

Institutional Logo Overview

Northern Arizona University's logo combines the bold strength of the ligature/acronym* with the sophistication of the wordmark to identify our institution in a clear and emphatic way.

*the precise term is "initialism"

Institutional Logos – Shown on this page with the preferred coloration. See available color variations on pages 2.9 and 2.10.

Primary



Secondary Two-Line Horizontal



Secondary One-Line Horizontal



Secondary Centered – for limited use when available space will not accommodate the other logos



Logo Anatomy

Ligature



Wordmark – Stacked



Wordmark – Horizontal



Primary Institutional Logo

The primary version of the Northern Arizona University institutional logo consists of the university name stacked under the NAU ligature. To ensure optimal visual impact when using an institutional logo, consider the preferred version as your first choice.

Preferred – Two-Color with True Blue Type

The preferred coloration of the logo consists of “Northern Arizona University” in NAU True Blue (Pantone® 281) and only the mountain graphic in NAU Gold (Pantone® 3514).

For size and spacing requirements, see pages 2.13 and 2.14. For coloration and usage guidelines, see pages 2.9, 2.10, 2.18, and 2.19.



Secondary Institutional Logos

The goal is to reproduce the institutional logo in ways that deliver the most impact. In cases where available space prohibits use of the primary logo (shown on page 2.2), use the appropriate horizontal version of the institutional logo.

Coloration

In the preferred coloration of the logo, the mountain element is NAU Gold (Pantone® 3514) and the rest of the logo is NAU True Blue (Pantone® 281).

Note: There is a minimum size requirement when reproducing the logos. For more details on usage and available color variations, see pages 2.2–2.4, 2.9, 2.10, 2.13, and 2.14.

Two-Line Horizontal

Use when there is not ample vertical space for the primary institutional logo (see page 2.2).

Preferred – Two-Color with True Blue Type



One-Line Horizontal

Use when available space is even more horizontal.

Preferred – Two-Color with True Blue Type



Centered

Use only in rare cases where available space does not allow for any of the other logos.

Preferred – Two-Color with True Blue Type



Alternate Institutional Logos

While the coloration shown on pages 2.2 and 2.3 is the preferred, this is an alternate coloration for brand-level use only. It consists of “Northern Arizona” in NAU Gold (Pantone® 3514) and “University” in NAU True Blue (Pantone® 281). In cases where available space prohibits use of the primary configuration (shown below), use the appropriate horizontal version of the alternate institutional logo (also shown below). For clarity on when to use the alternate institutional logo, contact University Marketing.

Coloration Note

To ensure legibility of the gold type, there is a minimum size requirement when reproducing the alternate institutional logo on a white background, and it cannot be used on the web due to accessibility standards.

For more details on usage and available color variations, see pages 2.9, 2.10, 2.13, 2.14, 2.18, and 2.19.

Primary Configuration

This is the preferred configuration of the alternate institutional (brand-level) logo.



Two-Line Horizontal

Use when there is not ample vertical space for the primary institutional logo (see configuration above).

Two-Color with Gold Type



One-Line Horizontal

Use when available space is even more horizontal.

Two-Color with Gold Type



Centered

Use only in rare cases where available space does not allow for any of the other logos.

Two-Color with Gold Type



Wordmarks

See available color variations of these two wordmarks on page 2.11.

Stacked

This version of the Northern Arizona University wordmark is useful in the following situations:

1. Imprint area is smaller than 1" wide or 1" in diameter.
2. Digital web footer, where the institutional logo is presented at the top of the page.
3. Part of the return address on a postcard (see page 5.8 for guidelines).

Preferred – True Blue

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UNIVERSITY**

Horizontal

The horizontal version of the Northern Arizona University wordmark is useful in the following situations:

1. Height of the imprint area is less than 0.25".
2. Digital web footer, where the institutional logo is presented at the top of the page.

Preferred – True Blue

NORTHERN ARIZONA UNIVERSITY

Ancillary Institutional Logo

Institutional Heritage Logo

The institutional heritage logo should be used exclusively for formal communications that are designed to convey institutional prestige.

Size

To ensure the legibility of this logo, the minimum acceptable size is 1.5" wide (as shown).

Preferred – Two-Color with True Blue Type



Color Variations

Color options for this logo are the same as those shown on pages 2.9 and 2.10 for institutional logos. The color of the "FOUNDED 1899" should always be blue (except in the black version).

Two-Color with Gold Type



True Blue



Black



Official University Seal

The university seal should never be substituted for the Northern Arizona University logo.

Use of the Northern Arizona University seal is limited to official administrative offices:

- Office of the President
- Arizona Board of Regents–sponsored applications

Use of the seal is limited to official university documents:

- diplomas
- certificates
- documents at the discretion of the university president

Contact University Marketing to inquire if your proposed use of the seal is acceptable.

Specifications

Maximum size: 3.5" in diameter

Minimum size: 1.75" in diameter

Full Color – NAU True Blue and Metallic Gold



NAU True Blue



Black



Institutional Logo Color Variations

Positive Color Variations

These are the only acceptable color variations to be used over light backgrounds. See page 2.10 for guidance on using logos over dark backgrounds. These guidelines also apply to the horizontal and centered versions of the logo. The fields of color behind the logos represent a background and are not part of the logo.

Preferred – Two-Color with True Blue Type

When feasible, use the preferred coloration of the logo, where the mountain element is NAU Gold (Pantone® 3514) and the rest of the logo is NAU True Blue (Pantone® 281). This is the recommended coloration for use on the web, on

stationery, when the logo is used small, and for most other applications.

Use it over a background color or photo only when there is sufficient contrast to ensure legibility of the logo.



Two-Color with Gold Type

As mentioned on page 2.4, this coloration of the logo is reserved solely for brand-level usage and may not be applied to unit logos or address blocks. Use it over a background color or photo only when there is sufficient contrast to ensure legibility of the logo. It may not be used when the logo is small (see size guidelines on page 2.14). It may not be used on the web due to web accessibility standards (gold type on a white background does not have enough contrast).



True Blue

For limited use, such as on certain merchandise items, and when the logo is used on an NAU Gold background.



Black

For documents that will be printed in black and white on an office copier.



Institutional Logo Color Variations – Reversed

Reversed Color Variations

These are the only acceptable color variations to be used over dark backgrounds. These guidelines apply to both the horizontal and centered versions of the logo. (See page 2.11 for guidance on using wordmarks over dark backgrounds.) These may be used both on the web and in print.

Reversed Gold

For use over an NAU True Blue background or other dark colors that provide enough contrast for all elements of the logo to be legible and where the colors do not vibrate against each other. Also for use over a very simple, dark portion of a photo that meets the aforementioned criteria.



Reversed with Gold Mountain

For use over dark colors or photo backgrounds when the type is more legible in white than in gold. The background must provide enough contrast for the logo to be legible.



Reversed White

For limited use on one-color print jobs such as merchandise or on backgrounds that do not provide enough contrast with, or vibrate against, the gold mountain.



The fields of color behind the logos represent a background and are not part of the logo.

Wordmark Color Variations

Positive Color Variations

These are the only acceptable color variations to be used over light backgrounds. These guidelines apply to both the horizontal and centered versions of the wordmark. The fields of color behind the wordmarks represent a background and are not part of the wordmark. (Guidelines for using wordmarks are on page 2.15.)

Preferred – One-Color True Blue

The one-color NAU True Blue version of the wordmark is for use on a light background.

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Two-Color with Gold

Solely for university-level brand use. For use in print on a white or very light background.

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NORTHERN ARIZONA UNIVERSITY

One-Color Black

For documents that will be printed in black and white on an office copier.

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NORTHERN ARIZONA UNIVERSITY

Reversed Color Variations

These are the only acceptable color variations to be used over dark backgrounds.

Preferred – Reversed Gold

For use over an NAU True Blue background or other dark colors that provide enough contrast for all elements of the wordmark to be legible and where the colors do not vibrate against each other.

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Reversed White

For use over dark colors that do not provide legibility with, or that vibrate against, the reversed gold version of the wordmark. The background must provide enough contrast for the wordmark to be legible.

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The fields of color behind the wordmarks represent a background and are not part of the logo.

Unit Logo Color Variations

These are the only acceptable color variations for the unit logos. These guidelines apply to both the horizontal and centered versions of the logo as well.

Positive Color Variations

These are the only acceptable color variations to be used over light backgrounds. (Guidelines for using unit logos are on page 2.7.)



College/Campus/
Division/
Department

Preferred — Two-Color with True Blue Type

This is the primary coloration for unit logos.



College/Campus/
Division/
Department

True Blue

For use at a small size, where the background color lacks contrast with the gold mountain graphic, or where the colors vibrate against each other. Also for one-color logos used on gold merchandise.



College/Campus/
Division/
Department

Black

For documents that will be printed in black and white on an office copier.

Reversed Color Variations

For use over NAU True Blue or other dark colors as long as they provide enough contrast for all elements of the logo to be legible. On the web, consider using the institutional logo and treating the unit name as a headline.



The fields of color behind the logos represent a background and are not part of the logo.

Reversed with Gold Mountain

For use over NAU True Blue or other dark colors as long as they provide enough contrast for all elements of the logo to be legible.

Reversed White

For limited use on one-color print jobs such as merchandise or on backgrounds that do not provide enough contrast with, or vibrate against, the gold mountain.

The logos on this page are shown smaller than their acceptable minimum size.

Clear Space

A specific minimum amount of clear space should be maintained around the logo (as shown below) and between the logo and any other elements, including any text, graphic, or image, or the edge of a page. Large-format applications (such as pole banners and billboards) may require less space and should be addressed case by case. Contact University Marketing at marketing@nau.edu for guidance.



Size Restrictions – Institutional Logos

Institutional Logos

The Northern Arizona University logo should be reproduced at a reasonable size to maintain legibility and clarity. Below are the minimum sizes required for the institutional logos except when used as a social media profile image or an avatar.

Preferred and All Other Colorations

(Except Two-Color with Gold Type)



Two-Color with Gold Type



Social Media Identity

Depending on the university unit a social media account represents and its main audience, choose from the following options for social media avatars and display icons sparingly.

1. To communicate with prospective audiences, always use the institutional logo to reinforce the university's visual identity.

The stacked primary logo **is required** for any prospective audience-facing accounts.



The gold type stacked logo may be used only for *NAU Social* accounts and all the university-level accounts.



2. Use the stand-alone ligature graphic only when "Northern Arizona University" is spelled out as the account name and is displayed nearby.



3. For an NAU department communicating with internal audiences, such as current students, faculty, and staff, the following options may be used:



Unacceptable Logo Treatments

The Northern Arizona University logos may not be altered. The following examples demonstrate logos that are NOT in compliance with the university's *Brand Identity Guide*. These unacceptable logos should not be used in any applications.



Do not
use the version of the logo with gold type less than 1" wide for print or at any size on the web.



Do not
crop logo elements. Elements should stay in live area.



Do not
distort the logo.



Do not
rearrange elements of the logo (even in correct proportion).



Do not
vignette the logo.



Do not
delete any element of the logo.



Do not
tint or screen back the logo.



Do not
rotate the logo.