NEWMAN UNIVERSITY logo guidelines

In order for the Newman University logo to retain its integrity and value, it is essential that it be used consistently and properly. This has legal implications for protecting our rights to the mark and for corporate communications and branding. It can not be altered.

OVERVIEW
The NU logo symbolizes Newman University’s promise to its various constituents. The inside of the “U” is formed in the shape of a heart as a representation of Newman’s founding order the Adorers of the Blood of Christ (ASC). The cross is critical because it represents the heart of Jesus and his sacrifice for us. Please follow these guidelines for use to ensure that the logo retains its impact as the official mark of the university.

USES
- Any publication of the university via web or print should include the logo.
- Any situation in which there is a call for the official mark of the university such as events and publications the NU logo should be used.
- The logo must be reproduced from the university’s official artwork only.
- As a preference the NU logo should appear on the front of printed materials.

Because of different marketing and printing needs, there are two approved orientations of the Newman University logo: a vertical logo and a horizontal logo. It is a preference of Newman University to use the horizontal configuration when possible.

COLOR OPTIONS
The colorization of the Newman University logo is an essential element in setting a recognizable tone and look for Newman’s identity. Consistent use of color enhances the strength of the identity.

The primary colors for logo uses are Newman Blue (PMS 2768 C), Newman Red (PMS 704 C), black, and white. If the white logo is used, it must be reversed out of the approved colors or overlayed on an appropriately colored photo.

Appropriate uses of color:

Approved Horizontal Logo
Approved Vertical Logo

CLEAR SPACE
The NU logo should always be situated in a clear, readable location. It should be allowed at least .25 inch of clear space on all sides.

When the white version of the logo is used, it must be out of a solid color or a clear photo that does not negatively impact the readability of the logo.
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UNACCEPTABLE USES OF THE LOGO
The Newman University logo should not be altered in any way – all elements should stay intact with the approved colors used. There are very few instances where exceptions can be made, such as in T-shirt printing or any other specialized printing. You must obtain approval for these exceptions otherwise your product will need to be collected and destroyed.

The following examples are how the logo should not be used or altered:

The logo should not be stretched or distorted in any way.

The color logo should not be used over dark colors.

Only the approved colors should be used.

No logo elements shall be deleted, replaced, or altered in any way.

When used over a photo, the logo must be clear and readable.

QUESTIONS?
If you have questions about proper usage or concerns, feel free to contact Kelly Sneden, Director of University Relations, at 316-942-4291, ext. 2164, or snedenk@newmanu.edu.