After you review this manual, please contact the Northeastern Athletics Department of External Affairs with any outstanding questions that you may have.
Northeastern University’s Department of Athletics & Recreation has a deep and proud tradition, known for its student-centered culture and uncompromising commitment to excellence in athletic, educational, and personal achievement. With this in mind, a “voice” and “persona” of the Northeastern Athletic Department Brand is necessary in order to effectively communicate our message to our various audiences – students, student/athletes, and prospective students; coaching staffs and dedicated faculty; donors and sponsors; a fiercely loyal and committed alumni; and the public at large.

To this degree, the focal point of this message is centered around the energetic spirit we have termed – “The Husky Way”. We feel this term will quickly resonate with individuals as it epitomizes the ideals of everything we hold true at Northeastern University: leadership, empowerment, appreciation of difference, and community service. By successfully implementing and embodying The Husky Way, we will gather momentum and form a cohesive singular message of Northeastern’s determination to maintain our tradition of leadership on the playing fields and beyond.
The Husky Way. It’s not just a catch-phrase or a savvy marketing line. It runs deeper than that. It’s a movement, an avenue to action, an attitude, a way of living.

As practitioners of The Husky Way—from students and student/athletes to faculty, alumni, and employees—we represent a true microcosm of America today. We come from urban communities and small rural towns. We hail from every state and every political state of mind. Whether valedictorians or pro prospects, we’re book-smart and street-smart with a generous dose of compassion and thoughtfulness for the community we’re a part of.

But above all, we’re uncompromising advocates for Northeastern University Athletics and the Husky Way of conducting ourselves between the lines and beyond the playing fields.

Black & Red may run through our veins but it’s in our hearts and minds that you’ll find the true Northeastern ideals we are all so proud to point to as the Husky Way. It’s a grittiness and determination to succeed that no amount of ivy-covered walls or downtown connections can compare. It’s a fierce determination to compete. Like the subway trains that rumble through our campus, the Husky Way is resilient, battle-tested and tough.

There is no better phrase that exquisitely captures the inner voice and heart of the Husky Way than this: “It’s not the size of the dog in the fight, but the size of the fight in the dog.”
There are three different Northeastern Athletics logos to choose from. In the following pages each of the logos will be reviewed and its proper use will be spelled out. All logos can be used in print, web or signage. Specific instructions regarding apparel and merchandise are included with each logo. It is impossible to cover all questions about logotype use. All orders for uniforms and practice/travel gear and all use of athletic brands must be approved by Northeastern Athletics Department of External Affairs. Under no circumstances, should any of the Northeastern Athletics logos be manipulated in any way (ie. color, proportion, image adjustments, edits etc.).

* Please Note: The words “Northeastern University” or “Northeastern” should appear somewhere on the publication or product, in the official Northeastern University font, New Baskerville, or in the official Athletics font, Player Pro.

1. “N_split”
2. “paw_split”
3. “husky_head”
PROPER LOGO USE

1. “N_split”

It is suggested that Northeastern Athletics logos should only appear on white, black, or red backgrounds. When the “N_split” logo appears, the following guidelines should be followed.

For Use On:
- Jerseys
  (Should not exceed 10” in height on the front)
- T-Shirts/Golf Shirts
  (Should be between 2”-3” in height on the front. Should not exceed 10” in height on the back.)
- Sweat Shirts
  (Should not exceed 10” in height on the front or back)
- Other Apparel
- Blankets
- Mugs
  (Should be between 2-2.5” in height)
- Hats
  (Should not exceed 2.75” in height)
- Small Trinkets

Use of this logo must be accompanied by approved Northeastern lettering somewhere on the piece.
It is suggested that Northeastern Athletics logos should only appear on white, black, or red backgrounds.
When the “paw_split” logo appears, the following guidelines should be followed.

For Use On:

- **Jerseys**
  (Should not exceed 3” in height on the sleeve)

- **T-Shirts/Golf Shirts**
  (Should be between 2”-3” in height on the front. Should not exceed 10” in height on the back.)

- **Sweat Shirts**
  (Should not exceed 10” in height on the front or back)

- **Other Apparel**
- **Blankets**
- **Mugs**
  (Should be between 2-2.5” in height)

- **Hats**
  (Should not exceed 2.75” in height)

- **Small Trinkets**

Use of this logo must be accompanied by approved Northeastern lettering somewhere on the piece.
3. **“husky_head”**

It is suggested that Northeastern Athletics logos should only appear on white, black, or red backgrounds.

When the “husky_head” logo appears, the following guidelines should be followed.

**For Use On:**

- **Jerseys**  
  (Should not exceed 10” in height on the front)
- **T-Shirts/Golf Shirts**  
  (Should be between 2”-3” in height on the front. Should not exceed 10” in height on the back.)
- **Sweat Shirts**  
  (Should not exceed 10” in height on the front or back)
- **Other Apparel**
- **Blankets**
- **Mugs**  
  (Should be between 2-2.5” in height)
- **Hats**  
  (Should not exceed 2.75” in height)
- **Small Trinkets**

- **Use of this logo must be accompanied by approved Northeastern lettering somewhere on the piece.**

**On white:**

![“husky_head” on white](image)

**On black:**

![“husky_head” on black](image)

**On red (PMS 186):**

![“husky_head” on red](image)
**USING THE COLORS**

**Red**

Pantone 186

CMYK:
0/100/90/5

RGB:
193/32/47

HTML:
CC0000

Textile/Cotton:
Pantone 18-1651 TCX
Cayenne

**Black**

Pantone Process Black

CMYK:
0/0/0/100

RGB:
30/30/30

HTML:
1E1E1E

Textile/Cotton:
Pantone 19-0506 TCX
Black Ink

**Rules:**

Red and Black are the colors used in the Northeastern University Athletics Brand.

Be sure to use the appropriate color system for your application. Pantone or CMYK for printed materials, RGB or HTML for web use, and Pantone TCX for textiles.
UNIFORMS & APPAREL

Northeastern University Athletics apparel and team uniforms should have a design consistent with the department branding guidelines, incorporating proper logos, and using official fonts. For team uniforms, “home” uniforms should have a primary color of White, while “away” uniforms should have a primary color of Red (PMS 186).

Home Uniform Design

Away Uniform Design

Apparel Design

www.GoNU.com
Northeastern University Athletics uses two main fonts: Player Pro for uniforms, signage, and other headlines that require emphasis and the official Northeastern University font, New Baskerville, for accompanying text and for print other than signage. There should always be ample space surrounding any text and text should never come to the edge of the surface that it’s on. Under no circumstances, should any of the Northeastern Athletics fonts be manipulated in any way (ie. color, proportion, edits etc.).

**PLAYER PRO**

**PLAYER PRO BOLD**

**PLAYER PRO BLACK**

**PLAYER PRO CONDENSED**

**PLAYER PRO CONDENSED BOLD**

**PLAYER PRO CONDENSED BLACK**

**PLAYER PRO WIDE**

**PLAYER PRO WIDE BOLD**

**PLAYER PRO WIDE BLACK**

**PLAYER PRO OUTLINE**

**PLAYER PRO OUTLINE BOLD**
USING TYPOGRAPHY

New Baskerville Roman:

The quick brown fox jumps over the lazy dog
THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG
0123456789

New Baskerville Italic:

The quick brown fox jumps over the lazy dog
THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG
0123456789

New Baskerville Bold:

The quick brown fox jumps over the lazy dog
THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG
0123456789

New Baskerville Bold Italic:

The quick brown fox jumps over the lazy dog
THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG
0123456789