



**OHIO NORTHERN UNIVERSITY  
APPAREL & UNIFORM GUIDELINES**

**VERSION 1.0**

## INTRODUCTION

At Ohio Northern University we want to ensure that every facet of ONU conveys the same sentiment. Adherence to these apparel guidelines will ensure consistency and recognition of the brand while minimizing brand confusion.

This document provides an overview of the guidelines established for apparel requests. It was created to help assist in the design process, provide direction, and showcase approved applications of official ONU logo marks and artwork. The intent for these apparel guidelines is to strengthen the ONU brand and create the best representation of the University in all apparel.

Guidelines can be found on the following pages, and are tailored to each area of the University. It should be noted that the elements and uses in this initial guide are open to change. However, these changes will be reviewed and assessed periodically to ensure there is always a single standard usage, overall.

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## SCHOOLS, COLLEGES AND DEPARTMENTS

The following apparel guidelines for colleges, schools, departments, department units, administrative offices, centers and institutes are listed below. By following the guidelines below, you can avoid unnecessary delays and ensure your designs represent Ohio Northern University correctly.

- Product color should be orange, black, white or a neutral grey.
- All academic and official units of Ohio Northern University must use their college, school, or department logo. The primary ONU wordmark logos may also be used.
- Use of official ONU athletic logos are NOT permitted.
- Use of the secondary block N logo is NOT permitted.
- Use of University seal is NOT permitted.
- Do not stretch and unproportionately change the size of any logos. See further guidelines on page 14.
- Suggested logo placement is left chest. Ensure a clear zone is present around the logo.
- To ensure readability, never produce the logo smaller than 2.5 inches wide.
- Designs cannot use trademarks from other entities.

**ACCEPTABLE LOGOS**

The following logo marks may be used on apparel for all colleges, schools, departments, department units, administrative offices, center and institutes. The logo color palette is limited to ONU orange, black and white.

Primary ONU Wordmark



A College Logo



A Department/Office Logo



**UNACCEPTABLE LOGOS**

The following logo marks may NOT be used to represent colleges, schools, departments, department units, administrative offices, center and institutes.



## ALUMNI GROUPS

The following apparel guidelines for alumni groups are listed below. By following the guidelines below, you can avoid unnecessary delays and ensure your designs represent Ohio Northern University correctly.

- Product color should be orange, black, white or a neutral grey.
- If the apparel design doesn't include an official ONU logo, the design must contain an ONU identifier. Either the letters ONU or Ohio Northern University in the form of text.
- Use of brand fonts **MUST** be used. Primary brand fonts are Neutraface and Memphis. Secondary brand fonts include Arial and Rockwell.
- Use of official alternative ONU athletic logos are permitted. See further guidelines on page 19.
- Use of secondary block N logo is permitted. See further guidelines starting on page 20.
- Use of the primary athletics Polar Bear head logo is **NOT** permitted.
- Use of university seal is **NOT** permitted.
- Do not stretch and unproportionately change the size of any logos. See further guidelines on pages 14, 18 and 24.
- When using an official ONU logo, do not reproduce the logo on a patterned or busy background.
- If logos external to ONU are used, the client is responsible for getting permission to use them.
- Suggested logo placement is left chest. Ensure a clear zone is present around the logo.
- To ensure readability, never produce the logo smaller than 2.5 inches wide.
- Designs cannot use trademarks from other entities. (ex. Disney, movies, music, etc.)

**ACCEPTABLE LOGOS**

The following logo marks may be used on apparel for official alumni groups. The logo color palette is limited to ONU orange, black and white.

Primary ONU Wordmark Example



Alternative ONU Athletic Logo Example



Secondary Block N Logo Example



**UNACCEPTABLE LOGOS**

The following logo marks may NOT be used to represent official Ohio Northern Student Organization groups.



## ATHLETICS

The following apparel and uniform guidelines for University athletics and the athletic department are listed below. Uniform artwork that is created must always go through Communications and Marketing for final approval. By following the guidelines below, you can avoid unnecessary delays and ensure your designs represent Ohio Northern University correctly.

- Product and uniform color should be orange, black, white or a neutral grey. Specialty uniform colors and elements are subject to use for themed games, but must be approved through Communications and Marketing.
- The primary ONU Polar Bear head logo on a uniform serves as the main identifier of ONU athletics and should be present on a uniform.
- The use of NORTHERN should only be implemented on uniforms intended for home games. All other uniforms should use OHIO NORTHERN.
- A sport specific logo lockup for example the ONU Polar Bear head with football underneath, should NOT be used on uniforms worn in competition.
- The secondary block N logo may appear on a uniform as a secondary element. (ex. swim cap or helmet decal) However, the block N logo does NOT replace the primary ONU Polar Bear head logo.
- Names and numbers appear on a variety of uniforms worn in competition. It's important to maintain a consistent use of typography on all uniforms so that it connects all ONU sports together as one.
- It's preferred that any team specific apparel designed with custom sayings or artwork ONLY be worn internally. Outward facing gear, including travel, pregame and warmup should follow guidelines set above.
- Use of official alternative ONU athletic logos are permitted. See further guidelines on page 19.
- Use of secondary block N logo is permitted. See further guidelines starting on page 20.
- Use of official ONU wordmark logos are NOT permitted.
- Use of university seal is NOT permitted.
- Do not stretch and unproportionately change the size of any logos. See further guidelines on page 18.
- When using an official ONU athletics logo, do not reproduce the logo on a patterned or busy background.
- Apparel designs cannot use trademarks from other entities. (ex. Disney, movies, music, etc.)



**ACCEPTABLE LOGOS**

The following logo marks may be used on apparel for University athletics and the athletic department. The logo color palette is limited to ONU orange, black and white.

Primary ONU Polar Bear head Logo  
Must be present somewhere on a uniform



Sport-Specific Logo Example  
Cannot be used on a uniform but can be used on team apparel



Alternative ONU Athletic Logo Example



Secondary Block N Logo Example



**UNACCEPTABLE LOGOS**

The following logo marks may NOT be used on apparel to represent University athletics or the athletic department.



## STUDENT ORGANIZATIONS

The University encourages the creativity of students in official Ohio Northern student organization groups to be able to represent their group with apparel and merchandise. Students may create artwork that conveys the spirit of their organization, but must always go through the Northern Network process for approvals. By following the guidelines below, you can avoid unnecessary delays and ensure your designs represent Ohio Northern University correctly.

- All designs for apparel or promotional items must be submitted and approved through Northern Network.
- Preferred product colors are orange, black, white or a neutral grey. Alternate colors are accepted if necessary. ONU marks should appear in white or black if an alternate color is used.
- If the apparel design doesn't include an official ONU logo, the design must contain an ONU identifier. Either the letters ONU or Ohio Northern University in the form of text.
- Use of brand fonts are preferred. Alternate fonts can be used in addition to brand fonts if necessary. Secondary brand fonts include Arial and Rockwell.
- Use of official alternative ONU athletic logos are permitted. See further guidelines on page 19.
- Use of secondary block N logo is permitted. See further guidelines starting on page 20.
- Use of the primary athletics Polar Bear head logo is NOT permitted.
- Use of university seal is NOT permitted.
- Do not stretch and unproportionately change the size of any logos. See further guidelines on pages 14, 18 and 24.
- When using an official ONU logo, do not reproduce the logo on a patterned or busy background.
- Never attempt to redraw University logo marks or graphics such as the paw print.
- If logos external to ONU are used, the client is responsible for getting permission to use them.
- Designs cannot use trademarks from other entities. (ex. Disney, movies, music, etc.)
- Designs should be positive in nature and cast a good light on ONU.
- No drugs, alcohol, gambling, firearms or inappropriate language are permitted.

### ACCEPTABLE LOGOS

The following logo marks may be used on apparel for official Ohio Northern student organization groups. These marks don't have to be used on your apparel or merchandise. Official ONU student organizations have the flexibility of creativity, but must always go through the Northern Network process for approvals. The logo color palette is limited to ONU orange, black and white.

Primary ONU Wordmark Example

OHIO  
NORTHERN  
UNIVERSITY

OHIO NORTHERN UNIVERSITY

Alternative ONU Athletic Logo Example



Secondary Block N Logo Example



### UNACCEPTABLE LOGOS

The following logo marks may NOT be used to represent official Ohio Northern Student Organization groups.



## WORDMARK GUIDELINES

### OHIO NORTHERN UNIVERSITY LOGO

The Ohio Northern University wordmark is the standardized graphic representation of the University name. It is a custom-designed mark to provide immediate identity recognition and to enhance readability.

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### STACKED LOGOTYPE

The stacked logotype is the primary mark of the institution and is better suited for vertical layouts or applications.

OHIO  
NORTHERN  
UNIVERSITY

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### HORIZONTAL LOGOTYPE

The horizontal logotype is the wordmark of the system that is better suited for horizontal layouts or applications.

OHIO NORTHERN UNIVERSITY

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**COLOR**

The color palette is limited to ONU orange, black and white. Color exceptions can be made for printing techniques such as foils, engraving, and embossing when approved by Communications and Marketing.

OHIO  
NORTHERN  
UNIVERSITY

OHIO  
NORTHERN  
UNIVERSITY



OHIO NORTHERN UNIVERSITY

OHIO NORTHERN UNIVERSITY



# WORDMARK GUIDELINES

## Logo Restrictions

To maintain consistency and legibility, DO NOT use the logo in the following ways:

Do not make the logo an off-brand color. The logo color is limited to ONU orange, black and white.



Do not rearrange the logo colors.



Do not add effects to the logo.



Do not stretch the logo.



Do not angle or tilt the logo.



Do not compress the logo.



Do not add to or change any aspect of the logo.



Do not shorten the logo.



Do not use the logo on a low contrast background.



## CLEARANCE SPACE

When using the logo it's important to consider the space around the mark and never crowd the mark. Follow the outlined guide below to understand how much negative space is needed around the logo.

Use the cap-height to determine the minimum amount of space needed for the horizontal logotype.

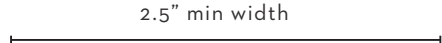


Use the cap-height of "NORTHERN" to determine the amount of space needed for the centered logotype.

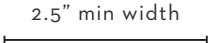


## MINIMUM SIZES

For legibility purposes on apparel refrain from using the logo any smaller than the minimum size outlined here.



OHIO NORTHERN UNIVERSITY



OHIO  
NORTHERN  
UNIVERSITY

## THE ONU ATHLETIC PRIMARY LOGO GUIDELINES

### ONU POLAR BEAR HEAD LOGO

The ONU Polar Bear head logo is the primary mark for ONU Athletics and is used as the main logo identifier. The logo **MUST** always face right.

Full color ONU Polar Bear head logo contains gray bear shadows and letter highlights.



### FULL COLOR VARIATIONS

The ONU Polar Bear head logo can be used in the color variations shown below. The full color ONU Polar Bear head logo should be used in all print versions.



When the ONU Polar Bear head logo is placed over a dark colored background, please ensure that the logo used has a white stroke/border applied around the logo.

### GREYSCALE ONU POLAR BEAR HEAD LOGO

The grayscale ONU Polar Bear head logo should be used as shown below for print versions that require black and white printing. The logo **MUST** always face right.



When the ONU Polar Bear head logo is placed over a dark colored background, please ensure that the logo used has a white stroke/border applied around the logo.



**THREE-COLOR**

**ONU POLAR BEAR HEAD LOGO**

This version of the logo should only be used for three color embroidery or screen print only.

**TWO-COLOR**

**ONU POLAR BEAR HEAD LOGO**

This version of the logo should only be used for two color embroidery or screen print only.

**ONE-COLOR**

**ONU POLAR BEAR HEAD LOGO**

This version of the logo should only be used for one-color embroidery or screen print only.



When the ONU Polar Bear head logo is placed over a dark colored background, please ensure that the logo used has a white stroke/border applied around the logo.

# THE ONU ATHLETIC PRIMARY LOGO GUIDELINES

## Logo Restrictions

To maintain consistency and legibility, DO NOT use the Polar Bear head logo in the following ways:

Do not make the logo an off-brand color. The logo is limited to full color and greyscale versions only.



Do not place the logo on a busy background.



Do not combine the logo with the ONU logotype.



Do not flip the logo.



Do not add effects to the logo.



Do not distort the logo.



Do not angle or tilt the logo.

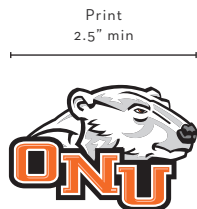


Do not add to or change any aspect of the logo.



## MINIMUM SIZES

For legibility purposes on apparel refrain from using the logo any smaller than the minimum size outlined here.



## CLEARANCE SPACE

When using the logo, it's important to consider the space around the mark and never crowd the mark. Follow the outlined guide below to understand how much negative space is needed around the logo.



Use the cap-height to determine the minimum amount of space needed for the logo.

## ALTERNATE ONU ATHLETIC LOGOTYPES GUIDELINES

The alternate athletic logos also support and represent ONU Athletics. They give the identity flexibility while staying consistent with the primary logo. The logos can be full color or greyscale. The full color logos should be used in all print versions. The greyscale logos can be used as shown for print versions that require black and white printing. Three-color, two-color and one-color variations are available for embroidery and screen prints upon request.

ONU Polar Bear Paw



Greyscale



ONU Paw



Greyscale



ONU Polar Bear Banner



Greyscale



Polar Bear Head

\*If using this version of our athletics logo, an ONU identifier is required to accompany it. For example, "Ohio Northern University"



Greyscale



## SECONDARY BLOCK N LOGO GUIDELINES

The block N logo represents University athletics, the athletic department, student athletes, alumni and groups that are not official departments of the University such as approved student groups and organizations. It's available in a stacked and linear version.

The block N is NOT our primary logo. It should never replace the official ONU wordmark or the primary ONU Polar Bear head logo. The block N logo can ONLY be used in conjunction with the ONU wordmark or the primary ONU Polar Bear head logo. DO NOT use the block N logo for official academic units of the university. This includes colleges, schools, departments, administrative offices, centers and institutions.

### STACKED BLOCK N COLOR VARIATIONS



When placed over a dark colored background, please ensure that the logo used has a white stroke/border applied around the logo.

### LINEAR BLOCK N COLOR VARIATIONS



When placed over a dark colored background, please ensure that the logo used has a white stroke/border applied around the logo.

The block N logo is also available in a one-color variation. No all white version is available for use. If using on a black background, the full color black N logo must be used. When using on a grey background, use discretion on whether a one-color or full color looks best on the selected shade. Use best judgment to ensure legibility.

#### ONE-COLOR STACKED BLOCK N COLOR VARIATIONS



#### ONE-COLOR LINEAR BLOCK N COLOR VARIATIONS



## SECONDARY BLOCK N LOGO GUIDELINES: UNIFORMS ONLY

ONU Athletics may drop the word “University” from the block N logo when using the mark on uniforms and jerseys ONLY. The block letter “N” may be used by itself on a uniform item ONLY if it is accompanied by an ONU identifier including Ohio Northern and an official ONU Athletics logo is present somewhere else on the uniform.

### STACKED BLOCK N COLOR VARIATIONS



When placed over a dark colored background, please ensure that the logo used has a white stroke/border applied around the logo.

### LINEAR BLOCK N COLOR VARIATIONS



When placed over a dark colored background, please ensure that the logo used has a white stroke/border applied around the logo.

The block N logo is also available in a one-color variation. No all white version is available for use. If using on a black background, the full color black N logo must be used. When using on a grey background, use discretion on whether a one-color or full color looks best on the selected shade. Use best judgment to ensure legibility.

#### ONE-COLOR STACKED BLOCK N COLOR VARIATIONS









#### ONE-COLOR LINEAR BLOCK N COLOR VARIATIONS



# SECONDARY BLOCK N LOGO GUIDELINES

## LOGO RESTRICTIONS

To maintain consistency and legibility, DO NOT use the Block N logo in the following ways:

<p>Do not use a “slab serif” N or any typeface that resembles the block N.</p>	 <p>Do not modify, redesign, distort or alter the proportions of the block N.</p> 
<p>Do not angle or tilt the logo.</p>	<p>Do not use the block N to replace a letterform in any name or word.</p>  
<p>Do not add effects to the logo.</p>	<p>Do not flip or change the stroke colors in any way.</p>  

## MINIMUM SIZES

For legibility purposes, refrain from using the logo any smaller than the minimum size outlined here.



## CLEARANCE SPACE

When using the logo, it's important to consider the space around the mark and never crowd the mark. Follow the outlined guide below to understand how much negative space is needed around the logo.



Use the cap-height to determine the minimum amount of space needed for the logo.



## SECONDARY BLOCK N LOGO GUIDELINES: DESIGN TEMPLATES

Official student organizations, alumni groups, University athletics and the athletic department may use other layout versions or designs on apparel or promotional items. The block letter N may be used as a freestanding graphic as long as an ONU identifier including Ohio Northern University is present somewhere on the design. Although different designs may be used, imprint colors of the block N logo DO NOT change. Approved university groups listed above may use the example designs shown below.

### DESIGN EXAMPLE 1

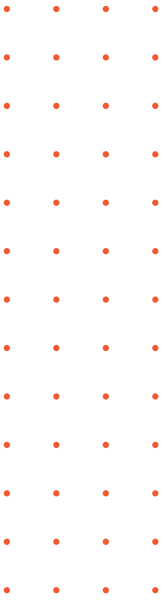


### DESIGN EXAMPLE 2



### DESIGN EXAMPLE 3





**QUESTIONS?**

Sheila Baumgartner  
Interim Executive Director, Office of Communications and Marketing  
Ohio Northern University, Ada, Ohio 45810  
419-772-2047