

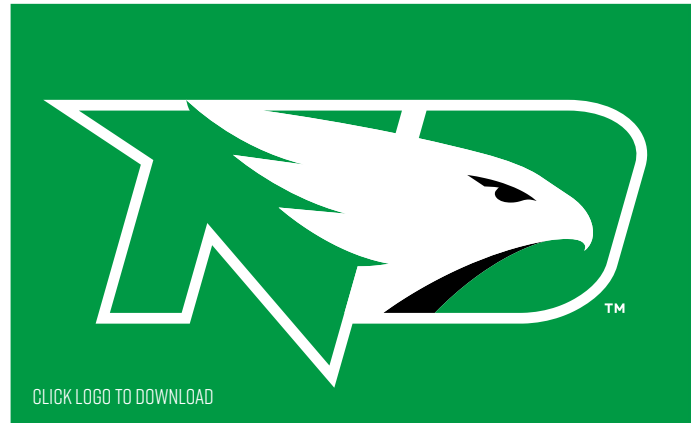


ATHLETICS BRAND IDENTITY GUIDELINES

INTERNAL | VENDOR | MEDIA USE

✓ PRIMARY LOGO | PREFERRED USAGE

CLICK LOGOS TO DOWNLOAD FROM DROPBOX LINK, OR FIND THEM ATTACHED TO THIS PDF BY CLICKING THE ATTACHMENTS WINDOW (PAPERCLIP ICON).



OTHER ACCEPTABLE COLOR VARIATIONS



RESTRICTED USE

NOT APPROVED FOR INTERNAL, RETAIL, OR MEDIA USE

APPROVED ONLY FOR USE ON MARKETING MATERIALS BY OPPONENTS WHERE ALL OPPONENT LOGOS APPEAR IN ALL WHITE

NOTE: THE BODY (WING AND FACE) OF THE HAWK MUST ALWAYS APPEAR WHITE

THE THROAT OF THE HAWK (IN BLACK ON THE FULL COLOR LOGO) NEVER BECOMES WHITE.

✓ ALTERNATE LOGO

THE ALTERNATE LOGO IS INTENDED FOR USE PRIMARILY ON A GREEN BACKGROUND BUT IS ALLOWABLE ON OTHER VARIATIONS.

DO NOT USE THIS LOGO ON A WHITE BACKGROUND.



COLOR VARIATIONS



✓ THE HAWK LOGO ON COMPLEX BACKGROUNDS



USE ONLY OUTLINE VERSIONS OF THE PRIMARY OR ALTERNATE LOGO | CHANGE TM TO BLACK IF NEEDED

✓ WORDMARK STACKED | PREFERRED USAGE



WHEN APPEARING ON WHITE
PRIMARY IDENTIFIER: IS GREEN
SECONDARY IDENTIFIER: IS BLACK



WHEN APPEARING ON GREEN
PRIMARY IDENTIFIER: IS WHITE
SECONDARY IDENTIFIER: IS BLACK



WHEN APPEARING ON BLACK
PRIMARY IDENTIFIER: IS GREEN
SECONDARY IDENTIFIER: IS WHITE

✓ WORDMARK HORIZONTAL | USE WHEN SPACE DOES NOT ALLOW FOR STACK VERSION



✓ PRIMARY IDENTIFIERS ONLY | STACK VERSION IS PREFERRED



✓ ONE-COLOR USE



ANY WORDMARK OR PRIMARY IDENTIFIER CAN APPEAR IN ALL UND GREEN, ALL BLACK OR ALL WHITE
DO NOT USE WORDMARKS AND IDENTIFIERS IN ANY OTHER COLORS

✓ PROTECTED AREA

The white box shows the protected area around the primary logo. No other graphic element or text should interfere with the integrity of the logo. The clear zone around the primary logo can be determined by measuring the horizontal width of the hawk's eye and dividing that width in half.

The primary mark should not be reduced smaller than .5 inch (36 points) in width.



✓ LOCK UPS **ANY VERSION OF THE PRIMARY OR ALTERNATE HAWK LOGO MAY APPEAR IN A LOCK UP WITH ANY ONE WORDMARK, BUT CLEAR SPACE AND COLOR RESTRICTIONS MUST BE FOLLOWED**



When locking up side-by-side, match the height of the logo to the wordmark.



When locking up vertically, match the width of the logo to the wordmark.



When locking up vertically, with a horizontal wordmark, make the wordmark 2.25 times (225%) the width of the logo.

The lock up should be appear centered and the wordmark should not be offset from the logo.

✓ TEAM LOCK UPS AND WORDMARKS



ATHLETICS DEPARTMENTS, ORGANIZATIONS AND TEAMS HAVE DISTINCT LOCK UPS AND WORDMARKS CREATED FOR THEIR USE. THESE ARE FOR INTERNAL AND RETAIL USE ONLY AND CAN BE REQUESTED FROM ATHLETICS MARKETING OR LICENSING OFFICES.

All clear space, color restrictions and lock up rules apply to team lock ups and wordmarks. Do not attempt to create or alter these logos. Wordmarks only use "North Dakota" verbiage and the "Fighting Hawks" verbiage is not allowed to be interchanged in this application.

✓ **PROPER ARTWORK USAGE**

All logos and wordmarks must stay at their original ratio without any covering or cropping.



No marks should be modified, stretched, skewed, rotated, or blurred.



Do not bevel, emboss, or add effects to the logo. Only use color variations specified in this document.



Do not attempt to add outlines to any portion of the Hawk logo. Use the outline version of the Hawk when necessary.



The wing of the hawk is fully enclosed within the outline on the official version.

Do not combine the logo with other elements, fill with images or textures.



Wordmarks can not be separated, combined, offset or outlined.





THE FIGHTING HAWK MASCOT MARK

THE CARICATURE OF OUR COSTUMED MASCOT, THE FIGHTING HAWK, MAY BE UTILIZED WITH PERMISSION FROM ATHLETICS MARKETING OR LICENSING OFFICE.

The North Dakota mascot marks are intended only for retail merchandise and as secondary support graphics. These graphics should never be used in place of the North Dakota official athletics logos which are intended to represent the University's athletic programs. The mascot logo is not approved for team uniforms or apparel. All clear space and color restrictions apply to the mascot mark. The mark stands alone and should not appear locked up with either the Hawk logo, any team logo or wordmark.

HEAD 1



POSE 1



POSE 2



As shown in the examples, all of the artwork has been created with a built-in outline shape that allows it to work clearly on any background. For this reason it is not necessary to alter the logos before placing them on any color, photograph or complex background. This is true of the full color mascot marks, and the black & white art. The all white art can be used on UND Green and black, or any other dark background with approval. It should never be used on light or complex backgrounds. The art should never be reversed.



Never reverse any of the mascot marks.

On UND Black



Full Color Art

On UND Green



On UND Gray



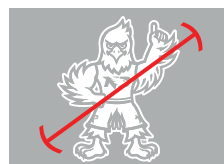
On A Complex Bkgd.



Black & White Art



All White Art



Additional poses and more information about usage available in our Mascot Mark Graphics Standards Manual.

OFFICIAL COLORS

DESIGNING WITH THE COLORS

The official colors of North Dakota Athletics are #009A44, #000 and #FFF. Use these codes for digital applications (social media, web, video).

Do not make the logo transparent. The body (wing and face) of the Hawk must always appear white.

DIGITAL				PRINT				
HEX #	R	G	B	PANTONE	C	M	Y	K
009A44	0	154	68	347	93	0	100	0
HEX #	R	G	B	PANTONE	C	M	Y	K
FFF	255	255	255	white	0	0	0	0
HEX #	R	G	B	PANTONE	C	M	Y	K
000	0	0	0	black	0	0	0	100
HEX #	R	G	B	PANTONE	C	M	Y	K
AAAEAD	171	174	174	421	13	8	11	26

PRINTING WITH THE COLORS

The official print colors of North Dakota Athletics are Pantone 347, black and white. The official logo may be printed in 4-color, black or 1-color green, but the body (wing and face) of the Hawk must always appear white.

**ABCDEFGHI
JKLMNOP
QRSTUVWXYZ
1234567890**

**ABCDEFGHI
JKLMNOP
QRSTUVWXYZ**

UND PRO AND UND REGULAR

UND PRO and UND REGULAR fonts were created to bring a unique look to the North Dakota Athletics brand and were used in the creation of all the wordmarks. The usage of this font has evolved and currently its use should be limited to the wordmarks and special projects only. These fonts are not available for external use.

**ABCDEFGHIJKLMN
OPQRSTUVWXYZ
1234567890
abcdefghijklmn
opqrstuvwxyz
1234567890**

ROBOTO AND ROBOTO CONDENSED FAMILIES

All versions of Roboto and Roboto Condensed families are approved for use for athletics communications including headlines and body copy. Roboto is available via an open source license and can be found online or in the Adobe Fonts library.

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www.FightingHawks.com