

PRIMARY ATHLETIC MARK

NKU-00001A.eps



NKU-00002A.eps



WORDMARK

NKU-WM1A.eps

NORTHERN KENTUCKY
ATHLETICS

SECONDARY ATHLETIC MARK

NKU-00003A.eps



NKU-00004A.eps



NKU-00005A.eps



VICTOR MARKS

NKU-00006A.eps



NKU-00007A.eps



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 	NKU-00079A 	NKU-00080A 	NKU-00081A 	NKU-00082A
NKU-00083A 	NKU-00084A 	NKU-00085A 	NKU-00086A 	NKU-00087A
NKU-00088A 	NKU-00089A 	NKU-00090A 	NKU-00091A 	NKU-00092A
NKU-00093A 	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
0 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
0 1 2 3 4 5 6 7 8 9

SECONDARY FONTS

Athletics

Avenir

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

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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