



**NORTHERN KENTUCKY UNIVERSITY  
ATHLETIC DEPARTMENT**

BRAND IDENTITY GUIDELINES



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## ABOUT OUR IDENTITY

The Northern Kentucky University Athletics brand identity is designed to build a positive image for Northern Kentucky Athletics that is consistent, recognizable, and respected.

It will position NKU to receive positive regional and national recognition that is consistent, distinctive, and in alignment with our mission and vision, as well as the mission and vision of the University.

These brand identity guidelines will help our team and partners achieve consistency and impact across all Athletics communications. By providing simple rules for design and application, we contribute to our rising reputation in the realm of Division I Athletics.

Brand identity guidelines are not intended to constrain creativity. Rather, they ensure we are creating materials that fully express our brand image in a positive and beneficial way. It is important to consider these guidelines when designing any materials related to Athletics.

## COLOR PALETTE

The Northern Kentucky Athletics palette is comprised of three colors (Gold, Black, and White) that also support the University brand identity.

Consistent use of these colors helps increase recognition of the brand identity within our own school environment and visually differentiates us from our competitors.

As a strong visual link to our identity across various applications, it is important to use color correctly as defined in this guide.

### NOTE

Gray, defined as any percentage of black less than 100%, is no longer an identified color in the Northern Kentucky Athletics palette. Athletics logos should never be altered to incorporate gray.

**PANTONE 123C**



**CMYK**

C: 0

M: 23

Y: 91

K: 0

**RGB**

R: 255

G: 200

B: 46

**EMBROIDERY**

COATS  
324TH GOLD

---

**BLACK**



**CMYK**

C: 0

M: 0

Y: 0

K: 100

**RGB**

R: 0

G: 0

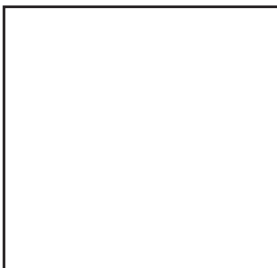
B: 0

**EMBROIDERY**

COATS  
B9720 BLACK

---

**WHITE**



**CMYK**

C: 0

M: 0

Y: 0

K: 0

**RGB**

R: 255

G: 255

B: 255

**EMBROIDERY**

COATS  
B1719 WHITE

---

## TYPOGRAPHY – PRIMARY

Typography is a main component of our identity that creates a visual connection to our brand identity and tone of voice.

Like color, consistent use of typography is imperative to reinforcing our brand personality and creating clarity among all Athletic communications. In this guide, three typefaces are presented with specific guidelines for usage.

Joe College Sans NF is the primary display typeface for Northern Kentucky Athletics. “Display” means it is appropriate only for high impact text in small amounts, such as headlines or titles. It should never be used for large bodies of copy.

If “Northern Kentucky” or “Northern Kentucky Norse” is used without the Athletics logo (page 17), Joe College Sans NF must be used as the primary font, with Avenir as the secondary font.

“Northern Kentucky,” “NKU,” “Norse,” or any combination thereof may appear in a font of choice with the approved athletics logo.

### NOTE

There is no lowercase version of Joe College Sans NF. Do not try to create a lowercase version.

The NKU brand font Veneer should not be used in Athletic communication materials.

JOE COLLEGE SANS NF

**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**

## **TYPOGRAPHY – SECONDARY**

The secondary sans-serif typeface Avenir is used to complement the primary typeface.

As a University brand font, use of Avenir helps unite Athletics with other University communications. Avenir is considered a “text” font, meaning it is appropriate for large areas of copy, secondary headlines and subheads, and copy at small point sizes.

Avenir may be used in any of the weights and variations listed on the following page.

### **NOTE**

The University brand identity book incorporates other variations of Avenir (i.e. condensed). However, we do not recommend their use in Athletics, as limiting the number of fonts helps achieve consistency throughout communication materials.

## **AVENIR**

### Avenir Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

### Avenir Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

### Avenir Heavy

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

### Avenir Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

## **TYPOGRAPHY – UNIFORMS**

Northern Kentucky Athletics has an exclusive agreement with adidas to provide official athletic footwear, apparel, and accessories for our intercollegiate Athletics program.

A single adidas font will represent each team's name, player names, and player numerals on all uniforms.

Coaches and staff members ordering uniforms must choose the font Half Block from the list of font options provided by adidas. Half Block is visually similar to our display font Joe College Sans NF, allowing us to achieve an unprecedented consistency not only across all uniforms, but across all Northern Kentucky Athletics communications.

### **NOTE**

See page 14 for additional typographic guidelines for uniforms.

ADIDAS HALF BLOCK

**ABCDEF  
GHIJKLM  
NOPQRST  
UVWXYZ**

**1234  
567  
890**

## ADDITIONAL GUIDELINES FOR UNIFORMS

Northern Kentucky Athletics understands that personalization options for uniforms vary by sport, material, and style.

However, when ordering uniforms, Northern Kentucky Athletics requires strict adherence to the following typographic guidelines. Please see page 15 for visual references.

- Exclusive use of Half Block font for team name, player names, and numerals **(A, B, C)**.
- If a two-line option exists for team names, it must be used. For two-line team names, always use “Northern Kentucky” **(A)**.
- If a two-line option does not exist for team names, one line is acceptable. For one-line team names, always use “Norse” **(B)**.
- Under no circumstance should “NKU,” “NKU Norse” or “Northern” be used typographically on uniforms.
- Strokes may be used on uniform typography if the stroke color is different from both the jersey color and the type color **(C)**. Stroke colors must be a part of the Athletics brand identity palette. Strokes that decrease legibility or visibility should be avoided.



## **PRIMARY IDENTITY – LOGO**

The Northern Kentucky Athletics logo is the primary representation of the brand identity and the main identifier for Athletics.

As a combination mark that unites our team name with graphics symbolizing Norse strength, integrity, tradition, and unity, it is an integral component of our brand identity and important to use correctly. The following pages provide standards, variations, and usage guidelines for the logo.



## PROTECTED AREA

A protected area around a logo ensures that no other graphic elements interfere with the logo's clarity and integrity.

It should be employed in every instance of the logo in any communication.

Protected area, "N," is defined by the distance between the black border above "NKU" and the top of the black border above "Norse." Protected area extends from the outside edge of the logo on all sides.



## COLOR VARIATIONS

Wherever possible, the full-color standard logo should be used to reinforce the brand identity palette and create a consistency among communications.

However, we understand that certain situations require other color variations in order to maintain legibility or meet application restrictions.

### NOTE

The color variations presented here are the only acceptable variations of the logo. Do not create or use other unapproved variations. See Identity Standards on page 44 for more information.

### FULL-COLOR STANDARD LOGO



The full-color standard logo is the primary Athletics logo for use in print and digital applications EXCEPT on black backgrounds at 80% fill/opacity or greater where the edges of the logo become obscured. This logo is supplied in 3-color (Black/White/PMS123) and 4-color (CMYK) formats for print and RGB formats for digital use.



### FULL-COLOR REVERSE LOGO



The full-color reverse logo is an alternate to the primary Athletics logo for use in print and digital applications EXCLUSIVELY on black backgrounds at 80% fill/opacity or greater where the edges of the logo become obscured. This logo is supplied in 3-color (Black/White/PMS123) and 4-color (CMYK) formats for print and RGB formats for digital use.

## ONE-COLOR BLACK LOGO



The one-color black logo provides an alternate to the standard and reverse logo formats for situations where colors need to be restricted due to cost or application (i.e. embroidery or screen printing). The one-color black logo can be used on white, gold, or other light backgrounds. It should NOT be used on black or other dark backgrounds. This logo is supplied in CMYK formats for print use and RGB formats for digital use.

## ONE-COLOR WHITE LOGO



The one-color white logo provides an alternate to the standard and reverse logo formats for situations where colors need to be restricted due to cost or application (i.e. embroidery or screen printing). The one-color white logo can be used on gold, black, or other dark backgrounds. It should NOT be used on white or other light backgrounds. This logo is supplied in CMYK formats for print use and RGB formats for digital use.

## ONE-COLOR GOLD LOGO



The one-color gold logo provides an alternate to the standard and reverse logo formats for situations where colors need to be restricted due to cost or application (i.e. embroidery or screen printing). The one-color gold logo can be used on white, black, or other dark backgrounds. It should NOT be used on gold backgrounds. This logo is supplied in CMYK and one-color (PMS 123) formats for print use and RGB formats for digital use.

### NOTE

It is important to note that one-color logos are designed for use in restricted circumstances, as outlined above. We do not recommend using these logos preferentially in situations where the standard or reverse logo can be employed without issue. Using our full-color logos wherever possible helps fully communicate the design of the logo and the brand identity that it represents. See page 25 for usage guidelines based on application.

## USAGE GUIDELINES

The chart on the following page provides recommendations for logo usage based on application.

Full-color indicates either the standard or reverse logo; one-color indicates any of the one-color variations provided.

In some cases, full-color and one-color logos are both checked because additional circumstances may affect which logo is used. For example, a full-color logo can be used on silk screened t-shirts, but if cost is prohibitive, a one-color logo can be substituted.

APPLICATION	FULL-COLOR LOGO	ONE-COLOR LOGO
4-COLOR PRINTING	✓	
2-COLOR PRINTING		✓
1-COLOR PRINTING		✓
DIGITAL MEDIA (WEB, POWERPOINT, SOCIAL MEDIA)	✓	
WORD PROCESSING (WORD)	✓	✓
TV	✓	
BILLBOARDS, SIGNS, POSTERS	✓	
EMBROIDERY	✓	✓
SILK SCREEN	✓	✓
EMBOSSING/DEBOSSING		✓
ETCHING/ENGRAVING		✓
MONOCHROME		✓

## SPORT-SPECIFIC LOGO LOCKUPS

Sport-specific logo lockups are secondary identity marks used to designate NKU's NCAA intercollegiate Athletics programs.

These logos are intended for materials such as team gear and apparel, social media, game programs, and tickets.

Logo lockups combine the Northern Kentucky Athletics logo with the team name in Joe College Sans NF. Team names must be placed and proportioned according to the standards on the following page.

### NOTE

Sport-specific logo lockups should only be used for NKU's NCAA intercollegiate Athletics programs and should not be altered for any other programs. Acceptable programs include: baseball, basketball, cross country, golf, soccer, softball, tennis, track & field, volleyball, cheerleading, and dance. "Athletics" as a general term is also allowed.

Gender identifiers for sports (i.e. "Women's Basketball" or "Men's Soccer") should not be used in logo lockups. However, there are certain instances where gender identifiers may be permitted. Please contact the brand manager for more information.



Sport names are center-aligned with the margins of the logo  
with type tracking set at 0 (default setting).

## ONE-COLOR LOGO LOCKUPS



Typography in one-color lockups should match the color of the logo.

## REVERSE LOGO LOCKUPS



Typography in reverse lockups on black backgrounds at 80% fill/opacity or greater should be white.

PROTECTED AREA FOR LOGO LOCKUPS



## SECONDARY IDENTITY – SPORT-SPECIFIC WORDMARKS

Wordmarks are secondary identifiers for NKU's NCAA intercollegiate Athletics programs that offer an alternate for workout gear or materials unsuited to logos.

However, wordmarks should never take precedence over the sport-specific logo lockups.

These wordmarks unite “Northern Kentucky” in Joe College Sans NF with the sport name in Avenir Black. Wordmarks must adhere to the proportions on the following page, where “E” is the distance from the baseline to the bottom of the E crossbar in “Northern Kentucky.”

### NOTE

Sport-specific logo lockups should only be used for NKU's NCAA intercollegiate Athletics programs and should not be altered for any other programs. Acceptable programs include: baseball, basketball, cross country, golf, soccer, softball, tennis, track & field, volleyball, cheerleading, and dance. “Athletics” as a general term is also allowed.

Gender identifiers for sports (i.e. “Women’s Basketball” or “Men’s Soccer”) should not be used in logo lockups. However, there are certain instances where gender identifiers may be permitted. Please contact the brand manager for more information.

**NORTHERN KENTUCKY**  
**BASKETBALL**



Sport names are center-aligned with the margins of "Northern Kentucky,"  
with type tracking set at 200.

ACCEPTABLE WORDMARKS

**NORTHERN KENTUCKY**  
**ATHLETICS**

**NORTHERN KENTUCKY**  
**BASEBALL**

**NORTHERN KENTUCKY**  
**BASKETBALL**

**NORTHERN KENTUCKY**  
**CROSS COUNTRY**

**NORTHERN KENTUCKY**  
**GOLF**

**NORTHERN KENTUCKY**  
**SOCCER**

**NORTHERN KENTUCKY**  
**SOFTBALL**

**NORTHERN KENTUCKY**  
**TENNIS**

**NORTHERN KENTUCKY**  
**TRACK & FIELD**

**NORTHERN KENTUCKY**  
**VOLLEYBALL**

**NORTHERN KENTUCKY**  
**CHEERLEADING**

**NORTHERN KENTUCKY**  
**DANCE**

COLOR VARIATIONS FOR  
NORTHERN KENTUCKY WORDMARKS\*

**NORTHERN KENTUCKY**  
TENNIS

**NORTHERN KENTUCKY**  
VOLLEYBALL

**NORTHERN KENTUCKY**  
SOFTBALL

\* Not an exhaustive list of variations. Wordmarks may employ any color variation from the established Northern Kentucky Athletics palette.

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**PROTECTED AREA FOR  
NORTHERN KENTUCKY WORDMARKS**



## SECONDARY IDENTITY – SPORT-SPECIFIC WORDMARKS

A second wordmark style incorporates the Norse nickname in a more compact format.

These wordmarks unite “Norse” in Joe College Sans NF with the sport name in Avenir Black. Please note that the proportions for Norse wordmarks are different from Northern Kentucky wordmarks. These wordmarks must adhere to the proportions on the following page, where “S” is the space between the bottom arm and E crossbar in “Norse.”

Norse wordmarks are for Athletic Department use ONLY. They are not intended for retail or commercial use.

### NOTE

Sport-specific logo lockups should only be used for NKU’s NCAA intercollegiate Athletics programs and should not be altered for any other programs. Acceptable programs include: baseball, basketball, cross country, golf, soccer, softball, tennis, track & field, volleyball, cheerleading, and dance. “Athletics” as a general term is also allowed.

Gender identifiers for sports (i.e. “Women’s Basketball” or “Men’s Soccer”) should not be used in logo lockups. However, there are certain instances where gender identifiers may be permitted. Please contact the brand manager for more information.

**NORSE**  
**SOCCER**

**NORSE**  
**SOCCER**

↕ = S

**NORSE**  
**SOCCER**

S

S

S

↑  
Sport names are center-aligned with the margins of "Norse"  
with type tracking set at 200.

ACCEPTABLE WORDMARKS

**NORSE**  
ATHLETICS

**NORSE**  
BASEBALL

**NORSE**  
BASKETBALL

**NORSE**  
CROSS COUNTRY

**NORSE**  
GOLF

**NORSE**  
SOCCER

**NORSE**

**SOFTBALL**

**NORSE**

**TENNIS**

**NORSE**

**TRACK & FIELD**

**NORSE**

**VOLLEYBALL**

**NORSE**

**CHEERLEADING**

**NORSE**

**DANCE**

COLOR VARIATIONS FOR NORSE WORDMARKS\*

**NORSE**  
**SOCCER**



\* Not an exhaustive list of variations. Wordmarks may employ any color variation from the established Northern Kentucky Athletics palette.

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PROTECTED AREA FOR NORSE WORDMARKS



## MASCOT – VICTOR

Victor E. Viking is the official mascot of Northern Kentucky Athletics.

Victor brings our Norse heritage to life and exemplifies the strength, honor, and integrity of our Athletics programs.

As a three-dimensional figure **(A)**, he is commonly seen on the sidelines at Athletic events, supporting Norse in competition and encouraging crowd spirit.

As an illustration **(B)**, Victor is the friendly face of Athletics Kids Club, promoting sportsmanship, leadership, and helping develop youth into future Norse. This illustration should never be used outside Kids Club or youth-focused materials.

A



B



## IDENTITY STANDARDS

This section provides a visual guide to “correct” and “incorrect” usage for elements of the Athletics brand identity.

These standards are intended to provide a reference point for managing brand identity elements in practical application, and should be adhered to in order to maintain the integrity of the brand identity.

While this list is comprehensive, it may not address all unique situations. Should questions arise, please first contact the brand manager before moving forward with projects involving Athletic brand identity elements.

By following these guidelines in all communications, we strengthen NKU’s reputation as a competitive Division I Athletic program.



No additional elements (logos, type, graphics, etc.) of any kind should be placed over Northern Kentucky Athletics logos.



CORRECT

INCORRECT



Use of logos adjacent to other elements (type, graphics, etc.) must adhere to the protected area as defined in this guide.

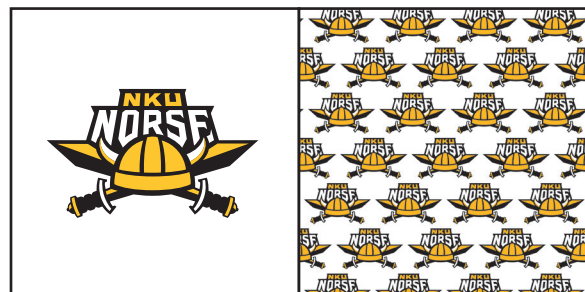


CORRECT

INCORRECT



Creating repeating patterns from logos is allowed in limited circumstances only. Contact brand manager for more information.



CORRECT

INCORRECT



Wordmarks and logo lockups must adhere exactly to the outlined standards without deviation in location, scale, or orientation of supporting type.



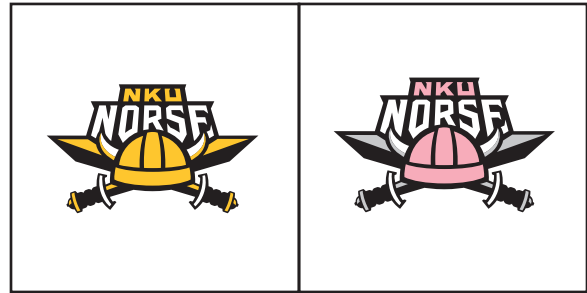
CORRECT

INCORRECT

## IDENTITY STANDARDS

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- Standard and reverse logos should never be altered to incorporate new colors.



CORRECT

INCORRECT

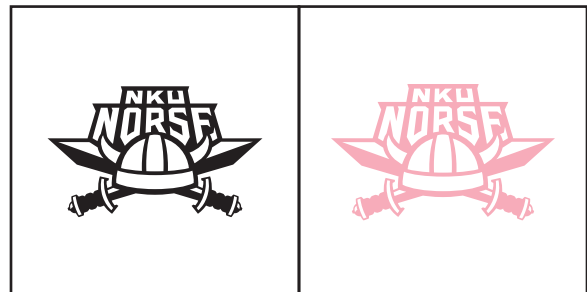
- Standard and reverse logos should never be altered to swap or change the location of colors within the mark.



CORRECT

INCORRECT

- One-color NKU logos should only be used within the defined palette. No new colors should be introduced, including gray or pink.



CORRECT

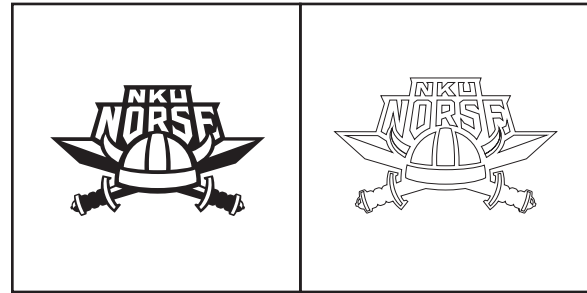
INCORRECT

- Logos placed against textures or patterns are allowed in limited circumstances only. Contact brand manager for more information.



INCORRECT

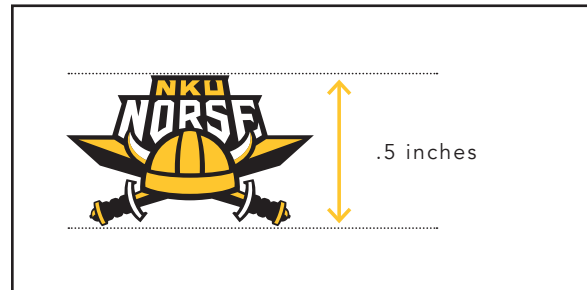
⊘ Logos should not be used as an outline.



CORRECT

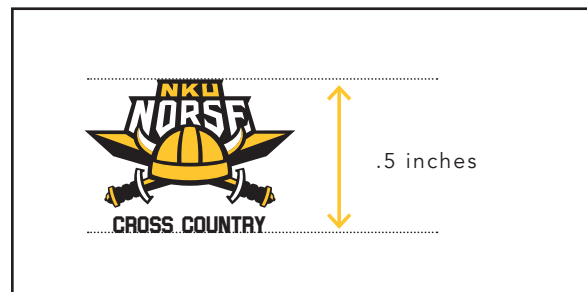
INCORRECT

⊘ For printed materials, standard, reverse, and one-color logos must retain a minimum height of .5 inches.



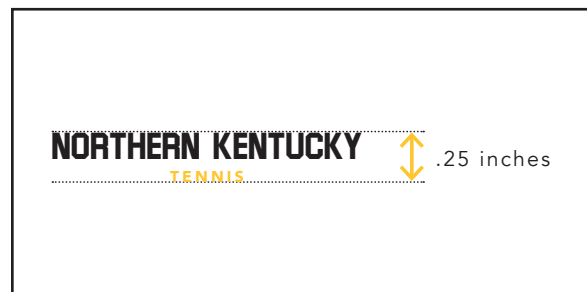
CORRECT

⊘ For printed materials, sport-specific logo lockups must retain a minimum height of .5 inches.



CORRECT

⊘ For printed materials, Northern Kentucky wordmarks must retain a minimum height of .25 inches.



CORRECT

## IDENTITY STANDARDS

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For printed materials, Norse wordmarks must retain a minimum height of .5 inches.



CORRECT



At no time should design effects be added to Northern Kentucky Athletics logos, lockups, or wordmarks (drop shadows, glow, 3D effects, etc.)



CORRECT

INCORRECT



Cropping of logos is allowed in limited circumstances only. Contact brand manager for more information.



CORRECT

INCORRECT



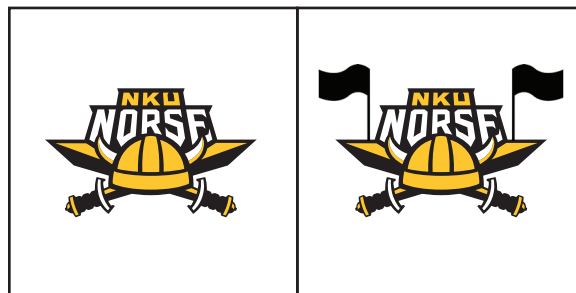
Do not attempt to disassemble or alter the logos in order to use elements separately.



CORRECT

INCORRECT

Do not add additional graphics elements to the logos.



CORRECT

INCORRECT

Placing logos on busy photographic backgrounds is allowed in limited circumstances only. Filtered images are recommended to increase clarity. Contact brand manager for more information.



INCORRECT

Northern Kentucky Athletics logos and University logos should never be used together or on the same materials without approval.



INCORRECT

Do not use Northern Kentucky Athletics logos for academic, student, or other University materials without approval.



INCORRECT

## IDENTITY STANDARDS

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Do not use photographs, cutout photographs, or illustrations of Victor on non-Athletics materials.



INCORRECT



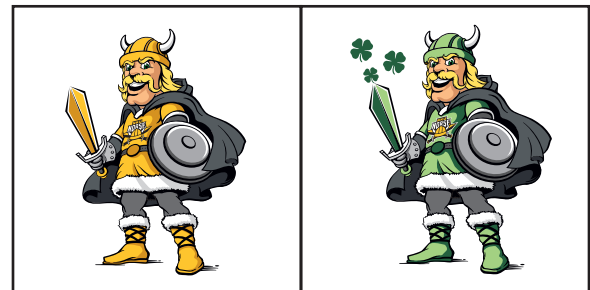
Illustrated Victor should only be used on Kids Club materials.



INCORRECT



Do not change colors or add additional elements to illustrated Victor.



CORRECT

INCORRECT



Use correct Athletics typography as outlined in this guide for all Athletics communication materials.



INCORRECT



Do not create new wordmarks or logo lockups outside of approved sports names.



INCORRECT



"Northern" and "Kentucky" must always be the same size in communication materials.



INCORRECT



"Norse" should not be used as a standalone identifier in retail or commercial use.



INCORRECT



## TRADEMARKS AND REGISTERED MARKS

The logos and wordmarks are the official marks of Northern Kentucky University and only those with permission to use the marks may do so. All marks must include the TM whenever they are used. All marks within these guidelines are owned by NKU and by using any of the images, logos or marks within these guidelines you are agreeing to adhere to the rules set forth within the Brand Identity Guidelines. Please direct questions to the Office of Marketing & Communications.

## LICENSING

Any commercial use of Northern Kentucky University's name or trademarks requires advanced permission from the University via a contract or trademark license agreement. Once approved, the business or person requesting permission becomes a "licensee" and the individual products (or services) become "licensed products" (or "licensed services").

Artwork approval by NKU's AVP of Marketing & Communications is required for each new design or application produced, regardless of who orders it. The requirement for artwork approval is to ensure that the marks of the university are correctly presented, and do not reflect unfavorably on the university in the context which they will be used.

Additional information regarding the NKU brand standards can be found at <http://brand.nku.edu>.

To inquire about an application for licensing, or to receive a list of current licensees, contact the AVP of Marketing & Communications or visit <http://marcomm.nku.edu>.



## REFERENCE

“Northern Kentucky” is the preferred reference followed by “NKU” for announcers, scoreboard displays, statistical abbreviations, etc. “N. Kentucky,” “Northern” and other abbreviations are not acceptable.

## USE OF THE TERM “NORSE”

“Norse” is primarily a term used to identify student-athletes, fans, coaches, and teams in the context of Athletics.

All members of the NKU community are considered “Norse,” and we acknowledge its role as a term of pride for our students, faculty, and alumni. However, due to its playful and casual nature, “Norse” is not intended to be used in the naming of University academic programs, departments, or centers. “Northern Kentucky University” or “NKU” are appropriate alternatives. Ancillary services, such as University Housing and student spirit organizations may use “Norse” in naming conventions.

**Correct:** Norse Kids Club, Norse Nation, Norse Soccer Camp

**Incorrect:** Norse Mathematics, Norse Tutoring Services

Except where outlined in this document, the term “Norse” should not be used as a standalone in retail or commercial use. It should be used in conjunction with the primary logo, “Northern Kentucky,” or “NKU.”

### NOTE

Academic units using “Norse” within program names before March 16, 2016 may continue to operate as is. This guideline applies to all NEW programs, units and departments as of March 16, 2016.

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## CONTACT INFORMATION

For all questions, comments, and concerns regarding the Northern Kentucky Athletics brand identity and the standards laid out in this guide, please contact the Marketing and Communications Department at NKU.

**Michael Frazier**

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