

NEWMAN UNIVERSITY

ATHLETICS STYLE GUIDE





NEWMAN UNIVERSITY ATHLETICS BRAND GUIDE

This brand guide serves to illustrate the new marks for Newman University Athletics. It is meant as a reference tool to help communications and marketing remain consistent.

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PRIMARY MARK & NU JET MARK

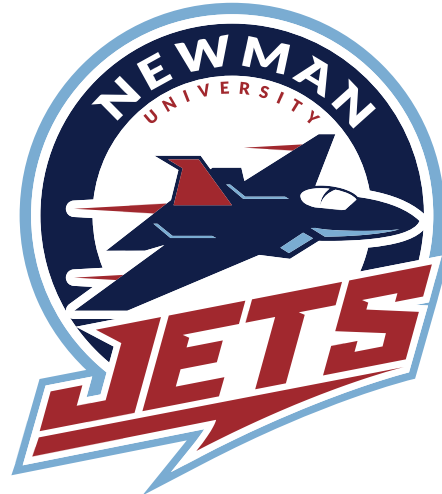
02

The full primary marks and NU Jet Mark are our main athletics logos. Use these whenever possible.

The full primary mark has a version using only two Pantone colors plus white, to be used when having the full color suite would be too costly or impractical.

The NU Jet Mark also has a version using only two Pantone colors plus white, to be used when having the full color suite would be too costly or impractical.

FULL PRIMARY MARK



THREE COLOR VERSION



TWO-COLOR VERSION

NU JET MARK



THREE COLOR VERSION



TWO-COLOR VERSION

NEWMAN ATHLETICS SHIELD MARK

03

The Newman University Shield mark is another option for representation of the university's Athletics program. It is comprised of the Jet Icon and Jets Wordmark.

The Shield logo has a version using only two Pantone colors plus white, to be used when having the full color suite would be too costly or impractical.

A one-color option is available when only one color is appropriate.



THREE COLOR VERSION



TWO-COLOR VERSION



ONE-COLOR VERSION

The Newman wordmark should primarily be used when Newman needs to be prominent. The curved Newman wordmark are for uniform and team apparel use only.

The Jets straight and slanted wordmarks should primarily be used when Jets needs to be prominent.

The number three is a significant number to the history of Newman University. Founded in 1933 by the Adorers of the Blood of Christ, the ASC Religious Sisters logo features three blood drops inside the heart of their logo. Three represents Newman University's strong Catholic faith and values in our belief in the Holy Trinity, the unity of Father, Son, and Holy Spirit, as three persons in one God. Throughout our growth the university has had three names: Sacred Heart, Kansas Newman College, and Newman University.

The three serifs in the Newman Wordmark are a symbolic gesture to the number three and Newman University's history.

NEWMAN WORDMARKS

NEWMAN
UNIVERSITY

NEWMAN
UNIVERSITY

NEWMAN
UNIVERSITY

NEWMAN
UNIVERSITY

JETS WORDMARKS

JETS

JETS

JETS

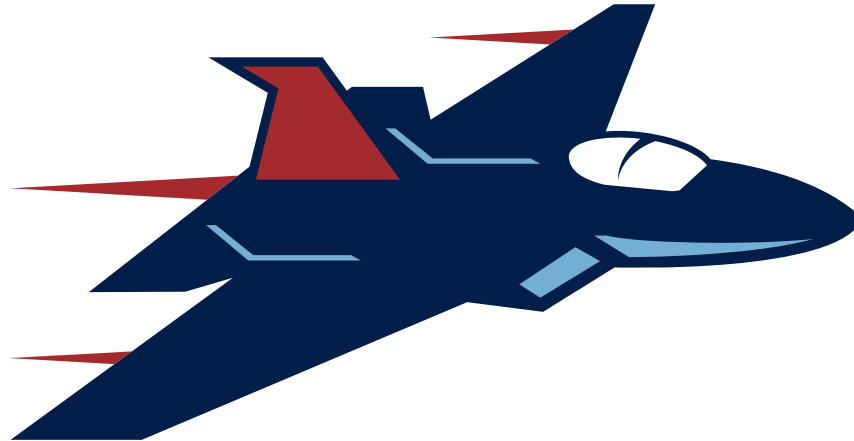
JETS

The Jet Icon logo is the University's primary athletic mark. The full-color two-color and one-color versions serve as the main athletics logo and should be used whenever possible.

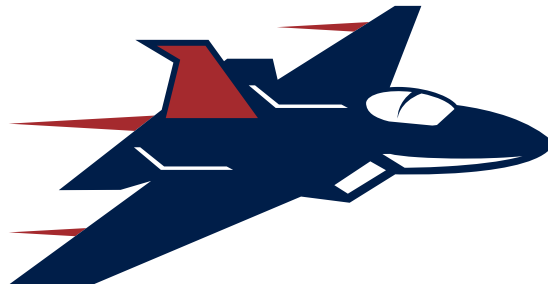
It is most often used to promote support and spirit for NU athletic programs.

The number three is signified in the Jet Icon with the three red thrusters pushing the Newman University Jets forward to the future and to victory. The 1970's "Jet Bird" Mascot was designed by Kiowa-Comanche artist Blackbear Bosin best known for his "Keeper of the Plains" sculpture. The "Jet Icon" is a modern design that pays homage to Bosin's symbolic vision of power, strength, speed and a strong university with thrust.

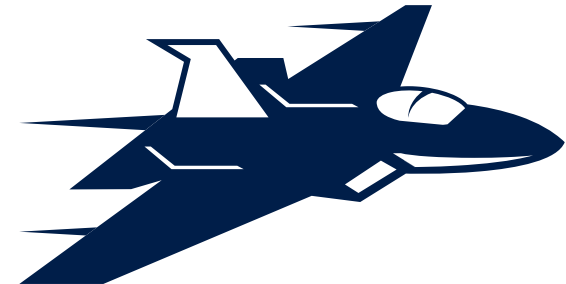
FULL COLOR JET



TWO-COLOR JET



ONE-COLOR JET



Sport lockups are available in two formats, horizontal and vertical.

In the horizontal format, the sportsnames are always aligned to the left of the 'Newman University Wordmark'.

In the vertical format, the sports name is horizontally centered under the 'Newman University Wordmark'.

The athletics sport name shall use the "Champion" font.

HORIZONTAL FORMAT



TWO COLOR EXAMPLES



VERTICAL FORMAT



TWO COLOR EXAMPLES



These hybrid marks can be used to showcase our brand when space is available.

NU JET & NEWMAN WORDMARK HYBRID MARK



VERTICLE VERSION



HORIZONTAL VERSION

NEWMAN WORDMARK & JETS WORDMARK HYBRID



NEWMAN WORDMARK & JET ICON LOGO HYBRID



The color palette constitute the approved color palette for all Newman University Athletics communications collateral. No other colors may be used in official marketing pieces.

NU Athletics uses the following approved fonts — Legacy, Legacy (Modified), Champion, and Lato. These fonts allow for unified, creative expression of NU Athletics's brand personality across a variety of platforms and mediums for differing audiences and goals. NU's primary athletic font is Legacy (Modified).

NU ATHLETICS COLOR PALETTE

NEWMAN NAVY
PMS 2768 C
CMYK 100-91-38-45
RGB 5-29-73
HEX #051C48

NEWMAN RED
PMS 704 C
CMYK 0-90-72-29
RGB 180-46-52
HEX #B32D33

NEWMAN LIGHT BLUE
PMS 542 C
CMYK 51-16-0-0
RGB 123-175-212
HEX #7BAFD4

NU ATHLETICS FONTS

LEGACY FONT (MODIFIED)

Legacy (Modified) is the primary font used in NU Athletics materials for headings.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

CHAMPION FONT

Champion is the primary font used in NU Athletics materials for subheadings.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

LATO FONT

Avenir is a sans serif font that is used primarily for body text. If you do not have access to Lato, Arial may be used as an alternative.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890



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