

Logos are the official identifiers of any NAU units. Any graphical treatments and/or elements that may help add additional distinguishing characteristics to the unit identity would fall under the realm of creative execution, not the function of a unit logo.

## LOGO REQUEST GUIDELINES

### INSTITUTIONAL LOGOS

Institutional logos represent the university as a whole. Colleges, departments, and programs have specialized logos to denote their role. "Unit logo" is a generalized term to describe any logo for a specific entity on campus. Refer to the **Visual Identity Guide** for information on how to use institutional logos.

No variations or changes to the institutional logos are allowed. Organizations or businesses that support or provide services to Northern Arizona University may not use the university logo to promote their organization without receiving prior approval from University Marketing.

Events, programs, or organizations that use Northern Arizona University facilities for programs, services, or events may not use any of the authorized NAU logos without the written approval of University Marketing.

To request approval for institutional logo use, email [marketing@nau.edu](mailto:marketing@nau.edu).



### UNIT/DEPARTMENT LOGOS

A unit logo is the general term for all non-institutional logos, colleges, divisions, academic departments, and non-academic departments, centers, and institutes.

Each request for a unit logo will be reviewed with these aspects in mind:

- must have a long-term organizational support structure; be listed in the directory or have a parent unit that is listed in the directory
- is a functional unit that provides continuous service/support to the university audience
- does promoting the sub-unit separately help or hinder the mission of the parent unit?

Here are a few additional guidelines to keep in mind: "Division" refers to a larger unit at the scale of Enrollment Management, Student Affairs, Advancement, NAU Athletics, or academic division (led by provost office), for example. In our visual identity guide, it mostly refers to non-academic large units like the ones mentioned above. Logo creation is generally allowed for this type of request.

No variations or changes to unit/department logos are allowed, and any usage must follow the guidelines listed in the **Visual Identity Guide**. Any requests must be submitted to University Marketing for review, approval, and creation. Logo requests must be submitted through the University Marketing intake form: [nau.edu/marketing-support](http://nau.edu/marketing-support).

Examples of unit/department logos



**PROGRAMS**

NAU programs usually benefit from identifying with the NAU brand identity rather than with custom or unique logos or marks (graphics). These unique graphics don't build on or reflect NAU's brand strength. Still, some event-specific and limited-duration programs may warrant the creation of a logo or graphic. Any requests must be submitted to University Marketing for review, approval, and creation.

Program logo requests are accepted with the criteria listed below:

- A degree program name is acceptable (i.e., "Doctorate Program in Biology" or "Physical Therapy").
- Degree names are not allowed (i.e., "Bachelor's of Science in Biology").
- Acronyms are not allowed since they might not make sense to an external audience.

Any requests must be submitted to University Marketing for review, approval, and creation. No variations or changes to program logos are allowed, and any usage must follow the guidelines listed in the **Visual Identity Guide**.

Please submit these requests through the University Marketing intake form: [nau.edu/marketingsupport](http://nau.edu/marketingsupport).

Examples of program logos



**ALTERNATE LOGO OPTIONS**

If University Marketing does not approve your logo request, you may consider displaying the name of your group under the institutional or unit logo it falls under or is affiliated with. It would require allowing the proper amount of clear space around the logo. See the sample below. You can review the clear space guidelines here: [nau.edu/visual-identity-guide/university-marks](http://nau.edu/visual-identity-guide/university-marks).

Examples of how to display the name of your group with approved logos



**ALL OTHER REQUESTS**

Logo requests that fall outside of these guidelines will be reviewed on a case-by-case basis. Please submit these requests through the University Marketing intake form: [nau.edu/marketingsupport](http://nau.edu/marketingsupport).

**CUSTOM LOGOS AND GRAPHICS**

**WHAT TO DO**

The best way to develop your unit’s image is by consistently using the appropriate NAU unit logo along with approved brand color, type, messaging, and imagery. Refer to our **Visual Identity Guide** for information on how to use these elements.

**Use our templates**

Design templates can be a good jumping off point for you.  
[nau.edu/university-marketing/marketing-resources/brand-templates](http://nau.edu/university-marketing/marketing-resources/brand-templates)

**View approved materials**

You can find some examples of materials created by University Marketing on WIDEN pending your access to college or other collection portals. These examples offer helpful visuals to inspire your designs.

University Marketing provides design and content reviews for marketing materials created by departments to ensure they fall within brand guidelines. University Marketing will provide feedback and work with you to find a solution on any issues.

**WHAT NOT TO DO**

Academic, administrative, research, programs, and support units may not create, commission, or adopt individual unit logos—nor use any other logo or graphic—to represent themselves. Departments using unapproved graphics/logos will be asked to discontinue their use. NAU policy requires official logos and graphics because unofficial logos:

- dilute the power of the NAU brand
- confuse the public
- undermine strategic messages

*If University Marketing created a custom graphic or logo, NAU leadership has elected to make a rare and reasonable exception for strategic purposes. If your unit has created and used a logo or graphic without prior permission, let us know so we can help find a creative solution that complies with NAU brand standards.*

**SUB-BRANDS**

A sub-brand is more than a logo. It is a complete identity system for an individual unit or department that fits within the main university brand. Like our university brand, sub-brands include:

- key design elements for a consistent and unique visual style
- thematic content elements for a consistent and unique written style
- specific colors, patterns, typography, messaging, photography, and overall aesthetics

Creating a sub-brand is a way to customize communications and marketing efforts for both internal and external audiences while leaning on the parent NAU brand for recognition. University Marketing leadership will determine if a sub-brand is appropriate per the request. The approval of sub-brands is very rare and often aligns with specific institutional priorities. University Marketing collaborates on the creation of new sub-brands if they are approved.

Units with approved sub-brands must refer to their unique documentation and resources—in addition to our university-wide marketing resources—as a reference when creating any materials, print or digital. These materials should still undergo a review through University Marketing to ensure brand compliance.

**University Marketing contact information:**

928-523-1741 [marketing@nau.edu](mailto:marketing@nau.edu)  
[nau.edu/university-marketing](http://nau.edu/university-marketing)

Submit a request to marketing:  
[nau.edu/marketingsupport](http://nau.edu/marketingsupport)

Review the NAU brand guidelines:  
[nau.edu/university-marketing/brand-center/guidelines](http://nau.edu/university-marketing/brand-center/guidelines)

Digital asset management (WIDEN):  
[chance.boultinghouse@nau.edu](mailto:chance.boultinghouse@nau.edu)