

Use of the Northwood University Logo, Seal & Tagline

The Northwood University logo, seal, and tagline are to be used for **official university business only**. Any other uses must have permission from the vice president of marketing and enrollment management.

General Logo Specifications:

(see next page for images)

Logo may be printed in the following colors ONLY:

2-color – Pantone 282 (navy) and Pantone 3005 (medium blue)

(RGB colors: Navy = 9/49/97 • Medium Blue = 0/128/195)

(CMYK colors: Navy = C:100, M:68, Y:0, K:54 • Medium Blue = C:100, M:34, Y:0, K:2)

1-color – solid (100%) Pantone 282 (navy) or solid (100%) black

Logo is printed over a plain, solid background.

Logo may be reversed out on a solid background.

Logo may NOT BE ALTERED in any way (this includes stretching or squishing).

Logo may NOT BE COPIED FROM THE WEBSITE for use in print.

All printed material should still be created by Marketing. Anything created outside of the Marketing department MUST have approval from the Marketing department. Please send documents to hawley@northwood.edu and allow 24-48 hours for approval.

Northwood is taking a ZERO TOLERANCE approach to the use of the logo. Improper usage without approval from Marketing will result in pulling and destroying the materials. They may be reprinted, but the printing costs will be charged to the responsible party's budget.

Specific Logo Requirements:

- **Logo & Badge Together**

When used together, the logo and badge must be reproduced as a single piece. The type is NEVER to be reset.

Logo and badge will be the standard usage when artwork stands alone.

- **Logo Without Badge**

For business stationery (letterhead, envelopes, mailing labels, business cards, and other forms) the logo is used without the badge. It is accompanied by the words NORTHWOOD UNIVERSITY in uppercase Avant Garde Book BT font.

There may be some instances where it is desirable to use the logo without the badge or the type NORTHWOOD UNIVERSITY. However, any such use MUST first be approved by the Marketing department.

Tagline:

The tagline should appear on all printed materials in close proximity to the logo. The font for the tagline is Lucida Fax and it is to be written as follows (be sure to include the period):

Discover the leader in you.

Seal:

The Northwood University seal is to be used ONLY on official documents from the offices of the President, Executive Vice President/Chief Academic and Operating Officer, Academic Dean and Registrar. Other usage must be approved by the President or Vice President of Marketing and Enrollment Management.



2-COLOR LOGO
WITH BADGE

Navy – Pantone 282
Med. Blue – Pantone 3005



1-COLOR LOGO
WITH BADGE

Solid Navy
Pantone 282



Solid
Black



REVERSED OUT
LOGO



BLOCK
LOGO



LOGO WITHOUT BADGE
Solid Black



NORTHWOOD UNIVERSITY

2-COLOR LOGO
WITHOUT BADGE
Navy (Pantone 282) Text



NORTHWOOD UNIVERSITY

LOGO WITHOUT BADGE
STACKED TEXT
Solid Black



NORTHWOOD
UNIVERSITY

2-COLOR LOGO
WITHOUT BADGE
STACKED TEXT
Navy Text



NORTHWOOD
UNIVERSITY