

**RAIDERS**



Northwestern Athletics  
Brand Identity Guide

**The Raider Athletic Brand** and its individual elements are designed to serve as a positive embodiment of the distinctive traits of a Northwestern Raider student-athlete: courage and faithfulness, intelligence and strength, preparedness and sacrifice—the characteristics of leadership.

The primary logo combines a powerful, confident type font with the new Raider flag into a mark that will identify Raider athletics, yet also seamlessly integrate with the Northwestern branding. But the Raider flag is more than just a banner. It is also a stylized R with the cross as the central focus—a mark that reflects the N†W, yet one that boldly leads the athletic department branding on its own.

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## Primary Logo

The Raider visual identity is the touchstone of the Raider athletics brand, and proper usage must be ensured.

The primary combination mark incorporates the three core elements (Raider flag, Raider wordmark, and Northwestern wordmark) into a single cohesive logo. The Northwestern cross is the center element, serving as the focus for everything we do.

The primary logo should be presented as a 3-color graphic whenever possible. Alternate 2-color and 1-color applications are acceptable for limited use upon approval.



*Primary 3-color application*



*2-color application*



*Restricted 1-color applications - non-athlete collateral only*





## Backgrounds

The primary combination mark should be presented in full color whenever possible.

The preferred way to present the logo is over a white/light background. When reproducing the logo or any of the elements over a background darker than 25% gray, the white outline must be present. The logo should not be reproduced over colors other than red, gray, black or white, and should not be reproduced over a photograph.

In no circumstances is it acceptable to present the Raider flag in white.



## Secondary Logo

The ability to extend the logo for multiple uses is a key consideration.

In order to allow flexibility in application, a secondary logo has been developed that separates the 3 core elements.

While the primary combination mark should always be reproduced in full color, if possible, the secondary version offers the flexibility to present the logo in 2- and 1-color applications.



*2-color application*



*1-color applications*





*1-color application*



*2-color on dark*



*3-color on dark*

## Alternate Flag N

A strong connection to Northwestern in a more compact visual.

We acknowledge there may be instances where the connection to the institution needs to be reinforced in a simple graphic. The flag N accomplishes this.

This mark has a traditional feel with the simple bold N. But to eliminate confusion with any other institutions' athletic programs, the N will never be presented without the flag.

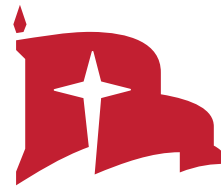


# The Raider Flag

The Raider flag will serve as the primary graphical element of the logo. As such, the flag must be included in the design of any uniform—either as part of a primary or secondary logo, as the alternate flag N, or on its own. The Raider flag by itself is intended to be used as a separate element, and often in a separate location (uniform), as a continual reference to the Raider identity.

The Raider flag is the icon of leadership—one that provides direction and unity in all of our athletic and competitive endeavors. But it is not intended to simply be a flag. The stylized “R” with the negative-space cross highlights the Christ-centered characteristics of a Raider.

The Primary Raider Flag can be presented in 1-, 2- and 3-color applications. Some examples are shown.



*1-color on white*



*1-color on red*

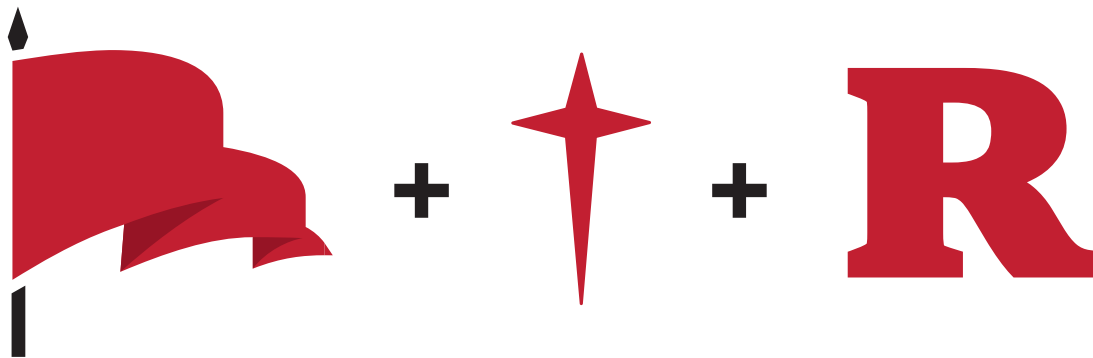


*2-color on white*



*4-color on dark*





## How did we get here?

The Raider flag carries a lot of the visual load of the identity. In developing the icon, we wanted to make sure it did three things. First, it needed to represent a flag; second, it should ideally be able to represent Raiders (R); and third, it **MUST** connect to the primary Northwestern institutional identity.



*We started with a waving flag*



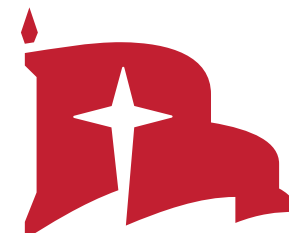
*Then, we added the NW cross...*



*... and enlarged it to create the negative space of the "R"*



*Then we added block serifs and trimmed the flag tip*



*Finally, we simplified the shadows for 1-color applications*



## Wordmarks

Consistency and simplicity lead to greater agility.

The Raider identity includes four different wordmarks. Three are based on the official brand font, Cintra Slab Bold, and the fourth is a custom Raiders script font. The wordmarks allow the user the flexibility to extend the Raider identity when needed, yet still present the elements consistently in numerous applications. The Raider script should never be used on staff apparel, signage, or official documentation. It is intended for, and specifically relevant, on team sport uniforms.

Separate wordmarks offer a more seamless union between the Northwestern College branding and the Raider branding when, on occasion, both may be appropriate and/or necessary. However, different Raider wordmark styles should not be paired on the same uniform.

The wordmark consists of the letters 'NWC' in a bold, red, sans-serif font, followed by the word 'RAIDERS' in a bold, black, sans-serif font.

*Combination wordmark*

The wordmark consists of the word 'NORTHWESTERN' in a bold, red, sans-serif font.

*Institutional ID wordmark*

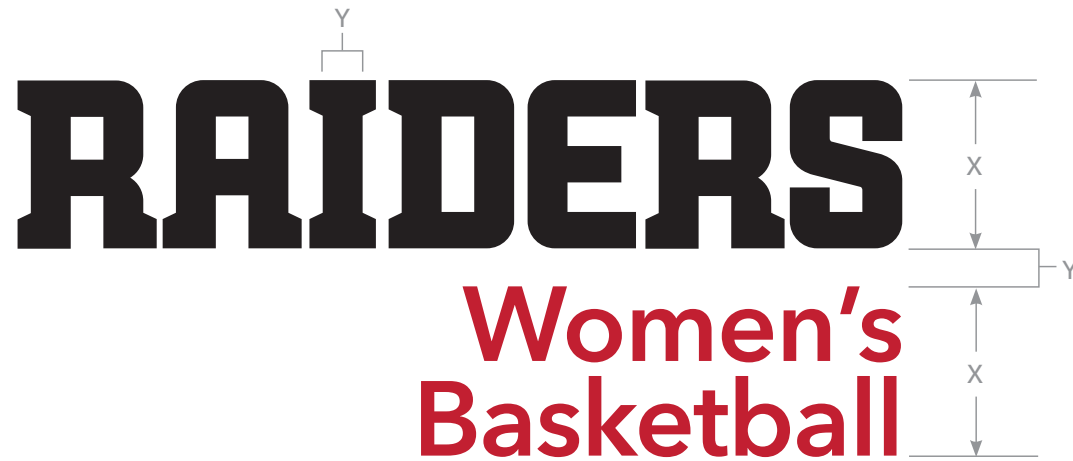
The wordmark consists of the word 'RAIDERS' in a bold, black, sans-serif font, followed by the word 'RAIDERS' in a bold, white, sans-serif font inside a black rectangular box.

*Mascot wordmark(s)*

The wordmark consists of the word 'Raiders' in a red, cursive script font.

*Alternate Raider script (official)*

The wordmark consists of the word 'Raiders' in a black, cursive script font.The wordmark consists of the word 'Raiders' in a white, cursive script font inside a black rectangular box.



## Sport Identity

A singular mission with multiple tactics.

The primary sport wordmark is made up of the Raiders wordmark and the sport name below in the font Avenir Next Demi Bold. However, in order to extend the application options, the sport team name can replace the institution name in the primary logo, or when separate from the logo, the mascot and institutional names can be presented in non-official wordmark typography.

In all instances, either the Raider flag or Raider wordmark must be present. The one exception is when combining sport team names with the institutional logo. In this instance, the word NORTHWESTERN should be presented in Avenir Next Regular above the team name in Avenir Next Demi Bold.

*Alternate application examples*



*Primary logo sport exception*



*Institutional logo sport exception*



**Our colors help to unify the entire Northwestern brand.**

Raider red and Raider black are our primary brand colors and should be used as often as possible to help drive a consistent feel across all communications. The supporting palette should be used to assist delivery of our distinctive personality. It is essential that our use of color be consistent across all applications to achieve the desired results for our brand.

## One Northwestern brand.

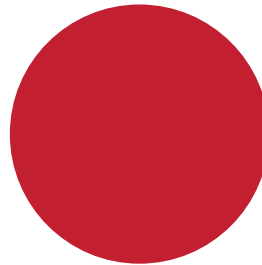
The principal and supporting color palettes of the Raider athletic identity coincide with the Northwestern College color palette.

When presented in combination, and in full color, any reference to "Northwestern" should be presented in Raider red, and "Raiders" should be presented in Raider black or a contrasting color, if possible.

Any logo presented in one or two colors using red should only use Raider red (PMS 200). PMS 202 is only for use as the shadow color in the full-color application.

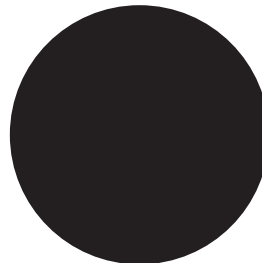
For any other color questions, please contact the athletic director.

## Principal Palette



RAIDER RED

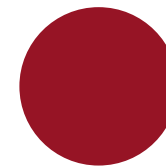
**PMS** 200  
**CMYK** 16.15, 100,  
86.91, 6.41  
**RGB** 168, 0, 0  
**HEX** A80000



RAIDER BLACK

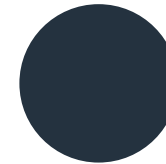
**PMS BLACK 3C**  
**CMYK** 67, 44, 67, 95  
**RGB** 22, 22, 22  
**HEX** 151515

## Supporting Colors



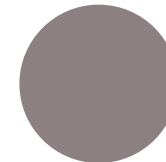
DARK RED

**PMS** 202  
**CMYK** 9, 100, 64, 42  
**RGB** 104, 0, 0  
**HEX** 680000



CARBON

**PMS** 7546  
**CMYK** 73, 45, 24, 66  
**RGB** 46, 53, 60  
**HEX** 2E353C



STONE

**PMS** 437  
**CMYK** 48, 55, 44, 12  
**RGB** 166, 152, 141  
**HEX** A6988D



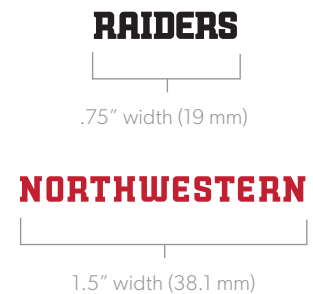
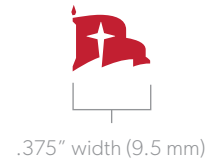
# Clear Space

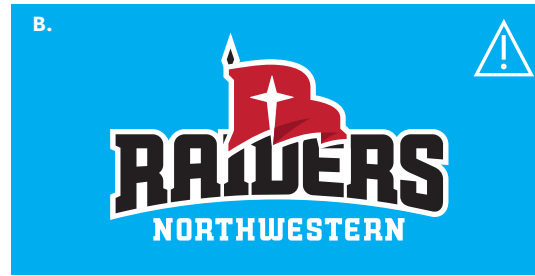
Clear space is the area that is required around the outside of the Raider logo. It must be kept free of other graphic elements such as headlines, text, images and the outside edge of materials. The minimum required clear space for the logo is defined by the measurement "N" as shown. This measurement is equal to the height of the letter in the Northwestern wordmark.



# Minimum Size

Establishing a minimum size for each of the various elements of the Raider identity is important to ensure readability and quality. For applications smaller than the minimum size, contact the athletic director.





## Usage

To ensure the integrity of the Raider brand across different sports and marketing efforts, we have highlighted several applications to avoid:

- A.** Caution must be used to never place the logo over an image that may impact readability.
- B.** Caution must be used to never place the logo over a distracting color background.
- C.** Never alter the wordmark typography in the primary mark.
- D.** Never place the flag so as to obstruct the Northwestern name.
- E.** Never change the approved color scheme.
- F.** Never present the Raider flag in white.
- G.** Caution must be used when presenting the primary mark in one color.
- H.** Never alter the width-to-height proportions of the full logo or any elements.

For any other application questions, please contact the athletic director.



**Typography is a strong extension of the Raider Athletic brand personality.** We use a slightly modified version of Cintra Slab Bold for the primary and secondary logos. This powerful typeface connotes strength and confidence. For the supporting fonts in the sport descriptions and beyond, we use the Stand Out brand fonts of Avenir Next.

### CINTRA SLAB BOLD

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890.,!?!+ -**

### AVENIR NEXT REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890.,!?!+ -

### AVENIR NEXT DEMI BOLD

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890.,!?!+ -**

The primary logo font, Cintra Slab Bold, should only be used with the logos and wordmarks associated with the Raider athletic identity, and when team names replace the institution name in the primary logo. For all other marketing and promotional wear, the preferred typeface will be Avenir Next. In certain communication materials, additional typefaces may need to be considered.

For any typeface questions, please contact the sports information director.



**How do we put the logo into application?** This guide is a tool to ensure accurate implementation of the new Raider athletic identity. From department letterhead to game programs to uniforms, apparel and more, the new athletic identity will be displayed in a variety of settings to a diverse audience. The following examples provide a road map for consistent presentation.

## COLLATERAL AND SIGNATURES



Northwestern Raider Athletics  
208 8th Street SW  
Orange City, IA 51041

*Primary treatment for official collateral*



Office of the Athletic Director  
Northwestern College  
208 8th Street SW  
Orange City, IA 51041

*Alternate treatment for official collateral*



Chris Yaw  
Women's Basketball



Chris Yaw  
Head Coach

*Coaches' signatures*



EVENT STAFF



FACILITIES

*Apparel identification samples*

## MARKETING SAMPLES



## OFF-COURT/FIELD APPLICATIONS

# Incorporating the Institutional Mark

The Raider visual identity will be presented in a variety of on- and off-field/court applications. One key consideration is how and when to incorporate the Northwestern institutional mark.

The Raider athletic identity is designed as an extension of the Northwestern identity, but when using the Raider athletic identity, it must be placed as the primary visual graphic. Any Northwestern institutional mark must be placed in a secondary location if using both logos. In cases where the Northwestern College mark is the primary identity, no secondary athletic graphic should be used. Following are examples of some possible ways that the various logos from earlier in this guide could be applied.

For any other specific questions, please contact the athletic director.



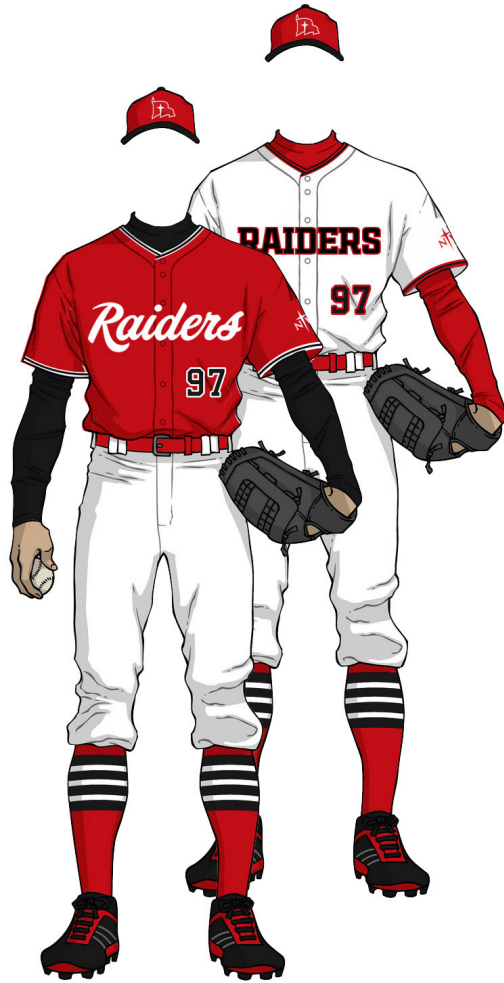
*Department apparel*



*Inappropriate identity combinations*



## TEAM APPLICATIONS



Baseball/Softball : home and away



Football helmets, home jerseys



Volleyball: away & home



Soccer: home & away

For on-field/court applications, the Raider athletic identity must be presented on a uniform that is primarily red and/or white (jerseys must be primarily red or white). Gray and black are acceptable only as secondary uniform colors (pants/shorts, helmets, caps).

Uniforms must always include the Raider flag in some form (primary or secondary logo, alternate flag N or Raider flag as a separate element).

For any uniform questions, please contact the athletic director.





**Northwestern College Raider Athletics**

Rowenhorst Student Center  
208 8th Street SW Orange City, Iowa 51041  
[nwcraiders.com](http://nwcraiders.com)