

### PRIMARY ATHLETIC MARK





### **WORDMARK**

NKU-WM1A.eps **NORTHERN KENTUCKY** ATHLETICS

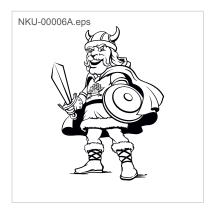
### SECONDARY ATHLETIC MARK







### **VICTOR MARKS**





### **COLOR INFORMATION**

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COLORS	PANTONE®	HTML	PROCESS
Gold	PMS 123 C	FFC72C	C:0% M:22% Y:83% K:0%
Black	Process Black		

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### **INSTITUTIONAL MARKS**

























### SCHOOL SEAL



#### \*Only used for president and commencement related items

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### **COLLEGE & DEPARTMENT MARKS**

NKU-00076A

NCU CHASE COLLEGE OF LAW<sub>TM</sub> NKU-00079A

COLLEGE OF Arts & Sciences

NKU-00080A

NCU DEPARTMENT OF Mathematics & Statistics

NKU-00081A

W. FRANK STEELY Library

NKU-00082A

HAILE · US BANK College of Business

NKU-00083A

DEPARTMENT OF Construction Management

NKU-00084A

OFFICE OF Facilities Management

NKU-00085A

COLLEGE OF Education & Human Services

NKU-00086A

DEPARTMENT OF Kinesiology & Health

NKU-00087A

OFFICE OF Human Resources

NKU-00088A

COLLEGE OF Health Professions

NKU-00089A

DEPARTMENT OF Allied Health

NKU-00090A

OFFICE OF
Disability Services

NKU-00091A

COLLEGE OF Informatics

NKU-00092A

DEPARTMENT OF Business Informatics

NKU-00093A

OFFICE OF Marketing & Communications

NKU-00110A



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### **PRIMARY FONTS**

#### **Athletics**

Joe College

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 O 1 2 3 4 5 6 7 8 9

### University

Veneer

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 O 1 2 3 4 5 6 7 8 9

### **SECONDARY FONTS**

### **Athletics**

Avenir

ABCDEFGHIJKLM NOPQRSTUVWXYZ abcdefghijklm nopqrstuvwxyz 0 1 2 3 4 5 6 7 8 9

### University

Avenir Next Condensed

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

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### **VERBIAGE**

Northern Kentucky University™
NKU™
NKU Norse™
Northern Kentucky University Chase College of Law™
NKU Chase College of Law™
NKU Chase Law™

### **GENERAL INFORMATION**

Location: Highland Heights, KY

Nickname: Norse

Mascot: Victor E. Viking Established Date: 1968 Conference: Horizon League

### REGISTERED MARKS INFORMATION

- "Northern" and "Kentucky" at least must be the same size. "University" can appear either at the same size, or smaller.
- "Northern Kentucky" should always appear with the word "University" following unless accompanied by a University logo or you are using the Athletics word mark.
- "Northern Kentucky University" or "NKU" may appear in a font of choice with an approved University logo.
- If you choose to use "Northern Kentucky University" or "NKU" without a University logo, you must use one of the approved University fonts. Exceptions may be granted for national brands and trends. Contact the NKU brand manager.
- The University logos may not be used over patterns or competing designs.
- A reasonably sized safe area must be used around the logo. The logo should not directly touch another design element.
- Fill patterns may be used and must utilize the appropriate brand colors (gold, white, black, and/or gray).
- Fashion colors may be used for products. Red and blue may not be used.
- The Athletics marks should not be used with specific academic program references. For example, the Athletics mark should not be used with "Chase College of Law."
- If designing for a specific academic office or department, the name should be listed underneath the NKU logo.

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