

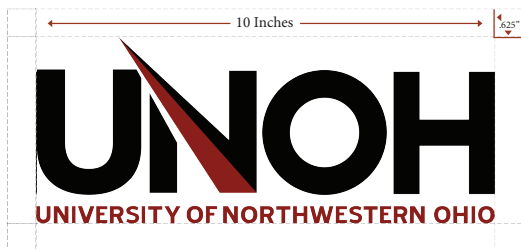
Primary Mark Artwork



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.



- Pantone 188C**
 PMS: 188C
 CMYK: 0,74,66,51
 HEX: #7d212b
- Pantone White**
 PMS: WHITE
 CMYK: 0,0,0,0
 HEX: #ffffff
- Pantone Black**
 PMS: BLACK
 CMYK: 0,0,0,100
 HEX: #000000

KOZUKA GOTHIC PRO	ABCDEFGHIJKLMNOPQRSTUVWXYZ
	abcdefghijklmnopqrstuvwxyz
	ABCDEFGHIJKLMNOPQRSTUVWXYZ
	abcdefghijklmnopqrstuvwxyz
	123456789

Secondary Mark Artwork



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.



College of Applied Technologies Artwork



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.



- Pantone Yellow C**
 PMS: Yellow C
 CMYK: 0,13,100,0
 HEX: #fedd00
- Pantone 144C**
 PMS: WHITE 144C
 CMYK: 0,41,100,7
 HEX: #ed8b00
- Pantone Gradient**
 Orange to Yellow

COLORS

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.

SPACING

COLORS

FONT

SECONDARY MARKS