This logo is the primary identifier for the University of Northwestern Ohio.

Our icon – featuring the spiked ‘N’ pointing in a northwestern direction with the full name of the university below – is considered our primary mark, or wordmark. Wordmark is like a signature for our campus and should be included in all university communications.

These logos are to be used as a secondary logo or in any athletic communications. The secondary marks are the UNOH Only logo, UNOH side text logo, and University Seal. The Athletic marks include the Racers Logo with racing wings, and Racers Only logo. There are clear space rules with these logos as shown for the primary mark.

The University of Northwestern Ohio’s College of Applied Technologies has a distinctive color scheme that may be used to represent the college, or its motorsports athletic teams. This is the ONLY time that the yellow to orange color palette should be used.

We recommend that you refer to the full UNOH Brand Book whenever you develop marketing communications for the University of Northwestern Ohio.

Please visit www.unoh.edu/branding for more information or to download the UNOH Brand Book.