



# University of Northern Iowa

Current Revision Date: 01/25/21

**Established:** 1876

**Location:** Cedar Falls, IA

**Nickname:** Panthers

**Mascot Name:** TC Panther (Male), TK Panter (Female)

**Conference:** MVC, MVF (Football), Big 12 (Wrestling)

## Verbiage

University of Northern Iowa®  
UNI® Panthers  
UNI-Dome™  
UNI®  
Northern Iowa®

## Purple

## Gold

### PANTONE 2607 C

C: 79 M: 100 Y: 0 K: 15 | R: 80 G: 7 B: 120  
#500778    MADEIRA: 1422    RA: 2736

### PANTONE 7549 C

C: 0 M: 27 Y: 100 K: 0 | R: 255 G: 181 B: 0  
#FFB500    MADEIRA: 1069    RA: 2242

Approved University colors or the \*PANTONE® colors listed on this page must be used. The colors on this page are not intended to match PANTONE color standards. For PANTONE color standards, refer to the current editions of the PANTONE color publications. \*PANTONE® is a registered trademark of PANTONE, Inc.

## Primary Athletic Marks

**Note:** Additional color options are available, however prior approval must be given in order to use them.



## Secondary Athletic Marks

**Note:** One-color gold logos can only be used on purple background.



## Usage Guidelines

- The sole use of black and gold or red and gold is unacceptable for any University of Northern Iowa marks.
- The term "Northern Iowa" is allowed, so long as it is accompanied by a registered UNI logo.

## Athletic Wordmarks





## Usage Guidelines

- These marks may not be altered in any way with the exception of scaling larger or smaller. When resizing the horizontal and vertical percentages must remain consistent.
- If rotating the mark in a vertical orientation, the "UNI" portion of the mark must be at the bottom (i.e. move upward when reading the text).
- The sole use of black and gold or red and gold is unacceptable for any University of Northern Iowa marks.
- The term "Northern Iowa" is allowed, so long as it is accompanied by a registered UNI logo.

## University Signatures

--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--

## Elevating Educators Logos




## Mascot Marks

C6 M29 Y95 K20   C5 M0 Y0 K15   C79 M100Y0 K45   C25 M100 Y100 K30   C25 M100 Y100 K50   C69 M62 Y61 K52   C70 M64 Y63 K64



55



56

## Panther Paw Marks



58



59

### Usage Guidelines

- The sole use of black and gold or red and gold is unacceptable for any University of Northern Iowa marks.
- The term "Northern Iowa" is allowed, so long as it is accompanied by a registered UNI logo.

## University Seal



57

## Sport Specific Marks

Note: University of Northern Iowa offers versions of these marks for all sports.



60



61



62



63



64

### ADDITIONAL PERTINENT INFORMATION

- University seal permitted on products for resale (reviewed on a case-by-case basis).
- No alterations or overlaying graphics to seal permitted.
- University licenses consumables (must have expiration date on packaging).
- University licenses health and beauty products.
- University permits numbers on products for resale.
- Mascot caricatures permitted.
- Cross licensing with other marks may be permitted with an additional agreement.

- No use of current players' name, image, or likeness is permitted on commercial products in violation of NCAA rules and regulations.
- No references to alcohol, drugs, or tobacco related products may be used in conjunction with University marks.