



Northern Arizona University

Current Revision Date: 07/30/24

Established: 1899 **Location:** Flagstaff, AZ **Nickname:** Lumberjacks
Mascot Name: Louie **Conference:** Big Sky

Verbiage

Northern Arizona University™
Northern Arizona™
NAU®
Lumberjack(s)™
NAU Lumberjack(s)®
Jacks™

J. Lawrence Walkup
Skydome™
NAU True Blue™
Lumberjack Country™
Kiss My Axe™

NAU Blue

NAU Gold

Tan

Black

PANTONE 282 C

CMYK: 100, 72, 0, 32 | RGB: 0, 51, 102
MADEIRA Rayon: 1243 | Polyneon: 1967

PANTONE 3514 C

CMYK: 0, 27, 100, 0 | RGB: 241, 179, 0
MADEIRA Rayon: 1069 | Polyneon: 1624

PANTONE 712

MADEIRA Rayon: 1217 | Polyneon: 1752

PANTONE Process Black C

CMYK: 0, 0, 0, 100 | RGB: 0, 0, 0
MADEIRA Rayon: 1000 | Polyneon: 1800

Approved University colors or the *PANTONE® colors listed on this page must be used. The colors on this page are not intended to match PANTONE color standards. For PANTONE color standards, refer to the current editions of the PANTONE color publications. *PANTONE® is a registered trademark of PANTONE, Inc.

Primary Marks



Secondary Marks



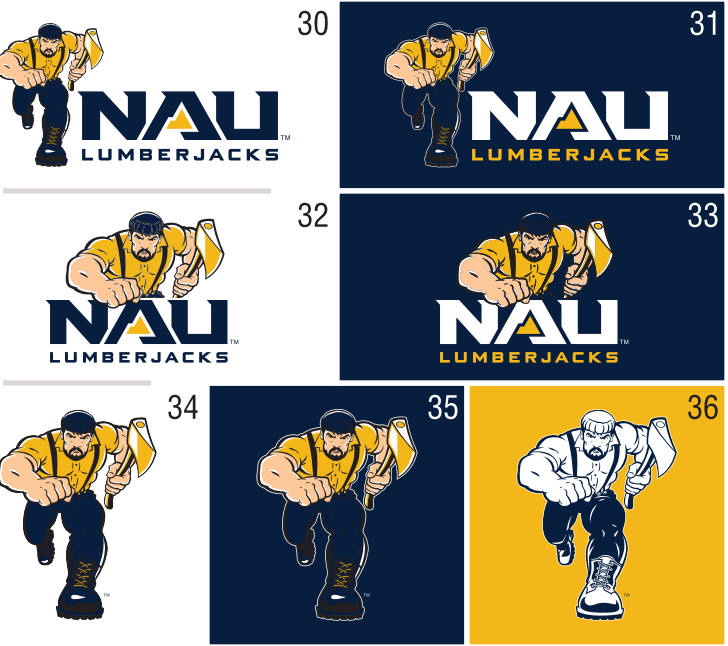
Athletics Marks



Word Marks



Mascot Marks



Mascot Marks (for embroidery only)



Note: All gold marks on black are available at retail only and Athletics department use only and not permitted for internal department use.



Institutional Marks

40



41



42



43



44



45



46



47



48



49



50



51



52



53



54



55



56



57



58



59



60



61



Note: All gold marks on black are available at retail only and Athletics department use only and not permitted for internal department use.

ADDITIONAL PERTINENT INFORMATION

- University seal permitted on products for resale (reviewed on a case-by-case basis).
- No alterations or overlaying graphics to seal permitted.
- University licenses consumables (must have expiration date on packaging).
- University licenses health and beauty products.
- University permits numbers on products for resale.
- Mascot caricatures permitted (3D merchandise only).
- Cross licensing with other marks may be permitted with an additional agreement.
- No use of current players' name, image, or likeness is permitted on commercial products.
- No references to alcohol, drugs, or tobacco related products may be used in conjunction with University marks.