

NORTHWEST MISSOURI STATE UNIVERSITY LICENSING PROGRAM

Any individual or company seeking to market and/or manufacture products bearing the name, seal and other identifying marks of Northwest Missouri State University Athletics must obtain a license from the University to use such marks. These logos and word marks are protected as trademarks of the University. Through this licensing program, Northwest Missouri State University Athletics seeks to protect its good name and generate funds for worthwhile projects. For participating firms, the University Licensing Program provides assistance and support in the manufacture and distribution of quality Northwest Missouri State University imprinted merchandise.

APPLICATION OF NORTHWEST MISSOURI STATE UNIVERSITY ATHLETIC LOGOS

In an effort to maintain consistency with the application of the Northwest Athletics logo, and primarily the Bearcat paw logo, the following guidelines have been established:

- * PMS colors #3435 green and white are the official school colors and must be used together.
- * The color scheme of the Bearcat paw logo: the outline including claws, letter “N”, and shading inside of the logo are to be the same color.
- * The Bearcat paw logo may not be altered in shape to fit inside any other geometric shape.
- * The Bearcat paw may not be altered/manipulated in any fashion.
- * The registration symbol ® must always appear in the lower right-hand portion of the graphic.
- * All verbiage representing Northwest Missouri State University Athletics must have the trade marked sign TM attached.
- * Any other modifications or color schemes must be approved by the Licensing Director.