

NAU BRAND QUICK GUIDE

Access the full university guidelines at:
nau.edu/marketing/brand-center/guidelines

Access NAU photos and logos at:
nau.edu/digitalassets/widen-collective

Fonts

Primary

Univers 75 Black

Univers 65 Bold

Univers 65 Bold Oblique

Univers 55

Univers 55 Oblique

Univers 45 Light

Univers 55 Condensed

Univers 47 Condensed Light

Alternate if "Univers" is unavailable

Arial

Dates

List dates as the number alone. No "th", "rd", or "st"

October 3

Oct. 3

Times

List times with a space between the number and morning/evening designation. Include periods.

6 p.m.

Logo

- Include a version of the NAU logo on everything.
- Maintain white space about the size of the Logo's "A".
- Do not stretch, recolor, or warp the logo.
- Access institutional and departmental logos at:
nau.edu/digitalassets/widen-collective



Colors

Primary

C100 M60 Y0 K70
HEX #002454

C0 M27 Y100 K0
HEX #FAC01A

Secondary

HEX #41B6E6

HEX #0066B2

HEX #00ADB5

HEX #007A33

HEX #FFDA0B

HEX #F68300

HEX #CF4527

HEX #C3B8B2

Keep an eye on color contrast. Don't use light colors on top of light colors or dark on dark.



URLs

Include friendly URLs when using QR codes on promotional materials. Use clickable hyperlinks instead of QR codes on digital designs unless it's for digital signage.

URL
nau.edu/brand

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