



# 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

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### 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.