

Examples of the correct one color Stepped Wordmark shown on approved background colors.

Frequently it may be desirable to place the Stepped Wordmark on a field of color. As shown in the examples on the left, the artwork has been created with a built-in outline shape, allowing it to work clearly on any background. For this reason, it is usually not necessary to alter the marks before placing them on any color, photograph or complex background.

**FULL COLOR**



**ONE COLOR**



The **preferred** use of the NMU Athletics Head & Stepped Wordmark is the full color version.

## COLOR VARIATIONS

The Head & Stepped Wordmark may also be used as a one color green or one color gold **only** when use of either the preferred full color version is not possible. These are shown in the bottom row on the left.

All artwork and variations are available in Macintosh and PC digital file formats.

| ON WHITE | ON DARK | ON MID-TONE | ON COMPLEX |
|---|---|---|---|

Examples of the full color Head & Stepped Wordmark shown on approved background colors.

Examples of the correct one color Head & Stepped Wordmark shown on approved background colors.

Frequently it may be desirable to place the Head & Stepped Wordmark on a field of color. As shown in the examples on the left, the artwork has been created with a built-in outline shape, allowing it to work clearly on any background. It is not acceptable to alter the marks before placing them on any color, photograph or complex background.

**FULL COLOR**



**ONE COLOR**



The **preferred** use of the NMU Athletics Horizontal Wordmark is the full color version.

### COLOR VARIATIONS

The Horizontal Wordmark may also be used as a one color green or one color gold **only** when use of either the preferred full color version is not possible. These are shown in the bottom row on the left.

All artwork and variations are available in Macintosh and PC digital file formats.

| ON WHITE | ON DARK | ON MID-TONE | ON COMPLEX |
|---|---|---|---|

Examples of the full color Horizontal Wordmark shown on approved background colors.
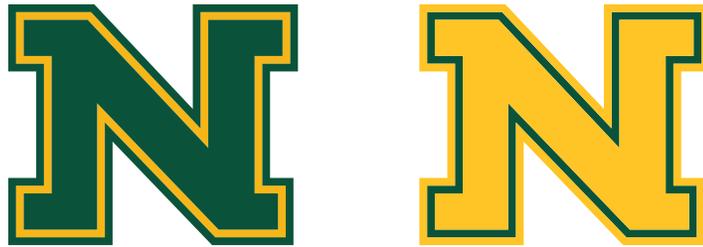
Examples of the correct one color Horizontal Wordmark shown on approved background colors.

Frequently it may be desirable to place the Horizontal Wordmark on a field of color. As shown in the examples on the left, the artwork has been created with a built-in outline shape, allowing it to work clearly on any background. It is not acceptable to alter the marks before placing them on any color, photograph or complex background.

**FULL COLOR**



**ONE COLOR**



The **preferred** use of the NMU Athletics Varsity N is the full color version.

## COLOR VARIATIONS

The Varsity N may also be used as a one color green or one color gold **only** when use of either the preferred full color version is not possible. These are shown in the bottom row on the left.

All artwork and variations are available in Macintosh and PC digital file formats.

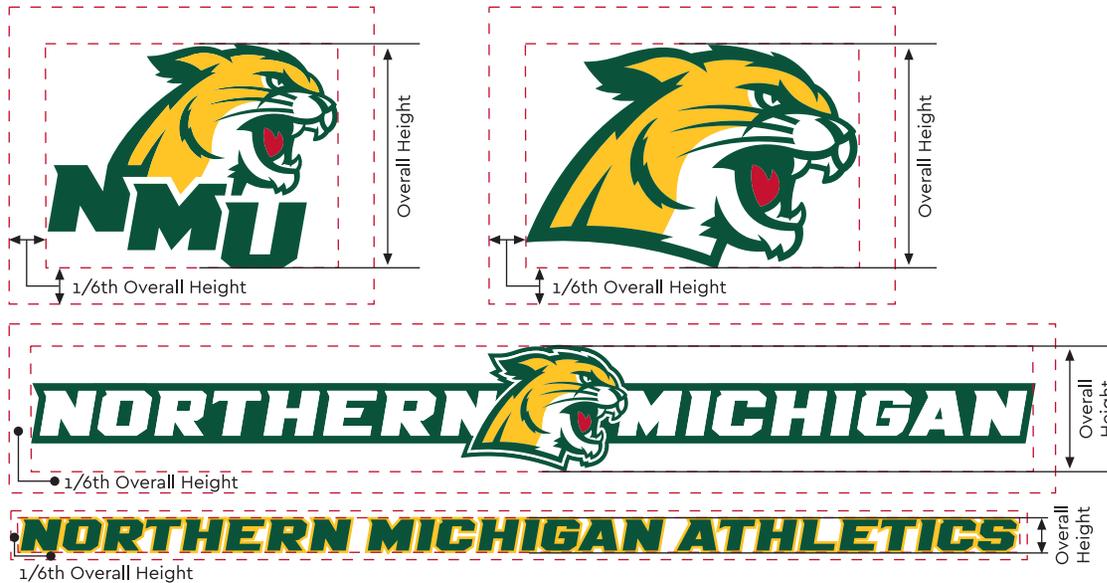| ON WHITE | ON DARK | ON MID-TONE | ON COMPLEX |
|---|---|---|---|
| **N** | **N** | **N** | **N** |
| **N** | **N** | **N** | **N** |

Examples of the correct one color Head & Stepped Wordmark shown on approved background colors.

Frequently it may be desirable to place the Varsity N on a field of color. As shown in the examples on the left, the artwork has been created with a built-in outline shape, allowing it to work clearly on any background. It is not acceptable to alter the marks before placing them on any color, photograph or complex background.
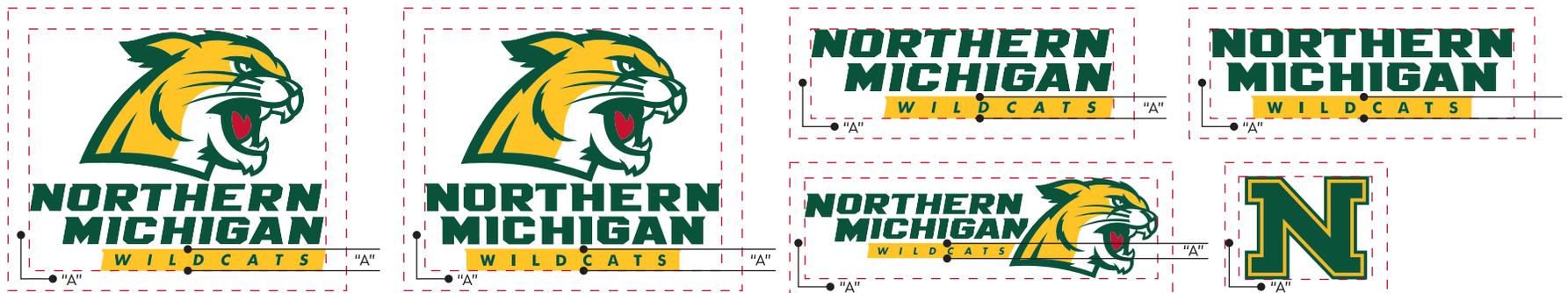
## EQUALS ONE SIXTH THE OVERALL HEIGHT OF THE MARK



Overall Height

1/6th Overall Height

Overall Height

1/6th Overall Height

Overall Height

1/6th Overall Height

Overall Height

1/6th Overall Height

Each of the NMU Athletics logos has an established safe zone. This safe zone is intended to maintain the mark's integrity and to avoid visual confusion. No other type or graphic element (including folds, trims or edges) should fall within the safe zone shown.

The safe zone for the Wildcat Stepped Monogram, Wildcat Head and Horizontal Wordmark is equal to one sixth of the overall height of the mark. While the safe zone for all marks with type in a banner is equal to the overall height of the banner. This spacing is uniform on all sides of the mark. See the examples on the left for each mark's specific safe zone.

## "A" EQUALS THE HEIGHT OF THE BANNER IN THE MARK



"A"

"A"

"A"

"A"

"A"

"A"

"A"

"A"

"A"

"A"

Each of the NMU Athletics marks has a minimum allowable size. In order to ensure clear reproduction and legibility, the marks must **not** be used any smaller than the sizes shown on the left. It is preferred that when possible the marks be used larger than their minimum size.

## NMU WILDCAT BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890-=!@#$%^&
*()_+{}[]:";'<>?,./

## NMU WILDCAT BOLD ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890-=!@#$%^&
*()_+{}[]:";'<>?,./

## FUTURA BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890-=!@#$%^&
*()_+{}[]:";'<>?,./

## NMU FONTS

NMU Wildcat Bold and NMU Wildcat Bold Italic are the custom fonts created exclusively for NMU Athletics and are featured in many of the NMU Athletics marks. NMU Wildcat Bold and NMU Wildcat Bold Italic are available **only** from the NMU Department of Athletics and may be used only with **prior** approval.

Futura Bold is the font used within the banners of the NMU Athletics marks. It is clean, bold, and readily available. Futura Bold compliments and supports the NMU Athletics brand.

Futura Bold may be ordered online in both Macintosh and PC versions.

**SHOWN HERE IN FULL COLOR**



NORTHERN MICHIGAN VOLLEYBALL



NORTHERN MICHIGAN FOOTBALL



NORTHERN MICHIGAN SOCCER



NORTHERN MICHIGAN BASKETBALL



NORTHERN MICHIGAN LACROSSE

The artwork provided for the NMU Athletics marks shown on the left are capable of presenting different text in the banners. If you need a customized mark contact the NMU Department of Athletics. All wording must be approved by NMU Athletics **prior** to use.

**AVAILABLE BANNER TEXT**

Artwork is available in full color (a few examples are shown on the left), one color green and one color gold versions for Basketball, Cross Country, Football, Golf, Hockey, Lacrosse, Skiing, Soccer, Swim & Dive, Track & Field, and Volleyball.

Banner text must generally represent varsity sports at NMU. In certain circumstances, exceptions to these guidelines may be made—club sports or intramural sports may have custom banner text marks—but only with **prior** approval.

**SHOWN HERE IN FULL COLOR (FOR USE ON WHITE BACKGROUNDS)**

NORTHERN

MICHIGAN

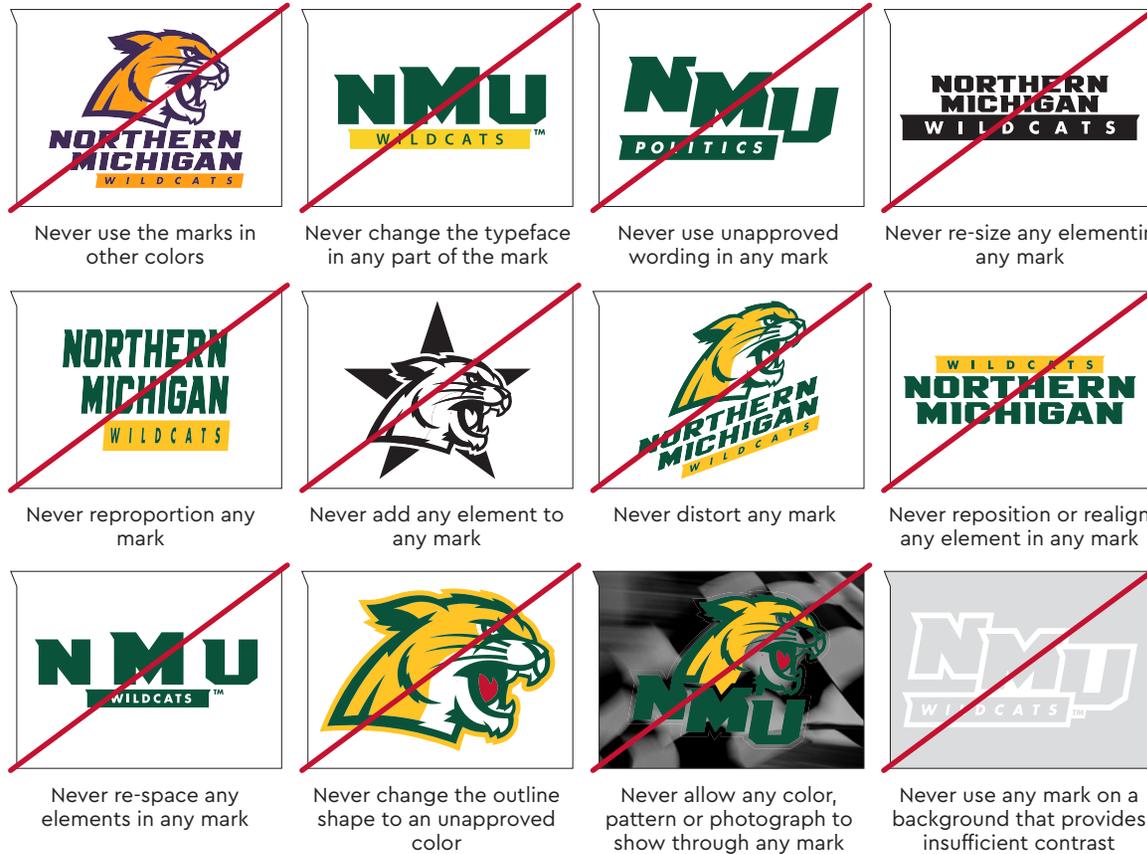WILDCATS

NORTHERN

WILDCATS

Artwork has been created for use on NMU jerseys. Examples of the full color versions are shown on the left. Other color variations are available as well. If you need artwork, or have any questions regarding the use of the artwork on NMU jerseys, contact the NMU Department of Athletics.

**SHOWN HERE IN FULL COLOR (FOR USE ON GREEN BACKGROUNDS)**

NORTHERN

WILDCATS

WILDCATS

MICHIGAN

Never use the marks in other colors

Never change the typeface in any part of the mark

Never use unapproved wording in any mark

Never re-size any element in any mark

Never reproportion any mark

Never add any element to any mark

Never distort any mark

Never reposition or realign any element in any mark

Never re-space any elements in any mark

Never change the outline shape to an unapproved color

Never allow any color, pattern or photograph to show through any mark

Never use any mark on a background that provides insufficient contrast

So that NMU Athletics can maintain the design integrity of its athletics brand, it is mandatory that all marks be applied as indicated in this manual without modification. The marks are **not** to be altered in any way. Shown on this page are **unacceptable** uses of the NMU Athletics logos.

## FULL COLOR ART



Each of these shirts would require four color printing to reproduce.

## ONE COLOR ART



Each of these shirts would require one color printing to reproduce.

## FULL COLOR APPLICATIONS

In a retail design, if the fabric color matches one of NMU's official colors (NMU Green, NMU Gold, NMU Red, or white), the fabric can show through in place of printing that color. If the fabric color does not match any official color then all 4 official colors must be used to print the mark.

## ONE COLOR APPLICATIONS

Approved options for one color printing are in the bottom row on the left.

# Northern Michigan University

## JENNIFER DOBIAS

*Sports Information Director*

1401 Presque Isle Avenue
Marquette, MI 49855-5301

phone: 906-227-1917
email: jedobias@nmu.edu

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