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**NORTHERN MICHIGAN UNIVERSITY**  
Institutional Brand Standards Guide

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## The Importance of Brand Standards

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Since the introduction of the new Northern Michigan University academic identity, we are looking to better align ourselves as a institute of higher education. Our direction of marketing will never omit the beautiful place that Marquette is, but we also need to hold our academics on the same level of importance as we do location. As we move forward, our look should be unified across all communities within our institution which will strengthening our brand both internally and externally as well.

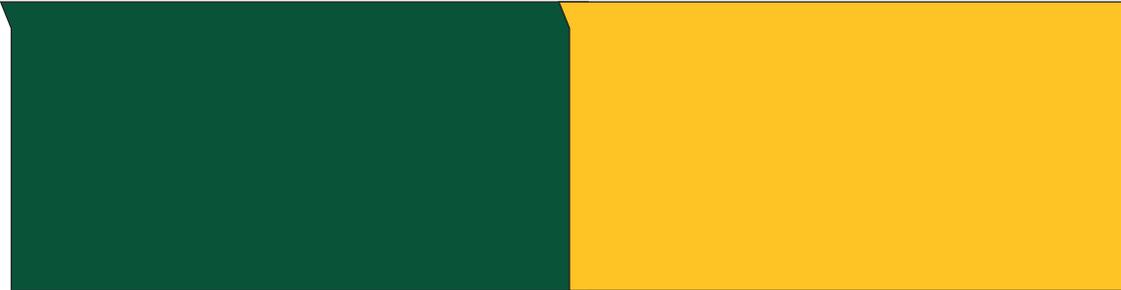
The importance of a cohesive look and brand starts with not only our marketing, but the many stakeholders that represent the identity of Northern Michigan University. Please do not hesitate to ask questions about our look, design, specifics or production, we will be happy to deliver the assets needed to provide an accurate representation of the incredible educational community we have at NMU.

Please contact Mike Forester at [miforest@nmu.edu](mailto:miforest@nmu.edu) for questions regarding brand or brand standards.

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## 2 The Official Colors of Northern Michigan University

### PRIMARY PALETTE



#### NMU GREEN

- Pantone® 343C for coated stock
- Pantone® 343U for uncoated stock
- Pantone® 343C for apparel printing
- Process Equivalent: 89c 41m 82y 4ok
- 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: oc 24m 94y ok
- RGB Equivalent: 255r 196g 37b
- (Robison-Anton poly thread) 5765 Scholastic
- Hex Code: #ffc425

### SUPPORT COLOR



- **WHITE** • (Robison-Anton poly thread) 5597 Snow White

### 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 COLOR

In addition to the primary palette, the Northern Michigan University institutional marks utilize white as an important support color.

#### QUICK NOTES FOR CLOTHING

##### GREEN

**PANTONE 343C**

##### YELLOW

**PANTONE 123C**

APPAREL SUBLIMATION

**PANTONE 142C**

APPAREL SCREEN PRINTING

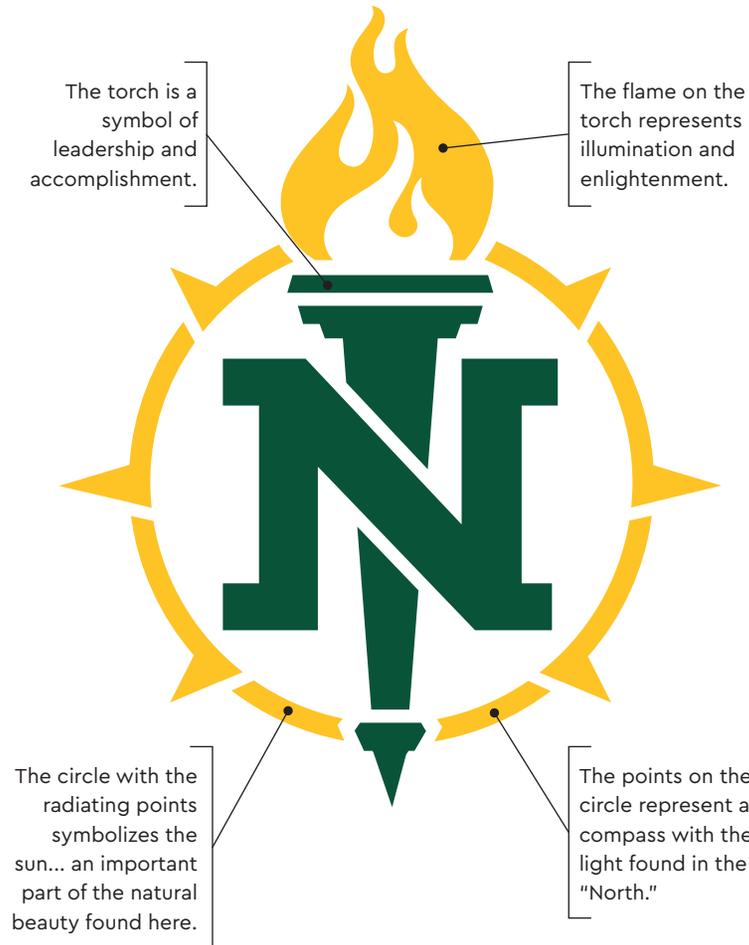
\* Pantone® is a registered trademark of Pantone, Inc. The colors shown on this page and throughout this manual are not intended to match the PANTONE Color Standards. For the PANTONE Color Standards, refer to the current edition of the PANTONE Color Formula Guide.

### 3 The Symbolism of the NMU Institutional Mark



#### THE NMU SEAL

The University obtained its own official seal in 1963 when it gained university status. The seal consists of the letter "N" printed on a torch of knowledge, with an outline of the Upper Peninsula in the background. The four stars linked by a double circle represent instruction, research, service, and advanced study.



The torch is a symbol of leadership and accomplishment.

The flame on the torch represents illumination and enlightenment.

The circle with the radiating points symbolizes the sun... an important part of the natural beauty found here.

The points on the circle represent a compass with the light found in the "North."

The new university logo is a nod to NMU's history. A name change from Northern Michigan College to Northern Michigan University in 1963 featured the redesign of the Seal, a mark that is still in use for official university documents. The new university logo features the "N" and the torch elements from the seal. An "N" has been used for many decades to represent the university and Wildcat athletics.

## 4 Northern Michigan University Institutional Marks



The Northern Michigan University institutional 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 to any application.

**NOTE: "Marquette, Michigan" may be added to logos with permission, please contact [miforest@nmu.edu](mailto:miforest@nmu.edu) for requirements.**

These logos are intended for institutional branding and **not** for NMU athletics.

## 5 Northern Michigan University Institutional Mark

### FULL COLOR VERSIONS



The NMU Institutional Mark shown on the left is the primary identifier of Northern Michigan University. The **preferred** use of the NMU Institutional Mark is one of the full color versions shown in the top row on the left.

### COLOR VARIATIONS

The NMU Institutional Mark may also be used in a one color version (all NMU green, all NMU gold, all black, or an all white) *only* when use of one of the preferred full color versions 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 pages 6 and 7.

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

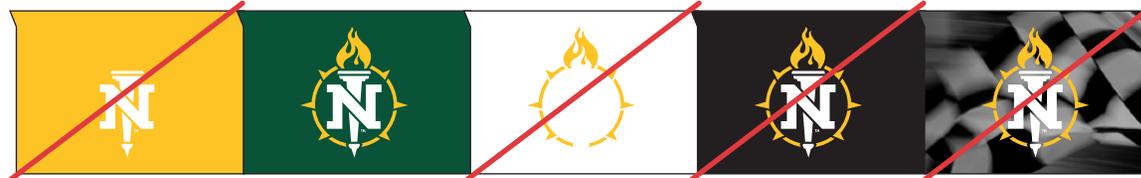
### AVAILABLE COLOR VARIATIONS



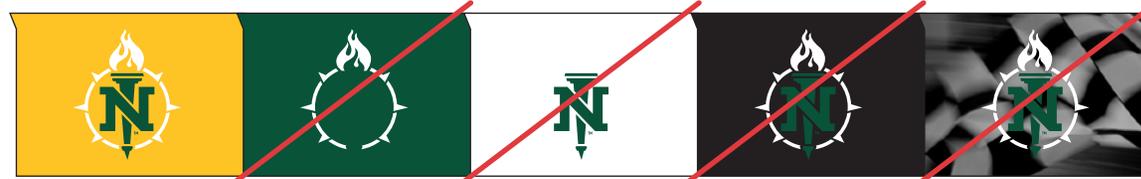
## 6 NMU Institutional Mark Use on Color Backgrounds



Examples of the full color NMU Institutional Mark on a variety of backgrounds.



Examples of the full color NMU Institutional Mark (for use on NMU Green) on a variety of backgrounds.



Examples of the full color NMU Institutional Mark (for use on NMU Gold) on a variety of backgrounds.



Examples of the one color (NMU Green) NMU Institutional Mark on a variety of backgrounds.



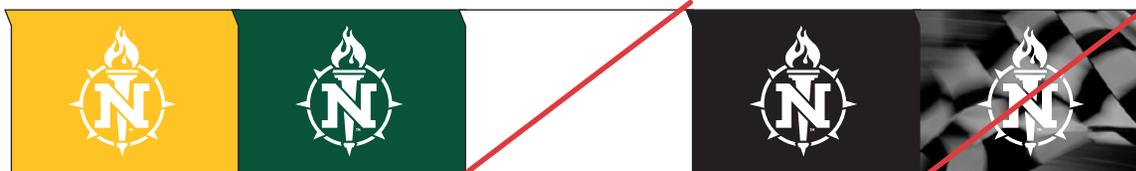
Examples of the one color (NMU Gold) NMU Institutional Mark on a variety of backgrounds.

Frequently it may be desirable to place the NMU Institutional Mark on a field of color. As shown in the examples on the left, the artwork does not include a built-in outline shape and therefore, the NMU Institutional Mark should **never** be used on a background color that does not provide sufficient contrast. (Continued on next page.)

## 7 NMU Institutional Mark on Color Backgrounds (Cont'd)



Examples of the all black NMU Institutional Mark on a variety of backgrounds.



Examples of the all white NMU Institutional Mark on a variety of backgrounds.

Frequently it may be desirable to place the NMU Institutional Mark on a field of color. As shown in the examples on the left, the artwork does not include a built-in outline shape and therefore, the NMU Institutional Mark should **never** be used on a background color that does not provide sufficient contrast.



**Note:** The logo may be used on a complex background only when placed in a solid box or band of color that provides sufficient contrast to the logo.

## 8 The Northern Michigan University Institutional Wordmarks

FULL COLOR VERSION (For use on a WHITE background only.)



**NORTHERN MICHIGAN UNIVERSITY**

MARQUETTE, MICHIGAN



**NORTHERN MICHIGAN UNIVERSITY**

MARQUETTE, MICHIGAN



**NORTHERN MICHIGAN  
UNIVERSITY**

MARQUETTE, MICHIGAN

The Northern Michigan University Institutional Wordmarks were designed as one in a series of secondary marks for Northern Michigan University. As always, the primary identifying mark for NMU is and should **always** be the NMU Primary Institutional mark.

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 to any application.

These logos are intended for institutional branding and **not** for NMU athletics.

## 9 The NMU Institutional Centered Wordmark

### FULL COLOR VERSIONS



### AVAILABLE COLOR VARIATIONS



Artwork has been created for the NMU Institutional Centered Wordmark. The **preferred** use of the NMU Institutional Centered Wordmark is one of the full color versions shown in the top row on the left.

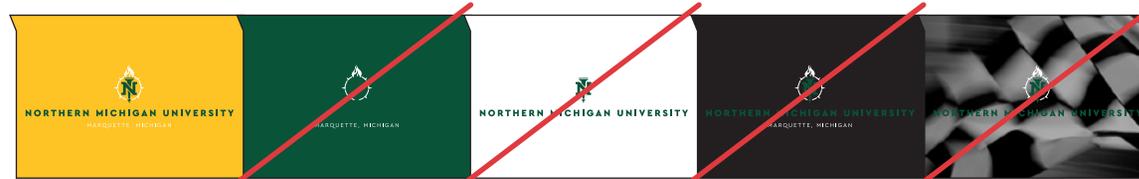
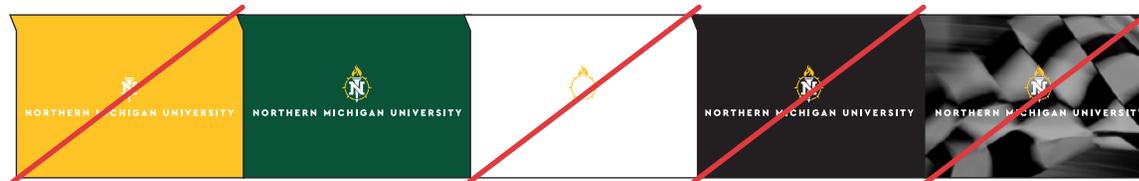
### COLOR VARIATIONS

The NMU Institutional Centered Wordmark may also be used in a one color version (all NMU green, all NMU gold, all black, or an all white) *only* when use of one of the preferred full color versions 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 pages 12 and 13.

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

## 10 NMU Institutional Centered Wordmark on Color Backgrounds

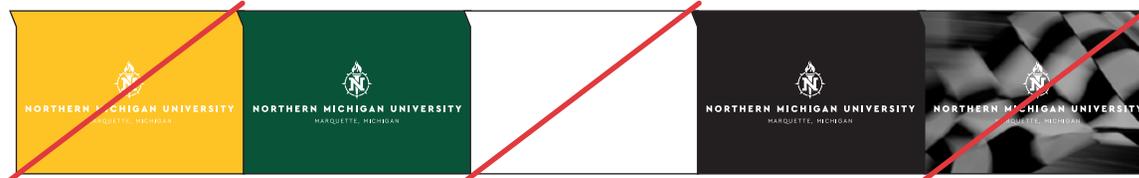


Frequently it may be desirable to place the NMU Institutional Centered Wordmark on a field of color. As shown in the examples on the left, the artwork does not include a built-in outline shape and therefore, the NMU Institutional Centered Wordmark should **never** be used on a background color that does not provide sufficient contrast. (Continued on next page.)

## 11 NMU Institutional Centered Wordmark on Color Backgrounds (Cont'd.)



Examples of the black only NMU Institutional Centered Wordmark on a variety of backgrounds.



Examples of the white only NMU Institutional Centered Wordmark on a variety of backgrounds.

Frequently it may be desirable to place the NMU Institutional Centered Wordmark on a field of color. As shown in the examples on the left, the artwork does not include a built-in outline shape and therefore, the NMU Institutional Centered Wordmark should **never** be used on a background color that does not provide sufficient contrast.



**Note:** The logo may be used on a complex background only when placed in a solid box or band of color that provides sufficient contrast to the logo.

## 12 The NMU Institutional Horizontal Wordmark

### FULL COLOR VERSIONS

#### FOR USE ON WHITE ONLY



#### FOR USE ON NMU GREEN ONLY



#### FOR USE ON NMU GOLD ONLY



### AVAILABLE COLOR VARIATIONS

#### ONE COLOR (NMU GREEN)



#### ONE COLOR (NMU GOLD)



#### BLACK ONLY



#### WHITE ONLY



Artwork has been created for the NMU Institutional Horizontal Wordmark. The **preferred** use of the NMU Institutional Horizontal Wordmark is one of the full color versions shown in the top row on the left.

### COLOR VARIATIONS

The NMU Institutional Horizontal Wordmark may also be used in a one color version (all NMU green, all NMU gold, all black, or all white) *only* when use of one of the preferred full color versions version is not possible. These are shown in the bottom row on the left.

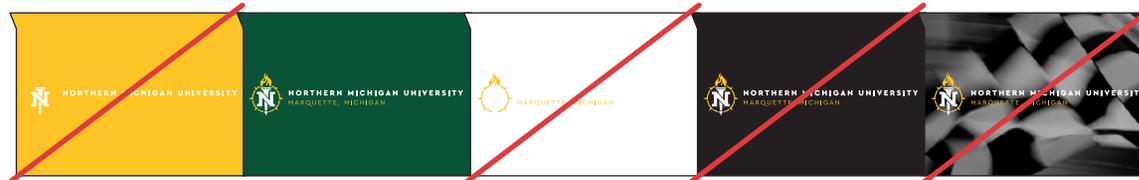
For information on using these marks on various background colors see pages 15 and 16.

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

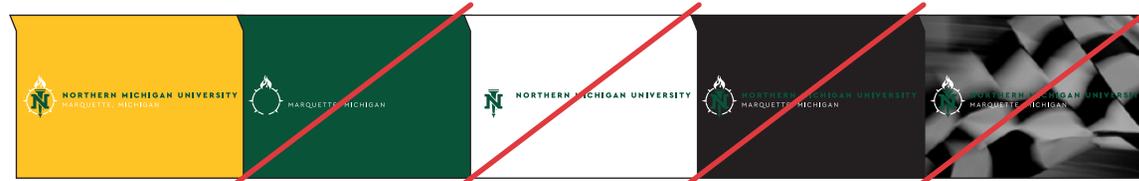
## 13 NMU Institutional Horizontal Wordmark on Color Backgrounds



Examples of the full color NMU Institutional Horizontal Wordmark on a variety of backgrounds.



Examples of the full color NMU Institutional Horizontal Wordmark (for use on NMU Green) on a variety of backgrounds.



Examples of the full color NMU Institutional Horizontal Wordmark (for use on NMU Gold) on a variety of backgrounds.



Examples of the one color (NMU Green) NMU Institutional Horizontal Wordmark on a variety of backgrounds.



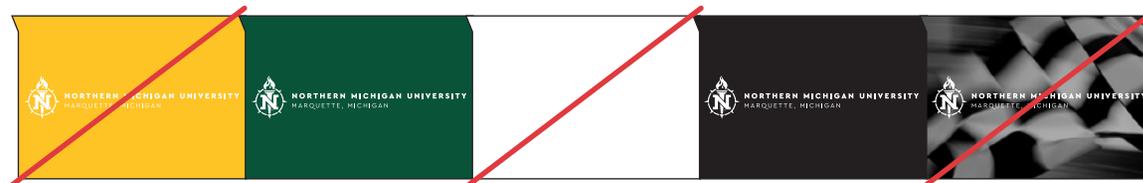
Examples of the one color (NMU Gold) NMU Institutional Horizontal Wordmark on a variety of backgrounds.

Frequently it may be desirable to place the NMU Institutional Horizontal Wordmark on a field of color. As shown in the examples on the left, the artwork does not include a built-in outline shape and therefore, the NMU Institutional Horizontal Wordmark should **never** be used on a background color that does not provide sufficient contrast. (Continued on next page.)

## 14 NMU Institutional Horizontal Wordmark on Color Backgrounds (Cont'd.)



Examples of the black only NMU Institutional Horizontal Wordmark on a variety of backgrounds.



Examples of the white only NMU Institutional Horizontal Wordmark on a variety of backgrounds.

Frequently it may be desirable to place the NMU Institutional Horizontal Wordmark on a field of color. As shown in the examples on the left, the artwork does not include a built-in outline shape and therefore, the NMU Institutional Horizontal Wordmark should **never** be used on a background color that does not provide sufficient contrast.



**Note:** The logo may be used on a complex background only when placed in a solid box or band of color that provides sufficient contrast to the logo.

## 15 The NMU Institutional Vertical Wordmark

### FULL COLOR VERSIONS



### AVAILABLE COLOR VARIATIONS



Artwork has been created for the NMU Institutional Vertical Wordmark. The **preferred** use of the NMU Institutional Vertical Wordmark is one of the full color versions shown in the top row on the left.

### COLOR VARIATIONS

The NMU Institutional Vertical Wordmark may also be used in a one color version (all NMU green, all NMU gold, all black, or all white) *only* when use of one of the preferred full color versions version is not possible. These are shown in the bottom row on the left.

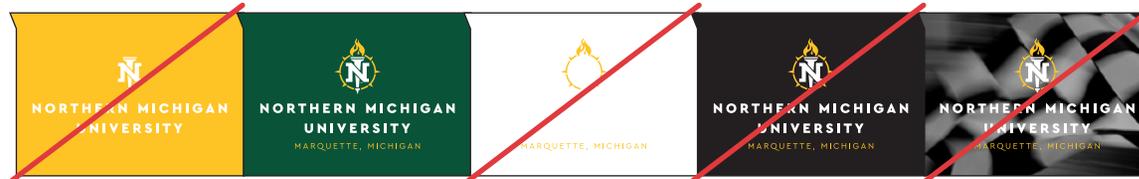
For information on using these marks on various background colors see pages 18 and 19.

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

## 16 NMU Institutional Vertical Wordmark on Color Backgrounds



Examples of the full color NMU Institutional Vertical Wordmark on a variety of backgrounds.



Examples of the full color NMU Institutional Vertical Wordmark (for use on NMU Green) on a variety of backgrounds.



Examples of the full color NMU Institutional Vertical Wordmark (for use on NMU Gold) on a variety of backgrounds.



Examples of the one color (NMU Green) NMU Institutional Vertical Wordmark on a variety of backgrounds.



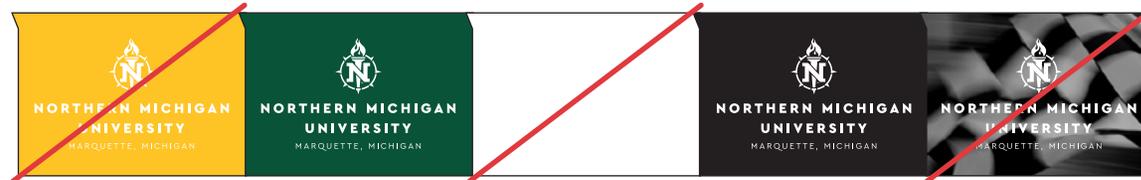
Examples of the one color (NMU Gold) NMU Institutional Vertical Wordmark on a variety of backgrounds.

Frequently it may be desirable to place the NMU Institutional Vertical Wordmark on a field of color. As shown in the examples on the left, the artwork does not include a built-in outline shape and therefore, the NMU Institutional Vertical Wordmark should **never** be used on a background color that does not provide sufficient contrast. (Continued on next page.)

## 17 NMU Institutional Vertical Wordmark on Color Backgrounds (Cont'd.)



Examples of the all black NMU Institutional Vertical Wordmark on a variety of backgrounds.



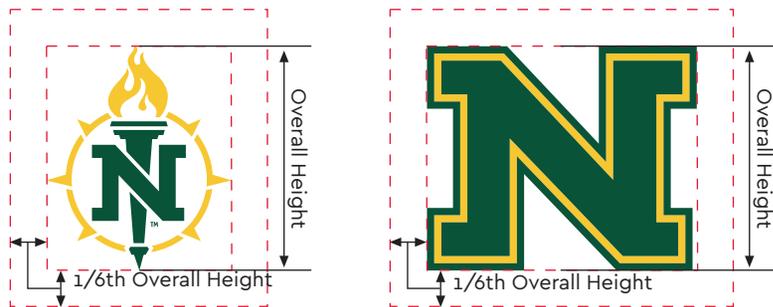
Examples of the all white NMU Institutional Vertical Wordmark on a variety of backgrounds.

Frequently it may be desirable to place the NMU Institutional Vertical Wordmark on a field of color. As shown in the examples on the left, the artwork does not include a built-in outline shape and therefore, the NMU Institutional Vertical Wordmark should **never** be used on a background color that does not provide sufficient contrast.

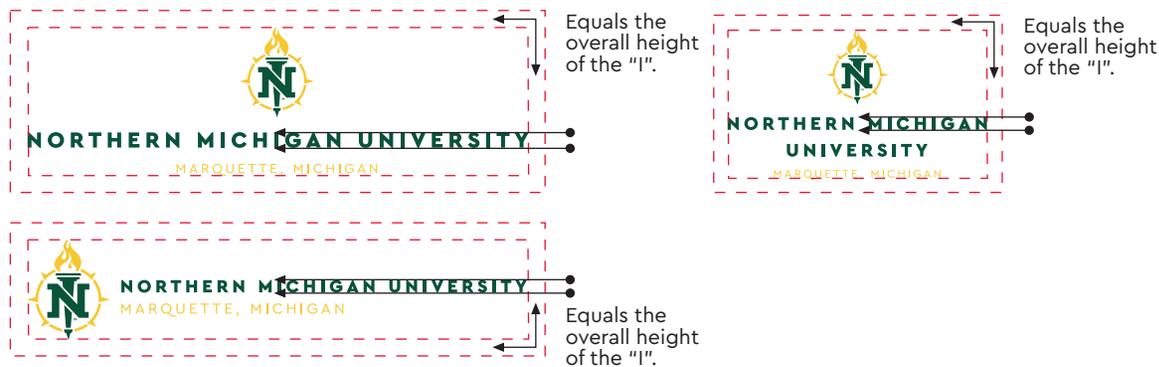


**Note:** The logo may be used on a complex background only when placed in a solid box or band of color that provides sufficient contrast to the logo.

EQUALS ONE SIXTH THE OVERALL HEIGHT OF THE MARK



EQUALS THE OVERALL HEIGHT OF THE "I" IN NORTHERN MICHIGAN



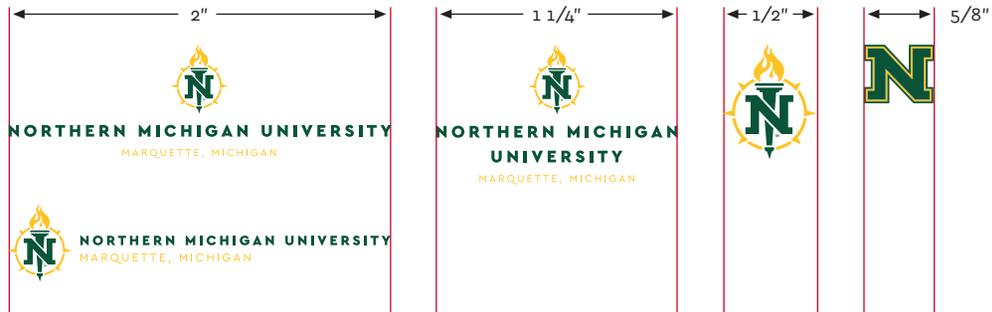
**SAFE ZONES**

Each of the NMU Institutional 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 NMU Institutional Mark and Monogram Mark is equal to one sixth of the overall height of the mark. The spacing for each of the NMU Institutional Wordmarks is equal to the overall height of the "I" in "Northern Michigan." This spacing is uniform on all sides of the mark. See the examples on the left for each mark's specific safe zone.

## 19 NMU Academic Marks Minimum Size

### MINIMUM SIZE



Each of the NMU Institutional 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.

## 20 Compatible Typography

### CERA BOLD

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

0 1 2 3 4 5 6 7 8 9 0

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

### CERA

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

0 1 2 3 4 5 6 7 8 9 0

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

### NMU FONTS

Cera is a clean, bold and contemporary font family. The Cera fonts compliment and support the NMU Institutional brand and are readily available.

Contact the NMU Department of Marketing to obtain the Cera font.

## 21 Sub-Branding with the NMU Institutional Marks



**NORTHERN MICHIGAN UNIVERSITY**  
COLLEGE OF GRADUATE STUDIES



**NORTHERN MICHIGAN UNIVERSITY**  
SCHOOL OF ART AND DESIGN



**NORTHERN MICHIGAN  
UNIVERSITY**  
SCHOOL OF NURSING

Each of the NMU Institutional marks has artwork available that includes a secondary tagline such as the name of a school or department. There are three layout variations available to help ensure the art's compatibility with different page layouts (examples are shown on the left). The NMU Institutional marks **must** be used in one of these three layout variations for sub-branding purposes.

Contact the NMU Department of Marketing to obtain the available artwork.

**Note:** Only approved copy may be used in the secondary taglines.

## 22 Logo Violations



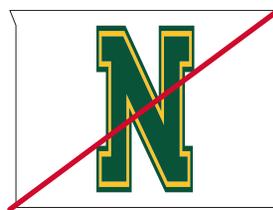
Never use the marks in other colors



Never change the typeface in any part of the mark



Never re-size any element in any mark



Never re-proportion any mark



Never add any element to any mark



Never distort any mark



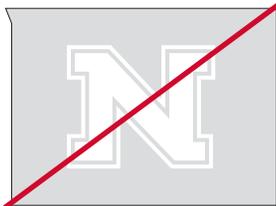
Never reposition or realign any element in any mark



Never re-space any elements in any mark



Never 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 can maintain the design integrity of its Institutional 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 Institutional logos.

## 23 Retail Applications

### FULL COLOR ART

Each of these shirts would require two 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, or white), the fabric can show through in place of printing that color.

### ONE COLOR APPLICATIONS

When using the one color marks (all NMU Gold or all NMU Green), the all black or all white versions of the NMU Institutional marks on apparel, the art may print in one color as long as there is sufficient contrast with the fabric color. If the fabric color does not match one of the official colors then the art should be used in all white on a DARK background or in all black on a LIGHT background unless prior permission is obtained.



## Contact Information

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### UNIVERSITY MARKETING & COMMUNICATIONS

Northern Michigan University  
1401 Presque Isle Avenue  
Marquette, MI 49855-5301

phone: 906-227-1826

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Manual and logos designed by Rickabaugh Graphics.

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