

## About NAU's new logo

Northern Arizona University has consolidated its visual identity with an updated logo that combines the strength of the athletics logo with the university name. This consolidated logo will allow us to promote our mission and engage our constituents with a stronger and more focused identity.



*NAU blue shield logo*



*NAU athletics logo*



*NAU wordmark*



*Updated NAU logo*

The updated/consolidated NAU logo pairs the *athletics ligature* (acronym portion of the athletics logo) with the *NAU wordmark*.

The consolidated logo will be phased in over the next year and fully implemented by September 1, 2019.

- The *sage green shield logo* should be discontinued as soon as possible.
- The *blue shield logo* should be phased out by September 1, 2019.
- *Email signatures* should be updated by September 30, 2018, using one of the templates available on the University Marketing website.
- *Staff polos and other "uniform" items* should be updated as demand dictates, but must be replaced by September 1, 2019.
- If you were advised to use the *wordmark* as an interim solution between April and June 2018, you may use the materials with this mark until depleted.

**Updated logos are being uploaded to [nau.edu/marketing](http://nau.edu/marketing) as they are created.** Please visit the website the week of August 27 for additional uploads and updates.

### Questions?

Contact University Marketing at [marketing@nau.edu](mailto:marketing@nau.edu) or 928-523-1741.