The Polar Bear Mascot

ORIGINS
Born March 16, 1923, the Polar Bear (replacing the goat) was officially selected as the mascot for the Ohio Northern athletic teams. Chosen by an overwhelming majority of the student body, the polar bear was thought to best personify the spirit of ONU.

To replace a 1988 design, the new Polar Bear logo was officially unveiled at a news conference on September 5, 2006.

APPROPRIATE USE OF THE ARTWORK
The new Polar Bear logo was designed primarily for use by Athletics. It is not meant to replace the University’s logo. The new Polar Bear logo may be used by University departments or organizations as an “informal” logo for use in publications, or merchandise that promote events for campus life, campus groups or organizations which are directly affiliated with ONU.

The Polar Bear logo, Bear Paw or Bear Head should not be used in place of the University’s logo on print or web publications that are used for academics, administrative, departmental or other “institutional” print or web communications. It cannot be used in a primary or secondary capacity with the University’s logo, but may appear by itself for use as explained above. See examples on next page.
Sodexho Menu

Entrees
- Pizza
- Hamburgers
- Sub sandwiches
- Lasagna
- Chicken Breast

Sides
- Redskin Potatoes
- Baked Beans

Desserts
- Chocolate Cake
- Fruit Cup

Drinks
- Cala
- Lemonade
- Coffee
- Water

(informal use)

FACSIMILE

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QUESTIONS ON USAGE OF THE ARTWORK OR OBTAINING THE ARTWORK AND/OR DOWNLOADING ELECTRONIC IMAGE FILES
If you have questions on how to use the Polar Bear logos, please contact Art and Design in the Office of Communications and Marketing at 419-772-2048 or 419-772-2759.

You may download the electronic image files from http://www.onu.edu/news/logos/.

FIVE POLAR BEAR OPTIONS