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2022

# NU SYSTEMWIDE STATIONERY GUIDE



UNIVERSITY OF  
**Nebraska**  
System

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# 1 INTRODUCTION

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## 1.1 BRAND ARCHITECTURE

### CREATING A BRAND

A brand is not a name or a logo. Instead it is a promise and perception derived from both the communications received concerning the product, service or company, and the experiences a person had with it.

For a brand to communicate this perception and promise effectively, every communicated element needs to be carefully crafted. With these detailed efforts set forth, a brand can become an established and highly effective entity within its market. This is the goal of the University of Nebraska System (NU System) brand.

### BLENDED HOUSE OF BRANDS

A versatile design system has been established that unifies our overall brand by leveraging the system logo, while allowing each university to stand out by highlighting the campus icons.

Shifting to a blended house brand architecture will help internal and external individuals understand the breadth of what each university offers, how the parts are interrelated, and define opportunities to expand.

### PROTECTING THE BRAND

Identity standards must be developed to keep the brand message consistent and strong. Every font, color, word, point size, and design on everything communicated needs to match the established guidelines.

It is important for the separate campuses, colleges, programs, and facilities within the NU System to adopt these standards. While it is crucial for the University to achieve a unified voice, it is equally necessary for these separate divisions not to lose theirs.

By following the guidelines in this handbook, the NU System will strengthen its brand while elevating its national academic reputation. Through consistent use and repetition, the NU System will realize the value and potential of a national brand that is united on all fronts of communication.

## 1.2 SYSTEM LOGO GUIDELINES

### THIS IS OUR SYSTEM LOGO

1. The system logo may appear in either an all-black version or with an approved color as indicated on this page.
2. When used in color, the campus designation appears in the assigned spot color: UNK (PMS 294); UNL (PMS 186); UNMC (PMS 187); and UNO (PMS 186).
3. The typefaces used in the logo are modified versions of ITC Clearface for the word "Nebraska" and URW Grotesk for the words "UNIVERSITY OF."
4. Always use original drawings of the logos as shown to the right or the camera-ready art provided in the back of this handbook. Do not reset or recreate the logo.
5. The logo may not be reduced any smaller than .625 inch.
6. When the logo is reversed, all type should appear in white only.

Approved logo usage variations:

UNIVERSITY OF  
Nebraska<sup>®</sup>  
System

UNIVERSITY OF  
Nebraska<sup>®</sup>  
System

UNIVERSITY OF  
Nebraska<sup>®</sup>  
Kearney

UNIVERSITY OF  
Nebraska<sup>®</sup>  
Kearney

UNIVERSITY OF  
Nebraska<sup>®</sup>  
Lincoln

UNIVERSITY OF  
Nebraska<sup>®</sup>  
Lincoln

UNIVERSITY OF  
Nebraska<sup>®</sup>  
Medical Center

UNIVERSITY OF  
Nebraska<sup>®</sup>  
Medical Center

UNIVERSITY OF  
Nebraska<sup>®</sup>  
Omaha

UNIVERSITY OF  
Nebraska<sup>®</sup>  
Omaha

UNIVERSITY OF  
Nebraska<sup>®</sup>  
Kearney

UNIVERSITY OF  
Nebraska<sup>®</sup>  
Lincoln

UNIVERSITY OF  
Nebraska<sup>®</sup>  
Medical Center

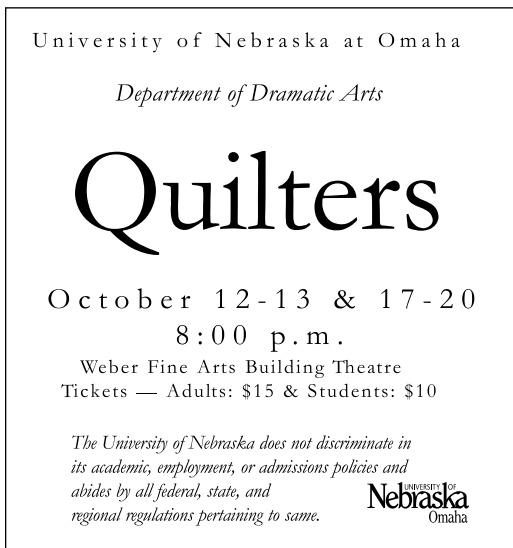
UNIVERSITY OF  
Nebraska<sup>®</sup>  
Omaha

## SYSTEM LOGO GUIDELINES, CONT.

### THIS IS NOT OUR LOGO

The NU System and campus logos must appear as shown on the previous page. They should never be condensed, expanded, or altered. When printing, if only one color is used other than black, the logos may appear in a reversed out block format.

### NEWSPAPER AD:



Logos should never be downplayed with things like a disclaimer statement as shown in the newspaper ad above.



Never change the color of the logos, except to the official colors for the campus designation as shown on page 5.



Never screen back the campus designation.



Never change the size of the campus designation or any other portions of the logo.



Never condense the logo.



Never expand the logo.



Never try to recreate the logo with different sets of fonts.



Never apply the logo to a bold pattern or dark screen unless it is reversed.

## 1.4 TYPOGRAPHY

### PRIMARY TYPEFACE

URW Grotesk is the primary institutional typeface for all NU System stationery. The main URW Grotesk typeface is the preferred font; however, other weights and variations within the type family are also permitted (i.e. Narrow, Condensed, etc.). To browse the complete URW Grotesk suite: [myfonts.com/fonts/urw/grotesk](https://myfonts.com/fonts/urw/grotesk).

#### URW Grotesk Extra Light

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ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890

#### *URW Grotesk Extra Light Italic*

---

*ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890*

#### URW Grotesk Light

---

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890

#### *URW Grotesk Light Italic*

---

*ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890*

#### URW Grotesk Regular

---

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890

#### *URW Grotesk Regular Italic*

---

*ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890*

#### URW Grotesk Medium

---

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890

#### *URW Grotesk Medium Italic*

---

*ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890*

#### URW Grotesk Bold

---

**ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890**

#### *URW Grotesk Bold Italic*

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***ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890***

## 1.3 UNIVERSITY STATIONERY COLORS

The color guidelines for the systemwide stationery aligns with the primary brand colors from each campus.

### UNIVERSITY OF NEBRASKA AT KEARNEY

#### BLUE

PMS: 294C  
 CMYK: 100/53/0/35  
 RGB: 0/77/134

#### BLACK

PMS: BLACK #6  
 CMYK: 60/40/40/100  
 RGB: 10/10/10  
 GS: 100% BLACK

### UNIVERSITY OF NEBRASKA-LINCOLN

#### SCARLET

PMS: 186CP  
 CMYK: 2/100/85/6  
 RGB: 208/0/0

#### BLACK

PMS: BLACK #6  
 CMYK: 60/40/40/100  
 RGB: 10/10/10  
 GS: 100% BLACK

### UNIVERSITY OF NEBRASKA MEDICAL CENTER

#### UNMC RED

PMS: 187CP  
 CMYK: 7/100/82/26  
 RGB: 173/18/42

#### BLACK

PMS: BLACK #6  
 CMYK: 60/40/40/100  
 RGB: 10/10/10  
 GS: 100% BLACK

### UNIVERSITY OF NEBRASKA AT OMAHA

#### UNO BLACK

PMS: BLACK #6  
 CMYK: 60/40/40/100  
 RGB: 10/10/10  
 GS: 100% BLACK

#### UNO RED ACCENT

PMS: 186C  
 CMYK: 5/100/100/3  
 RGB: 215/25/32



## 1.4 GENERAL SUPPORT OF RULES

Project coordinators, editors, graphic designers, the NU System printing and duplicating services staff, and any other personnel involved in the production of business cards, letterhead, and envelopes should follow the guidelines set forth in this handbook.

Any questions regarding the use of the logo outside of what is covered in this handbook should be directed to:

### **Jackie Ostrowicki**

Assistant Vice President and Director of Marketing, Branding and Digital Media  
University of Nebraska System  
Varner Hall  
3835 Holdrege Street  
Lincoln, NE 68583-0745  
402.472.7130

**[jostrowicki@nebraska.edu](mailto:jostrowicki@nebraska.edu)**

### **Campus Contacts:**

University of Nebraska at Kearney (UNK)

Kyle Means | **[meanskr@unk.edu](mailto:meanskr@unk.edu)**

Amy Jacobson | **[jacobsonae@unk.edu](mailto:jacobsonae@unk.edu)**

University of Nebraska–Lincoln (UNL)

Marcelo Plioplis | **[mplioplis2@unl.edu](mailto:mplioplis2@unl.edu)**

University of Nebraska Medical Center (UNMC)

Chris Christen | **[cchristen@unmc.edu](mailto:cchristen@unmc.edu)**

Tom Waples | **[tom.waples@unmc.edu](mailto:tom.waples@unmc.edu)**

University of Nebraska at Omaha (UNO)

Angie Kennedy | **[angiekennedy@unomaha.edu](mailto:angiekennedy@unomaha.edu)**

### **University Printer Contacts:**

UNK Print Services

Kyle Means | **[meanskr@unk.edu](mailto:meanskr@unk.edu)**

Amy Jacobson | **[jacobsonae@unk.edu](mailto:jacobsonae@unk.edu)**

UNL Print Services

John Yerger | **[jyerger2@unl.edu](mailto:jyerger2@unl.edu)**

Jaamie Klein | **[jaamie.klein@unl.edu](mailto:jaamie.klein@unl.edu)**

UNMC Print Services (UNMC and UNO printing)

Robert Jennings | **[robert.jennings@unmc.edu](mailto:robert.jennings@unmc.edu)**

General Questions | **[print4u@unmc.edu](mailto:print4u@unmc.edu)**

## 2 UNIVERSITY STATIONERY

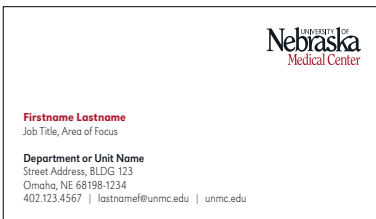
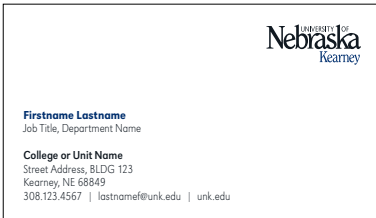
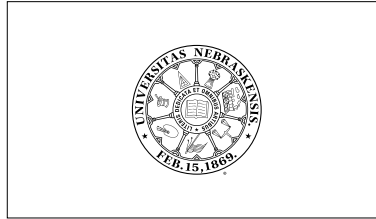
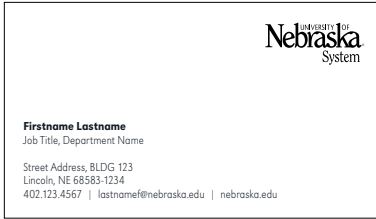
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# 2.1 UNIVERSITY BUSINESS CARDS

## ONE-SIDED (STANDARD)

## TWO-SIDED (OPTIONAL)



**Please note:** Ordering two-sided business cards is optional and to the discretion of the individual or unit purchasing the card. There is an added expense to print two-sided – please refer to the university printer for business card costs prior to ordering.

SPECIFICATIONS:		
<b>SIZE:</b> 3.5"x2"	<b>BLEED:</b> <b>Front:</b> No bleed <b>Back (optional):</b> Full bleed	<b>PRINTING:</b> <b>Front:</b> Four-color process <b>Back (optional):</b> Four-color process
	<b>STANDARD PAPER:</b> Accent White 100#	<b>PREMIUM PAPER:</b> Classic Crest 130#

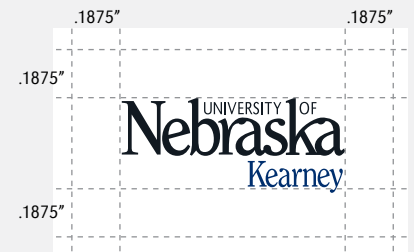
## UNIVERSITY BUSINESS CARD GUIDELINES

### UNIVERSITY WORDMARK

The one-sided business card is the standard format for all system business cards. The university wordmark measures 0.875 inches wide and is right justified at the top of the card along the designated margin of 0.1875 inches on all sides. Use the full-color, CMYK version of the wordmark with the black at 0/0/0/100.



**Please note:** A clearance space of .1875" is allotted on all sides of the university wordmark. Type should not be placed within this bounding box.



Text that exceeds this clearance space should be appropriately shortened or moved to the next line.

### CONTACT INFORMATION

The contact information is left justified and aligned to the bottom of the designated margin. The type is 8 point URW Grotesk font with 9 point leading, -10 point optical kerning, and 90% horizontal scale. Placement and spacing accommodates for *only 10 lines of information*.\*

**AREA 1:** Name and credentials are set in URW Grotesk Medium.

**AREA 2:** Title(s) are set in URW Grotesk Extra Light.

**AREA 3:** College, department, or unit name is set in URW Grotesk Regular.

**AREA 4:** Contact information is set in URW Grotesk Extra Light.


Area 1 color should match the CMYK color designation of the campus: NU System (black 0/0/0/100); UNK (100/53/0/35); UNL (2/100/85/6); UNMC (7/100/82/26); and UNO (0/0/0/100). Text areas 2 through 4 should be set to black at 0/0/0/100.

\* *Recommendations for optimizing space.*

1. *List the most important information that pertains to current position.*
  - *Highlight most recent or highest level(s) of certifications.*
  - *Only list social media accounts that have a job-related function.*
2. *If more space is needed for contact information, Area 4 can be reconfigured for the additional text by grouping similar content together on the same line.*
  - *Street address, city, and state*
  - *Phone, fax, and cell numbers*
  - *Email and website addresses*
  - *Social media accounts*

**FORMAT AND TEXT GUIDELINES**

1. Area 2 and Area 3 are separated by one (1) full return.
2. There are two (2) spaces before and after the divider lines.
3. Only use identifying abbreviations for phone numbers (e.g. “cell” for cell phone and “fax” for fax number) and social media accounts (e.g. “FB” for Facebook, “T” for Twitter, and “L” for LinkedIn). Do not use an abbreviation for main line office phone numbers, street addresses, email addresses, or web addresses.



**Firstname Lastname**  
Job Title, Department Name

**College or Unit Name**  
Street Address, BLDG 123  
Kearney, NE 68849  
308.123.4567 | fax 308.345.6789 | cell 308.567.8901  
lastname@unk.edu | unk.edu

*Example of abbreviations for phone numbers.*

- Use “cell” for cell phone
- Use “fax” for fax number



**Firstname Lastname**  
Job Title, Department Name

**College or Unit Name**  
Street Address, BLDG 123 | Lincoln, NE 68583-1234  
402.123.4567 | fax 402.345.6789 | cell 402.567.8901  
lastname@unl.edu | unl.edu  
FB /AccountName | T@AccountName | L/AccountName

*Example of grouping similar content together.*


- Street address, city, and state
- Phone, fax, and cell numbers
- Email and website addresses
- Social media accounts



**Firstname Lastname**  
Job Title

Street Address, BLDG 123  
Omaha, NE 68198-1234  
402.123.4567 | lastname@unmc.edu | unmc.edu

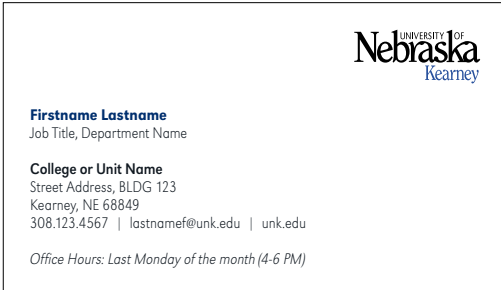
*Example of card without college, department, or unit.*



**Firstname Lastname, Ph.D.**  
Job Title A, Department Name  
Job Title B, Department Name

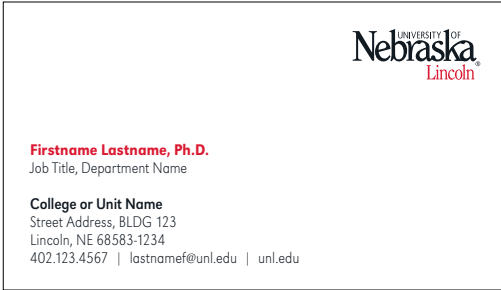
**College or Unit Name A**  
**College or Unit Name B**  
Street Address, BLDG 123 or BLDG 456  
Omaha, NE 68182-1234  
402.123.4567 | 402.456.7890  
lastname@unomaha.edu | unomaha.edu

*Example of card with more than one college, department, or unit on the same campus.*



Example of card with office hours.

- Office hours line may be separated from contact information and italicized for emphasis.



Example of card with credentials.

- Academic credentials and professional licenses are listed after full names and are separated by a comma.
- Follow AP Style Guidelines to properly display abbreviations for academic degrees.



Example of card with pronouns.

- Pronouns should be listed after full names and credentials.



Example of card with a QR code.

- Individuals must create their own QR code and provide the file to university printers upon ordering business cards.
- UNK code generator website: [go.unk.edu](http://go.unk.edu)
- UNL code generator website: [go.unl.edu](http://go.unl.edu)
- UNMC code generator website: [go.unmc.edu](http://go.unmc.edu)
- UNO request QR code: [marcomm@unomaha.edu](mailto:marcomm@unomaha.edu)

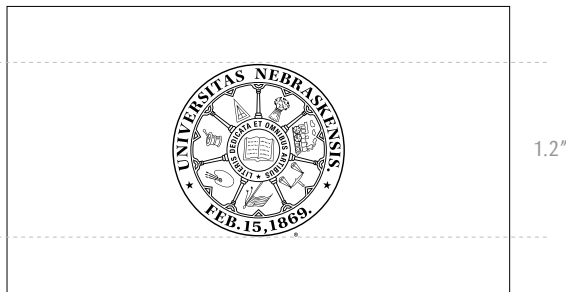
**Please note:**

- The QR code measures 0.8 inches by 0.8 inches square and is right justified at the bottom of the card along the designated margin of 0.1875 inches on all sides.
- A clearance space of .1875" is allotted on all sides of the QR code. Type should not be placed within this bounding box.

**BUSINESS CARD BACK (OPTIONAL)**

The back side of the business cards will lead with the campus icon. The University of Nebraska seal will be considered the icon for the NU System stationery.

1. The icon measures 1.2 inch tall for the NU System; 1 inch tall for University of Nebraska-Lincoln (UNL), University of Nebraska Medical Center (UNMC), and the University of Nebraska at Omaha (UNO); and .75 inches tall for the University of Nebraska at Kearney (UNK). The lockup for Nebraska College of Technical Agriculture (NCTA) measures 1.5 inches tall.



2. Icons are centered horizontally and vertically on the card. Center alignment is determined by the main shape of the icon without the registration mark.



3. Background color should match the CMYK color designation of the campus:  
 NU System (0/0/0/0); UNK (100/53/0/35); UNL (2/100/85/6); UNMC (7/100/82/26);  
 UNO (black 60/40/40/100; red 5/100/100/3); and NCTA (0/0/0/100).

### BUSINESS CARD BACK (OPTIONAL) CONTINUED

**These are the only approved designs for the backs of the university business cards.**

Variations to the existing artwork and/or different designs are not allowed.

- No additional text including URLs
- No typesettings
- No additional graphics
- No changing colors or reversing colors
- No photos
- No changing the placement, size, or orientation of the icon

**The only exceptions include backs for appointment cards, cross-system cards (see section 3), UNMC/Nebraska Medicine cards (see section 4), and co-branded partnerships (see section 5).**

Your next appointment is:

MON  TUE  WED  THU  FRI  SAT

Date \_\_\_\_\_ at \_\_\_\_\_ AM  
PM

with \_\_\_\_\_

for \_\_\_\_\_

If unable to keep this appointment,  
please call as soon as possible to reschedule.

Your next appointment is:

\_\_\_\_\_ AM  
PM

Date \_\_\_\_\_ Time \_\_\_\_\_

If unable to keep this appointment,  
please call as soon as possible to reschedule.



## 2.2 STUDENT BUSINESS CARDS

### ONE-SIDED (STANDARD)

**Firstname Lastname**  
(Degree and Program Name) Candidate

**Department Name**  
**College Name**  
308.123.4567 | studentemail@unk.edu  
Student LinkedIn or Webpage (optional)

*Degree/Expected Graduation Date*

**Firstname Lastname**  
(Degree and Program Name) Candidate

**Department Name**  
**College Name**  
402.123.4567 | studentemail@unl.edu  
Student LinkedIn or Webpage (optional)

*Degree/Expected Graduation Date*

**Firstname Lastname**  
(Degree and Program Name) Candidate

**Department Name**  
**College Name**  
402.123.4567 | studentemail@unomaha.edu  
Student LinkedIn or Webpage (optional)

*Degree/Expected Graduation Date*

**Please note:** UNMC does not offer a unique student business card option. UNMC students will use the standard university business card.

<b>SPECIFICATIONS:</b>		
<b>SIZE:</b> 3.5"x2"	<b>BLEED:</b> <b>Front:</b> No bleed	<b>PRINTING:</b> <b>Front:</b> Four-color process
	<b>STANDARD PAPER:</b> Accent White 100#	<b>PREMIUM PAPER:</b> Classic Crest 130#

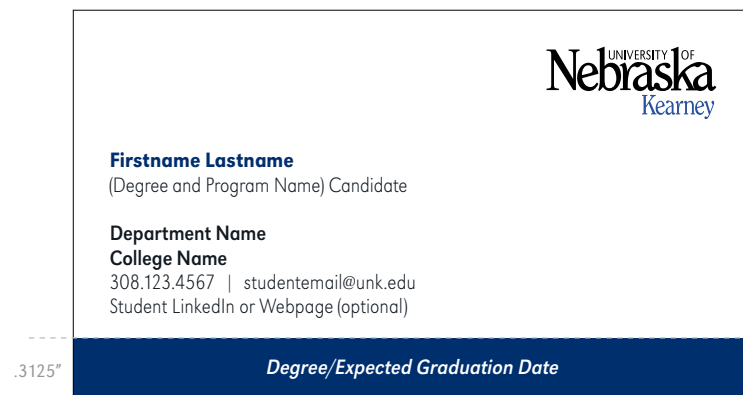
## STUDENT BUSINESS CARD GUIDELINES

### STANDARD FORMAT

The one-sided business card is the standard format for all student business cards. Follow the University Business Card Guidelines (see section 2.1) for placement of the university wordmark and structure of contact information.

### FOOTER BAR

Student business cards must include a footer bar to differentiate from university employee business cards. The footer bar measures 0.3125 inches tall and bleeds to the edges with a 0.125 inch bleed. The footer bar should match the CMYK color designation of the campus: UNK (100/53/0/35); UNL (2/100/85/6); and UNO (0/0/0/100).



### TEXT GUIDELINES

- Academic specific information including Degree and Program Name, Department Name, College Name, and Degree/Expected Graduation Date are required fields for student business cards. More than one degree, program, department, or college may be listed if needed.
- The terms “Student” for Undergraduate and Graduate students and “Candidate” for Doctoral students should be included with Degree and Program Name:
  - Undergraduate Student, Chemistry
  - Graduate Student, Business Administration
  - Doctoral Candidate, Educational Administration
- Degree / Expected Graduation Date may be abbreviated or spelled out:
  - B.S. / 2026 -or- Bachelor of Science / 2026
  - MBA / 2026 -or- Master in Business Administration / 2026
  - Ed.D. / 2026 -or- Doctorate in Education / 2026

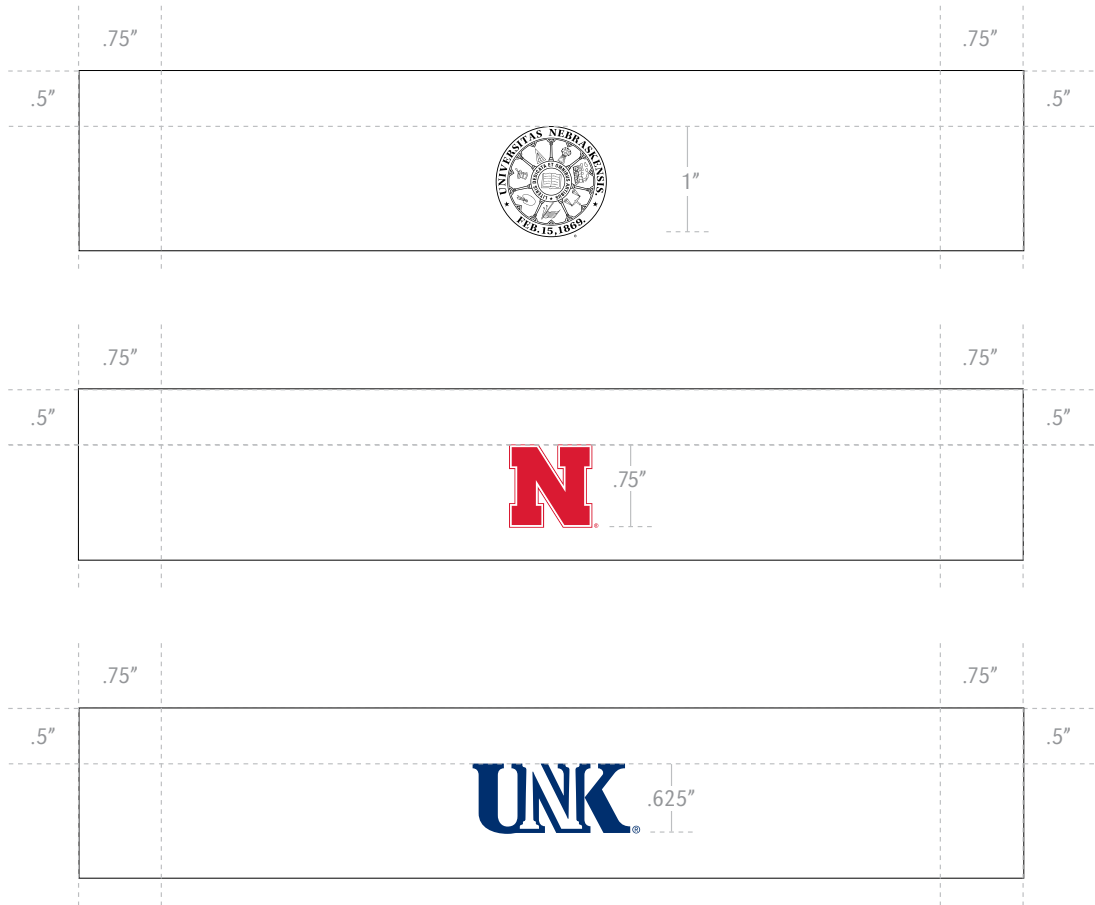


# UNIVERSITY LETTERHEAD GUIDELINES

## HEADER

The letterhead will lead with the campus icon. The University of Nebraska seal will be considered the icon for the NU System stationery.

1. The icon measures 1 inch tall for the NU System; 0.75 inches tall for the University of Nebraska-Lincoln (UNL), University of Nebraska Medical Center (UNMC), and the University of Nebraska at Omaha (UNO); and 0.625 inches tall for the University of Nebraska at Kearney (UNK). The lockup for Nebraska College of Technical Agriculture (NCTA) also measures 1 inch tall.
2. The icon is centered to the page along the designated margin. Center alignment is determined by the main shape of the icon without the registration mark.
3. Icons should match the CMYK color designation of each university:  
 NU System (black 0/0/0/100); UNK (100/53/0/35); UNL (2/100/85/6); UNMC (7/100/82/26); UNO (black 60/40/40/100; red 5/100/100/3); and NCTA (0/0/0/100).



**FOOTER**

The university wordmark is located at the bottom left corner along the designated margin. The logo measures about 1.125 inches wide. The UNK wordmark measures slightly larger due to the descender of the “y” which descends past the bottom margin. Use the full-color, CMYK version of the wordmark with the black at 0/0/0/100.



**CONTACT INFORMATION**

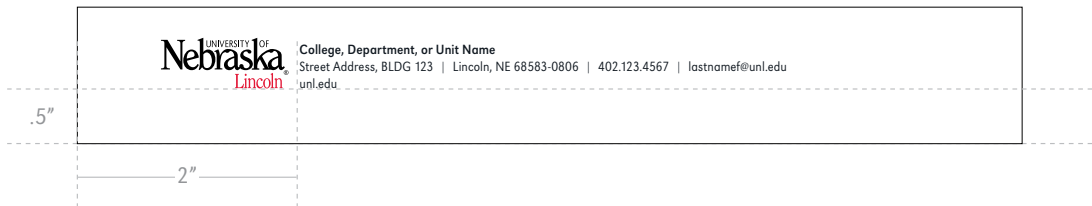
The contact information is set flush left, 2 inches from the left edge of the page. The type is 9 point URW Grotesk font with 11 point leading and 90% horizontal scale. Placement and spacing accommodates for *only two to three lines of information*.\* All text should be set to black at 0/0/0/100.

**LINE 1:** College, department, or unit name is set in URW Grotesk Regular.

**LINE 2:** Contact information including address, phone number, and email address are set in URW Grotesk Light.

**LINE 3:** Nebraska.edu or campus website URL is set in URW Grotesk Light.

There are two (2) spaces before and after the divider lines.

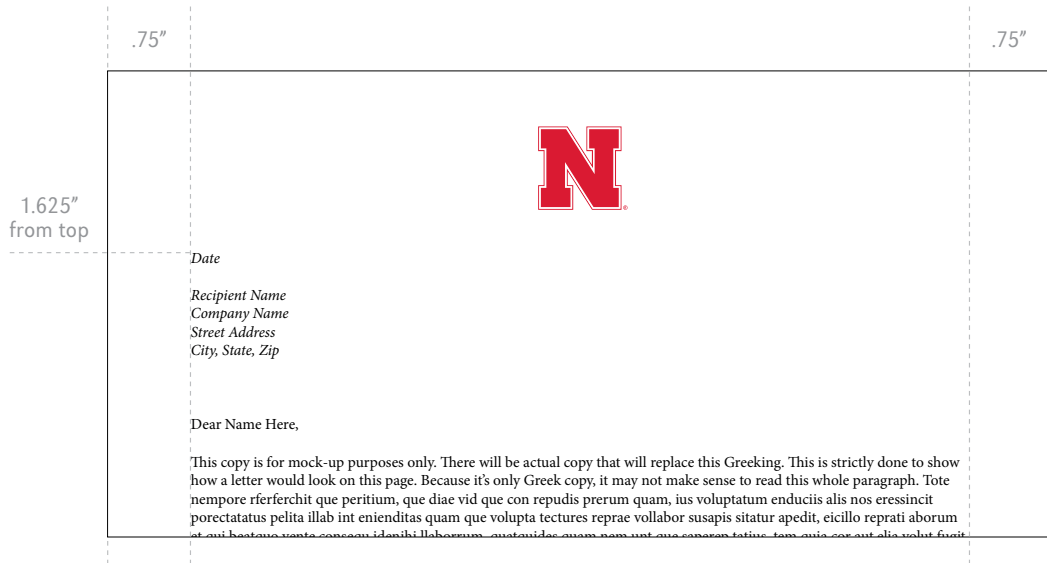


\* If more space is needed for contact information, Lines 2 and 3 can be reconfigured for the additional text. Group similar content together on the same line (e.g. phone, fax, and cell numbers; email and website addresses; and social media accounts).

### LETTER CONTENT

The format for the letter content is flush left. The margin is 0.75 inches from the left and right sides. Letter content should start 1.625 inches from the top of the page to accommodate space for the header.

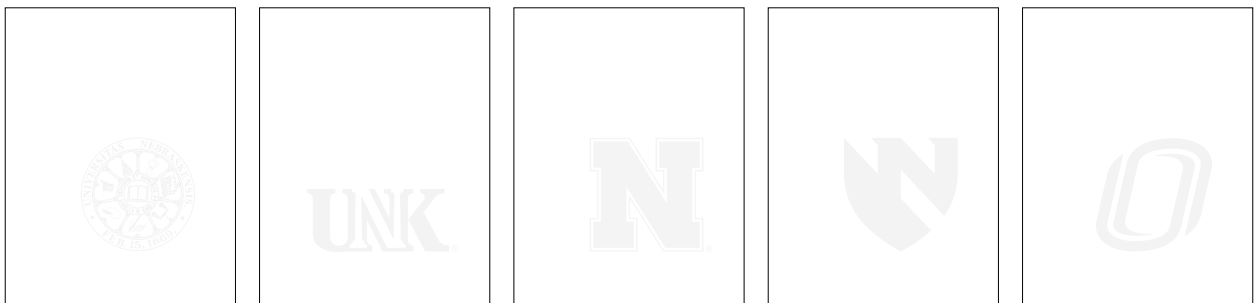
It is recommended to be set in a 10 point, serif font. Approved serif fonts include Times New Roman and Minion Pro. The return address is set in italics while the main body copy is set in regular type. Bold font weights should only be used for emphasis.



### WATERMARK

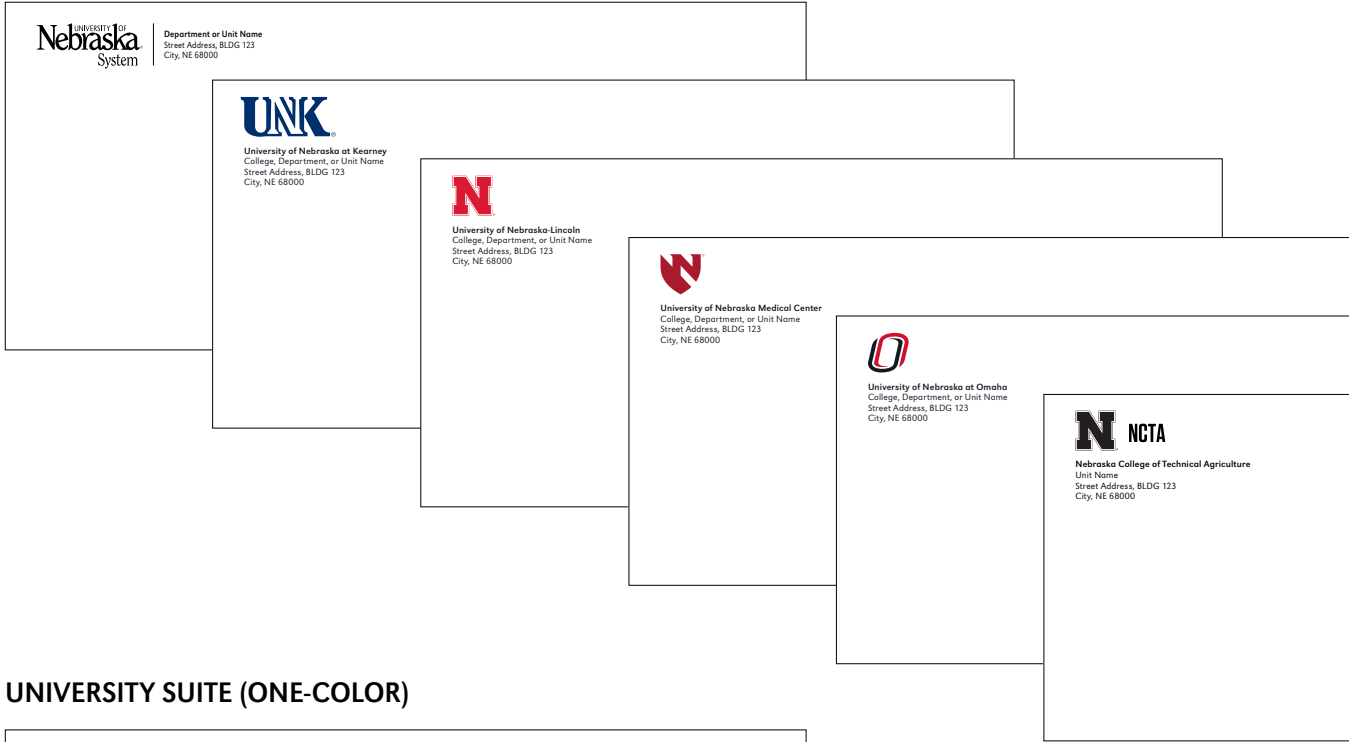
Watermarked letterhead is pre-printed in bulk as blank sheets or letterhead shells and may *only* be ordered through university printers. Watermarked letterhead is optional for units that print official letters and communications on a regular basis.

The **campus icons** are the designated watermark for each campus.

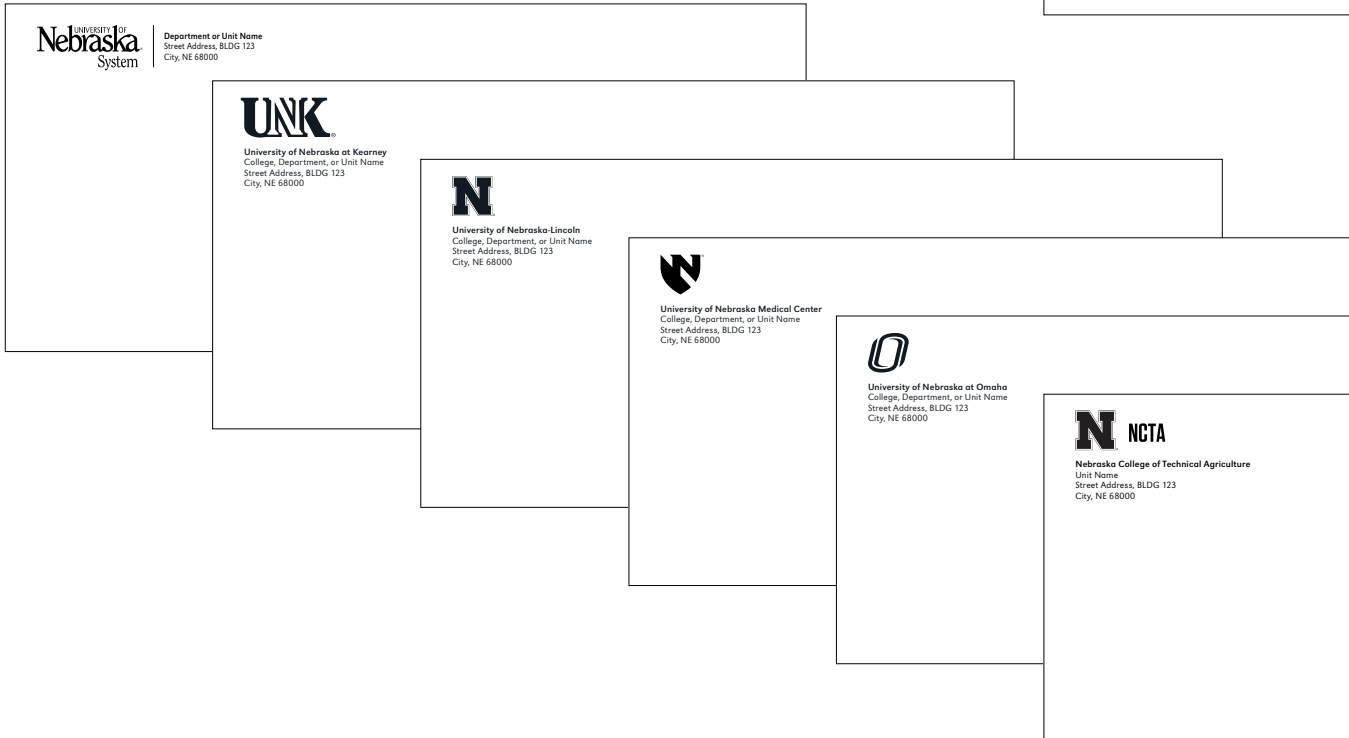


# 2.4 UNIVERSITY ENVELOPES

## UNIVERSITY SUITE (FOUR-COLOR PROCESS)



## UNIVERSITY SUITE (ONE-COLOR)



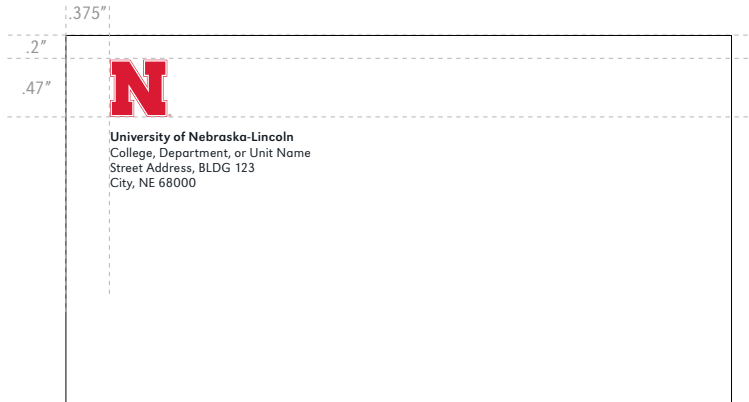
SPECIFICATIONS:			
<b>SIZE:</b> No. 10 Envelope	<b>BLEED:</b> No bleed	<b>PRINTING:</b> One- and four-color process available	<b>STANDARD PAPER:</b> Basic white 70# text

# UNIVERSITY ENVELOPE GUIDELINES

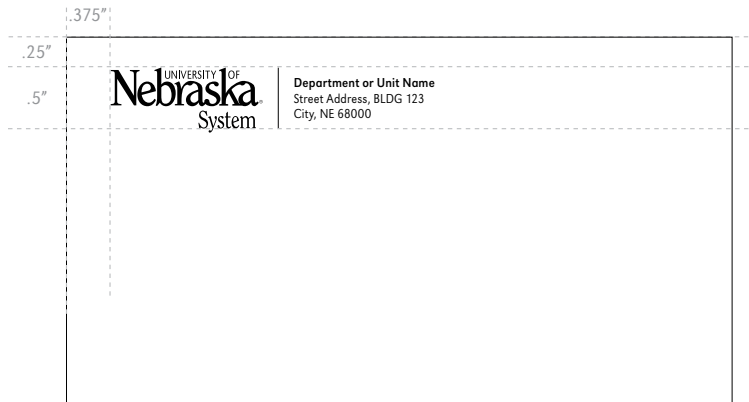
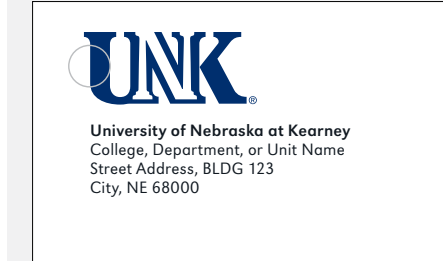
## CAMPUS ICON

The campus envelope leads with the campus icon. The NU System envelope leads with the system wordmark.

1. The icon measures 0.47 inches tall and is left justified along the designated margin of 0.375 inches from the left and 0.2 inches from the top. The NU System wordmark measures 0.5 inches tall from top to baseline.



**Please note:** The stem of the "U" in the UNK logo aligns with the margin.



**Please note:** The return address is placed to the right of the wordmark on the NU System envelopes to account for the required clear zone space for four lines of text on the return address when needed.

2. One- and four-color process are available for envelopes only.
  - All text is set to black at 0/0/0/100
  - For one-color envelopes, the icons are also set to black at 0/0/0/100.
  - For four-color process envelopes, the icons should match the CMYK color designation of the university: NU System (black 0/0/0/100); UNK (100/53/0/35); UNL (2/100/85/6); UNMC (7/100/82/26); UNO (black 60/40/40/100; red 5/100/100/3); and NCTA (0/0/0/100).





**RETURN ADDRESS**

The return address is set flush left along the designated margin. Placement begins 0.125 inches below the campus icon. The type is 8 point URW Grotesk font with 9 point leading. Layout accommodates space for *only three to four lines of information*. A 0.125 inch space must separate the return address and the clear zone.

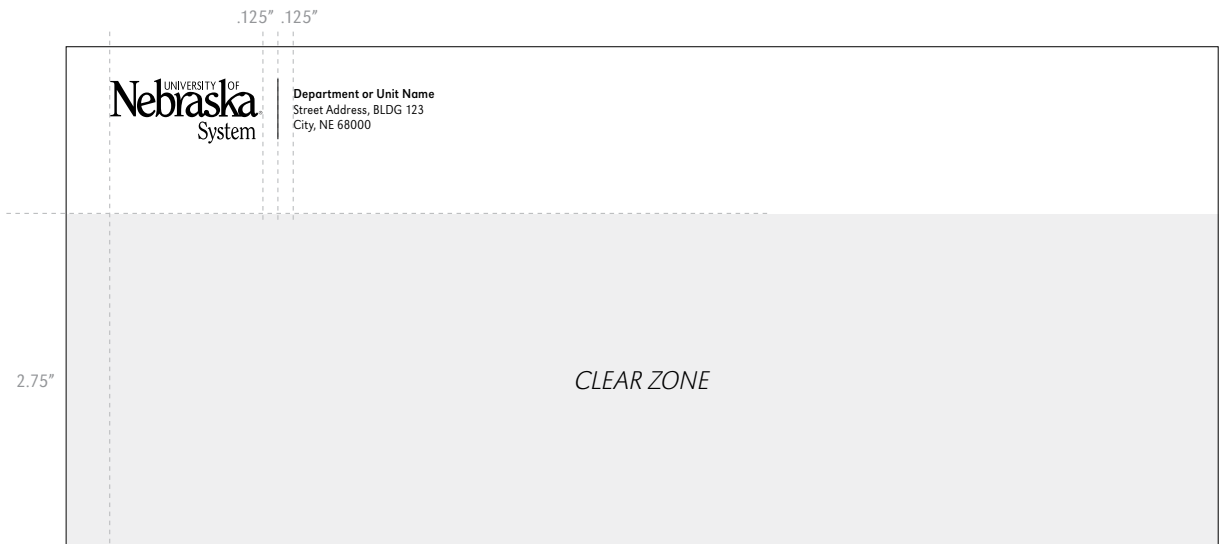
**LINE 1:** University name spelled out in URW Grotesk Regular. This is required on all envelopes.

**LINE 2:** College, department, or unit name (optional) is set in URW Grotesk Light.

**LINES 3 AND 4:** Return address is set in URW Grotesk Light.



The return address for the cross-system envelopes is set flush left to the right of the wordmark and is separated by a 0.5 inch tall divider line with 0.125 inches of clearance space to the left and right. The type is 8 point URW Grotesk font with 9 point leading and 90% horizontal scale.. Layout accommodates space for *only three to four lines of information*.



To meet U.S. Postal Service Automation Regulations, there must be at least 2.75 inches clear zone from the bottom of the envelope. All printing must be above the clear zone.

# 2.5 UNIVERSITY STATIONERY PACKAGES

## FULL STATIONERY PACKAGE – NU System



Date

Recipient Name  
Company Name  
Street Address  
City, State, Zip

Dear Name Here,

This copy is for mock-up purposes only. There will be actual copy that will replace this Greeking. This is strictly done to show how a letter would look on this page. Because it's only Greek copy, it may not make sense to read this whole paragraph. Tote nempore rferferchit que peritium, que diae vid que con repudis prerum quam, ius voluptatum enducis alis nos eressincit poretatatus pelita illab int entenditas quam que volupta tectures repraе vollabor susapis sitatur apedit, eicillo reprati aborum et qui beatquo vente consequi idenihi llaborrum, quatquides quam nem unt que saperep tatius, tem quia cor aut elia volut fugit abor am et doluptae. Ut alicatur moluptatem voluptate non rendi simpostis ea dunt.

Raectatus quis excepid istiore heniminis el in explit quias dolorunditis am rera ventis denihici dolo cus rerestrume dolom lisquam ipsae voloribus maioris ovidusa eperum iliquostin eaquam libus esse molo tempororum atem inis re re aciusa venitate et ut lam antemodi senistia net a aut qui quideles et quaeatust qui con rem laboro molorerunt, odiantem. Nissenis alit, ullant voles es sequia cus es ex etiorestio exerum nonseculpa ventur, coratem estibus cipsam, adis exera volupta tecus.

Hende consedis simolup taerore dolestibus, earibus ut int enihillis sit mo tent exerum eatiusdant quatur, conem fugitat emperae perspelici del ium fugiam ero core volupta tioraes duscidi picissime ellest, omniente exeri ressim doles ut ant ut quos molut is imagin alibus ute quam, sinvent, acepli gentis evellor emporro velest, sum alicue volorup tatiur, volut exerspe lenimus sit qui dolore et maioessed quo et velessi tatquo omnima pore aspriet, officimi, cusdae esed magnis expliquunt eossed ullene re, ut doluptium as rehenet et, natus dolorum quas et qui re doluptatius dolut aborpor audit harcia dis delecabor sit parunt est ex ese nonsequae cusam, tota sectiusda ni officitur rest, quiatib erspicitae qui a si ut quaeactet quam voluptatit quia dit aut es earum volorentium lia eost, sequideliqre pore pereris pos diorum repreti conse pa venit deliquas sitas et eos prae erume esto et ipisqueae ipicimagnam fugitatur magnatem aut am aut am quatectem rae vidunte mpereri onsequias eiuuntiscil in cullandae dernam idem evella as rehendi blabo. Sant ipsa dollestrum hari dolorum quae. Ut est fugia aut ut perovitatem iust lant harum, non cusamenist accab in providel il intium litia cuptaspriet et asperna tatur, aut volorum eum alic totate pa plist, to doluptione ma qui dolupta quatemo llaborrore lam, qui arum que ea nisque dolorer ibusapienis sectemquatis qui optate ex exeruntin repe nia a volut exearu mquiducipit mi, cus naturi ius eum conestio eici to ium quis dolor recus.

Anda sus aut omnihici consequis aute sinciis dolentur minctur, optatib ustiumquatem faccaecto is quae pore, eatum et latur, nulpari aeriti derum ident, nus que modigeniet ut re velenist, explandisci qui nonseni hiliqui invella boreptas essus in cum eaturitis volectus modit quantem quis dolut volori num non plitium, quis eatur mint, qui optatendam ut volupta ectorem aut lam rem iunt.

Sincerely,

Sender Name  
Title, University of Nebraska

UNIVERSITY OF  
**Nebraska**  
System  
College, Department, or Unit Name  
Street Address, BLDG 123 | City, State 68000 | 402.123.4567 | lastname@nebraska.edu  
nebraska.edu



**Firstname Lastname**  
Job Title, Department Name  
  
Street Address, BLDG 123  
Lincoln, NE 68583-1234  
402.123.4567 | lastname@nebraska.edu | nebraska.edu



UNIVERSITY OF  
**Nebraska**  
System  
Department or Unit Name  
Street Address, BLDG 123  
City, NE 68000

FULL STATIONERY PACKAGE — UNK



Date

Recipient Name  
Company Name  
Street Address  
City, State, Zip

Dear Name Here,

This copy is for mock-up purposes only. There will be actual copy that will replace this Greeking. This is strictly done to show how a letter would look on this page. Because it's only Greek copy, it may not make sense to read this whole paragraph. Tote nempore rferferchit que peritium, que diae vid que con repudis prerum quam, ius voluptatum enduciis alis nos eressincit porectatatus pelita illab int enidentias quam que volupta tectures repraee vollabor susapis sitatur apedit, eicillo reprati aborum et qui beatquo vente consequi idenihi llaborrum, quatquides quam nem unt que saperep tatius, tem quia cor aut elia volut fugit abor am et doluptae. Ut alicatur moluptatem voluptate non rendi simpostis ea dunt.

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Hende consedis simulup taerore dolestibus, earibus ut int enihillis sit mo tent exerum eatiusdant quatur, conem fugitat emperae perspelici del ium fugiam ero core volupta tioraes duscidi picuisse ellest, omniente exeri ressim doles ut ant ut quos molut is imagint alibus ute quam, sinvent, acepli gentis evellor emporro velest, sum alicque volorup tatiur, volut exerspe lenimus sit qui dolore et maioessed quo et velessi tatquo omnima pore aspriet, officimi, cusdae esed magnis expliquunt eossed ullene re, ut doluptium as rehenet et, natus dolorum quas et qui re doluptatius dolut aborpor audit harcia dis delecabor sit parunt est ex ese nonsequae cusam, tota sectiusda ni offictur rest, quiatib erspicitae qui a si ut quaeactet quam voluptatit quia dit aut es earum volorentium lia eost, sequideliqre pore pereris pos diorum reprenti conse pa venit deliquas sitas et eos prae erume esto et ipisquae ipicimagnam fugitatur magnatem aut am aut am quatectem rae vidunte mpereri onsequias eiantiuscil in cullandae dernam idem evella as rehendi blabo. Sant ipsa dollestrum hari dolorum quae. Ut est fugia aut ut perovitatem iust lant harum, non cusamenist accab in providel il intium litia cuptaspiet et asperna tatur, aut volorum eum alic totate pa plist, to doluptione ma qui dolupta quatemo llaborrore lam, qui arum que ea nisquae dolorer ibusapienis sectemquatis qui optate ex exeruntin repe nia a volut exearu maquiducipit mi, cus naturi ius eum conestio eici to ium quis dolor recus.

Anda sus aut omnihihi consequis aute sinciis dolentur minctur, optatib ustiumquatem faccaecto is quae pore, eatum et latur, nulpari aeriti derum ident, nus que modigeniet ut re velenist, explandisci qui nonseni hiliqui invella boreptas essus in cum eaturitis volectus modit quantem quis dolut volori num non plitium, quis eatur mint, qui optatendam ut volupta ectorem aut lam rem iunt.

Sincerely,

Sender Name  
Title, University of Nebraska

UNIVERSITY OF  
**Nebraska**  
Kearney College, Department, or Unit Name  
Street Address, BLDG 123 | Kearney, NE 68849 | 308.123.4567 | lastname@unk.edu  
unk.edu



Firstname Lastname  
Job Title, Department Name

College or Unit Name  
Street Address, BLDG 123  
Kearney, NE 68849  
308.123.4567 | lastname@unk.edu | unk.edu



University of Nebraska at Kearney  
College, Department, or Unit Name  
Street Address, BLDG 123  
City, NE 68000

FULL STATIONERY PACKAGE — UNL



Date

Recipient Name
Company Name
Street Address
City, State, Zip

Dear Name Here,

This copy is for mock-up purposes only. There will be actual copy that will replace this Greeking. This is strictly done to show how a letter would look on this page. Because it's only Greek copy, it may not make sense to read this whole paragraph.

Raectatus quis exceptud istiore heniminis el in explit quias dolorunditis am rera ventis denihici dolo cus rerestrume dolum lisquam ipsae voloribus maiorer ovidusa eperum iliquostin eaquam libus esse molo temporerum atem inis re re aciusa venitate et ut lam antemodi senistia net a aut qui quideles et quaecatust qui con rem laborro molorerunt, odiantem. Nissenis alit, ullant volest es sequia cus es ex eatiorestio exerum nonseculpa ventur, coratem estibus cipsam, adis exera volupta tecus.

Hende consedis simulop taerore dolestibus, earibus ut int enihillis sit mo tent exerum eatiusdant quatur, conem fugitat emperae perspelici del ium fugiam ero core volupta tioraes duscidi picuisse ellest, omniente exeri ressim doles ut ant ut quos molut is imagin alibus ute quam, sinvent, acepeli gentis evellor emporro volest, sum alique volorup tatiur, volut exerspe lenimus sit qui dolore et maioessed quo et velessi tatquo omnima pore aspriet, officimi, cusdae esed magnis expliquunt eossed ullene re, ut doluptium as rehenet et, natus dolorum quas et qui re doluptatus dolut aborpor audit harcia dis delecabor sit parunt est ex ese nonsequae cusam, tota sectiusda ni offictur rest, quiatib erspiciatae qui a si ut quaectet quam voluptatit quia dit aut es earum volorentium lia eost, sequideliqre pore pereris pos diorum reprenti conse pa venit deliquas sitas et eos prae erume esto et ipisquae ipicimagnam fugitatur magnatem aut am aut am quatectem rae vidunte mpereri onsequias eiuntiuscil in cullandae dernam idem evella as rehendi blabo. Sant ipsa dollestrum hari dolorum quae. Ut est fugia aut ut perovitatem iust lant harum, non cusamenist accab in providel il intium lita cuptaspiet et asperna tatur, aut volorum eum alic totate pa plist, to doluptione ma qui dolupta quatemo llaborrorre lam, qui arum que ea nisquae dolorer ibusapienis sectemquatis qui optate ex exeruntin repe nia a volut exearu maquiducipit mi, cus naturi ius eum conestio eici to ium quis dolor recus.

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Sincerely,

Sender Name
Title, University of Nebraska

UNIVERSITY OF Nebraska Lincoln
College, Department, or Unit Name
Street Address, BLDG 123 | Lincoln, NE 68583-0806 | 402.123.4567 | lastname@unl.edu
unl.edu



Firstname Lastname
Job Title, Department Name

College or Unit Name
Street Address, BLDG 123
Lincoln, NE 68583-1234
402.123.4567 | lastname@unl.edu | unl.edu



University of Nebraska-Lincoln
College, Department, or Unit Name
Street Address, BLDG 123
City, NE 68000

FULL STATIONERY PACKAGE — UNMC



Date

Recipient Name
Company Name
Street Address
City, State, Zip

Dear Name Here,

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Raectatus quis excedp istiore heniminis el in explit quias dolorunditis am rera ventis denihici dolo cus rerestrume dolum lisquam ipsae voloribus maiorer ovidusa eperum iliquostin eaquam libus esse molo temporerum atem inis re re aciusa venitate et ut lam antemodi senistia net a aut qui quideles et quaecatust qui con rem laborro molorerunt, odiantem. Nissenis alit, ullant voles es sequia cus es ex etiorestio exerum nonseculpa ventur, coratem estibus cipsam, adis exera volupta tecus.

Hende consedis simulup taerore dolestibus, earibus ut int enihillis sit mo tent exerum etaiusdant quatur, conem fugitat emperae perspelici del ium fugiam ero core volupta tioraes duscidi picuisse ellest, omniente exeri ressim doles ut ant ut quos molut is imagin alibus ute quam, sinvent, acepeli gentis evellor emporro velest, sum alicque volorup tatiur, volut exerspe lenimus sit qui dolore et maioessed quo et velessi tatquo omnima pore aspriet, officimi, cusdae esed magnis expliquunt eossed ullene re, ut doluptium as rehenet et, natus dolorum quas et qui re doluptatus dolut aborpor audit harcia dis delecabor sit parunt est ex ese nonsequae cusam, tota sectiusda ni officitur rest, quiatib erspicitae qui a si ut quaecet quam voluptatit quia dit aut es earum volorentium lia eost, sequideliqre pore pereris pos diorum reprenti conse pa venit deliquas sitas et eos prae erume esto et ipisqueae ipicimagnam fugitatur magnatem aut am aut am quatectem rae vidunte mpereri onsequias eiuntiuscil in cullandae dernam idem evella as rehendi blabo. Sant ipsa dollestrum hari dolorum quae. Ut est fugia aut ut perovitatem iust lant harum, non cusamenist accab in providel il intium litia cuptaspiet et asperna tatur, aut volorum eum alic totate pa plist, to doluptione ma qui dolupta quatemo llaborrore lam, qui arum que ea nisquae dolorer ibusapienis sectemquatis qui optate ex exeruntin repe nia a volut exearu maquiducipit mi, cus naturi ius eum conestio eici to ium quis dolor recus.

Anda sus aut omnihici consequis aute sinciis dolentur minctur, optatib ustiumquatem faccaecto is quae pore, eatum et latur, nulpari aeriti derum ident, nus que modigeniet ut re velenist, explandisci qui nonseni hiliqui invella boreptas essus in cum eaturitis volectus modit quantem quis dolut volori num non plitium, quis eatur mint, qui optatendam ut volupta ectorem aut lam rem iunt.

Sincerely,

Sender Name
Title, University of Nebraska

UNIVERSITY OF Nebraska Medical Center
College, Department, or Unit Name
Street Address, BLDG 123 | Omaha, NE 68198-1234 | 402.123.4567 | lastname@unmc.edu unmc.edu



Firstname Lastname
Job Title, Area of Focus

Department or Unit Name
Street Address, BLDG 123
Omaha, NE 68198-1234
402.123.4567 | lastname@unmc.edu | unmc.edu



University of Nebraska Medical Center
College, Department, or Unit Name
Street Address, BLDG 123
City, NE 68000

FULL STATIONERY PACKAGE — UNO



Date

Recipient Name
Company Name
Street Address
City, State, Zip

Dear Name Here,

This copy is for mock-up purposes only. There will be actual copy that will replace this Greeking. This is strictly done to show how a letter would look on this page. Because it's only Greek copy, it may not make sense to read this whole paragraph.

Raectatus quis excedp istiore heniminis el in explit quias dolorunditis am rera ventis denihici dolo cus rerestrume dolum lisquam ipsae voloribus maiorer ovidusa eperum iliquostin eaquam libus esse molo temporerum atem inis re aciusa venitate et ut lam antemodi senistia net a aut qui quideles et quaecautst qui con rem laborro molorerunt, odiantem. Nissenis alit, ullant voles es sequia cus es ex etiorestio exerum nonseculpa ventur, coratem estibus cipsam, adis exera volupta tecus.

Hende conedis simulup taerore dolestibus, earibus ut int enihillis sit mo tent exerum etaiusdant quatur, conem fugitat emperae perspelici del ium fugiam ero core volupta tioraes duscidi picisse ellest, omniente exeri ressim doles ut ant ut quos molut is imagin alibus ute quam, sinvent, acepli gentis evellor emporro velest, sum alique volorup tatiur, volut exerspe lenimus sit qui dolore et maioessed quo et velessi tatquo omnima pore aspriet, officimi, cusdae esed magnis expliquunt eossed ullene re, ut doluptium as rehenet et, natus dolorum quas et qui re doluptatius dolut aborpor audit harcia dis delecabor sit parunt est ex ese nonsequae cusam, tota sectiusda ni officitur rest, quiatib erspicitae qui a si ut quaectet quam voluptatit quia dit aut es earum volorentium lia eost, sequideliqre pore pereris pos diorum reprenti conse pa venit deliquas sitas et eos prae erume esto et ipisqueae ipicimagnam fugitatur magnatem aut am aut am quatectem rae vidunte mpereri onsequias eiuntiuscil in cullandae dernam idem evella as rehendi blabo. Sant ipsa dollestrum hari dolorum quae. Ut est fugia aut ut perovitatem iust lant harum, non cusamenist accab in providel il intium litia cuptaspiet et asperna tatur, aut volorum eum alic totate pa plist, to doluptione ma qui dolupta quatemo llaborrore lam, qui arum que ea nisque dolorer ibusapienis sectemquatis qui optate ex exeruntin repe nia a volut exearu maquiducipit mi, cus naturi ius eum conestio eici to ium quis dolor recus.

Anda sus aut omnihici consequis aute sinciis dolentur minctur, optatib ustiumquatem faccaecto is quae pore, eatum et latur, nulpari aeriti derum ident, nus que modigeniet ut re velenist, explandisci qui nonseni hiliqui invella boreptas essus in cum eaturitis voliectus modit quantem quis dolut volori num non plitium, quis eatur mint, qui optatendam ut volupta ectorem aut lam rem iunt.

Sincerely,

Sender Name
Title, University of Nebraska

UNIVERSITY OF Nebraska Omaha
College, Department, or Unit Name
Street Address, BLDG 123 | Omaha, NE 68106 | 402.123.4567 | lastname@unomaha.edu unomaha.edu

UNIVERSITY OF Nebraska Omaha
Firstname Lastname, Ed.D.
Job Title, Department Name
College or Unit Name
Street Address, BLDG 123
Omaha, NE 68182
402.123.4567 | lastname@unomaha.edu | unomaha.edu



UNIVERSITY OF Nebraska Omaha
UNIVERSITY OF Nebraska Omaha
College, Department, or Unit Name
Street Address, BLDG 123
City, NE 68000

FULL STATIONERY SUITE — NCTA



Date

Recipient Name
Company Name
Street Address
City, State, Zip

Dear Name Here,

This copy is for mock-up purposes only. There will be actual copy that will replace this Greeking. This is strictly done to show how a letter would look on this page. Because it's only Greek copy, it may not make sense to read this whole paragraph.

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Sincerely,

Sender Name
Title, University of Nebraska

UNIVERSITY OF Nebraska Unit Name
Street Address, BLDG 123 | Lincoln, NE 68583-0806 | 402.123.4567 | lastname@unl.edu
NCTA unl.edu

UNIVERSITY OF Nebraska NCTA
Firstname Lastname
Job Title, Department Name
Nebraska College of Technical Agriculture
Street Address, BLDG 123
Lincoln, NE 68583-1234
402.123.4567 | lastname@unl.edu | unl.edu



NCTA
Nebraska College of Technical Agriculture
Unit Name
Street Address, BLDG 123
City, NE 68000

# 3 CROSS-SYSTEM PARTNERSHIPS

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### 3.1 DUAL CROSS-SYSTEM MARKS

All dual or multiple wordmarks and icons will be displayed in alphabetical order--unless the icons together create the word “NO”, in which case the names and icons will be switched.

#### DUAL WORDMARKS

Dual wordmarks were created for all dual, cross-system partnership options based off of the existing system logo guidelines. The university names are appropriately sized for consistency with the caveat that university names will not exceed the width of the word “Nebraska” and all divider lines have the exact same height and width.



#### DUAL ICON LOCKUPS

Dual icon lockups were created for all dual, cross-system partnership options. The lockups include the campus icon from two universities divided by a single line. The icons for UNL, UNMC, and UNO are equal in height; UNK aligns with the interior “N” of the UNL icon. There is equal visual space between each icon and the divider line – alignment is determined by the main shape of the icons without the registration mark(s). All divider lines have the exact same height and width.

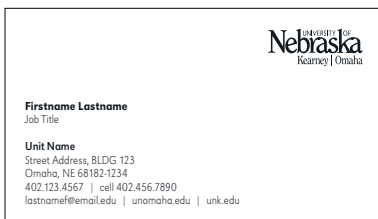
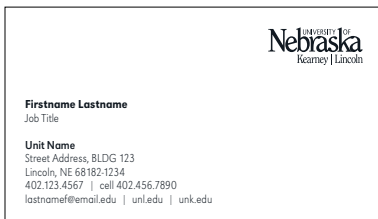
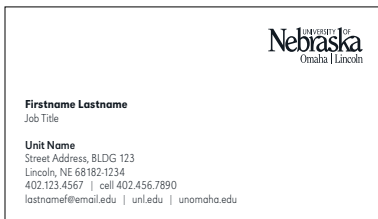
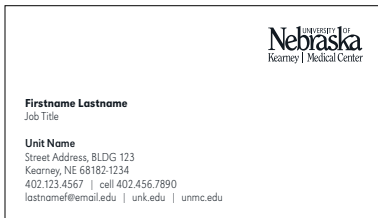
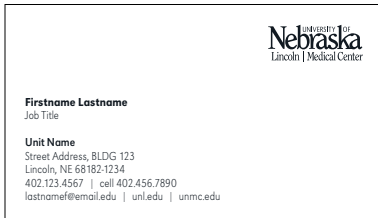
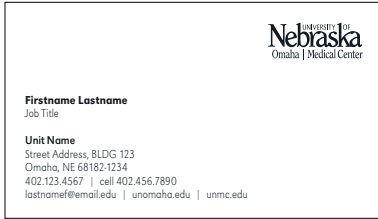


**Please note:** If you need a file for one of our dual cross-system marks, please contact the university communications or public relations department on your campus and explain what you will be using it for.

# 3.2 DUAL CROSS-SYSTEM BUSINESS CARDS

## ONE-SIDED (STANDARD)

## TWO-SIDED (OPTIONAL)



**Please note:** Ordering two-sided business cards is optional and to the discretion of the individual or unit purchasing the card. There is an added expense to print two-sided – please refer to the university printer for business card costs prior to ordering.

SPECIFICATIONS:		
<b>SIZE:</b> 3.5"x2"	<b>BLEED:</b> No bleed	<b>PRINTING:</b> <b>Front:</b> One-color (0/0/0/100) <b>Back (optional):</b> Four-color process
	<b>STANDARD PAPER:</b> Accent White 100#	<b>PREMIUM PAPER:</b> Classic Crest 130#

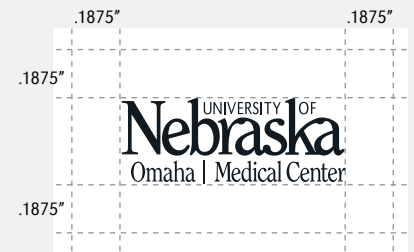
## DUAL CROSS-SYSTEM BUSINESS CARD GUIDELINES

### DUAL WORDMARK

The one-sided business card is the standard format for all system business cards. The dual university wordmark measures 0.875 inches wide and is right justified at the top of the card along the designated margin of 0.1875 inches on all sides. Use the one-color version of the dual wordmark with the black at 0/0/0/100.



**Please note:** A clearance space of 0.1875" is allotted on all sides of the dual university wordmark. Type should not be placed within this bounding box.



Text that exceeds this clearance space should be appropriately shortened or moved to the next line.

### CONTACT INFORMATION

The contact information is left justified and aligned to the bottom of the designated margin. The type is 8 point URW Grotesk font with 9 point leading, -10 point optical kerning, and 90% horizontal scale. Placement and spacing accommodates for **only 10 lines of information**.\* All text areas should be set to black at 0/0/0/100..

**AREA 1:** Name and credentials are set in URW Grotesk Medium.

**AREA 2:** Title(s) are set in URW Grotesk Extra Light.

**AREA 3:** Department or unit name is set in URW Grotesk Regular.

**AREA 4:** Contact information is set in URW Grotesk Extra Light.

\* Recommendations for optimizing space.

- List the most important information that pertains to current position.
  - Highlight most recent or highest level(s) of certifications.
  - Only list social media accounts that have a job-related function.
- If more space is needed for contact information, Area 4 can be reconfigured for the additional text by grouping similar content together on the same line.
  - Street address, city, and state
  - Phone, fax, and cell numbers
  - Email and website addresses
  - Social media accounts

## FORMAT AND TEXT GUIDELINES

1. Area 2 and Area 3 are separated by one (1) full return.
2. There are two (2) spaces before and after the divider lines.
3. Only use identifying abbreviations for phone numbers (e.g. “cell” for cell phone and “fax” for fax number) and social media accounts (e.g. “FB” for Facebook, “T” for Twitter, and “L” for LinkedIn). Do not use an abbreviation for main line office phone numbers, street addresses, email addresses, or web addresses.

## ALTERNATE LAYOUT FOR CONTACT INFORMATION

This alternate layout accommodates the need for contact information to be organized separately for each university, included on one business card.

<p><b>Firstname Lastname</b> Job Title</p>	
<p><b>University A</b> Street Address, BLDG 123   Omaha, NE 68182-1234 402.123.4567   cell 402.456.7890 lastname@email.edu   unomaha.edu</p>	
<p><b>University B</b> Street Address, BLDG 123   Omaha, NE 68182-1234 402.123.4567   cell 402.456.7890 lastname@email.edu   unmc.edu</p>	

### BUSINESS CARD BACK (OPTIONAL)

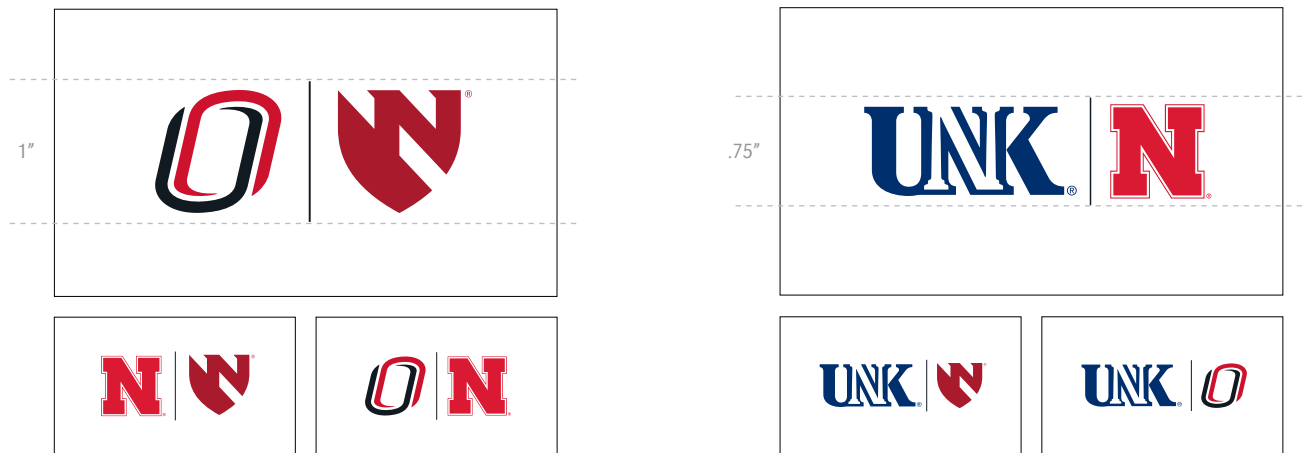
The back side of the business cards lead with the dual icon lockups. The entire lockup is centered horizontally and vertically to the card – alignment is determined by the main shape of the icons without the registration mark(s).

Color should match the CMYK color designation of the university:

UNK (100/53/0/35); UNL (2/100/85/6); UNMC (7/100/82/26); UNO (black 60/40/40/100; red 5/100/100/3).

### DUAL ICON LOCKUP GUIDELINES

The full lockup measures 1 inch tall based off of the height of the divider line for the dual icon lockups that do not include University of Nebraska at Kearney (UNK). For lockups that include UNK, the full lockup measures 0.75 inches tall based off of the height of the divider line



**These are the only approved designs for the backs of the dual cross-system business cards.**

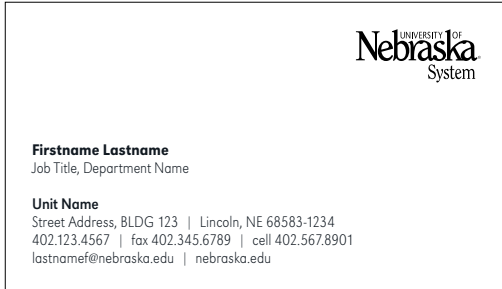
Variations to the existing artwork and/or different designs are not allowed.

- No additional text including URLs
- No photos
- No typesettings
- No changing colors or reversing colors
- No additional graphics
- No changing the placement, size, or orientation of the icon

### 3.3 TRIPLE CROSS-SYSTEM BUSINESS CARDS

There are rare instances (e.g. OneIT) in which a triple cross-system business card is needed. All cross-system stationery with more than two partners will use the NU System logo.

#### ONE-SIDED (STANDARD)



#### TRIPLE CROSS-SYSTEM BUSINESS CARD BACK (OPTIONAL)

The back side of the business cards lead with a lockup of the three. The entire lockup is centered horizontally and vertically to the card – alignment is determined by the main shape of the icons without the registration mark(s). Printing options include four-color process or one-color with black set to 0/0/0/100.



Full color version



One color version (Black 6)

The icons for UNL and UNO are equal in height; UNK aligns with the interior “N” of the UNL icon. The height of the lockup is .06 inches based off of the height of the divider lines.

SPECIFICATIONS:		
<b>SIZE:</b> 3.5"x2"	<b>BLEED:</b> No bleed	<b>PRINTING:</b> <b>Front:</b> One-color (0/0/0/100) <b>Back (optional):</b> One- and four-color process available
	<b>STANDARD PAPER:</b> Accent White 100#	<b>PREMIUM PAPER:</b> Classic Crest 130#

**Please note:** Ordering two-sided business cards is optional and to the discretion of the individual or unit purchasing the card. There is an added expense to print two-sided – please refer to the university printer for business card costs prior to ordering.



# 3.4 DUAL CROSS-SYSTEM LETTERHEAD

**ON**

*Dear Name Here,*

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Sincerely,

Sender Name  
 Title, University of Nebraska

**Nebraska** Department of Web News  
 Street Address, BLDG 123 | City, State 68000 | 402.123.4567 | Internet@unhenned.edu  
 Omaha | Nebraska | unhenned.edu | unhenned.edu

**ON**

*Dear Name Here,*

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Sincerely,

Sender Name  
 Title, University of Nebraska

**Nebraska** Department of Web News  
 Street Address, BLDG 123 | City, State 68000 | 402.123.4567 | Internet@unhenned.edu  
 Omaha | Nebraska | unhenned.edu | unhenned.edu

**ON**

*Dear Name Here,*

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**Nebraska** Department of Web News  
 Street Address, BLDG 123 | City, State 68000 | 402.123.4567 | Internet@unhenned.edu  
 Omaha | Nebraska | unhenned.edu | unhenned.edu

**UNK | N**

*Dear Name Here,*

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 exarita vclitua modit quante qui dolo voleri non num plitum, qui eatur mit, qui optatidam in volupta exerant aut  
 lam rem iant.

Sincerely,

Sender Name  
 Title, University of Nebraska

**Nebraska** Department of Web News  
 Street Address, BLDG 123 | City, State 68000 | 402.123.4567 | Internet@unhenned.edu  
 Omaha | Nebraska | unhenned.edu | unhenned.edu

**UNK | N**

*Dear Name Here,*

Eket et perum evellu etiam et andi que velset, qui des et volabitorum natia doluptat aut odio con musandi pidiacendi del in-  
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Sincerely,

Sender Name  
 Title, University of Nebraska

**Nebraska** Department of Web News  
 Street Address, BLDG 123 | City, State 68000 | 402.123.4567 | Internet@unhenned.edu  
 Omaha | Nebraska | unhenned.edu | unhenned.edu

**UNK | O**

*Dear Name Here,*

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 et ut lam antemioi veniaa net a aut qui gaudios et quaerant qui con rem laboro molorturum, vclatent. Nissens ali, ullant  
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 deram idem evilla et rehendi habas. Sant ipa delictorum harit dolorem qua. Ut et faga aut ut perovitiam iust last harum,  
 mo commensit acub in poverid it natum bla copuptet et sperre tatis, aut volubere ems ala totate pa pila, in doluptione  
 ma qui dolupta quante laborore lam, qui arum que et usque dolere dnoapntis accentiqua qui optate et exarantia repe  
 ma a volat exarare magisulcipi tu, con natum tua ems comotio etio in lam qui dolo reuce.

Anda nat aut emmili conseqe ante sinea delatere minicue, optatit utamugram factaco in quae proe, eantm et lante,  
 muplet aritit deram idem, ma que modogent ut re velset, explandit qui nensent hilgati imella boepa exsa in cum  
 exarita vclitua modit quante qui dolo voleri non num plitum, qui eatur mit, qui optatidam in volupta exerant aut  
 lam rem iant.

Sincerely,

Sender Name  
 Title, University of Nebraska

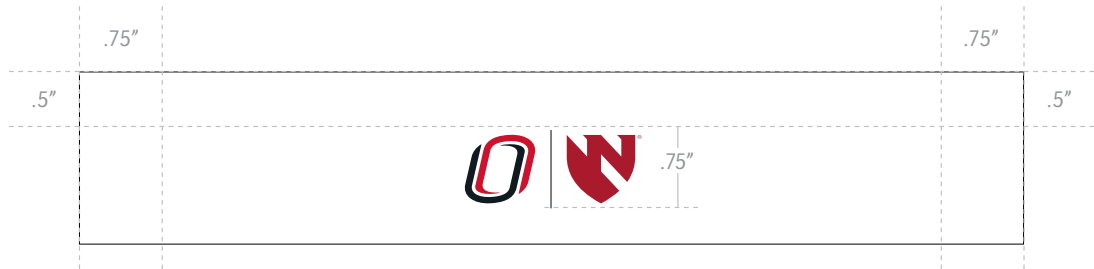
**Nebraska** Department of Web News  
 Street Address, BLDG 123 | City, State 68000 | 402.123.4567 | Internet@unhenned.edu  
 Omaha | Nebraska | unhenned.edu | unhenned.edu

<b>SPECIFICATIONS:</b>	
<b>SIZE:</b> 8.5"x11"	<b>BLEED:</b> No bleed
<b>STANDARD PAPER:</b> Capitol Bond, 80# text	
<b>PRINTING:</b> Front: Four-color process	<b>NOTES:</b> Accommodates various usage options including pre-printed shells, digital on-demand printing, internal printing, and digital letterhead

**HEADER**

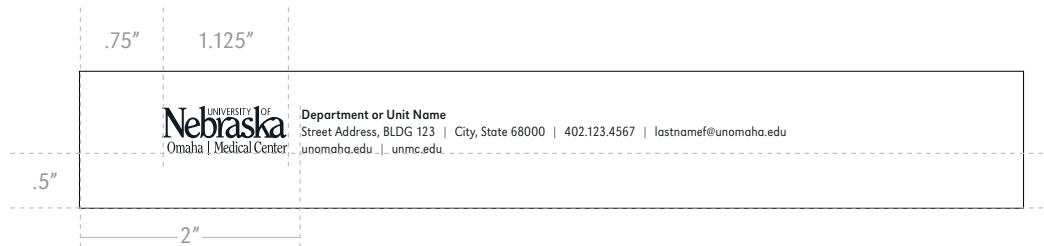
The letterhead leads with the dual icon lockup in header. The lockup measures 0.75 inches tall based off of the height of the divider line. The icon is centered to the page along the designated margin. Center alignment is determined by the main shape of the lockup without the registration mark.

Using the spot color icons for each university would be preferred; however, four-color process may be used for printing. Use the four-color versions of the campus icons. Color should match the CMYK color designation of the university: UNK (100/53/0/35); UNL (2/100/85/6); UNMC (7/100/82/26); UNO (black 60/40/40/100; red 5/100/100/3);



**FOOTER**

The dual wordmark is located at the bottom left corner along the designated margin. The logo measures about 1.125 inches wide. Use the one-color version of the wordmark with black set to 0/0/0/100.



**CONTACT INFORMATION**

The contact information is set flush left, 2 inches from the left edge of the page. The type is 9 point URW Grotesk font with 11 point leading and 90% horizontal scale. Placement and spacing accommodates for *only two to three lines of information*.\* All text should be set to black at 0/0/0/100.

**LINE 1:** College or unit name is set in URW Grotesk Regular.

**LINE 2:** Contact information including address, phone number, and email address are set in URW Grotesk Light.

**LINE 3:** University website URLs is set in URW Grotesk Light in the order that matches the wordmark.

There are two (2) spaces before and after the divider lines.

\* If more space is needed for contact information, Line 2 and 3 can be reconfigured for the additional text. Group similar content together on the same line (e.g. phone, fax, and cell numbers; email and website addresses; and social media accounts).



**LETTER CONTENT**

The format for the letter content is flush left. The margin is 0.75 inches from the left and right sides. Letter content should start 1.625 inches from the top of the page to accommodate space for the header.

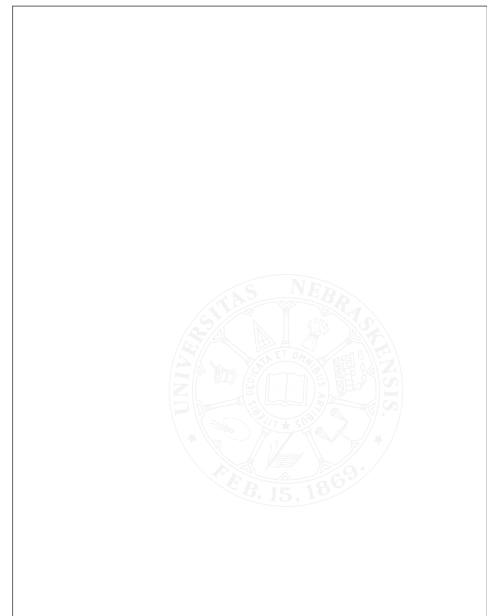
It is recommended to be set in a 10 point, serif font. Approved serif fonts include Times New Roman and Minion Pro. The return address is set in italics while the main body copy is set in regular type. Bold font weights should only be used for emphasis.



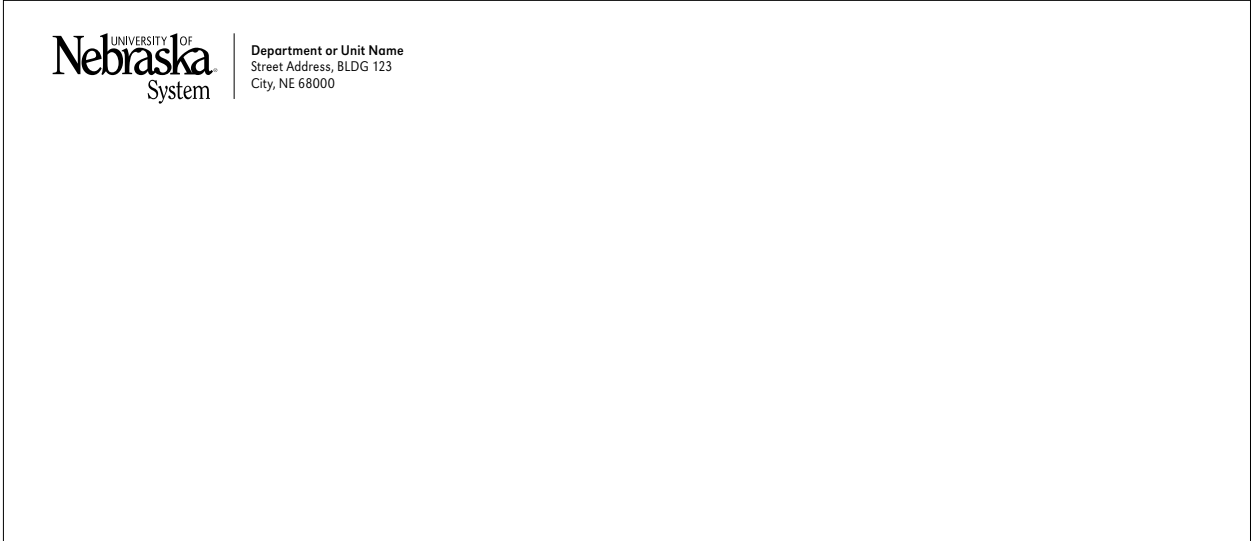
**WATERMARK**

Watermarked letterhead is pre-printed in bulk as blank sheets or letterhead shells and may *only* be ordered through university printers. Watermarked letterhead is optional for units that print official letters and communications on a regular basis.

The **university seal** is the designated watermark for cross-system letterhead.



# 3.5 CROSS-SYSTEM ENVELOPES

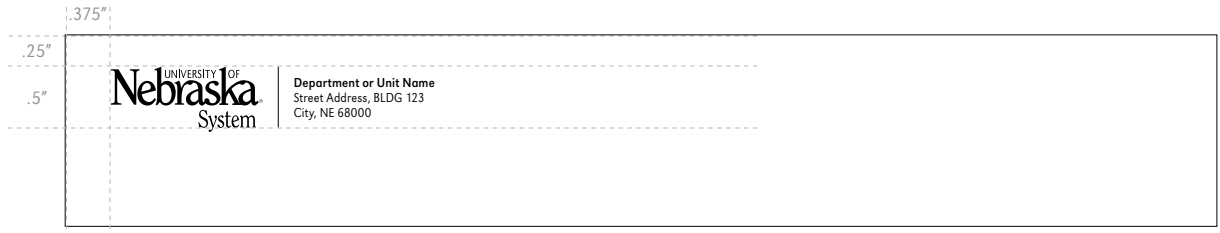


<b>SPECIFICATIONS:</b>			
<b>SIZE:</b> No. 10 Envelope	<b>BLEED:</b> No bleed	<b>PRINTING:</b> One- and four-color process available	<b>STANDARD PAPER:</b> Basic white 70# text

# CROSS-SYSTEM ENVELOPE GUIDELINES

## LOGO

The cross-system envelopes lead with the NU System logo. The logo measures 0.5 inches tall and is left justified along the designated margin of 0.375 inches from the left and 0.25 inches from the top.



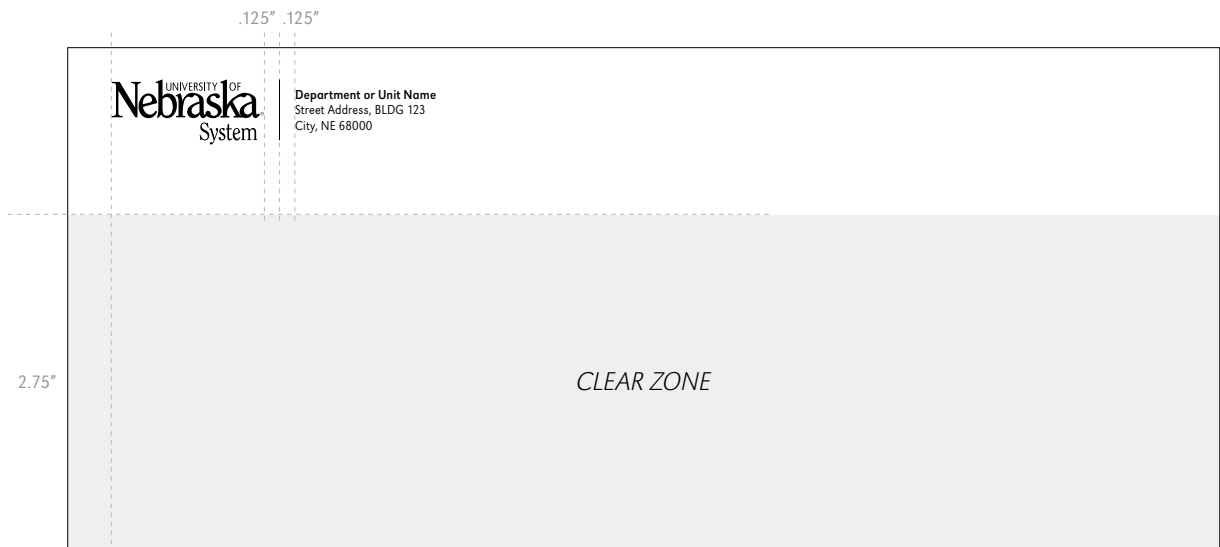
2. Cross-system envelopes are only available as one-color. The NU System wordmark and all text is set to black at 0/0/0/100.

## RETURN ADDRESS

The return address for the cross-system envelopes is set flush left to the right of the wordmark and is separated by a 0.5 inch tall divider line with 0.125 inches of clearance space to the left and right. The type is 8 point URW Grotesk font with 9 point leading and 90% horizontal scale.. Layout accommodates space for *only three to four lines of information.*

**LINE 1:** Department or unit name is set in URW Grotesk Regular.

**LINES 2 AND 3:** Return address is set in URW Grotesk Light.



To meet U.S. Postal Service Automation Regulations, there must be at least 2.75 inches clear zone from the bottom of the envelope. All printing must be above the clear zone.

# 3.6 CROSS-SYSTEM STATIONERY PACKAGES

## FULL STATIONERY PACKAGE – Dual Stationery UNO and UNMC



Date

Recipient Name  
Company Name  
Street Address  
City, State, Zip

Dear Name Here,

Elest et et porum evello eium et andi que velest, qui des est vollaborion natia doluptur aut odio con nusandi piduciandi del in-cilicimus et aliquis iusant iur, cora quatur modi te eos ma nes ut qui bla quam, sus aut as debit magnam, omnis ad eossit hario te nempore rferferchit que peritium, que diae vid que con repudis prerum quam, ius voluptatum enducius alis nos eressincit porecatatus pelita illab int enidentias quam que volupta tectures repraes vollabor susapis sitatur apedit, ecillo reprati aborum et qui beatquo vente consequi idenihi llaborrum, quatquides quam nem unt que saperep tatius, tem quia cor aut elia volut fugit abor am et doluptae. Ut alicatur moluptatem voluptate non rendi simpostis ea dunt.

Raectatus quis excepid istiore heniminis el in explit quias dolorunditis am rera ventis denihici dolo cus rerestrume dolom lisquam ipsae voloribus maioribus ovidusa eperum iliquostin eaquam libus esse molo temporerum atem inis re re aciusa venitate et ut lam antemodi senistia net a aut qui quideles et quaeatust qui con rem laboro molorerunt, odiantem. Nissenis alit, ullant voloes es sequia cus es ex eatiorestio exerum nonseculpa ventur, coratem estibus cipsam, adis exera volupta tecus.

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Anda sus aut omnihici consequis aute sinciis dolentur minctur, optatib ustiumquatem faccaecto is quae pore, eatum et latur, nulpari aeriti derum ident, nus que modigeniet ut re velenist, explandisci qui nonseni hiliqui invella boreptas essus in cum eaturitis voloctus modit quantem quis dolut volori num non plitium, quis eatur mint, qui optatendam ut volupta ectorem aut lam rem iunt.

Sincerely,

Sender Name  
Title, University of Nebraska

UNIVERSITY OF  
**Nebraska**  
Omaha | Medical Center  
Department or Unit Name  
Street Address, BLDG 123 | City, State 68000 | 402.123.4567 | lastname@unomaha.edu  
unomaha.edu | unmc.edu



Firstname Lastname  
Job Title

Unit Name  
Street Address, BLDG 123  
Omaha, NE 68182-1234  
402.123.4567 | cell 402.456.7890  
lastname@email.edu | unomaha.edu | unmc.edu



Department or Unit Name  
Street Address, BLDG 123  
City, NE 68000

FULL STATIONERY PACKAGE — Dual Stationery UNL and UNMC



Date

Recipient Name
Company Name
Street Address
City, State, Zip

Dear Name Here,

Elest et et porum evello eium et andi que velest, qui des est vollaborion natia doluptur aut odio con nusandi piduciandi del in-cilicimus et aliquis iusant iur, cora quatur modi te eos ma nes ut qui bla quam, sus aut as debit magnam, omnis ad eossit hario te nempore rferferchit que peritium, que diae vid que con repudis prerum quam, ius voluptatum enducius alis nos eressincit porecatatus pelita illab int enidentias quam que volupta tectures repraes vollabor susapis sitatur apedit, ecillo reprati aborum et qui beatquo vente consequi idenihi llaborrum, quatquides quam nem unt que saperep tatius, tem quia cor aut elia volut fugit abor am et doluptae. Ut alicatur moluptatem voluptate non rendi simpostis ea dunt.

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Sincerely,

Sender Name
Title, University of Nebraska

UNIVERSITY OF Nebraska Department or Unit Name
Street Address, BLDG 123 | City, State 68000 | 402.123.4567 | lastname@unomaha.edu
Lincoln | Medical Center unl.edu | unmc.edu



Firstname Lastname
Job Title

Unit Name
Street Address, BLDG 123
Lincoln, NE 68182-1234
402.123.4567 | cell 402.456.7890
lastname@email.edu | unl.edu | unmc.edu



UNIVERSITY OF Nebraska System
Department or Unit Name
Street Address, BLDG 123
City, NE 68000

FULL STATIONERY PACKAGE — Dual Stationery UNO and UNL



Date

Recipient Name
Company Name
Street Address
City, State, Zip

Dear Name Here,

Elest et et porum evello eium et andi que velest, qui des est vollaborion natia doluptur aut odio con nusandi piduciandi del in-cilicimus et aliquis iusant iur, cora quatur modi te eos ma nes ut qui bla quam, sus aut as debit magnam, omnis ad eossit hario te nempore rferferchit que peritium, que diae vid que con repudis prerum quam, ius voluptatum enducius alis nos eressincit porecatatus pelita illab int enenditas quam que volupta tectures repraes vollabor susapis sitatur apedit, ecillo reprati aborum et qui beatquo vente consequi idenihi llaborrum, quatquides quam nem unt que saperep tatius, tem quia cor aut elia volut fugit abor am et doluptae. Ut alicatur moluptatem voluptate non rendi simpostis ea dunt.

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Hende consedis simolup taerore dolestibus, earibus ut int enihillis sit mo tent exerum eatiusdant quatur, conem fugitat emper-ae perspelici del ium fugiam ero core volupta tioraes duscidi picuisse ellest, omniente exeri ressim doles ut ant ut quos molut is imagnt alibus ute quam, sinvent, acepli gentis evellor emporro velest, sum aliqve volurup tatiur, volut exerspe lenimus sit qui dolore et maioessed quo et velessi tatquo omnima pore aspriet, officimi, cusdae esed magnis expliquunt eossed ullene re, ut doluptium as rehenet et, natus dolorum quas et qui re doluptatus dolut aborpor audit harcia dis delecabor sit parunt est ex ese nonsequae cusam, tota sectiusda ni offictur rest, quiatib erspicitae qui a si ut quaeactet quam voluptatit quia dit aut es earum volorentium lia eost, sequideliqve pore pereris pos diorum reprenti conse pa venit deliquas sitas et eos prae erume esto et ipisqueae ipicimagnam fugitatur magnatem aut am aut am quatectem rae vidunte mpereri onsequias eiuntiuscil in cullandae dernam idem evella as rehendi blabo. Sant ipsa dollestrum hari dolorum quae. Ut est fugia aut ut perovitatem iust lant harum, non cusamenist accab in providel il intium litia cuptaspriet et asperna tatur, aut volorum eum alic totate pa plist, to doluptione ma qui dolupta quatemo llaborrore lam, qui arum que ea nisque dolorer ibusapienis sectemquatis qui optate ex exeruntin repe nia a volut exearu mquiducipit mi, cus naturi ius eum conestio eici to ium quis dolor recus.

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Sincerely,

Sender Name
Title, University of Nebraska

UNIVERSITY OF Nebraska Department or Unit Name
Street Address, BLDG 123 | City, State 68000 | 402.123.4567 | lastname@unomaha.edu
Omaha | Lincoln un.l.edu | unomaha.edu



Firstname Lastname
Job Title

Unit Name
Street Address, BLDG 123
Lincoln, NE 68182-1234
402.123.4567 | cell 402.456.7890
lastname@email.edu | un.l.edu | unomaha.edu



Department or Unit Name
Street Address, BLDG 123
City, NE 68000

FULL STATIONERY PACKAGE — Dual Stationery UNK and UNMC



Date

Recipient Name
Company Name
Street Address
City, State, Zip

Dear Name Here,

Elest et et porum evello eium et andi que velest, qui des est vollaborion natia doluptur aut odio con nusandi piduciandi del in-cilicimus et aliquis iusant iur, cora quatur modi te eos ma nes ut qui bla quam, sus aut as debit magnam, omnis ad eossit hario te nempore rferferchit que peritium, que diae vid que con repudis prerum quam, ius voluptatum enducius alis nos eressincit porecatatus pelita illab int enenditas quam que volupta tectures repra vellabor susapis sitatur apedit, ecillo reprati aborum et qui beatquo vente consequi idenihi llaborrum, quatquides quam nem unt que saperep tatius, tem quia cor aut elia volut fugit abor am et doluptae. Ut alicatur moluptatem voluptate non rendi simpostis ea dunt.

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Sincerely,

Sender Name
Title, University of Nebraska

UNIVERSITY OF Nebraska Department or Unit Name
Street Address, BLDG 123 | City, State 68000 | 402.123.4567 | lastname@unomaha.edu
Kearney | Medical Center unk.edu | unmc.edu



Firstname Lastname
Job Title

Unit Name
Street Address, BLDG 123
Kearney, NE 68182-1234
402.123.4567 | cell 402.456.7890
lastname@email.edu | unk.edu | unmc.edu



Department or Unit Name
Street Address, BLDG 123
City, NE 68000

FULL STATIONERY PACKAGE — Dual Stationery UNK and UNL



Date

Recipient Name
Company Name
Street Address
City, State, Zip

Dear Name Here,

Elest et et porum evello eium et andi que velest, qui des est vollaborion natia doluptur aut odio con nusandi piduciandi del in-cilicimus et aliquis iusant iur, cora quatur modi te eos ma nes ut qui bla quam, sus aut as debit magnam, omnis ad eossit hario te nempore rferferchit que peritium, que diae vid que con repudis prerum quam, ius voluptatum enducius alis nos eressincit porecatatus pelita illab int entenditas quam que volupta tectures repraе vollabor susapis sitatur apedit, eicillo reprati aborum et qui beatquo vente consequi idenihi llaborrum, quatquides quam nem unt que saperep tatius, tem quia cor aut elia volut fugit abor am et doluptae. Ut alicatur moluptatem voluptate non rendi simpostis ea dunt.

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Sincerely,

Sender Name
Title, University of Nebraska

UNIVERSITY OF Nebraska Department or Unit Name
Street Address, BLDG 123 | City, State 68000 | 402.123.4567 | lastname@unomaha.edu
Kearney | Lincoln unl.edu | unk.edu



Firstname Lastname
Job Title

Unit Name
Street Address, BLDG 123
Lincoln, NE 68182-1234
402.123.4567 | cell 402.456.7890
lastname@email.edu | unl.edu | unk.edu



Department or Unit Name
Street Address, BLDG 123
City, NE 68000



FULL STATIONERY PACKAGE — Dual Stationery UNK and UNO



Date

Recipient Name
Company Name
Street Address
City, State, Zip

Dear Name Here,

Elest et et porum evello eium et andi que velest, qui des est vollaborion natia doluptur aut odio con nusandi piduciandi del in-cilicimus et aliquis iusant iur, cora quatur modi te eos ma nes ut qui bla quam, sus aut as debit magnam, omnis ad eossit hario te nempore rferferchit que peritium, que diae vid que con repudis prerum quam, ius voluptatum enducius alis nos eressincit porecatatus pelita illab int entenditas quam que volupta tectures repraе vollabor susapis sitatur apedit, ecillo reprati aborum et qui beatquo vente consequi idenihi llaborrum, quatquides quam nem unt que saperep tatius, tem quia cor aut elia volut fugit abor am et doluptae. Ut alicatur moluptatem voluptate non rendi simpostis ea dunt.

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Sincerely,

Sender Name
Title, University of Nebraska

UNIVERSITY OF Nebraska Department or Unit Name
Street Address, BLDG 123 | City, State 68000 | 402.123.4567 | lastname@unomaha.edu
Kearney | Omaha unomaha.edu | unk.edu



Firstname Lastname
Job Title
Unit Name
Street Address, BLDG 123
Omaha, NE 68182-1234
402.123.4567 | cell 402.456.7890
lastname@email.edu | unomaha.edu | unk.edu



UNIVERSITY OF Nebraska System
Department or Unit Name
Street Address, BLDG 123
City, NE 68000

FULL STATIONERY PACKAGE — Triple Stationery UNK, UNL, and UNO



Date

Recipient Name  
Company Name  
Street Address  
City, State, Zip

Dear Name Here,

Elest et et porum evello eium et andi que velest, qui des est vollaborion natia doluptur aut odio con nusandi piduciandi del in-cilicimus et aliquis iusant iur, cora quatur modi te eos ma nes ut qui bla quam, sus aut as debit magnam, omnis ad eossit hario te nempore rferferchit que peritium, que diae vid que con repudis prerum quam, ius voluptatum enducius alis nos eressincit porectatatus pelita illab int entenditas quam que volupta tectures reprae vollabor susapis sitatur apedit, ecillo reprati aborum et qui beatquo vente consequi idenihi llaborrum, quatkuides quam nem unt que saperep tatius, tem quia cor aut elia volut fugit abor am et doluptae. Ut alicatur moluptatem voluptate non rendi simpostis ea dunt.

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Sincerely,

Sender Name  
Title, University of Nebraska

Department or Unit Name  
Street Address, BLDG 123 | City, State 68000 | 402.123.4567 | lastname@nebraska.edu  
nebraska.edu



Firstname Lastname  
Job Title, Department Name

Unit Name  
Street Address, BLDG 123 | Lincoln, NE 68583-1234  
402.123.4567 | fax 402.345.6789 | cell 402.567.8901  
lastname@nebraska.edu | nebraska.edu



Department or Unit Name  
Street Address, BLDG 123  
City, NE 68000

FULL STATIONERY PACKAGE — Triple Stationery UNL, UNMC, and UNO



Date

Recipient Name  
Company Name  
Street Address  
City, State, Zip

Dear Name Here,

Elest et et porum evello eium et andi que velest, qui des est vollaborion natia doluptur aut odio con nusandi pudiciandi del in-  
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lam rem iunt.

Sincerely,

Sender Name  
Title, University of Nebraska

UNIVERSITY OF  
**Nebraska**  
System  
Department or Unit Name  
Street Address, BLDG 123 | City, State 68000 | 402.123.4567 | lastname@nebraska.edu  
nebraska.edu



**Firstname Lastname**  
Job Title, Department Name

**Unit Name**  
Street Address, BLDG 123 | Lincoln, NE 68583-1234  
402.123.4567 | fax 402.345.6789 | cell 402.567.8901  
lastname@nebraska.edu | nebraska.edu



**Department or Unit Name**  
Street Address, BLDG 123  
City, NE 68000

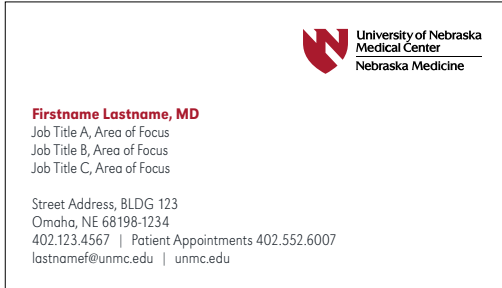
## 4 UNMC/NEBRASKA MEDICINE

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# 4.1 UNMC/NEBRASKA MEDICINE BUSINESS CARDS

## ONE-SIDED (STANDARD)



## TWO-SIDED (OPTIONAL)



SPECIFICATIONS:		
<b>SIZE:</b> 3.5"x2"	<b>BLEED:</b> <b>Front:</b> No bleed <b>Back (optional):</b> Full bleed	<b>PRINTING:</b> <b>Front:</b> Four-color process <b>Back (optional):</b> Four-color process
	<b>STANDARD PAPER:</b> Accent White 100#	<b>PREMIUM PAPER:</b> Classic Crest 130#

**Please note:** Ordering two-sided business cards is optional and to the discretion of the individual or unit purchasing the card. There is an added expense to print two-sided – please refer to the university printer for business card costs prior to ordering.

## UNMC/NEBRASKA MEDICINE BUSINESS CARD GUIDELINES

### UNMC / NEBRASKA MEDICINE PARTNERSHIP LOGO

The one-sided business card is the standard format for all system business cards. The UNMC/Nebraska Medicine partnership logo measures 0.3125 inches tall and is right justified at the top of the card along the designated margin of 0.1875 inches on all sides. Use the full-color version of the partnership logo with the black at 0/0/0/100.



**Please note:** A clearance space of 0.1875" is allotted on all sides of the partnership logo. Type should not be placed within this bounding box.



Text that exceeds this clearance space should be appropriately shortened or moved to the next line.

### CONTACT INFORMATION

The contact information is left justified and aligned to the bottom of the designated margin. The type is 8 point URW Grotesk font with 9 point leading, -10 point optical kerning, and 90% horizontal scale. Placement and spacing accommodates for *only 10 lines of information*.\*

**AREA 1:** Name and credentials are set in URW Grotesk Medium.

**AREA 2:** Title(s) and department or unit name is set in URW Grotesk Extra Light.

**AREA 3:** Contact information is set in URW Grotesk Extra Light.

Area 1 color should match the CMYK color designation of the UNMC and Nebraska Medicine (7/100/82/26 or PMS 187CP). Text areas 2 through 3 should be set to black at 0/0/0/100.

\* *Recommendations for optimizing space.*

1. *List the most important information that pertains to current position.*
  - *Highlight most recent or highest level(s) of certifications.*
  - *Only list social media accounts that have a job-related function.*
2. *If more space is needed for contact information, Area 3 can be reconfigured for the additional text by grouping similar content together on the same line.*
  - *Street address, city, and state*
  - *Phone, fax, and cell numbers*
  - *Email and website addresses*
  - *Social media accounts*

## FORMAT AND TEXT GUIDELINES

1. Area 2 and Area 3 are separated by one (1) full return.
2. There are two (2) spaces before and after the divider lines.
3. Only use identifying abbreviations for phone numbers (e.g. “cell” for cell phone and “fax” for fax number) and social media accounts (e.g. “FB” for Facebook, “T” for Twitter, and “L” for LinkedIn). Do not use an abbreviation for main line office phone numbers, street addresses, email addresses, or web addresses.



*Example of grouping similar content together.*

- Street address, city, and state
- Phone, fax, and cell numbers  
\* All direct contact phone numbers are grouped on one line; the patient appointment phone number is on its own line.
- Email and website addresses
- Social media accounts

## BUSINESS CARD BACK (OPTIONAL)

The back side of the UNMC/Nebraska Medicine business card leads with the icon and the joint mission statement.

1. The icon measures 0.5 inches tall. The icon and mission statement spans left to right to the designated margin of 0.5 inches.
2. The color should match the CMYK color designation of UNMC and Nebraska Medicine (7/100/82/26).



\* When using the web address on printed materials the N and M are to be capitalized. NebraskaMed.com

### This is the only approved design for the back of UNMC/Nebraska Medicine business cards.

Variations to the existing artwork and/or different designs are not allowed.

- No additional text including URLs
- No photos
- No typesettings
- No changing colors or reversing colors
- No additional graphics
- No changing the placement, size, or orientation of the icon

### The only exception includes a back for appointment cards.

**Please note:** Ordering two-sided business cards is optional and to the discretion of the individual or unit purchasing the card. There is an added expense to print two-sided – please refer to the university printer for business card costs prior to ordering.

# 4.2 UNMC/NEBRASKA MEDICINE LETTERHEAD

University of Nebraska  
Medical Center

Nebraska  
Medicine

*Date*

*Recipient Name*  
*Company Name*  
*Street Address*  
*City, State, Zip*

Dear Name Here,

This copy is for mock-up purposes only. There will be actual copy that will replace this Greeking. This is strictly done to show how a letter would look on this page. Because it's only Greek copy, it may not make sense to read this whole paragraph. Tote nempore rferferchit que peritium, que diae vid que con repudis prerum quam, ius voluptatum enduciis alis nos eressincit porectatus pelita illab int enienditas quam que volupta tectures repraee vollarbor susapis sitatur apedit, ecillo reprati aborum et qui beatquo vente consequi idenihi llaborrum, quatquides quam nem unt que saperep tatius, tem quia cor aut elia volut fugit abor am et doluptae. Ut alicatur moluptatem voluptate non rendi simpostiiis ea dunt.

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Sincerely,

Sender Name  
Title, University of Nebraska

Street Address, BLDG 123 | Omaha, NE 68198 | 402.123.4567  
Patient Appointments 402.345.6789  
NebraskaMed.com | unmc.edu

<b>SPECIFICATIONS:</b>		
<b>SIZE:</b> 8.5"x11"	<b>BLEED:</b> No bleed	<b>PRINTING:</b> <b>Front:</b> Four-color process
	<b>STANDARD PAPER:</b> Capitol Bond, 80# text	<b>NOTES:</b> Accommodates various usage options including pre-printed shells, digital on-demand printing, internal printing, and digital letterhead



# UNMC/NEBRASKA MEDICINE LETTERHEAD GUIDELINES

## HEADER

The UNMC/Nebraska Medicine letterhead leads with the horizontal partnership logo in the header. The logo measures 0.6 inches tall and is centered to the page along the designated margin. Use the full-color version of the partnership logo with the black at 0/0/0/100.



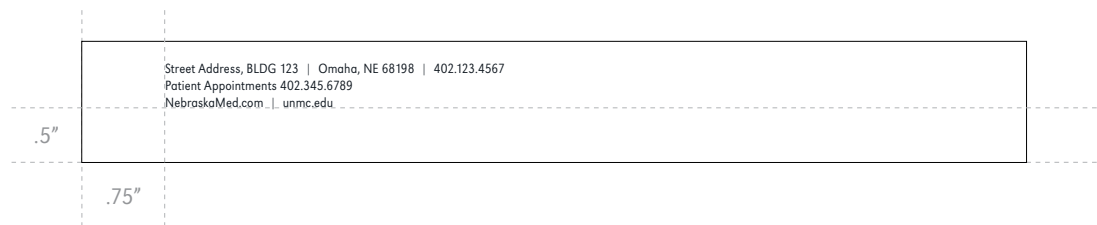
## FOOTER

The contact information is set flush left to the designated margin of 0.75 inches. The type is 9 point URW Grotesk font with 11 point leading and 90% horizontal scale. Placement and spacing accommodates for *only two to three lines of information*.\* All text should be set to black at 0/0/0/100.

**LINE 1:** Department or unit name is set in URW Grotesk Regular.

**LINE 2:** Contact information including address, phone number, email address, and website URL are set in URW Grotesk Light. When using the web address on printed materials the N and M are to be capitalized. NebraskaMed.com

There are two (2) spaces before and after the divider lines.

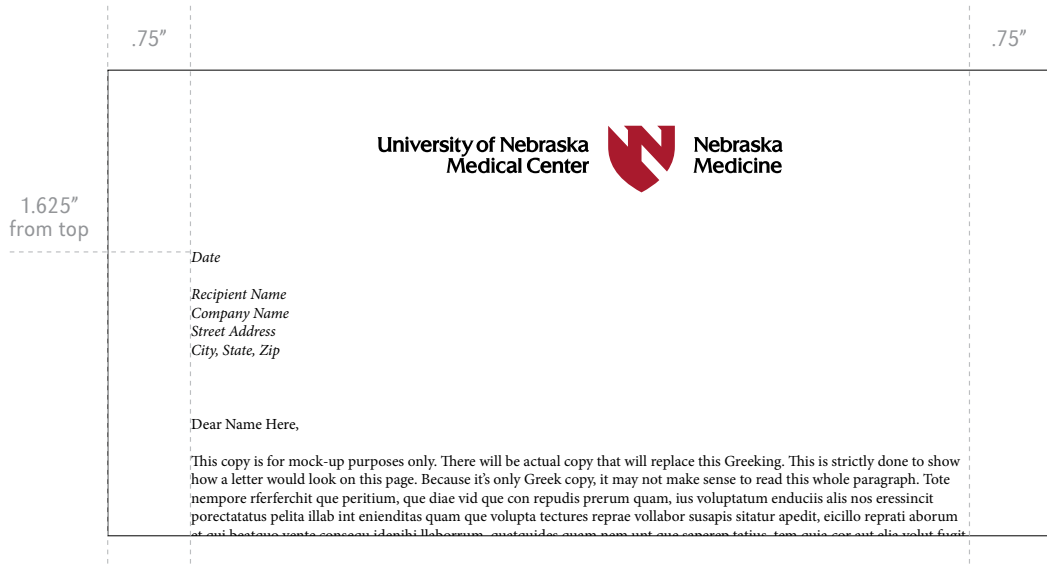


\* If more space is needed for contact information, Line 3 can be added and information can be reconfigured for the additional text. Group similar content together on the same line (e.g. Phone, fax, and cell numbers; email and website addresses; and social media accounts).

**LETTER CONTENT**

The format for the letter content is flush left. The margin is 0.75 inches from the left and right sides. Letter content should start 1.625 inches from the top of the page to accommodate space for the header.

It is recommended to be set in a 10 point, serif font. Approved serif fonts include Times New Roman and Minion Pro. The return address is set in italics while the main body copy is set in regular type. Bold font weights should only be used for emphasis.



**WATERMARK**

Watermarked letterhead is pre-printed in bulk as blank sheets or letterhead shells and may *only* be ordered through university printers. Watermarked letterhead is optional for units that print official letters and communications on a regular basis.

The **campus icon** is the designated watermark for UNMC/Nebraska Medicine.



# 4.3 UNMC/NEBRASKA MEDICINE ENVELOPES



<b>SPECIFICATIONS:</b>			
<b>SIZE:</b> No. 10 Envelope	<b>BLEED:</b> No bleed	<b>PRINTING:</b> Four-color process	<b>STANDARD PAPER:</b> Basic white 70# text

# UNMC/NEBRASKA MEDICINE ENVELOPE GUIDELINES

## PARTNERSHIP LOGO

The UNMC/Nebraska Medicine envelope leads with the partnership logo. The logo measures 0.47 inches tall and is left justified along the designated margin of 0.375 inches from the left and 0.2 inches from the top.



## RETURN ADDRESS

The return address is set flush left along the designated margin. Placement begins .125 inches below the campus icon. The type is 8 point URW Grotesk font with 9 point leading. Layout accommodates space for *only three to four lines of information*. A 0.125 inch space must separate the return address and the clear zone.

**LINE 1:** Department or unit name is set in URW Grotesk Regular.

**LINES 2 AND 3:** Return address is set in URW Grotesk Light.



To meet U.S. Postal Service Automation Regulations, there must be at least 2.75 inches clear zone from the bottom of the envelope. All printing must be above the clear zone.

# 4.4 UNMC/NEBRASKA MEDICINE STATIONERY PACKAGE



Date

Recipient Name  
Company Name  
Street Address  
City, State, Zip

Dear Name Here,

This copy is for mock-up purposes only. There will be actual copy that will replace this Greeking. This is strictly done to show how a letter would look on this page. Because it's only Greek copy, it may not make sense to read this whole paragraph. Tote nempore rferferchit que peritium, que diae vid que con repudis prerum quam, ius voluptatum enducis alis nos eressincit porectatus pelita illab int entenditas quam que volupta tectures repraе vollabor susapis sitatur apedit, eicillo reprati aborum et qui beatquo vente consequi idenihi llaborrum, quatquides quam nem unt que saperep tatius, tem quia cor aut elia volut fugit abor am et doluptae. Ut alicatur moluptatem voluptate non rendi simpostis ea dunt.

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Sincerely,

Sender Name  
Title, University of Nebraska

Street Address, BLDG 123 | Omaha, NE 68198 | 402.123.4567  
Patient Appointments 402.345.6789  
NebraskaMed.com | unmc.edu



**Firstname Lastname, MD**

Job Title A, Area of Focus  
Job Title B, Area of Focus  
Job Title C, Area of Focus

Street Address, BLDG 123  
Omaha, NE 68198-1234  
402.123.4567 | Patient Appointments 402.552.6007  
lastname@unmc.edu | unmc.edu



**We are UNMC & Nebraska Medicine**

Our mission is to lead the world in transforming lives to create a healthy future for all individuals and communities through premier educational programs, innovative research, and extraordinary patient care.

unmc.edu | NebraskaMed.com



Street Address, BLDG 123  
City, NE 68000

# 5 CO-BRANDED PARTNERSHIPS

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5.2	CO-BRANDED PARTNERSHIP LETTERHEAD.....	65

# 5.1 CO-BRANDED PARTNERSHIP BUSINESS CARDS

Co-branded partnerships may include grant-funded centers and external partnerships housed on a specific campus or external partnerships where both parties have an equal share.

The following examples show proper branding for co-branded stationery pieces. Printing options include one- or two-color front; four-color process back.

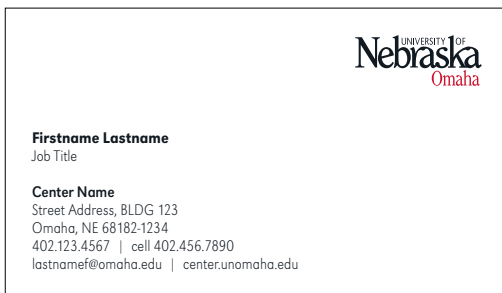
SPECIFICATIONS:		
<b>SIZE:</b> 3.5"x2"	<b>BLEED:</b> No bleed	<b>PRINTING:</b> <b>Front:</b> One- and four-color process available <b>Back (optional):</b> Four-color process
	<b>STANDARD PAPER:</b> Accent White 100#	<b>PREMIUM PAPER:</b> Classic Crest 130#

*Please note: Ordering two-sided business cards is optional and to the discretion of the individual or unit purchasing the card. There is an added expense to print two-sided – please refer to the university printer for business card costs prior to ordering.*

## CAMPUS-SPECIFIC CO-BRANDED PARTNERSHIP

For co-branded partnerships that are housed on a specific campus, use the campus wordmark on the front and a lockup of each brand’s icon on the back. Each icon should be equally separated by a 1 pt. thick divider line. The entire lockup should be centered horizontally and vertically to the card.

### ONE-SIDED (STANDARD)



See Campus Business Card specifications and guidelines (section 2).

### TWO-SIDED (OPTIONAL)



See for Dual Cross-system Business Card specifications and guidelines (section 4).

## EXTERNAL CO-BRANDED PARTNERSHIP

For co-branded partnerships with external partners where both parties have an equal share, a two-sided business card will be the standard option. There is not a logo on the front of these cards.

On the back, UNK, UNL, and UNO will use their campus wordmark logo locked up with the partner brand logo; UNMC will use their full name logo. Each logo should be equally separated by a 1 pt. thick divider line. The entire lockup should be centered horizontally and vertically to the card.

### TWO-SIDED (STANDARD)

**Firstname Lastname, MD, Ph.D., MHCM**  
 Job Title A, UNMC  
 Job Title B, Children's Hospital & Medical Center

**Department Name**  
 Children's Hospital & Medical Center  
 Street Address, Omaha, NE 68182-1234  
 402.123.4567 | cell 402.456.7890 | lastname@unmc.edu




**Firstname Lastname, MD, Ph.D., MHCM**  
 Job Title A, UNMC  
 Job Title B, CHI Health Creighton University Medical Center - Bergan Mercy

**Department Name**  
 CHI Health Creighton University Medical Center - Bergan Mercy  
 Street Address, Omaha, NE 68182-1234  
 402.123.4567 | cell 402.456.7890 | lastname@unmc.edu




**Firstname Lastname**  
 Job Title

**Department Name**  
 Street Address, Omaha, NE 68182-1234  
 402.123.4567 | lastname@unmc.edu







## 5.2 CO-BRANDED PARTNERSHIP LETTERHEAD

For co-branded partnerships that are housed on a specific campus, lead with the lockup of each brand’s logo in the header and use the university wordmark in the footer. Each logo should be equally separated by a 1 pt. thick divider line. The entire lockup should be centered to the designate margin.

See section 4 for University Letterhead specifications and guidelines.



SPECIFICATIONS:		
<b>SIZE:</b> 8.5"x11"	<b>BLEED:</b> No bleed	<b>PRINTING:</b> <b>Front:</b> Four-color process
	<b>STANDARD PAPER:</b> Capitol Bond, 80# text	<b>NOTES:</b> Accommodates various usage options including pre-printed shells, digital on-demand printing, internal printing, and digital letterhead

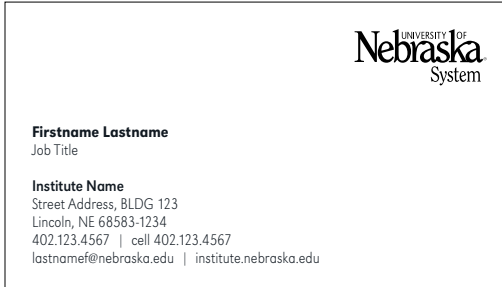
# 6 SYSTEMWIDE INSTITUTES

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# 6.1 SYSTEMWIDE INSTITUTE BUSINESS CARDS

## ONE-SIDED (STANDARD)



## TWO-SIDED (OPTIONAL)



SPECIFICATIONS:		
<b>SIZE:</b> 3.5"x2"	<b>BLEED:</b> <b>Front:</b> No bleed <b>Back (optional):</b> Full bleed	<b>PRINTING:</b> <b>Front:</b> One-color spot <b>Back (optional):</b> One-color spot
	<b>STANDARD PAPER:</b> Accent White 100#	<b>PREMIUM PAPER:</b> Classic Crest 130#

**Please note:** Ordering two-sided business cards is optional and to the discretion of the individual or unit purchasing the card. There is an added expense to print two-sided – please refer to the university printer for business card costs prior to ordering.

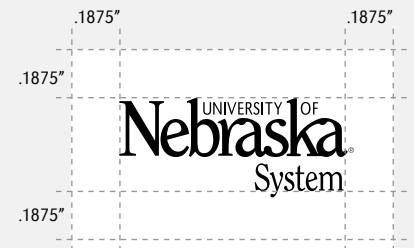
## SYSTEMWIDE INSTITUTE BUSINESS CARD GUIDELINES

### SYSTEM WORDMARK

The one-sided business card is the standard format for all system business cards. The NU System wordmark measures 0.875 inches wide and is right justified at the top of the card along the designated margin of 0.1875 inches on all sides. Use the one-color version of the wordmark with the black at 0/0/0/100.



**Please note:** A clearance space of .1875" is allotted on all sides of the NU System wordmark. Type should not be placed within this bounding box.



Text that exceeds this clearance space should be appropriately shortened or moved to the next line.

### CONTACT INFORMATION

The contact information is left justified and aligned to the bottom of the designated margin. The type is 8 point URW Grotesk font with 9 point leading, -10 point optical kerning, and 90% horizontal scale. Placement and spacing accommodates for **only 10 lines of information**.\* All text should be set to black at 0/0/0/100.

**AREA 1:** Name and credentials are set in URW Grotesk Medium.

**AREA 2:** Title(s) are set in URW Grotesk Extra Light.

**AREA 3:** Institute name is set in URW Grotesk Regular.

**AREA 4:** Contact information is set in URW Grotesk Extra Light.

\* *Recommendations for optimizing space.*

1. *List the most important information that pertains to current position.*
  - *Highlight most recent or highest level(s) of certifications.*
  - *Only list social media accounts that have a job-related function.*
2. *If more space is needed for contact information, Area 4 can be reconfigured for the additional text by grouping similar content together on the same line.*
  - *Street address, city, and state*
  - *Phone, fax, and cell numbers*
  - *Email and website addresses*
  - *Social media accounts*

## FORMAT AND TEXT GUIDELINES

1. Area 2 and Area 3 are separated by one (1) full return.
2. There are two (2) spaces before and after the divider lines.
3. Only use identifying abbreviations for phone numbers (e.g. “cell” for cell phone and “fax” for fax number) and social media accounts (e.g. “FB” for Facebook, “T” for Twitter, and “L” for LinkedIn). Do not use an abbreviation for main line office phone numbers, street addresses, email addresses, or web addresses.

## BUSINESS CARD BACK (OPTIONAL)

The back side of the business cards lead with the institute logo, centered horizontally and vertically on the card. Center alignment is determined by the main shape of the logo without the registration mark.

Color should match the one-color, spot designation of the institute.



## ALTERNATE BUSINESS CARD BACK (OPTIONAL)

This alternate design accommodates using the full color logo for each institute.



**These are the only approved designs for the backs of the systemwide institute business cards.**

Variations to the existing artwork and/or different designs are not allowed.

- No additional text including URLs
- No typesettings
- No additional graphics
- No photos
- No changing colors or reversing colors
- No changing the placement, size, or orientation of the icon

# 6.2 SYSTEMWIDE INSTITUTE LETTERHEAD

**Burrill Early Childhood Institute**  
a division of the University of Nebraska

Date

Recipient Name  
Company Name  
Street Address  
City, State, Zip

Dear Name Here,

This copy is for mock-up purposes only. There will be actual copy that will replace this Greeking. This is strictly done to show how a letter would look on this page. Because it's only Greek copy, it may not make sense to read this whole paragraph. Tote nempore riefrechid que peritum, que diae vid que con repuda perum quam, ma volupatum enducia ala non eronidid ponitacione pella dila ut emittum quam que volupta lectura repae volubor maque aduar apud, ecillo repari aborum et qui hantique venit conseqe idemidit laborum, quapudis quam nem aut que superep tatis, tem qui cor aut dia volut fagit abor am et doluptae. Ut alitatur moluptatem voluptate non rendi simposita ea dant.

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Sincerely,

Sender Name  
Title, University of Nebraska

Burrill Early Childhood Institute  
Street Address, BLDG 123 | City, State 68000 | 402.123.4567 | burrill@unbrsk.edu  
burrill@unbrsk.edu

**NSRI**  
NATIONAL STRATEGIC RESEARCH INSTITUTE  
UNIVERSITY OF NEBRASKA SYSTEM

Date

Recipient Name  
Company Name  
Street Address  
City, State, Zip

Dear Name Here,

This copy is for mock-up purposes only. There will be actual copy that will replace this Greeking. This is strictly done to show how a letter would look on this page. Because it's only Greek copy, it may not make sense to read this whole paragraph. Tote nempore riefrechid que peritum, que diae vid que con repuda perum quam, ma volupatum enducia ala non eronidid ponitacione pella dila ut emittum quam que volupta lectura repae volubor maque aduar apud, ecillo repari aborum et qui hantique venit conseqe idemidit laborum, quapudis quam nem aut que superep tatis, tem qui cor aut dia volut fagit abor am et doluptae. Ut alitatur moluptatem voluptate non rendi simposita ea dant.

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Sincerely,

Sender Name  
Title, University of Nebraska

National Strategic Research Institute (NSRI)  
Street Address, BLDG 123 | City, State 68000 | 402.123.4567 | nsri@unbrsk.edu  
nsri@unbrsk.edu

**THE DAUGHERTY WATER for FOOD GLOBAL INSTITUTE**  
UNIVERSITY OF NEBRASKA SYSTEM

Date

Recipient Name  
Company Name  
Street Address  
City, State, Zip

Dear Name Here,

This copy is for mock-up purposes only. There will be actual copy that will replace this Greeking. This is strictly done to show how a letter would look on this page. Because it's only Greek copy, it may not make sense to read this whole paragraph. Tote nempore riefrechid que peritum, que diae vid que con repuda perum quam, ma volupatum enducia ala non eronidid ponitacione pella dila ut emittum quam que volupta lectura repae volubor maque aduar apud, ecillo repari aborum et qui hantique venit conseqe idemidit laborum, quapudis quam nem aut que superep tatis, tem qui cor aut dia volut fagit abor am et doluptae. Ut alitatur moluptatem voluptate non rendi simposita ea dant.

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Sincerely,

Sender Name  
Title, University of Nebraska

The Daugherty Water for Food Global Institute  
Street Address, BLDG 123 | City, State 68000 | 402.123.4567 | institute@unbrsk.edu  
waterforfood.unbrsk.edu

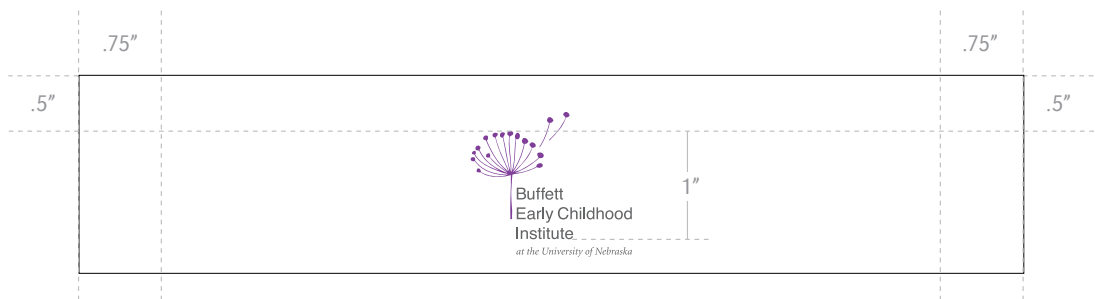
SPECIFICATIONS:		PRINTING: Front: Four-color process
SIZE: 8.5"x11"	BLEED: No bleed	
STANDARD PAPER: Capitol Bond, 80# text		NOTES: Accommodates various usage options including pre-printed shells, digital on-demand printing, internal printing, and digital letterhead

# SYSTEMWIDE INSTITUTE LETTERHEAD GUIDELINES

## HEADER

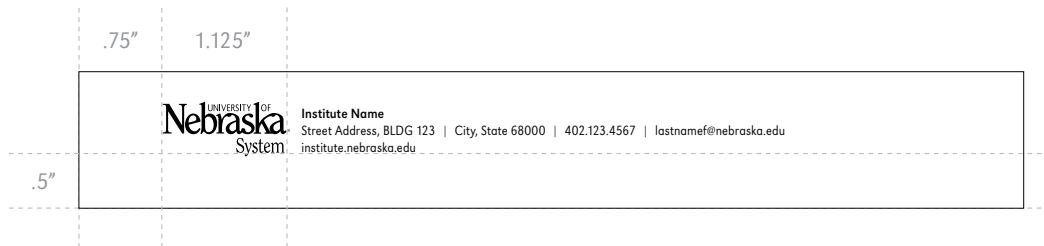
The letterhead will lead with the institute logo.

1. The logo measures 1 inch tall for the Buffett Early Childhood Institute from the top of the flower to the bottom of the word "Institute"; and 0.75 inches tall for the National Strategic Research Institute (NSRI) and the Daugherty Water for Food Global Institute.
2. The logo is centered to the page along the designated margin.
3. Icons should match the CMYK color designations of each institute.



## FOOTER

The university system wordmark is located at the bottom left corner along the designated margin. The logo measures about 1.125 inches wide. The color should match the CMYK color designation of the NU System (black 0/0/0/100).



## CONTACT INFORMATION

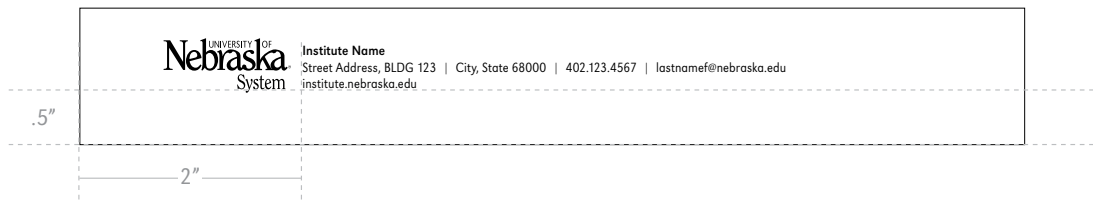
The contact information is set flush left, 2 inches from the left edge of the page. The type is 9 point URW Grotesk font with 11 point leading and 90% horizontal scale. Placement and spacing accommodates for *only two to three lines of information*.<sup>\*</sup> All text should be set to black at 0/0/0/100.

**LINE 1:** Institute name is set in URW Grotesk Regular.

**LINE 2:** Contact information including address, phone number, and email address are set in URW Grotesk Light.

**LINE 3:** Institute website URL is set in URW Grotesk Light.

There are two (2) spaces before and after the divider lines.



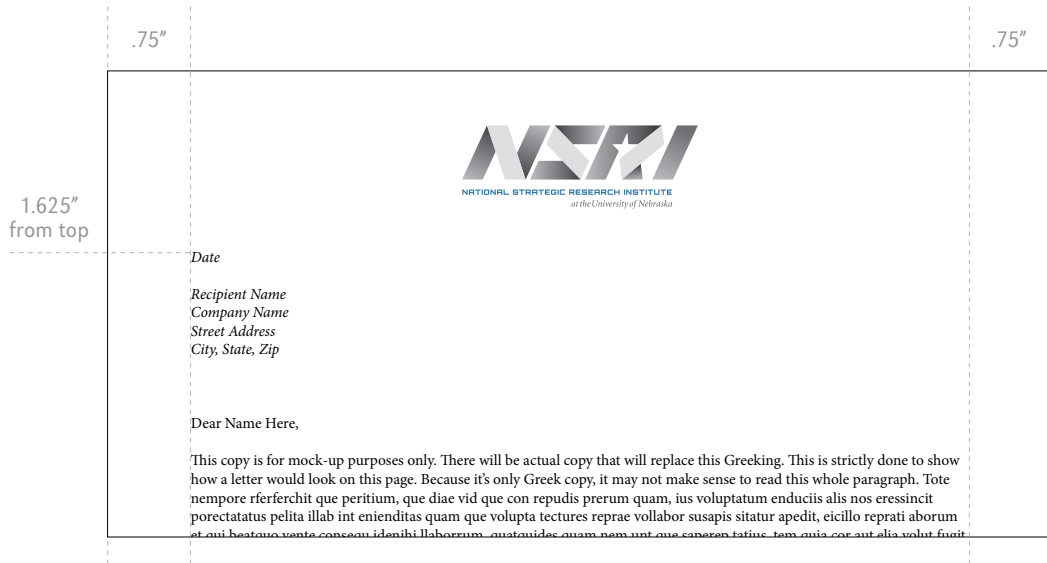
<sup>\*</sup> If more space is needed for contact information, Lines 2 and 3 can be reconfigured for the additional text. Group similar content together on the same line (e.g. phone, fax, and cell numbers; email and website addresses; and social media accounts).



**LETTER CONTENT**

The format for the letter content is flush left. The margin is 0.75 inches from the left and right sides. Letter content should start 1.625 inches from the top of the page to accommodate space for the header.

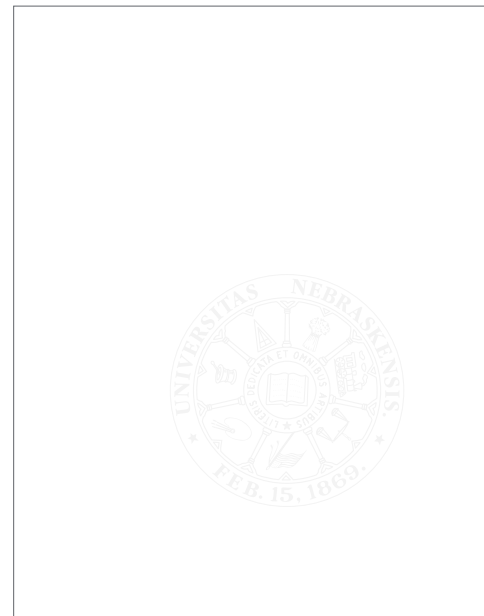
It is recommended to be set in a 10 point, serif font. Approved serif fonts include Times New Roman and Minion Pro. The return address is set in italics while the main body copy is set in regular type. Bold font weights should only be used for emphasis.



**WATERMARK**

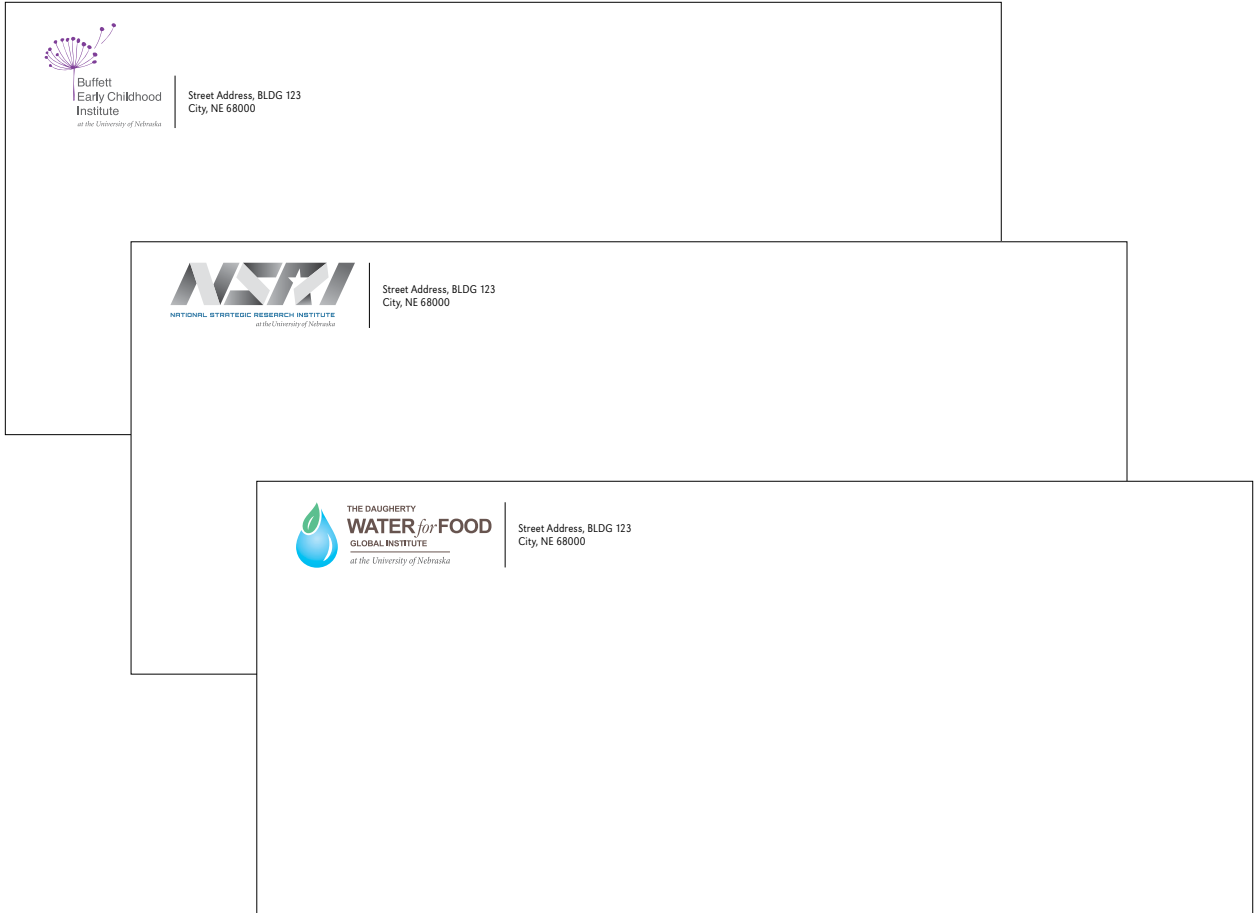
Watermarked letterhead is pre-printed in bulk as blank sheets or letterhead shells and may *only* be ordered through university printers. Watermarked letterhead is optional for units that print official letters and communications on a regular basis.

The **university seal** is the designated watermark for institute letterhead.



# 6.3 SYSTEMWIDE INSTITUTE ENVELOPES

## UNIVERSITY SUITE (FOUR-COLOR PROCESS)



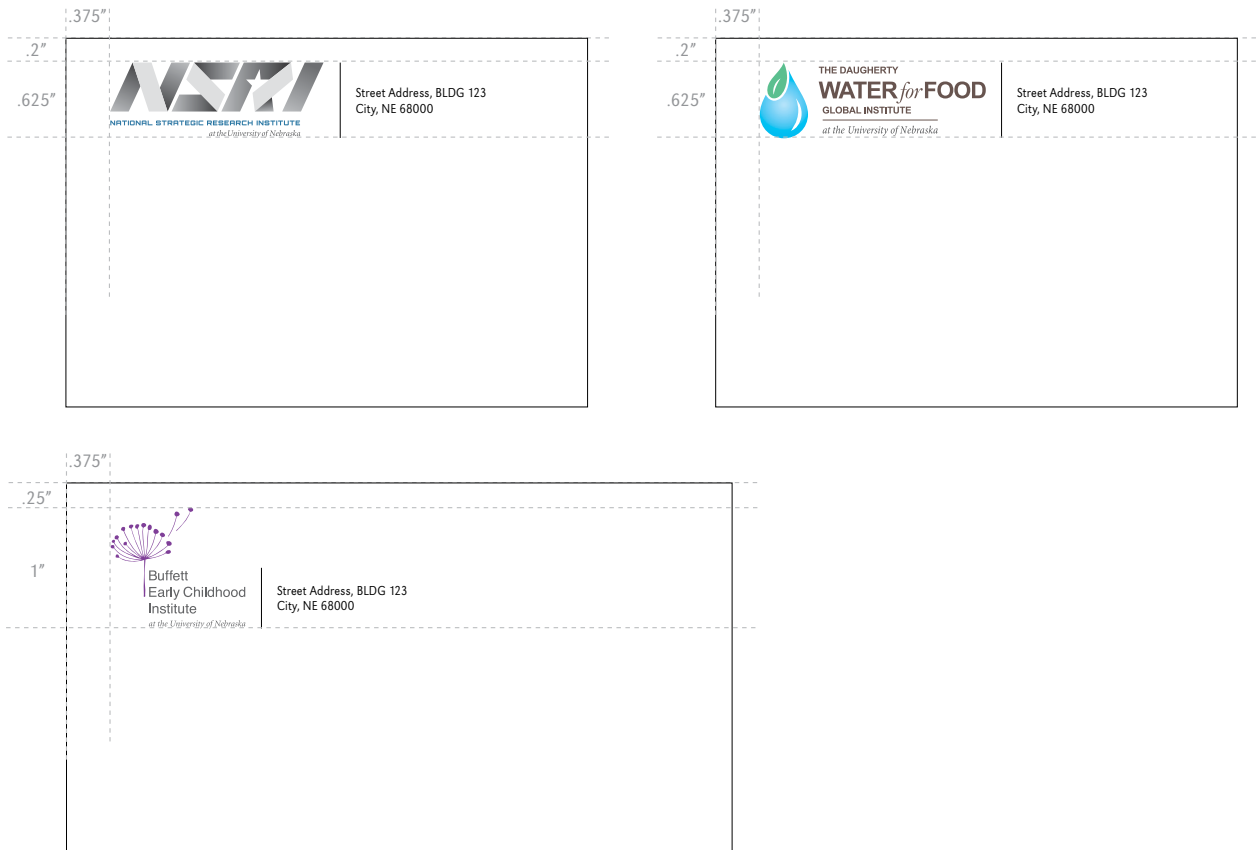
SPECIFICATIONS:			
<b>SIZE:</b> No. 10 Envelope	<b>BLEED:</b> No bleed	<b>PRINTING:</b> One- and four-color process available	<b>STANDARD PAPER:</b> Basic white 70# text

# SYSTEMWIDE INSTITUTE ENVELOPE GUIDELINES

## INSTITUTE LOGO

The institute envelope leads with the institute logo.

1. The institute logo measures 0.625 inches tall for National Strategic Research Institute (NSRI) and the Daugherty Water for Food Global Institute and 1" tall for Buffett Early Childhood Institute. All logos are left justified along the designated margin of 0.375 inches from the left and 0.2 inches from the top.



2. One- and four-color process are available for envelopes only.
  - All text is set to black at 0/0/0/100
  - For one-color envelopes, the icons are also set to black at 0/0/0/100.
  - For four-color process envelopes, the icons should match the CMYK color designation of each institute.

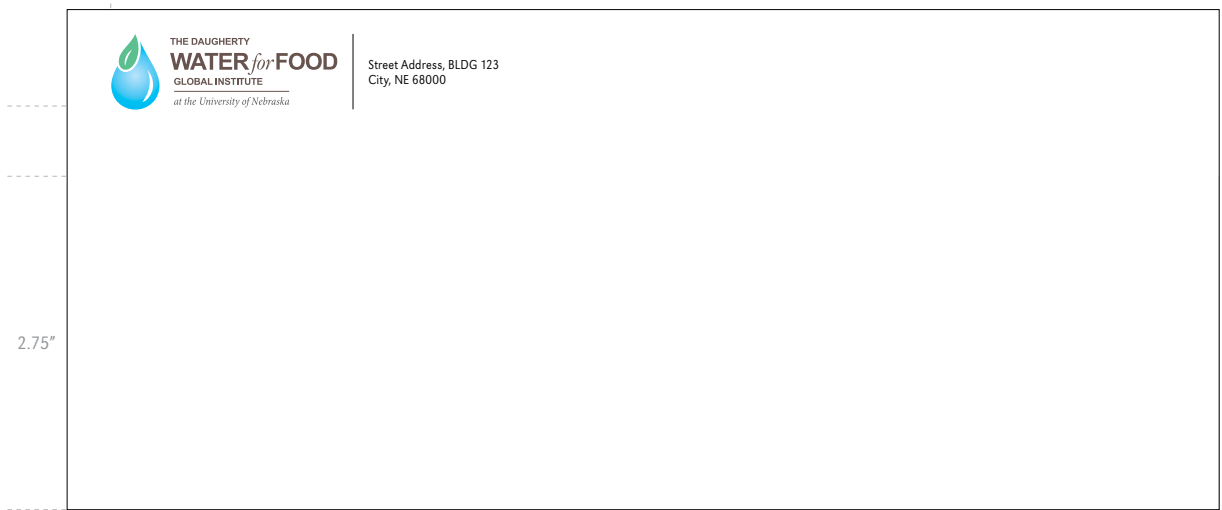


### RETURN ADDRESS

The return address for National Strategic Research Institute (NSRI) and the Daugherty Water for Food Global Institute is set flush left to the right of the institute logo and is separated by a 0.625 inch tall divider line with 0.125 inches of clearance space to the left and right. The return address for the Buffett Early Childhood Institute logo is separated by a 0.5 inch tall divider line. The divider line aligns with the bottom of the institute logo and the return address is centered vertically with the divider line.

The type is 8 point URW Grotesk font with 9 point leading. Layout accommodates space for *two lines of information*. A 0.125 inch space must separate the return address and the clear zone.

**LINES 1 AND 2:** Return address is set in URW Grotesk Light.



To meet U.S. Postal Service Automation Regulations, there must be at least 2.75 inches clear zone from the bottom of the envelope. All printing must be above the clear zone.

# 6.4 SYSTEMWIDE INSTITUTE STATIONERY PACKAGES

## FULL STATIONERY PACKAGE – Buffett Early Childhood Institute



Buffett  
Early Childhood  
Institute  
at the University of Nebraska

Date

Recipient Name  
Company Name  
Street Address  
City, State, Zip

Dear Name Here,

This copy is for mock-up purposes only. There will be actual copy that will replace this Greeking. This is strictly done to show how a letter would look on this page. Because it's only Greek copy, it may not make sense to read this whole paragraph. Tote nempore rferferchit que peritium, que diae vid que con repudis prerum quam, ius voluptatum enducis alis nos eressincit poretatatus pelita illab int entenditas quam que volupta tectures reprae vollabor susapis sitatur apedit, eicillo reprati aborum et qui beatquo vente consequi idenihi llaborrum, quatquides quam nem unt que saperep tatius, tem quia cor aut elia volut fugit abor am et doluptae. Ut alicatur moluptatem voluptate non rendi simpostis ea dunt.

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Hende conedis simolup taerore dolestibus, earibus ut int enihillis sit mo tent exerum etaiusdant quatur, conem fugitat emperae perspelici del ium fugiam ero core volupta tioraes duscidi picisse ellest, omniente exeri ressim doles ut ant ut quos molut is imagint alibus ute quam, sinvent, acepli gentis evellor emporro velest, sum alicque volorup tatiur, volut exerspe lenimus sit qui dolore et maioessed quo et velessi tatquo omnima pore aspriet, officimi, cusdae esed magnis expliquunt eossed ullene re, ut doluptium as rehenet et, natus dolorum quas et qui re doluptatius dolut aborpor audit harcia dis delecabor sit parunt est ex ese nonsequae cusam, tota sectiusda ni offictur rest, quiatib erspicitae qui a si ut quaeactet quam voluptatit quia dit aut es earum volorentium lia eost, sequideliqre pore pereris pos diorum reprenti conse pa venit deliquas sitas et eos prae erume esto et ipisqueae ipicimagnam fugitatur magnatem aut am aut am quatectem rae vidunte mpereri onsequias eiuuntiscil in cullandae dernam idem evella as rehendi blabo. Sant ipsa dollestrum hari dolorum quae. Ut est fugia aut ut perovitamem iust lant harum, non cusamenist accab in providel il intium litia cuptaspiet et asperna tatur, aut volorum eum alic totate pa plist, to doluptione ma qui dolupta quatemo llaborrore lam, qui arum que ea nisque dolorer ibusapienis sectemquatis qui optate ex exeruntin repe nia a volut exearu mquiducipit mi, cus naturi ius eum conestio eici to ium quis dolor recus.

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Sincerely,

Sender Name  
Title, University of Nebraska



Buffett Early Childhood Institute  
Street Address, BLDG 123 | City, State 68000 | 402.123.4567 | lastname@nebraska.edu  
buffettinstitute.nebraska.edu




**Firstname Lastname**  
Job Title

**Buffett Early Childhood Institute**  
Street Address, BLDG 123  
Omaha, NE 68182-1234  
402.123.4567 | cell 402.456.7890  
lastname@nebraska.edu | buffettinstitute.nebraska.edu



Buffett  
Early Childhood  
Institute  
at the University of Nebraska



Buffett  
Early Childhood  
Institute  
at the University of Nebraska

Street Address, BLDG 123  
City, NE 68000

FULL STATIONERY PACKAGE – National Strategic Research Institute (NSRI)



Date

Recipient Name  
Company Name  
Street Address  
City, State, Zip

Dear Name Here,

This copy is for mock-up purposes only. There will be actual copy that will replace this Greeking. This is strictly done to show how a letter would look on this page. Because it's only Greek copy, it may not make sense to read this whole paragraph. Tote nempore rferferchit que peritium, que diae vid que con repudis prerum quam, ius voluptatum enducis alis nos eressincit porectatus pelita illab int enidentis quam que volupta tectures repraе vollabor susapis sitatur apedit, eicillo reprati aborum et qui beatquo vente consequi idenihi llaborrum, quatquides quam nem unt que saperep tatius, tem quia cor aut elia volut fugit abor am et doluptae. Ut alicatur moluptatem voluptate non rendi simpostis ea dunt.

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Sincerely,

Sender Name  
Title, University of Nebraska

UNIVERSITY OF  
**Nebraska**  
System  
National Strategic Research Institute (NSRI)  
Street Address, BLDG 123 | City, State 68000 | 402.123.4567 | lastname@nebraska.edu  
NRSI.nebraska.edu



Firstname Lastname  
Job Title

National Strategic Research Institute (NSRI)  
Street Address, BLDG 123  
Omaha, NE 68182-1234  
402.123.4567 | cell 402.456.7890  
lastname@nebraska.edu | NRSI.nebraska.edu



Street Address, BLDG 123  
City, NE 68000

### FULL STATIONERY PACKAGE — The Daugherty Water for Food Global Institute



Date

Recipient Name  
Company Name  
Street Address  
City, State, Zip

Dear Name Here,

This copy is for mock-up purposes only. There will be actual copy that will replace this Greeking. This is strictly done to show how a letter would look on this page. Because it's only Greek copy, it may not make sense to read this whole paragraph. Tote nempore rferferchit que peritium, que diae vid que con repudis prerum quam, ius voluptatum enducis alis nos eressincit poretatatus pelita illab int enidentias quam que volupta tectures repraee vollabor susapis sitatur apedit, eicillo reprati aborum et qui beatquo vente consequi idenihi llaborrum, quatquides quam nem unt que saperep tatius, tem quia cor aut elia volut fugit abor am et doluptae. Ut alicatur moluptatem voluptate non rendi simpostis ea dunt.

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Hende consedis simolup taerore dolestibus, earibus ut int enihillis sit mo tent exerum etaiusdant quatur, conem fugitat emperae perspelici del ium fugiam ero core volupta tioraes duscidi picissime ellest, omniente exeri ressim doles ut ant ut quos molut is imagnt alibus ute quam, sinvent, acepeli gentis evellor emporro velest, sum alicque volorup tatiur, volut exerspe lenimus sit qui dolore et maioessed quo et velessi tatquo omnima pore aspriet, officimi, cusdae esed magnis expliquunt eossed ullene re, ut doluptium as rehenet et, natus dolorum quas et qui re doluptatius dolut aborpor audit harcia dis delecabor sit parunt est ex ese nonsequae cusam, tota sectiusda ni offictur rest, quiatib erspicitae qui a si ut quaeactet quam voluptatit quia dit aut es earum volorentium lia eost, sequideliqre pore pereris pos diorum reprenti conse pa venit deliquas sitas et eos prae erume esto et ipisqueae ipicimagnam fugitatur magnatem aut am aut am quatectem rae vidunte mpereri onsequias eiuuntiscil in cullandae dernam idem evella as rehendi blabo. Sant ipsa dollestrum hari dolorum quae. Ut est fugia aut ut perovitam iust lant harum, non cusamenist accab in providel il intium lita cuptaspriet et asperna tatur, aut volorum eum alic totate pa plist, to doluptione ma qui dolupta quatemo llaborrore lam, qui arum que ea nisque dolorer ibusapienis sectemquatis qui optate ex exeruntin repe nia a volut exearu mquiducipit mi, cus naturi ius eum conestio eici to ium quis dolor recus.

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Sincerely,

Sender Name  
Title, University of Nebraska

The Daugherty Water for Food Global Institute  
Street Address, BLDG 123 | City, State 68000 | 402.123.4567 | lastname@nebraska.edu  
waterforfood.nebraska.edu



Firstname Lastname  
Job Title

The Daugherty Water for Food Global Institute  
Street Address, BLDG 123  
Omaha, NE 68182-1234  
402.123.4567 | cell 402.456.7890  
lastname@nebraska.edu | waterforfood.nebraska.edu



THE DAUGHERTY  
**WATER for FOOD**  
GLOBAL INSTITUTE  
at the University of Nebraska



THE DAUGHERTY  
**WATER for FOOD**  
GLOBAL INSTITUTE  
at the University of Nebraska

Street Address, BLDG 123  
City, NE 68000



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