
*I N S T I T U T I O N A L
G R A P H I C
S T A N D A R D S*



NORTHWEST

MISSOURI STATE UNIVERSITY

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THE NEED FOR A CONSISTENT IDENTITY

The visual identity of Northwest Missouri State University plays an important role in defining and differentiating the University from others. This graphic standards guide has been created to define this identity and create consistency in image use. The graphic standards set forth in this document provide a set of guidelines in order for the University to effectively communicate its identity to all key constituents. The set of unified marks is meant to visually represent and build upon the tradition and pride associated with Northwest.

Establishing a visual identity involves more than just creating a new logo. Graphic standards provide a sound, flexible structure for using logos, color and typography. Consistent brand messaging is essential, and graphic standards will help ensure Northwest is building strong brand recognition while aligning its communication in an efficient way.

This document contains the usage guidelines, logos, typography marks and application examples in regards to the University's visual identity. In addition, directions on how to obtain electronic versions of the marks are included.

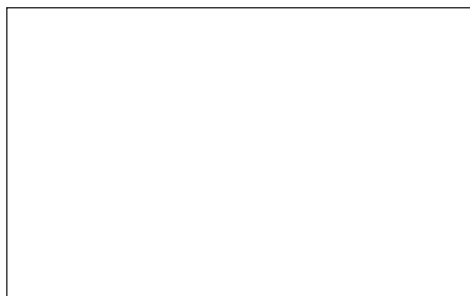
For questions about the graphic standards guide or for more information about logo usage at Northwest, please contact Brandon Stanley, chief officer of marketing and design, at brandon@nwmissouri.edu or (660) 562-1628.

NORTHWEST MISSOURI STATE OFFICIAL COLORS



BEARCAT GREEN

(in lieu of use *Pantone® 342)
Process Equivalent: 93c 10m 75y 43k
RGB Equivalent: 0r 103g 71b
Madeira Thread: 911-1247 Classic Rayon #4
Hex Code: #006747



WHITE

THE PRIMARY PALETTE

Green and white are the official colors for Northwest Missouri State University. It is very important to match these colors faithfully when reproducing the marks. It is preferred that all Northwest marks be used in green and white whenever possible. If this is not possible, then the marks should be printed in all black on light backgrounds (see page 4 for more details).



BLACK

SUPPORT COLORS

In addition to the primary palette shown above, the Northwest Missouri State University marks may utilize black as an optional support color when Bearcat Green and white are not available.

* Pantone® is a registered trademark of Pantone, Inc. The colors shown on this page and throughout this manual are not intended to match the PANTONE Color Standards. For the PANTONE Color Standards, refer to the current edition of the PANTONE Color Formula Guide.

PRIMARY INSTITUTIONAL MARK

PRIMARY MARK



NORTHWEST

MISSOURI STATE UNIVERSITY

ALTERNATE TYPE ARRANGEMENTS



The primary institutional mark was designed to create a consistent brand for the academic programs at Northwest Missouri State University. This mark should not be changed or altered in any way and its use must adhere to the standards in this manual. There are many variations to choose from so there should be a design compatible to any application. As shown in the bottom row on the left, a horizontal version, and a 3-line version of the primary institutional mark were created for use in different situations.

Information about available color variations of the primary institutional mark is found on page 4. Information about the use of the primary institutional mark on various color backgrounds is found on page 5.



The turrets atop the University's Administration Building are distinctive to the Northwest campus and the source of inspiration for the primary institutional mark.

PRIMARY INSTITUTIONAL MARK COLOR VARIATIONS

DARK BACKGROUND COLOR VERSIONS



ALL BLACK VERSIONS (For use only on light, simple backgrounds.)



ALL GREEN VERSIONS (For use only on light, simple backgrounds.)



ALL WHITE VERSIONS (For limited use, upon request.)



The preferred use of the primary institutional mark on light backgrounds is the version shown on page 3. For use on dark backgrounds there is an alternate version of the primary institutional mark with white type (shown in the top row on the left). The primary institutional mark may also be used in all black, all green, or all white when use of the two-color version is not possible. These variations are shown to the left.

Information on the use of the primary institutional mark on various color backgrounds is found on page 5.

PRIMARY INSTITUTIONAL MARK USE ON COLOR BACKGROUNDS

ON GREEN



ON BLACK



ON LIGHT



ON DARK



Examples of the two color Mark shown on a variety of backgrounds.



Examples of the dark background color mark shown on a variety of backgrounds.



Examples of an all black mark shown on a variety of backgrounds.



Examples of an all green mark shown on a variety of backgrounds.

Frequently it may be desirable to place the primary institutional mark on a field of color. As shown in the examples on the left, the artwork is available in two-color, an alternate version for use on dark backgrounds, all black, or all green. The typography of the primary institutional mark does **not** include a built-in outline shape and therefore, the primary institutional mark should **never** be used on a background color that does not provide sufficient contrast. For use on dark backgrounds, there are versions of the primary institutional mark with white type (see dark background color marks).

SAFE ZONES/MINIMUM SIZE

EQUALS HEIGHT OF "H" IN NORTHWEST



SAFE ZONES

Each of the primary institutional marks has an established safe zone. This safe zone is intended to maintain the mark's integrity and to avoid visual confusion. No other type or graphic element (including folds, trims or edges) should fall within the safe zone shown. The safe zone for each of the primary institutional marks is equal to the height of the letter "H" in Northwest (or "A"). This spacing is uniform on all sides of the mark. See the examples on the left for each mark's specific safe zone.



MINIMUM SIZE

Each of the primary institutional marks has a minimum allowable size. In order to ensure clear reproduction and legibility, the marks must **not** be used any smaller than the sizes shown on the left. It is preferred that when possible the marks be used larger than their minimum size.

SUB-BRANDING WITH THE PRIMARY INSTITUTIONAL MARK

PRIMARY MARK



NORTHWEST
MISSOURI STATE UNIVERSITY
OFFICE OF THE PRESIDENT

The primary institutional mark has artwork available that includes a secondary tagline such as the name of a school or department. There are three layout variations available to help ensure the art's compatibility with different page layouts (shown on the left). The primary institutional mark must be used in one of these three layout variations for sub-branding purposes.

Shown on the left are the two-color versions of these marks. Information about other available color variations of the primary institutional mark for sub-branding purposes is found on page 8.

Note: Only approved copy may be used in the secondary taglines.

ALTERNATE TYPE ARRANGEMENTS



SUB-BRANDING WITH THE PRIMARY INSTITUTIONAL MARK COLOR VARIATIONS

DARK BACKGROUND COLOR VERSIONS



ALL BLACK VERSIONS (For use only on light, simple backgrounds.)



ALL GREEN VERSIONS



ALL WHITE VERSIONS (For limited use, upon request.)



The preferred use of the primary institutional mark for sub-branding purposes on light backgrounds is the version shown on page 7. For use on dark backgrounds there is an alternate version of the primary institutional mark with white type (shown in the top row on the left). The primary institutional mark may also be used in all black, all green, or all white when use of the two-color version is not possible. These variations are also shown on the left.

SECONDARY MONOGRAM MARK

ALL GREEN VERSION



ALL BLACK VERSION



ALL WHITE VERSION (limited use)



The Northwest institutional monogram is a secondary mark for Northwest Missouri State University. The monogram is intended as a decorative or retail image used where the name of the university has already been established. It should **never** be used as the primary academic identifier of Northwest Missouri State.

The monogram is available in all green, all black or all white versions, as shown on the left.

Information on the use of the monogram on various color backgrounds is found on page 10.

SECONDARY MONOGRAM USE ON COLOR BACKGROUNDS



Examples of the all green monogram shown on a variety of backgrounds.



Examples of the all black monogram shown on a variety of backgrounds.

Frequently it may be desirable to place the monogram artwork on a field of color. As shown in the examples on the left, all of the artwork has been created with a white built-in outline shape allowing it to work clearly on any background as long as there is sufficient contrast. For this reason, it is not necessary to alter the marks before placing them on any color, photograph or complex background.

SECONDARY WORDMARKS

ALL BLACK VERSIONS

NORTHWEST[™]
MISSOURI STATE UNIVERSITY

NORTHWEST[™]
MISSOURI STATE
UNIVERSITY

ALL GREEN VERSIONS

NORTHWEST[™]
MISSOURI STATE UNIVERSITY

NORTHWEST[™]
MISSOURI STATE
UNIVERSITY

ALL WHITE VERSIONS

NORTHWEST[™]
MISSOURI STATE UNIVERSITY

NORTHWEST[™]
MISSOURI STATE
UNIVERSITY

The Northwest institutional wordmarks are a secondary mark for Northwest Missouri State University. The wordmarks are intended as a decorative or retail image used where the name of the university has already been established. It should **never** be used as the primary academic identifier of Northwest Missouri State. A 2-line and a 3-line version of the wordmarks were created for use in different situations.

The wordmarks are available in all black, all green or all white versions, as shown on the left.

Information on the use of the wordmarks on various color backgrounds is found on page 12.

SECONDARY WORDMARKS USE ON COLOR BACKGROUNDS

ON GREEN

ON BLACK

ON LIGHT

ON DARK



Examples of the all black wordmarks shown on a variety of backgrounds.



Examples of the all green wordmarks shown on a variety of backgrounds.



Examples of the all white wordmarks shown on a variety of backgrounds.

Frequently it may be desirable to place the wordmarks on a field of color. As shown in the examples on the left, the typography of the wordmarks do **not** include a built-in outline shape and therefore, the wordmarks should **never** be used on any background color that does not provide sufficient contrast.

WEB MARK

TWO-COLOR VERSION



ALL GREEN VERSION



ALL BLACK VERSION



DARK BACKGROUND VERSION



The Northwest institutional web mark is a secondary mark for Northwest Missouri State University. The web mark is intended for use on official Northwest Missouri State University websites only. It should **never** be used as the primary academic identifier of Northwest Missouri State. The web mark is available in two-color, all green, all black or on a dark background versions, as shown on the left.

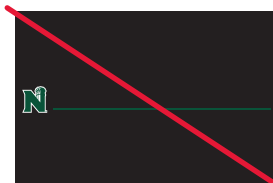
Information on the use of the web mark on various color backgrounds is found on page 14.

WEB MARK USE ON COLOR BACKGROUNDS

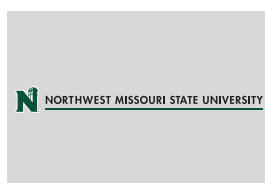
ON GREEN



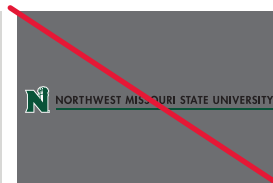
ON BLACK



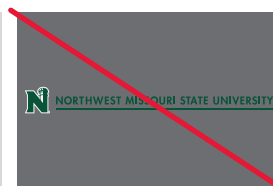
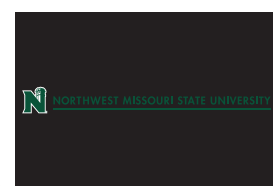
ON LIGHT



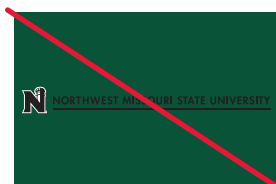
ON DARK



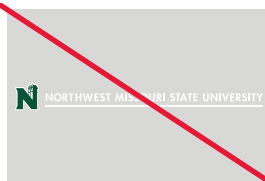
Examples of the two-color web mark shown on a variety of backgrounds.



Examples of the all green web mark shown on a variety of backgrounds.



Examples of the all black web mark shown on a variety of backgrounds.

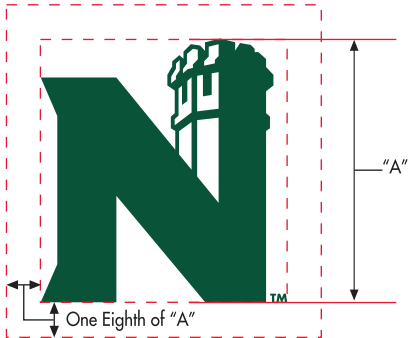


Examples of the dark background web mark shown on a variety of backgrounds.

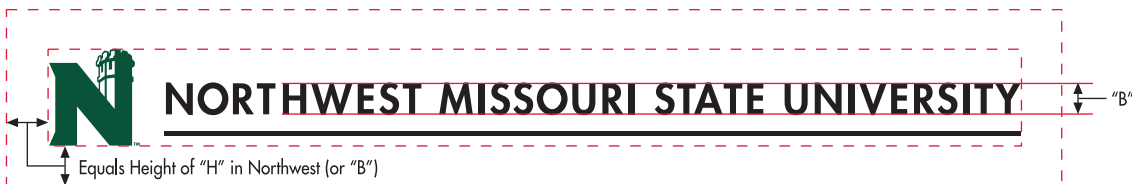
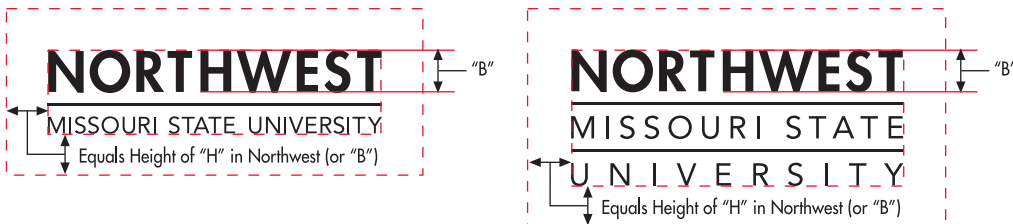
Frequently it may be desirable to place the web marks on a field of color. As shown in the examples on the left, the typography of the web mark does **not** include a built-in outline shape and therefore, the web mark should **never** be used on any background color that does not provide sufficient contrast.

SECONDARY MARKS SAFE ZONES

EQUALS 1/8 OVERALL HEIGHT OF THE MONOGRAM



EQUALS HEIGHT OF "H" IN NORTHWEST



SAFE ZONES

Each of the secondary marks has an established safe zone. This safe zone is intended to maintain the mark's integrity and to avoid visual confusion. No other type or graphic element (including folds, trims or edges) should fall within the safe zone shown. The safe zone for the monogram mark is equal to one-eighth the overall height of the mark (or "A"). The spacing for the wordmarks and the web mark is equal to the height of the "H" in Northwest (or "B"). This spacing is uniform on all sides of the mark. See the examples on the left for each marks' specific safe zone.

SECONDARY MARKS MINIMUM SIZE



MINIMUM SIZE

Each of the secondary marks has a minimum allowable size. In order to ensure clear reproduction and legibility, the marks must **not** be used any smaller than the size shown on the left. It is preferred that when possible the marks be used larger than its minimum size.

COMPATIBLE TYPOGRAPHY

FUTURA BOOK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#\$%^&
*()_+ -= {} [] : " ; ' < > ? , . /

FUTURA BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#\$%^&
*()_+ -= {} [] : " ; ' < > ? , . /

FUTURA HEAVY

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#\$%^&
*()_+ -= {} [] : " ; ' < > ? , . /

NORTHWEST FONT

The Futura font family is used in many of the Northwest institutional marks. It is a clean, versatile and contemporary font that is readily available.

LOGO USE VIOLATIONS



Never use the marks in other colors.



Never change the typeface in any part of the mark



Never use unapproved wording in any mark



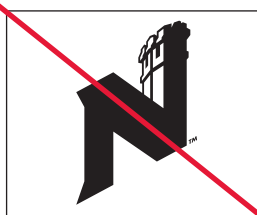
Never re-size any element in any mark



Never re-proportion any mark



Never add any element to any mark



Never distort any mark



Never re-position or realign any element in the marks



Never re-space any elements in any mark



Never change the outline shape to an unapproved color



Never allow any color, pattern or photograph to show through any mark



Never use any mark on a background that does not provide sufficient contrast.

So that the University can maintain the design integrity of its brand, it is mandatory that all marks be applied as indicated in this manual without modification. The marks are not to be altered in any way. Shown on the left are **unacceptable** uses of the institutional marks.

RETAIL APPLICATIONS

These shirts would require two-color printing to reproduce.



TWO-COLOR APPLICATIONS

In a retail design, if the fabric color matches one of Northwest Missouri State's official colors exactly (green or white), the fabric can show through in place of printing that color. If the fabric color does not match any official color then both official colors must be used to print the mark.

Top Row: These shirts are examples of all black or all green logos on non-official colors.



Bottom Row: This shirt is an example of an alternative all white logo on a non-official color background.

ONE-COLOR APPLICATIONS

When using one-color marks on apparel, the art may print in all black, all green or all white as long as there is sufficient contrast with the fabric color. If the fabric color does not match one of the official colors then the art should be used in all black or all white (whichever offers more contrast) unless prior permission is obtained.

CONTACT INFORMATION

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