COLOR INFORMATION

<table>
<thead>
<tr>
<th>COLORS</th>
<th>PANTONE®</th>
<th>HTML</th>
<th>PROCESS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gold</td>
<td>PMS 123 C</td>
<td>FFC72C</td>
<td>C:0% M:22% Y:83% K:0%</td>
</tr>
<tr>
<td>Black</td>
<td>Process Black</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

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INSTITUTIONAL MARKS

SCHOOL SEAL

*Only used for president and commencement related items
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Northern Kentucky University™
NKU™
NKU Norse™
Northern Kentucky University Chase College of Law™
NKU Chase College of Law™
NKU Chase Law™

Location: Highland Heights, KY
Nickname: Norse
Mascot: Victor E. Viking
Established Date: 1968
Conference: Horizon League

• “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.