



NORTHWEST MISSOURI BEARCATS
ATHLETICS GRAPHIC STANDARDS

UPDATED SPRING 2018

THE IMPORTANCE OF GRAPHIC STANDARDS

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The visual identity of Northwest Missouri State University plays an important role in defining and differentiating the University from others. This graphic standards guide has been created to define this identity and create consistency in image use. The graphic standards set forth in this document provide a set of guidelines in order to allow the athletic department to effectively communicate its unique identity to all key constituents.

This set of unified marks is meant to visually represent and build upon the tradition and pride associated with Bearcat Athletics. The Paw is the primary mark, but secondary marks provide flexibility and create a strong family of images.

Establishing a visual identity involves more than just creating logos. Graphic standards provide a sound, flexible structure for using logos, color and typography. Consistent brand messaging is essential and graphic standards help ensure the Bearcat Athletics brand continues to be recognized.

This document contains the usage guidelines, logos, typography marks and application examples in regards to the department's visual identity. In addition, directions on how to obtain electronic versions of the marks are included.

For questions about the graphic standards guide or for more about the visual identity, please contact the Athletic Department offices at (660) 562-1977.

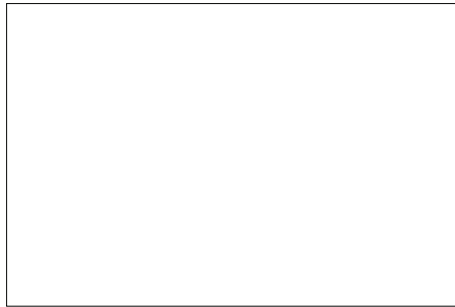


NORTHWEST MISSOURI STATE OFFICIAL COLORS



BEARCAT GREEN

(In lieu of use *Pantone* 342)
Process Equivalent: 100c 0m 69y 43k
RGB Equivalent: 0r 81g 55b
Madeira Thread: 911-1247 Classic Ragon #4
Hex Code: #006A4E



WHITE

THE PRIMARY PALETTE

Bearcat Green and White are the official colors for Northwest Missouri State Bearcat Athletics. It is very important to match these colors faithfully when reproducing athletic marks. It is preferred that all Northwest Athletics marks be used in Bearcat Green, Bearcat Gray and white whenever possible. If this is not possible, then the marks should be printed in all Bearcat Green or all black on light backgrounds or all white on dark backgrounds (see page 8 for more details).



BEARCAT GRAY

(In lieu of use *Pantone* 421)
Process Equivalent: 0c 0m 0y 27.5k
RGB Equivalent: 189r 189g 189b
Madeira Thread: 918-1811 Polyneon #40
Hex Code: #BABBBC



BEARCAT SILVER

(In lieu of use *Pantone* 877)
Process Equivalent: none
RGB Equivalent: none
Madeira Thread: Metallic FS #15
Hex Code: none
Restrictions: Prior written approval required for use.

SUPPORT COLOR

In addition to the primary palette show above, the Northwest Missouri State athletics marks may utilize Bearcat Gray as an optional support color.

RESTRICTED COLOR

The Bearcat Silver shown on the left is a restricted Northwest color. Bearcat Silver may be substitute for Bearcat Gray only in approved "special cases." Prior written approval must be obtained.

* Pantone is a registered trademark of Pantone, INC, The colors show on this page and throughout this manual are not match the PANTONE Color Standards. For the PANTONE Color Standards, refer to the current edition of the PANTONE Color Formula Guide.

NORTHWEST

NW MISSOURI

NORTHWEST BEARCATS

NORTHWEST MISSOURI STATE

NORTHWEST MISSOURI STATE UNIVERSITY

UNACCEPTABLE USE AS AN IDENTIFIER

~~***NWMSU***~~

All of the terms listed below and shown on the left are acceptable means of identifying Northwest Missouri State University athletics. It is permissible to use stylized fronts or typefaces in the printing of these identifiers, but the use of both the Northwest official colors (see page 3) and the Northwest custom fonts (see page 17) are strongly suggested.

- Northwest
- Northwest Bearcats
- Northwest Missouri State
- Northwest Missouri State University

RESTRICTIONS

“NWMSU” is never permitted as a means of identifying Northwest Missouri State University athletics.

NORTHWEST MISSOURI STATE ATHLETICS MARKS

FULL COLOR VERSIONS



The Northwest Missouri State University athletics marks were designed to create a consistent brand for the athletic department. These marks should not be changed or altered in any way and their use must adhere to the standards in this manual. There are many logo variations to choose from so there should be a design compatible to any application.

All of the Northwest Athletics logos may be reproduced in full color (Bearcat Green, Bearcat Gray, and white), one color (Bearcat Green and white) and all black and all white versions. The full color logos (shown on the left) are the preferred marks for other color variations, see page 6.

These logos are intended for use only by the Northwest Athletics department. Permission is required for use by any other entity.

For information on using these marks on various background colors see page 8.

COLOR VARIATIONS

ONE COLOR VERSIONS



In addition to the full color logo versions, all of the Northwest Missouri State Athletics artwork is available in all Bearcat Green, all black and all white versions. These are shown to the left.

For information on using these marks on various background colors see page 8.

Logos may be used in other colors with prior permission from the Athletic Director of Marketing. See next page for more information on logos in other colors.

BLACK VERSIONS



WHITE/REVERSED VERSIONS



COLOR VARIATIONS (CONTINUED)

PRE-APPROVED VARIATIONS OF BEARCAT PAW



American Flag Bearcat Paw



Bearcat Paw in Pink

In addition to the previous color versions, there are Bearcat Paw variations that are also approved. These are shown to the left.

SPECIAL PERMISSION REQUIRED



Prior permission required.

The red Bearcat Paw color variation requires special permission before use. Please contact the Athletic Director of Marketing for more information.

USE ON COLOR BACKGROUNDS

ON BEARCAT GREEN



ON BLACK



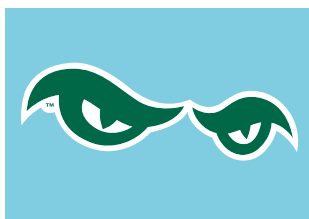
ON NON-BEARCAT
BACKGROUND



ON COMPLEX
BACKGROUND



EXAMPLES OF FULL COLOR MARKS SHOWN ON A VARIETY OF BACKGROUNDS.



EXAMPLES OF ONE COLOR MARKS SHOWN ON A VARIETY OF BACKGROUNDS.



EXAMPLES OF BLACK & WHITE MARKS SHOWN ON A VARIETY OF BACKGROUNDS.

Frequently it may be desirable to place the Northwest Athletics artwork on a field of color. As shown in the examples on the left, all of the artwork (with one exception being the Claw Mark) has been created with a built-in outline shape allowing it to work clearly on any background. For this reason, it is not necessary to alter the marks before placing them on any color, photograph or complex background.

The Claw Mark is only available in all Bearcat Green, all white or all black and does **not** include a built-in outline shape. The Claw Mark and Eyes artworks are intended to be support graphics for use in conjunction with other Northwest Missouri marks and are **not** intended to be used alone.

USE ON COLOR BACKGROUNDS (CONTINUED)

ON LIGHT
BACKGROUND



ON BEARCAT GRAY
BACKGROUND



ON LIGHT
BACKGROUND



ON BEARCAT GRAY
BACKGROUND



EXAMPLES OF ONE COLOR MARKS SHOWN ON A VARIETY OF LIGHT
BACKGROUNDS WITHOUT WHITE.

ON LIGHT
BACKGROUND



ON BEARCAT GRAY
BACKGROUND



ON COMPLEX
BACKGROUND



EXAMPLES OF CHANGING THE OUTLINE COLOR FROM BEARCAT
GRAY TO WHITE ON A VARIETY OF BACKGROUNDS.

EXCEPTIONS

When a one color logo is placed on a light background, it is permissible to use the logo without white. See the examples in the top row on the left.

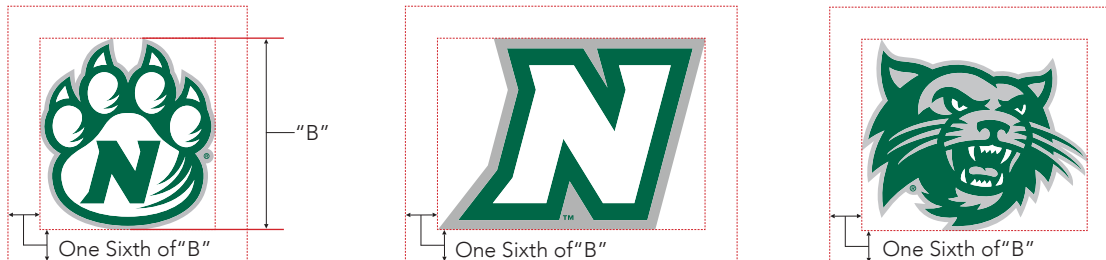
When a full color logo is placed on a light background, an all Bearcat Gray background or a black and white complex background (like a halftone), it is permissible to change the outline color from Bearcat Gray to white. See the examples in the bottom row on the left.

SAFE ZONES

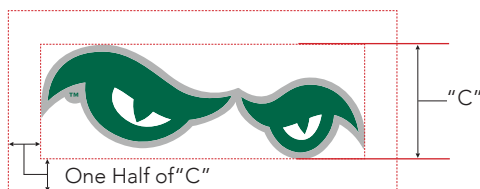
EQUAL HEIGHT OF BANNER



EQUAL 1/6 THE OVERALL HEIGHT OF MARK



EQUAL 1/2 THE OVERALL HEIGHT OF MARK



SAFE ZONES

Each of the Northwest Athletics marks has an established safe zone. This safe zone is intended to maintain the mark's integrity and to avoid visual confusion. No other type or graphic element (including folds, trims or edges) should fall within the safe zone shown. The safe zone for those Northwest Athletics marks that include type in a banner is equal to the height of the banner (or "A"). The safe zone for the Bearcat Paw, Monogram and Bearcat Head is equal to one-sixth the overall height (or "B") of the mark. The safe zone for the Bearcat Eyes is equal to one-half the overall height of the mark (or "C"). This spacing is uniform on all sides of the mark. See the examples on the left for each mark's specific safe zone.

MINIMUM SIZE



MINIMUM SIZE

Each of the Northwest Athletics marks has a minimum allowable size. In order to ensure clear reproduction and legibility, the marks must not be used any smaller than the sizes shown on the left. It is preferred that when possible the marks be used larger than their minimum size.

NORTHWEST MISSOURI STATE MASCOT MARKS



Bobby Bearcat is the University's beloved mascot. The mascot marks were designed to create a consistent mascot brand for Northwest Athletics. These marks should not be changed or altered in any way and their use must adhere to the standards in this manual. The full color versions of the mascot marks are shown on the left.

These logos are intended for use only by the Northwest Athletics department. Permission is required for use by any other entity.

For information on available color variations of the mascot marks, see page 13 . For use of the mascot marks on various color backgrounds, see page 14.

MARKS COLOR VARIATIONS

ONE COLOR VERSIONS



In addition to the full color versions, all of the mascot artwork is available in all Bearcat Green and all black and all white versions. These are shown on the left.

For information on using these marks on various background colors see page 14.

BLACK VERSIONS



WHITE / REVERSED VERSIONS



MASCOT MARKS USE ON COLOR BACKGROUNDS

ON BEARCAT
GREEN



ON BLACK



ON NON-BEARCAT
BACKGROUND



ON COMPLEX
BACKGROUND



Frequently it may be desirable to place the mascot artwork on a field of color. As shown in the examples on the left, all of the artwork has been created with a built-in outline shape allowing it to work clearly on any background. For this reason, it is not necessary to alter the marks before placing them on any color, photograph or complex background.

FULL COLOR MARKS SHOWN ON A VARIETY OF BACKGROUNDS



ONE COLOR MARKS SHOWN ON A VARIETY OF BACKGROUNDS



ONE COLOR MARKS SHOWN ON A VARIETY OF BACKGROUNDS

MASCOT MARKS USE ON COLOR BACKGROUNDS (CONTINUED)

ON LIGHT
BACKGROUND



ON BEARCAT GRAY
BACKGROUND



ON LIGHT
BACKGROUND



ON BEARCAT GRAY
BACKGROUND



EXAMPLES OF ONE COLOR MARKS SHOWN ON A VARIETY OF LIGHT
BACKGROUNDS WITHOUT WHITE.

EXCEPTIONS

When a one-color mascot logo is placed on a light background, it is permissible to use the logo without white. See the examples in the top row on the left.

When a full color mascot logo is placed on a light background, on an all Bearcat Gray background or on a black and white complex background (like a halftone), it is permissible to change the outline color from Bearcat Gray to white. See the examples in the bottom row on the left.

ON LIGHT
BACKGROUND



ON BEARCAT GRAY
BACKGROUND



ON COMPLEX
BACKGROUND



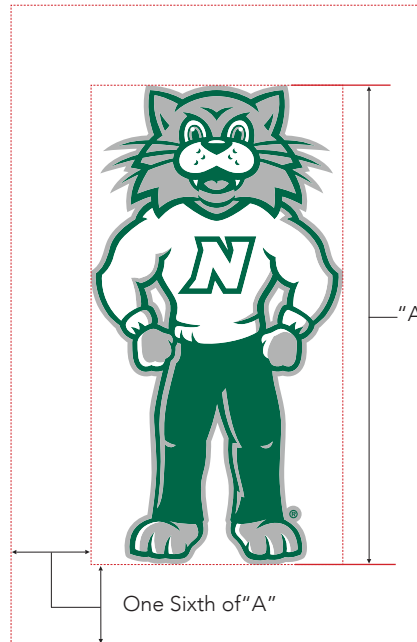
EXAMPLES OF CHANGING THE OUTLINE COLOR FROM BEARCAT
GRAY TO WHITE ON A VARIETY OF BACKGROUNDS.

MASCOT MARKS SAFE ZONES/MINIMUM SIZE

EQUALS 1/6 OVERALL HEIGHT OF THE MASCOT MARK



EQUALS HEIGHT OF

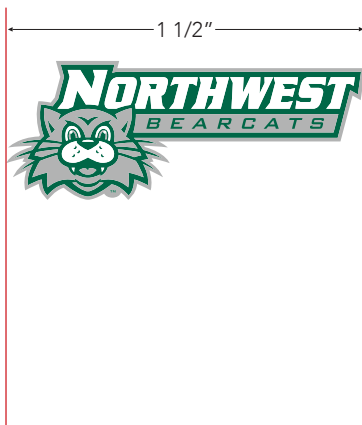


SAFE ZONES

Each of the mascot marks has an established safe zone. This safe zone is intended to maintain the mark's integrity and to avoid visual confusion. No other type or graphic element (including folds, trims or edges) should fall within the safe zone shown. The safe zone for the Mascot Full Body and Mascot Head marks is equal to one-sixth the overall height of the mark (or "A"). The safe zone for the Mascot with the Bearcats banner mark is equal to the height of the banner (or "B"). This spacing is uniform on all sides of the mark. See the examples on the left for each mark's specific safe zone.

MINIMUM SIZE

Each of the mascot marks has a minimum allowable size. In order to ensure clear reproduction and legibility, the marks must not be used any smaller than the sizes shown on the left. It is preferred that when possible the marks be used larger than their minimum size.



COMPATIBLE TYPOGRAPHY

BEARCAT BOLD ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789\$!&?@#%*[]_+={}"'“”

;,./[]©®™

BANK GOTHIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0 1 2 3 4 5 6 7 8 9 \$! & ? @ # % ^ * () _ + { } ” : > <

NORTHWEST ATHLETICS FONTS

Bearcat Bold Italic is the custom font created exclusively for Northwest Athletics and is featured in many of the athletics marks. Bearcat Bold Italic is available only from the Northwest Athletics Department and may be used only with prior approval.

The Bank Gothic font family is another compatible set of fonts and supports the Northwest Athletics brand.

It is **strongly** encouraged by the Northwest Athletics Department that vendors use these fonts, or find something very similar, for retail applications.

LOGO USE VIOLATIONS



Never use the marks in other colors unless approved by the director of marketing



Never change the typeface in any part of the mark



Never use unapproved wording in any mark



Never re-size any element in any mark

So that Northwest Athletics can maintain the design integrity of its brand, it is mandatory that all marks be applied as indicated in this manual without modification. The marks are not to be altered in any way. Shown on the left are unacceptable uses of the Northwest Athletics marks.



Never re-proportion any mark



Never add any element to any mark



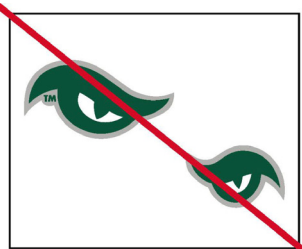
Never distort any mark



Never reposition or realign any element in the mark



Never replace elements within marks with initials or other characters



Never re-space any elements in any mark



Never change the outline shape to unapproved color



Never allow any color, pattern or photograph to show through any mark



Never add props to any of the mascot marks unless approved by the director of marketing



Never invert the coloring of official marks. Please see the director of marketing for questions



Instead use the reverse paw.

RETAIL APPLICATIONS



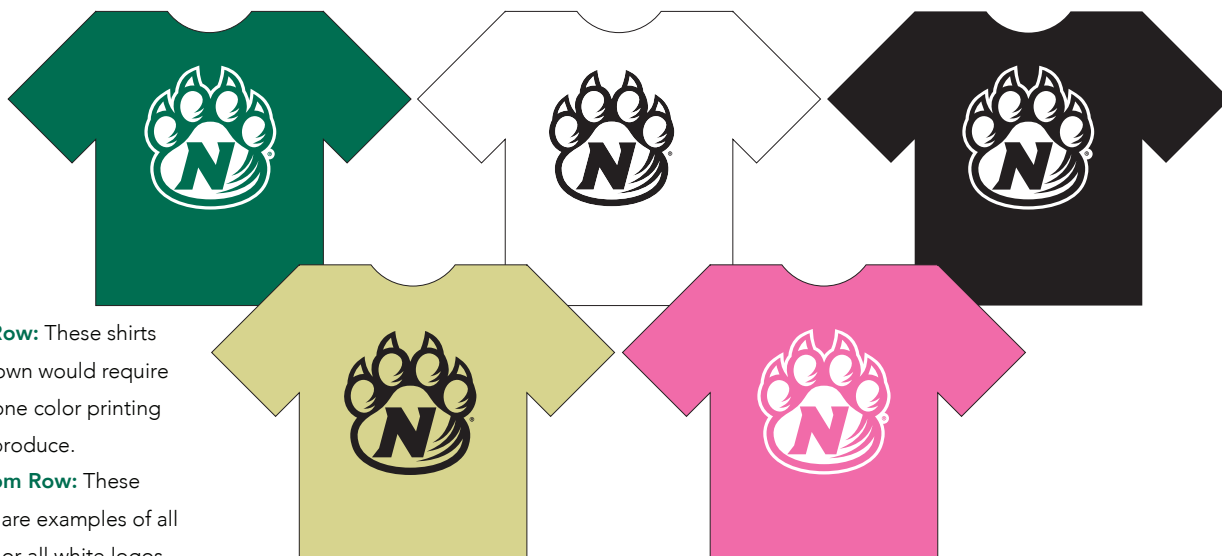
Top Row: These shirts as shown would require two color printing to reproduce.

Bottom Row: These shirts would require three color printing to reproduce.

Note:
The Claw Marks can be used as a decorative element in retail design as shown in the white shirt above.

FULL COLOR APPLICATIONS

In a retail design, if the fabric color matches one of Northwest Missouri State's official colors exactly (Bearcat Green, Bearcat Gray, or white), the fabric can show through in place of printing that color. If the fabric color does not match any official color then all 3 official colors must be used to print the mark.



Top Row: These shirts as shown would require only one color printing to reproduce.

Bottom Row: These shirts are examples of all black or all white logos on non-official colors.

See page 7.

ONE COLOR APPLICATIONS

When using one color marks on apparel, the art may print in all black, all white or all Bearcat Green as long as there is sufficient contrast with the fabric color. The fabric color must match one of Northwest Missouri's official colors exactly. If the fabric color does not match one of the official colors then the art should be used in all black or all white (whichever offers more contrast) unless prior permission is obtained to do otherwise.

CONTACT INFORMATION

NORTHWEST MISSOURI STATE LICENSING

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Email: tsandberg@learfieldlicensing.com

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Manual written and designed by Rickabaugh Graphics

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