Since the introduction of the new Northern Michigan University academic identity, we are looking to better align ourselves as a institute of higher education. Our direction of marketing will never omit the beautiful place that Marquette is, but we also need to hold our academics on the same level of importance as we do location. As we move forward, our look should be unified across all communities within our institution which will strengthening our brand both internally and externally as well.

The importance of a cohesive look and brand starts with not only our marketing, but the many stakeholders that represent the identity of Northern Michigan University. Please do not hesitate to ask questions about our look, design, specifics or production, we will be happy to deliver the assets needed to provide an accurate representation of the incredible educational community we have at NMU.

Please contact Mike Forester at miforest@nmu.edu for questions regarding brand or brand standards.
The Official Colors of Northern Michigan University

**PRIMAR Y PALETTE**

NMU Green and NMU Gold are the official colors for Northern Michigan University. It is very important to match these colors faithfully when reproducing the marks. It is preferred that all Northern Michigan University marks be used in the full color versions whenever possible.

**SUPPORT COLOR**

In addition to the primary palette, the Northern Michigan University institutional marks utilize white as an important support color.

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**PRIMAR Y PALETTE**

**NMU GREEN**

- Pantone® 343C for coated stock
- Pantone® 343U for uncoated stock
- Pantone® 343C for apparel printing
- Process Equivalent: 89c 41m 82y 40k
- RGB Equivalent: 9r 83g 57b
- (Robison-Anton poly thread) 5805 Special green
- Hex Code: #095339

**NMU GOLD**

- Pantone® 123C for coated stock & apparel sublimation
- Pantone® 116U for uncoated stock
- Pantone® 142C for screen printing apparel
- Process Equivalent: 0c 24m 94y 0k
- RGB Equivalent: 255r 196g 37b
- (Robison-Anton poly thread) 5765 Scholastic
- Hex Code: #fffc42

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**SUPPORT COLOR**

**WHITE**

- (Robison-Anton poly thread) 5597 Snow White

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* Pantone® is a registered trademark of Pantone, Inc. The colors shown on this page and throughout this manual are not intended to match the PANTONE Color Standards. For the PANTONE Color Standards, refer to the current edition of the PANTONE Color Formula Guide.
The new university logo is a nod to NMU’s history. A name change from Northern Michigan College to Northern Michigan University in 1963 featured the redesign of the Seal, a mark that is still in use for official university documents. The new university logo features the “N” and the torch elements from the seal. An "N" has been used for many decades to represent the university and Wildcat athletics.

The Symbolism of the NMU Institutional Mark

The NMU Seal
The University obtained its own official seal in 1963 when it gained university status. The seal consists of the letter "N" printed on a torch of knowledge, with an outline of the Upper Peninsula in the background. The four stars linked by a double circle represent instruction, research, service, and advanced study.

The torch is a symbol of leadership and accomplishment.

The flame on the torch represents illumination and enlightenment.

The circle with the radiating points symbolizes the sun... an important part of the natural beauty found here.

The points on the circle represent a compass with the light found in the “North.”
The Northern Michigan University institutional marks were designed to create a consistent brand for Northern Michigan University. These marks should not be changed or altered in any way and their use must adhere to the standards in this manual. At the same time, there are many logo variations to choose from so there should be a design compatible to any application.

NOTE: “Marquette, Michigan” may be added to logos with permission, please contact miforest@nmu.edu for requirements.

These logos are intended for institutional branding and not for NMU athletics.
The NMU Institutional Mark shown on the left is the primary identifier of Northern Michigan University. The preferred use of the NMU Institutional Mark is one of the full color versions shown in the top row on the left.

COLOR VARIATIONS
The NMU Institutional Mark may also be used in a one color version (all NMU green, all NMU gold, all black, or an all white) only when use of one of the preferred full color versions version is not possible. These are shown in the bottom row on the left.

For information on using these marks on various background colors see pages 6 and 7.

All artwork and variations are available in Macintosh and PC digital file formats.
Frequently it may be desirable to place the NMU Institutional Mark on a field of color. As shown in the examples on the left, the artwork does not include a built-in outline shape and therefore, the NMU Institutional Mark should never be used on a background color that does not provide sufficient contrast. (Continued on next page.)
Frequently it may be desirable to place the NMU Institutional Mark on a field of color. As shown in the examples on the left, the artwork does not include a built-in outline shape and therefore, the NMU Institutional Mark should never be used on a background color that does not provide sufficient contrast.

Examples of the all black NMU Institutional Mark on a variety of backgrounds.

Examples of the all white NMU Institutional Mark on a variety of backgrounds.

Note: The logo may be used on a complex background only when placed in a solid box or band of color that provides sufficient contrast to the logo.
The Northern Michigan University Institutional Wordmarks were designed as one in a series of secondary marks for Northern Michigan University. As always, the primary identifying mark for NMU is and should always be the NMU Primary Institutional mark.

These marks should not be changed or altered in any way and their use must adhere to the standards in this manual. At the same time, there are many logo variations to choose from so there should be a design compatible to any application.

These logos are intended for institutional branding and not for NMU athletics.
Artwork has been created for the NMU Institutional Centered Wordmark. The **preferred** use of the NMU Institutional Centered Wordmark is one of the full color versions shown in the top row on the left.

### COLOR VARIATIONS

The NMU Institutional Centered Wordmark may also be used in a one color version (all NMU green, all NMU gold, all black, or all white) only when use of one of the preferred full color versions version is not possible. These are shown in the bottom row on the left.

For information on using these marks on various background colors see pages 12 and 13.

All artwork and variations are available in Macintosh and PC digital file formats.
Frequently it may be desirable to place the NMU Institutional Centered Wordmark on a field of color. As shown in the examples on the left, the artwork does not include a built-in outline shape and therefore, the NMU Institutional Centered Wordmark should never be used on a background color that does not provide sufficient contrast. (Continued on next page.)
Frequently it may be desirable to place the NMU Institutional Centered Wordmark on a field of color. As shown in the examples on the left, the artwork does not include a built-in outline shape and therefore, the NMU Institutional Centered Wordmark should never be used on a background color that does not provide sufficient contrast.

Note: The logo may be used on a complex background only when placed in a solid box or band of color that provides sufficient contrast to the logo.
Artwork has been created for the NMU Institutional Horizontal Wordmark. The preferred use of the NMU Institutional Horizontal Wordmark is one of the full color versions shown in the top row on the left.

**COLOR VARIATIONS**

The NMU Institutional Horizontal Wordmark may also be used in a one color version (all NMU green, all NMU gold, all black, or an all white) only when use of one of the preferred full color versions version is not possible. These are shown in the bottom row on the left.

For information on using these marks on various background colors see pages 15 and 16.

All artwork and variations are available in Macintosh and PC digital file formats.
Frequently it may be desirable to place the NMU Institutional Horizontal Wordmark on a field of color. As shown in the examples on the left, the artwork does not include a built-in outline shape and therefore, the NMU Institutional Horizontal Wordmark should never be used on a background color that does not provide sufficient contrast. (Continued on next page.)
Frequently it may be desirable to place the NMU Institutional Horizontal Wordmark on a field of color. As shown in the examples on the left, the artwork does not include a built-in outline shape and therefore, the NMU Institutional Horizontal Wordmark should never be used on a background color that does not provide sufficient contrast.

Note: The logo may be used on a complex background only when placed in a solid box or band of color that provides sufficient contrast to the logo.
Artwork has been created for the NMU Institutional Vertical Wordmark. The **preferred** use of the NMU Institutional Vertical Wordmark is one of the full color versions shown in the top row on the left.

**COLOR VARIATIONS**

The NMU Institutional Vertical Wordmark may also be used in a one color version (all NMU green, all NMU gold, all black, or all white) *only* when use of one of the preferred full color versions version is not possible. These are shown in the bottom row on the left.

For information on using these marks on various background colors see pages 18 and 19.

All artwork and variations are available in Macintosh and PC digital file formats.
Frequently it may be desirable to place the NMU Institutional Vertical Wordmark on a field of color. As shown in the examples on the left, the artwork does not include a built-in outline shape and therefore, the NMU Institutional Vertical Wordmark should never be used on a background color that does not provide sufficient contrast. (Continued on next page.)
Frequently it may be desirable to place the NMU Institutional Vertical Wordmark on a field of color. As shown in the examples on the left, the artwork does not include a built-in outline shape and therefore, the NMU Institutional Vertical Wordmark should never be used on a background color that does not provide sufficient contrast.

**Note:** The logo may be used on a complex background only when placed in a solid box or band of color that provides sufficient contrast to the logo.
SAFE ZONES

Each of the NMU Institutional logos has an established safe zone. This safe zone is intended to maintain the mark's integrity and to avoid visual confusion. No other type or graphic element (including folds, trims or edges) should fall within the safe zone shown.

The safe zone for the NMU Institutional Mark and Monogram Mark is equal to one sixth of the overall height of the mark. The spacing for each of the NMU Institutional Wordmarks is equal to the overall height of the “I” in “Northern Michigan.” This spacing is uniform on all sides of the mark. See the examples on the left for each mark’s specific safe zone.
Each of the NMU Institutional marks has a minimum allowable size. In order to ensure clear reproduction and legibility, the marks must **not** be used any smaller than the sizes shown on the left. It is preferred that when possible the marks be used larger than their minimum size.
NMU Fonts

Cera is a clean, bold and contemporary font family. The Cera fonts compliment and support the NMU Institutional brand and are readily available.

Contact the NMU Department of Marketing to obtain the Cera font.
Sub-Branding with the NMU Institutional Marks

Each of the NMU Institutional marks has artwork available that includes a secondary tagline such as the name of a school or department. There are three layout variations available to help ensure the art's compatibility with different page layouts (examples are shown on the left). The NMU Institutional marks must be used in one of these three layout variations for sub-branding purposes.

Contact the NMU Department of Marketing to obtain the available artwork.

Note: Only approved copy may be used in the secondary taglines.
So that NMU can maintain the design integrity of its Institutional brand, it is mandatory that all marks be applied as indicated in this manual without modification. The marks are not to be altered in any way. Shown on this page are unacceptable uses of the NMU Institutional logos.
**FULL COLOR ART**
Each of these shirts would require two color printing to reproduce.

**ONE COLOR ART**
Each of these shirts would require one color printing to reproduce.

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**FULL COLOR APPLICATIONS**
In a retail design, if the fabric color matches one of NMU’s official colors (NMU Green, NMU Gold, or white), the fabric can show through in place of printing that color.

**ONE COLOR APPLICATIONS**
When using the one color marks (all NMU Gold or all NMU Green), the all black or all white versions of the NMU Institutional marks on apparel, the art may print in one color as long as there is sufficient contrast with the fabric color. If the fabric color does not match one of the official colors then the art should be used in all white on a DARK background or in all black on a LIGHT background unless prior permission is obtained.