



NIPISSING  
**LAKERS**  
ATHLETICS

Brand Guidelines 2026

# Visual Identity

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## Primary Logo System

The Nipissing Lakers visual identity is built around two core logo types that work together to represent our Athletics brand with strength and consistency. Consistent use of the Lakers logo system helps build recognition for Nipissing Lakers Athletics while maintaining a clear connection to the broader Nipissing University brand. Designed for versatility and impact, the logos perform effectively across a wide range of applications, from uniforms and facilities to print, digital, and promotional materials.

Used thoughtfully and consistently, the Lakers logo system reinforces school pride, strengthens visibility, and ensures a cohesive identity across all varsity teams and athletic communications.

Icon



Wordmark



# Usage Guidelines

The full-colour Nipissing Lakers logo is the preferred version and should only be used on white backgrounds. Avoid placing the full-colour logo on photographs unless it appears over a white or light area that provides sufficient contrast in accordance with WCAG AAA accessibility standards.

When sufficient contrast cannot be achieved, use the one-colour logo. This version may be used on photographs or on backgrounds within the Nipissing University primary colour palette. The one-colour logo must appear in either solid black or solid white only.

The examples shown on this page apply to general communications. For uniform applications and expanded colour variations specific to apparel, please refer to the Uniform Standards section beginning on page 13 of this guide.



# Incorrect Usage

The following examples demonstrate incorrect applications of the Nipissing Lakers logos. To maintain a strong and consistent visual identity, the logos must not be altered, distorted, recoloured, rearranged, rotated, cropped, or displayed in ways that reduce legibility or impact.

This includes stretching or angling the mark, applying unapproved colours or effects, placing the logo on low-contrast or busy backgrounds, ignoring clear space requirements, or modifying the relationship between design elements. Always use approved artwork and follow established colour and spacing guidelines.

If you are unsure whether your application is approved, contact Nipissing University Marketing & Communications at [marketing@nipissingu.ca](mailto:marketing@nipissingu.ca) or 705-474-3450, ext. 4494



Do not stretch horizontally



Do not stretch vertically



Do not rotate



Do not rearrange elements



Do not alter brand colours



Do not apply gradients



Do not add effects



Do not apply textures



Do not use on low-contrast backgrounds



Do not place on busy imagery



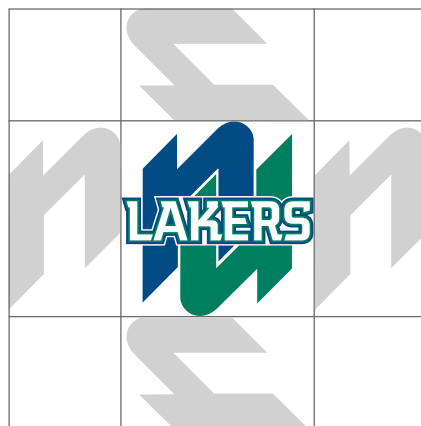
Do not rearrange elements

# Clear Space and Sizing

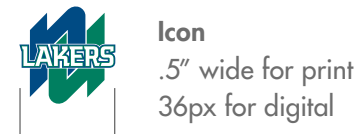
To ensure the brand is consistently and effectively represented, all logo applications must follow the required clear space and sizing rules. The interior "A" within the wordmark is used as the measurement unit for clear space around the wordmark, while the "N" in the Lakers icon is used to determine clear space for the icon. These spacing requirements apply to all approved logo variations and brand extensions.

Minimum size guidelines are also provided. Do not reproduce the logo smaller than the specified minimums. Exceptions may be made only for specialty items where reduced sizing is unavoidable. Note that minimum size requirements refer to the logo itself and do not include clear space.

## Clear space



## Minimum Size



# Partnership Lockup

The Nipissing Lakers partnership lockup is used for communications involving approved partnerships. In these cases, either the Nipissing Lakers wordmark or the NU Lakers icon may be paired with a partner logo, positioned either to the left of the partner's logo or above it. Clear space requirements vary depending on the configuration. When the Lakers wordmark is placed to the left of a partner logo, the required clear space between them must equal the width of two "A" units from the wordmark. When the NU Lakers icon is placed to the left, one "N" unit from the icon is sufficient. When either the wordmark or the icon is placed above the partner logo, one "A" or "N" unit, matching the mark being used must be applied. In all cases, both logos should appear visually balanced and similar in perceived size, and partner logos must align to the optical baseline of the chosen Nipissing Lakers logo to maintain consistency.

We also kindly ask that you adhere to the following:

- Do not incorporate the Lakers name, wordmark, icon, or related brand assets into another organization's identity.
- Do not use Lakers brand elements in advertising without explicit approval from Nipissing University.
- Do not apply Lakers assets or similar marks on apparel or merchandise without authorization.



# Colour System

A comprehensive colour palette ensures a consistent and recognizable look across all communications. The Pantone colours listed are the official standards and should be used for print whenever spot colour printing is available. If spot colour printing is not available, the approved Pantone colours must be used as the visual reference to achieve the closest match possible.

When printing with process (CMYK) inks, the CMYK values provided represent builds that have achieved the closest visual match to our Pantone standards under typical offset and large-format digital printing conditions. These values serve as guidelines and may be adjusted by the printer as necessary to ensure the most accurate visual match to the approved Pantone colours.

For digital applications, use the corresponding RGB or Hex values.

## Primary



### Nipissing U - Blue

Pantone 2186 C  
CMYK 100, 56, 0, 34  
RGB 0, 73, 134  
Hex #004986



### Nipissing U - Green

Pantone 341 C  
CMYK 100, 0, 69, 31  
RGB 0, 124, 87  
Hex #007C57

## Colour-Use Ratio

This proportional scale defines how Nipissing University's brand colours should be used across communications. Nipissing Blue is the dominant colour and should be used most prominently. Nipissing Green and Nipissing Dark Blue act as strong supporting colours, reinforcing the primary brand identity.

Light Grey supports layout structure and works well as a background to separate content. Accent colours including Lime Green, Light Blue, Turquoise, and Orange, should be used sparingly for emphasis and applied carefully to meet accessibility standards (see next page).

Dark Grey is a versatile, softer alternative for body text and may be used more frequently, while Grey can be used occasionally to create contrast or highlight key content.

## Secondary



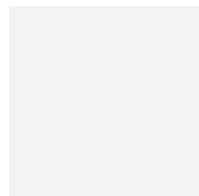
### Nipissing U - Dark Blue

Pantone 2965 C  
CMYK 100, 85, 43, 47  
RGB 0, 38, 63  
Hex #00263F



### Nipissing U - Dark Grey

Pantone Cool Grey 10 C  
CMYK 0, 0, 0, 75  
RGB 109, 109, 109  
Hex #6D6D6D



### Nipissing U - Light Grey

Pantone Cool Grey 1 C  
CMYK 0, 0, 0, 5  
RGB 248, 248, 248  
Hex #F8F8F8

## Tertiary



### Nipissing U - Lime Green

Pantone 361 C  
CMYK 65, 0, 100, 0  
RGB 67, 177, 46  
Hex #43B12E



### Nipissing U - Light Blue

Pantone 639 C  
CMYK 100, 0, 5, 5  
RGB 0, 150, 208  
Hex #0096D0



### Nipissing U - Turquoise

Pantone 2227 C  
CMYK 57, 0, 17, 0  
RGB 89, 192, 209  
Hex #59C0D1



### Nipissing U - Grey

Pantone Cool Grey 5 C  
CMYK 0, 0, 0, 20  
RGB 209, 209, 209  
Hex #D1D1D1



### Nipissing U - Orange

Pantone 1495 C  
CMYK 0, 50, 100, 0  
RGB 255, 143, 41  
Hex #FF8F29



## Colour Accessibility & WCAG Guidelines

This page outlines Nipissing University's approach to colour accessibility and WCAG compliance across all communications. We are committed to creating an inclusive environment and meeting – or exceeding – the standards set out in the Accessibility for Ontarians with Disabilities Act (AODA).

Primary colours may be used as background colours with a white logomark or as accent text colours for headings, subheadings, and pull quotes. The secondary colour palette includes Nipissing Dark Blue and Dark Grey, which may be used as background colours with white text, or as text colours on light backgrounds. Lime Green, Light Blue, Turquoise, and Orange may be used as accent colours only and should not be used as text on light backgrounds, as they do not meet accessibility contrast standards. Nipissing Grey and Light Grey may be used as background colours to help structure layouts and break up content sections.

To ensure full WCAG 2.1 AAA compliance, special attention must be paid to text size and colour combinations. All colour combinations marked with an asterisk (\*) must be used in large text format to meet WCAG 2.1 AAA requirements. For anything smaller, the stricter contrast requirements for regular text apply. Under WCAG 2.1, "large text" is defined as 24px or larger for regular font weight, or 18.66px or larger if bold (approximately 18pt and 14pt, respectively, in print terms).

### WCAG 2.1 Colour Contrast Ratios

Level AAA contrast ratio of 7:1.

### Primary

Acceptable Use	Acceptable Use						
*Acceptable Use	*Acceptable Use	Not Accessible	Not Accessible	Not Accessible	Not Accessible	Not Accessible	Not Accessible

### Colour Contrast Checkers

Please be sure to check colour contrast ratios by using the available tools online: [webaim.org/resources/contrastchecker/](http://webaim.org/resources/contrastchecker/)

### Secondary

Acceptable Use	Acceptable Use						
Not Accessible	Not Accessible	*Acceptable Use	*Acceptable Use	Acceptable Use	*Acceptable Use	Acceptable Use	Acceptable Use
Not Accessible	Not Accessible	Not Accessible	Not Accessible	*Acceptable Use	Acceptable Use	Acceptable Use	Not Accessible
Not Accessible	Not Accessible	Not Accessible	Not Accessible	*Acceptable Use	Acceptable Use	Acceptable Use	Not Accessible
*Acceptable Use	*Acceptable Use	Not Accessible	Not Accessible	Acceptable Use	Acceptable Use	Not Accessible	
Not Accessible	Not Accessible	Not Accessible	Not Accessible	*Acceptable Use	Acceptable Use	Acceptable Use	Not Accessible
Not Accessible	Not Accessible	Not Accessible	Not Accessible	Acceptable Use	Not Accessible	Acceptable Use	Acceptable Use
*Acceptable Use	*Acceptable Use	Not Accessible	Not Accessible	Acceptable Use	Acceptable Use	Not Accessible	
Acceptable Use	Acceptable Use	*Acceptable Use	*Acceptable Use	Acceptable Use	Acceptable Use	Not Accessible	

# Typography

Futura Std remains the primary typeface for Nipissing Lakers Athletics and should be used in all communications whenever possible. Its clean, geometric design ensures legibility and maintains a cohesive connection to the broader Nipissing University brand. All weights and styles of Futura Std may be used to support hierarchy and emphasis.

To reflect the energy and competitive spirit of Athletics, AgencyFB may also be used as a secondary typeface. AgencyFB's bold, athletic character makes it ideal for team names, uniform numbers, headlines, and sport-related graphics. The Wide and Extended versions are especially effective for creating a strong, dynamic presence and are highly encouraged for use.

If AgencyFB is not available, Teko Semi Bold may be used as a substitute in the same manner.

**Note: Condensed versions of either typeface should not be used, as they can impact legibility and accessibility standards. AgencyFB should never be used for body copy, as it is intended solely for display and decorative purposes.**

## Primary Typeface

Futura Std Medium  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890%\$#@&

**Futura Std Heavy**  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890%\$#@&

## Secondary Typeface

**AgencyFB Bold**  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890%\$#@&

**AgencyFB Black Extended**  
ABCDEFGHIJKLM-  
NOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890%\$#@&

## Alternative Typeface

**Teko Semi Bold**  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890%\$#@&

## Hierarchy Usage

Ensure all text meets AODA standards for readability. Avoid condensed styles, maintain sufficient contrast, and use a minimum of 10pt for body copy. Adjust tracking or kerning only when necessary for legibility.

# Headline

Futura Std Light 40pt

## Secondary Headline

AgencyFB Bold Wide 18pt

## Subhead

AgencyFB Black Extended 18pt

### Body Copy

Futura Std Medium 10-12pt

### Body Copy Bold

Futura Std Heavy 10-12pt

### Expressive

AgencyFB Bold 14pt

# Nipissing Lakers Brand Extensions

Nipissing Lakers brand extensions follow a standardized system to maintain a strong, consistent visual connection to the primary Nipissing Lakers brand. Extensions may be created using either the official Lakers wordmark or the NU Lakers icon, paired with an approved team or department name. The extension name is set in Futura Std Bold, and character tracking may be adjusted only as needed to align the extension precisely with the outer edges of the word "Nipissing" in the wordmark or the outer edge of the NU Lakers icon. (Exception: for shorter names such as "Soccer," align the lettering to the outer edge of the "NU" in the icon.) All extension names appear in Nipissing University Blue and must be presented on a single line.

The font height must follow core brand proportions: when using the Lakers wordmark, the extension must match the height of "Nipissing"; when using the NU Lakers icon, the extension must equal one-third of the height of the interior white "LAKERS" lettering within the icon. All brand extensions must follow the spacing, alignment, and minimum sizing guidelines outlined on this page to ensure consistency across athletics teams, varsity clubs, and departmental applications. Requests for new Nipissing Lakers brand extensions can be submitted through Marketing Services at [nipissingu.ca/departments/external-relations/marketing/request](http://nipissingu.ca/departments/external-relations/marketing/request).



# NIPISSING LAKERS

The Nipissing Lakers brand exists as a direct sub-brand of the Nipissing University identity and must be used in alignment with the university's brand standards. All applications of the Nipissing Lakers brand should follow the guidelines outlined in this document together with the Nipissing University Brand Guide.

For questions, clarification, or requests for official brand assets, please contact [marketing@nipissingu.ca](mailto:marketing@nipissingu.ca)  
or call 705-474-3450, ext. 4494.