



ABOUT THIS GUIDE:

New Jersey City University Athletics is visually represented by a series of closely related logos, the sum of these marks comprise the NJCU athletics brand identity.

This guide is intended as a resource for both internal departments and external vendors who apply the University's athletic identity. It was created to ensure consistent use of the athletic department's logos across a wide variety of applications. The following pages are official policy of New Jersey City University as it pertains to the reproduction of its athletic brand identity.

All logos and artwork depicted within this guide are trademarks of NJCU. Any use without consent of the University, or its licensing agent is strictly prohibited.

For additional information regarding the NJCU athletics brand identity or for questions regarding specific use, please contact:

New Jersey City University

Attn: Ira Thor

Director of Athletic Communications and Marketing

2039 Kennedy Boulevard

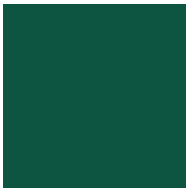
John J. Moore Athletics and Fitness Center 206

Jersey City, NJ 07305-1597

201 200-3301

ithor@njcu.edu

COLOR INFORMATION:



Pantone 343c

C: 89
M: 19
Y: 72
K: 60

R: 17
G: 87
B: 64

HTML: 115740

Madeira: 1902



Pantone 123c

C: 0
M: 19
Y: 89
K: 0

R: 255
G: 199
B: 44

HTML: FFC72C

Madeira: 1069



Pantone 428c

C: 10
M: 4
Y: 4
K: 14

R: 193
G: 198
B: 200

HTML: C1C6C8

Madeira: 1811



Black

C: 0
M: 0
Y: 0
K: 100

R: 0
G: 0
B: 0

HTML: 000000

Madeira: 1000

PRIMARY LOGO:

The primary logo is available in full-color and one-color variants, all acceptable color rotations are shown here.

NOTE: when the full color variant is applied to gray or mid tone backgrounds, the outline and TM changes to white.



Full color on white or light backgrounds



Full color on green backgrounds



Full color on black or dark backgrounds



One-color on white or light backgrounds



One-color on green backgrounds



One-color on black or dark backgrounds

SECONDARY LOGO:

The secondary logo is available in full-color and one-color variants, all acceptable color rotations are shown here.

NOTE: when the full color variant is applied to gray or mid tone backgrounds, the outline and TM changes to white.



Full color on white or light backgrounds



Full color on green backgrounds



Full color on black or dark backgrounds



One-color on white or light backgrounds



One-color on green backgrounds



One-color on black or dark backgrounds

WORDMARK
JERSEY CITY:

The wordmarks are available in full-color and one-color variants, all acceptable color rotations are shown here.

JERSEY CITY

Full color on white or light backgrounds

JERSEY CITY

Full color on green backgrounds

JERSEY CITY

Full color on gray or mid tone backgrounds

JERSEY CITY

Full color on black or dark backgrounds

JERSEY CITY

One-color on white or light backgrounds

JERSEY CITY

One-color on green backgrounds

JERSEY CITY

JERSEY CITY

One-color on gray or mid tone backgrounds

JERSEY CITY

One-color on black or dark backgrounds

**WORDMARK
KNIGHTS:**

The wordmarks are available in full-color and one-color variants, all acceptable color rotations are shown here.

KNIGHTS

Full color on white or light backgrounds

KNIGHTS

Full color on green backgrounds

KNIGHTS

Full color on gray or mid tone backgrounds

KNIGHTS

Full color on black or dark backgrounds

KNIGHTS

One-color on white or light backgrounds

KNIGHTS

One-color on green backgrounds

KNIGHTS

One-color on gray or mid tone backgrounds

KNIGHTS

One-color on black or dark backgrounds

KNIGHTS

WORDMARK
NJCU:

The wordmarks are available in full-color and one-color variants, all acceptable color rotations are shown here.



Full color on white or light backgrounds



Full color on green backgrounds



Full color on black or dark backgrounds



One-color on white or light backgrounds



One-color on green backgrounds



One-color on black or dark backgrounds

UNIFORM NUMBERS:

The uniform numbers are available in one-color and two-color variants, all acceptable color rotations are shown here.

01234
56789

One-color on white or light backgrounds

01234
56789

One-color on green backgrounds

01234
56789

One-color on black or dark backgrounds

01234
56789

Two-color on white or light backgrounds

01234
56789

Two-color on green backgrounds

01234
56789

Two-color on black or dark backgrounds

TYPOGRAPHY:

The font that has been specified for the NJCU athletics brand identity is Russo One.

This is an open source Google font and is available for download at:

fonts.google.com.

Russo One

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

WORDMARK
GOTHIC-KNIGHTS:

The wordmarks are available in full-color and one-color variants, all acceptable color rotations are shown here.



Full color on white or light backgrounds



Full color on green backgrounds



Full color on gray or mid tone backgrounds



Full color on black or dark backgrounds



One-color on white or light backgrounds



One-color on green backgrounds



One-color on gray or mid tone backgrounds



One-color on black or dark backgrounds

**SPORT SPECIFIC
JERSEY CITY:**

Sport specific word marks are available in several color rotations including two-color and one-color variants.

Two-color variants on white or light backgrounds are shown here.

JERSEY CITY
BASEBALL

JERSEY CITY
BASKETBALL

JERSEY CITY
BOWLING

JERSEY CITY
CROSS COUNTRY

JERSEY CITY
GOLF

JERSEY CITY
SOCCER

JERSEY CITY
SOFTBALL

JERSEY CITY
TRACK & FIELD

JERSEY CITY
INDOOR TRACK

JERSEY CITY
OUTDOOR TRACK

JERSEY CITY
VOLLEYBALL

JERSEY CITY
ATHLETICS

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BASEBALL

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BASKETBALL

JERSEY CITY
BOWLING

JERSEY CITY
CROSS COUNTRY

JERSEY CITY
GOLF

JERSEY CITY
SOCCER

JERSEY CITY
SOFTBALL

JERSEY CITY
TRACK & FIELD

JERSEY CITY
INDOOR TRACK

JERSEY CITY
OUTDOOR TRACK

JERSEY CITY
VOLLEYBALL

JERSEY CITY
ATHLETICS

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JERSEY CITY
GOLF

JERSEY CITY
SOCCER

JERSEY CITY
SOFTBALL

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JERSEY CITY
INDOOR TRACK

JERSEY CITY
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VOLLEYBALL

JERSEY CITY
ATHLETICS

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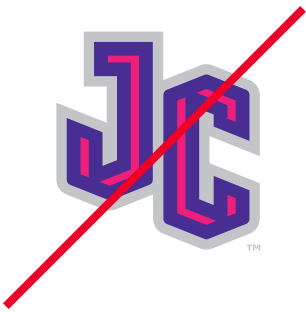
**SPORT SPECIFIC
NJCU:**

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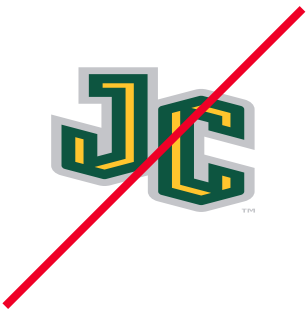
One-color variants on green or dark backgrounds are shown here.



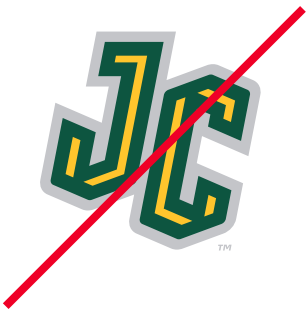
COMMON MISUSE:



Do not use unapproved colors



Do not alter the proportions



Do not use skew the logos



Do not rotate the logos



Do not add graphic elements, i.e. drop-shadows



Do not alter the typography



Do not add graphic components, i.e. sports equipment



Do not alter color placement



Do not use retired logos