

NAU Athletics Visual Identity Overview

The NAU Athletics logos containing the bordering axe signify our Division of Athletics and collegiate level sports teams, and may not be used by any organization, department, or division other than Intercollegiate Athletics.

Primary logo – the “axe border” ligature



Alternate primary logo



Athletics wordmark



Sport-specific logos



Louie mascot logos



Examples of unacceptable use of the NAU Athletics logos

