

# University of North Georgia Athletics Brand History Timeline

Pre 1970	NG logo used on back flap of letterman jackets (1960 example)
1970	Athletics introduced – stock apparel versions of NGC and NORTH GEORGIA was used on uniforms. During the 70's a chenille <b>interlocking</b> NG was used on letterman jackets (1985 example).
1978	<b>Staggered</b> NGC logo used on cheerleading uniforms and <b>staggered</b> NG/NGC used on uniforms from the middle 70's to the middle 90's.
1995	Initial concept of <b>interlocking NG</b> monogram began to be used on uniforms (thin font). This is the first iteration of a monogram (not stock letter combinations) being used on uniforms.
1997	Font of logo was fattened and outlined for the genesis of the second generation interlocking NG.
2005	Transition from NAIA to NCAA Division II
2013 (January)	USG consolidation changed mascot name from Saints to Nighthawks and introduced new blue/white/gold color scheme. Logo set was authored by Rickabaugh Graphics. For historical and transition purposes, the interlocking NG was added to the new logo set's offerings.
2023	Introduction of new block and script wordmarks authored by Rickabaugh Graphics. Athletic department's third attempt at streamlining brand offerings into the interlocking NG, hawk head mascot logo and new wordmarks.
2024 (July)	New streamlined <b>staggered</b> NG authored by Rickabaugh Graphics.



Historical Examples of Staggered NG on Historical Apparel

