



**NORTHEASTERN**

Northeastern  
University



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## Brand Elements

# Building on the brand platform

The athletics system is built to extend the Northeastern Master Brand. It re-contextualizes familiar elements and introduces new components that represent Northeastern's athletes, fans, and teams.



LVX  
VERITAS  
VIRTVS



Northeastern  
University

# Brand Elements



**HUSKIES**

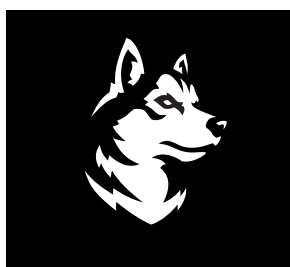
**NORTHEASTERN**

**HUSKIES**

**NORTHEASTERN**

## King Husky

NORTHEASTERN



The King Husky mascot is the main Northeastern athletics mark. It can be used as shorthand for the school, paired with the monogram or “Northeastern” in the athletic typeface. Use it on black or white, plain or outlined in gold or red.



# Standing Husky

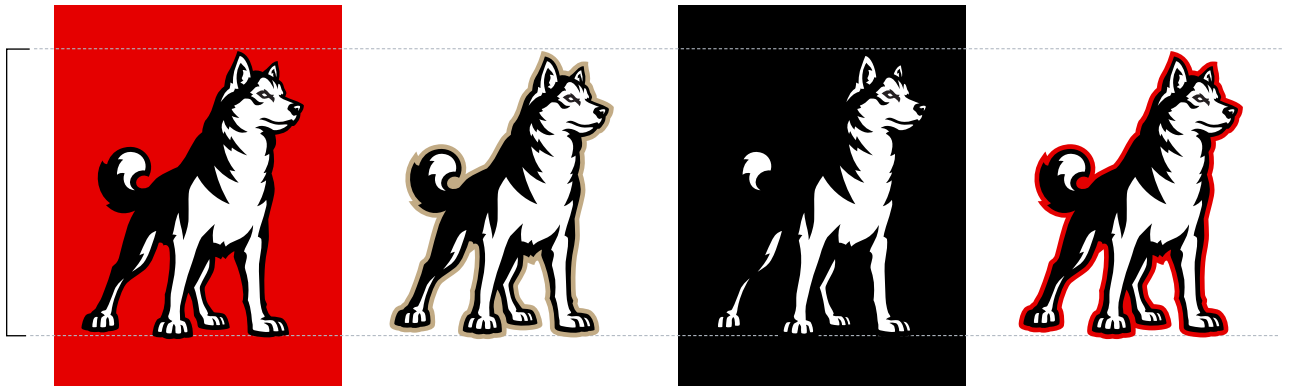


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> 1.5"



There is also a full-body version of the husky available. Use at a minimum of 1.5" high, and paired with 'Northeastern' - considering the spatial relationship of the the whole mark. The standing husky should not appear on its own.



BRAND ELEMENTS



## Monogram Lockup



King Husky can be used in conjunction with the N monogram from the Master Brand, either just the head or the full standing Husky. They both work at large sizes, but please only use the head option at small sizes.





## Northeastern Wordmark

# NORTHEASTERN

## NORTHEASTERN

Northeastern's athletics wordmark is simple and utilitarian, evoking its history as a felt letter set on early jerseys and banners. It can be used either straight or arched.

### Please Don't

Don't stretch the marks.



Don't use the alternate marks "front-and-center."





## Huskies Wordmark

# HUSKIES

# HUSKIES

There is also a Huskies wordmark available, which pairs well with the N monogram.

### Please Don't

Don't stretch the marks.



Don't use the alternate marks "front-and-center."







**HUSKIES**

## Team Identities

**NORTHEASTERN**



**ICE HOCKEY**

**NORTHEASTERN**



**TRACK & FIELD**

**NORTHEASTERN**



**BASKETBALL**

**NORTHEASTERN**



**CROSS COUNTRY**

Teams can be branded with the Husky head and the sport name underneath. Use United Condensed Bold to brand teams.





NORTHEASTERN



TRACK & FIELD

## Treatment: Shield Lockup



The shield emblem is an encapsulated mark that combines the Huskies wordmark with the N monogram, as well as the N slash. There is also a combo with the husky, monogram and word mark. Use this at small sizes as an auxiliary mark.



## Treatment: Ring Lockup



The type ring can be combined with the King Husky head to create a circular emblem – the only time the type ring is allowed to be “filled” with a graphic.





## Treatment: Emblem



This emblem reintroduces the black and red slash from past marks, while pairing it with the N monogram, King Husky, or the lockup. Works well at extremely large sizes.



## Alternate Mark: Paw

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The paw is an alternate mark that is used in subtle places, like shorts or the back of a hat. Not to be used as a main mark.





## Alternate Mark: Retro Husky



# NORTHEASTERN



**NORTHEASTERN**



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The Retro Husky can be used sparingly, in retro-style jerseys or apparel. Works well in simple colors and materials. Special permission is required for use and should always appear with the “Northeastern” wordmark.



**HUSKIES**

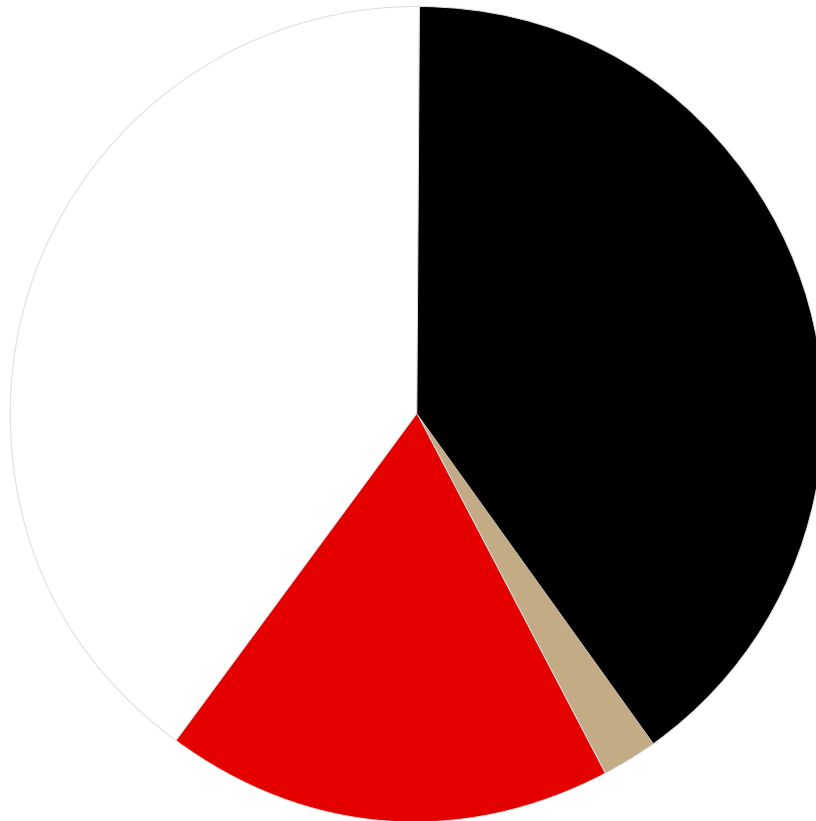
## Guidelines

# The rule book.

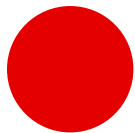
How to use these brand elements to create great athletics materials. These elements are built to work together and alongside the marks and the existing brand system. Colors are similar to master brand colors.

There is also a distinction between athletics branding and athletics communication, introducing the Trim Poster family for marketing, media and everything that's not a team name.

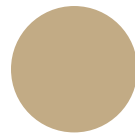
# Color



HEX #00000  
RGB 0 0 0  
CMYK 100 100 100 100  
PMS BLACK U



HEX #E50000  
RGB 229 0 0  
CMYK 4 100 100 0  
PMS BRIGHT RED U



HEX #C3AA84  
RGB 195 170 132  
CMYK 24 31 52 0  
PMS 465C



HEX #FFFFFF  
RGB 225 225 225  
CMYK 0 0 0 0  
PMS N/A

## Typography: Athletics Identity

UNITED SANS CONDENSED BOLD

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# TRACK & FIELD

ADDITIONAL UNITED SANS CONDENSED WEIGHTS

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## UNITED SANS COND BLACK

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## UNITED SANS COND HEAVY

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## UNITED SANS COND BOLD

---

## UNITED SANS COND MEDIUM

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## UNITED SANS COND LIGHT

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## Typography: Preferred Weights

UNITED SANS CONDENSED HEAVY

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**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**0123456789**

UNITED SANS CONDENSED BOLD

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**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**0123456789**

UNITED SANS CONDENSED MEDIUM

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**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**0123456789**



The 3D rendering of King Husky is available for use in design treatments, advertising or marketing materials. There are two views of the Husky head, as well as multiple fur patterns for use as backgrounds.





Marketing materials and communications use the Trim Poster font for slogans or copy to promote athletics. Never use the athletics team branding fonts for anything other than the team names.

## Icons



Social media can make use of many of the marks in this book. Use red and black primarily to differentiate from non-athletics accounts related to Northeastern.

## Please Don't

Don't use "sportsy" fonts, just United and Trim.

~~RED BLACK  
ONE PACK~~

Don't stretch the marks.

~~NORTHEASTERN~~

Don't use alternate marks as lockups.



Don't use the alternate marks "front-and-center."



Don't make the Husky eyes red.

~~NORTHEASTERN~~



**Question about these guidelines?**  
Email us at [brand@northeastern.edu](mailto:brand@northeastern.edu)