



University of Nebraska System & “Office of the President” Brand Transition Guide

Rev. February 24, 2022
Office of External Relations

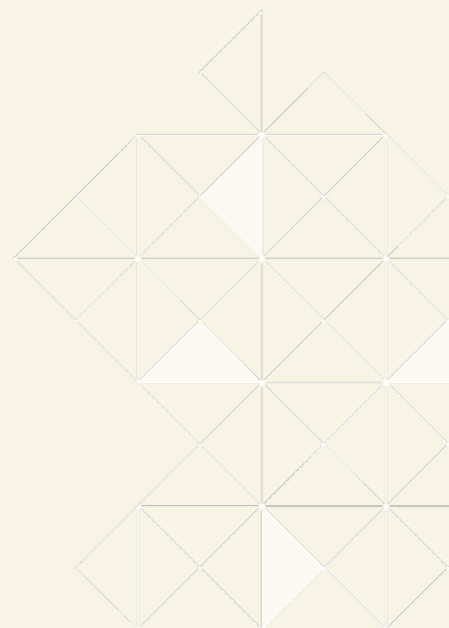


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WHY THE REBRAND?

Each organization that belongs to the University of Nebraska System has a unique role, as does the system itself. A rebrand helps clarify those roles. It emphasizes the difference between the University of Nebraska System and the campuses; it also allows each campus to own their unique icon as part of campus branding efforts.

This brand transition guide gives detailed guidance as we move away from “University of Nebraska Central Administration” to “Office of the President,” and away from “University of Nebraska” to “University of Nebraska System.”

The new identity aligns with President Carter’s view of the role of the NU System office, and provides greater clarity to the public and campus colleagues about who we are and what we do. It’s a reminder, to ourselves and others, that we are a team focused on advancing the president’s strategic vision and providing value and support to the campuses and chancellors.

We hope you will find this guide helpful. As always, if you have any need for new branded material or have any questions, please contact the External Relations team.

REBRANDING EFFORT: WRITTEN & SPOKEN LANGUAGE

INTERNAL LANGUAGE: OFFICE OF THE PRESIDENT

1. From "University of Nebraska Central Administration," "UNCA" and "Varner" to "Office of the President" and "UNOP."
2. A tactical shift in language applicable to instances where "University of Nebraska Central Administration" and "UNCA" are used in written and spoken language.
3. Primarily implemented on internal documents, forms, presentations, reports and sites. These references are largely HR or administrative-related.
4. Used when speaking about the administrative unit comprised of staff who work at Varner Hall and for the President.

EXTERNAL LANGUAGE: SYSTEM

1. From "University of Nebraska" to "University of Nebraska System".
2. Primarily implemented on external written communications, such as press releases, emails and social media.
3. Used when speaking collectively about the four campuses that comprise the University of Nebraska System.



NOTES ON LANGUAGE:

- Varner Hall as a building reference is still acceptable and will continue to be used in stationery and letterhead as the physical location of the Office of the President.
- “Office of the President” does not replace individual offices led by Vice Presidents.
- The Office of the General Counsel, Office of External Relations, Office of Business and Finance, and Office of the Provost still exist. This language can and should continue to be used on business cards, letterhead, and email signatures.

WRITING CONVENTIONS: UNIVERSITY OF NEBRASKA SYSTEM

- First reference/mention should be University of Nebraska System (email subject line counts as a first mention, then the email would be a new piece with a new first mention.)
- Logo doesn't count as a first mention.
- After that, you can use NU System, NU, or University of Nebraska interchangeably.
- The word “system” by itself is not capitalized.
- Melissa Lee uses this convention on her press releases as well.

University and DHS partner to grow nation's homeland security workforce

November 18, 2021



- ▶ University of Nebraska System President Ted Carter announced today that NU and the U.S. Department of Homeland Security (DHS) have signed a new partnership agreement aimed at growing the DHS workforce in key areas related to national security and other pertinent homeland security missions.

Under the partnership, the University of Nebraska System's four campuses and DHS will work together to expand career support, internship and job opportunities for students in fields such as cybersecurity, intelligence, emergency management and law enforcement. The goal is to create a strong pipeline of Nebraska-trained workers prepared to meet the homeland security needs of the future.

"The University of Nebraska has a long history of working with our federal partners on research and development that solves homeland security needs facing our state and nation," Carter said. "Those needs grow more urgent and complex by the day. As Nebraska's university system, we have an opportunity and responsibility to help prepare the next generation of leaders who will keep our nation safe."

REBRANDING EFFORT: VISUAL LANGUAGE

OLD LOGO USAGE

1. We will be moving away from the use of the NU wordmark locked to the four campus icons (shown to the right).
2. This logo version is visually crowded and does not have as much impact as the NU wordmark alone.
3. The change will further clarify the difference between the University of Nebraska System and the campuses.
4. It also enables the campuses to own their unique icons as part of their campus branding.
5. Please note that the NU System is the only organization currently using this logo.
6. We are not changing any campus icons, and this transition does not impact campus brand activities.





REBRANDING EFFORTS: NEW VISUAL LANGUAGE

Instead of connecting all the campus logos to the NU wordmark and hoping that viewers understand that it represents the NU System, we have a developed a new wordmark version that makes it clear what organization we are referring to.

UNIVERSITY OF
Nebraska[®]
System

NU ONLINE AND NU HIGH SCHOOL

The University of Nebraska High School and University of Nebraska Online will also transition to the same logo design, but with their names underneath.

Synchronizing all system-related logos creates brand consistency and recognition.

FROM



UNIVERSITY OF NEBRASKA
HIGH SCHOOL



TO



NU ONLINE AND NU HIGH SCHOOL

Although both entities will use their new logos—which better align with the new system logo—at the top of their site and marketing materials, University of Nebraska Online will further elevate the campus icons in their program branding.

HIGH-LEVEL



PROGRAM BRANDING



REBRANDING EFFORT: COMPLEMENTARY VISUAL LANGUAGE

As a reminder, the Board approved the policy of having a common logo design for all activities of the University of Nebraska on all campuses (RP-1.4.2, University Identifier).

UNIVERSITY OF
Nebraska[®]
System

UNIVERSITY OF
Nebraska[®]
Online

UNIVERSITY OF
Nebraska[®]
High School

UNIVERSITY OF
Nebraska
Kearney

UNIVERSITY OF
Nebraska
Lincoln

UNIVERSITY OF
Nebraska
Medical Center

UNIVERSITY OF
Nebraska
Omaha

THE PRESIDENT AND THE SEAL

SEAL

The seal will be used on all official Presidential communication, the Presidential website, and items pertaining to the President.

A special stationery set has been created for the President's use with the seal embossed in gold foil on cream paper.



NAME & TITLE

Please refer to the President as:

Ted Carter

President, University of Nebraska System

Ted Carter

University of Nebraska System President

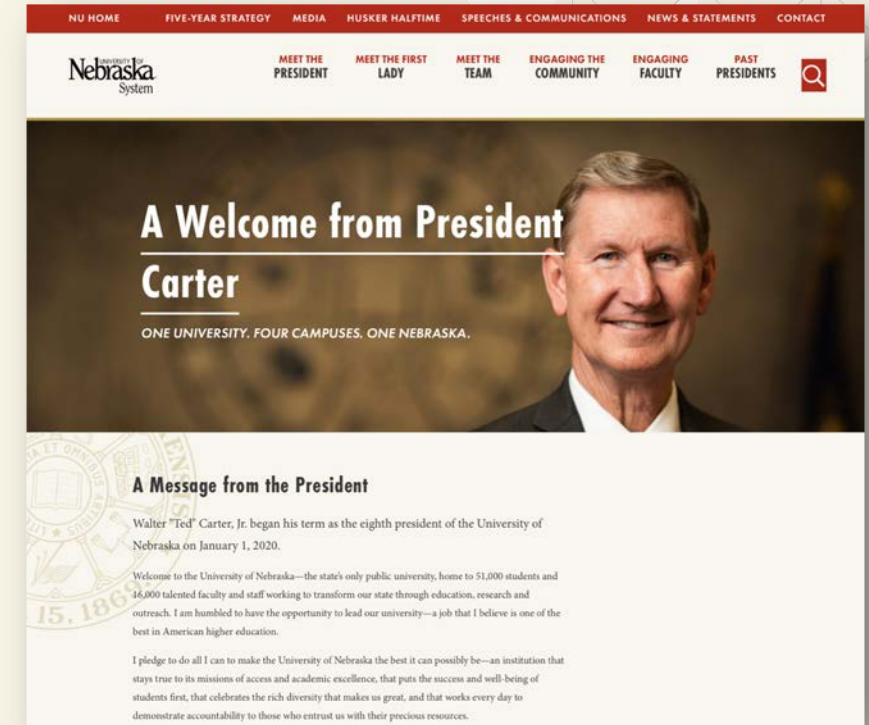
Do not refer to him as follows:

Walter "Ted" Carter, Jr.

President, University of Nebraska

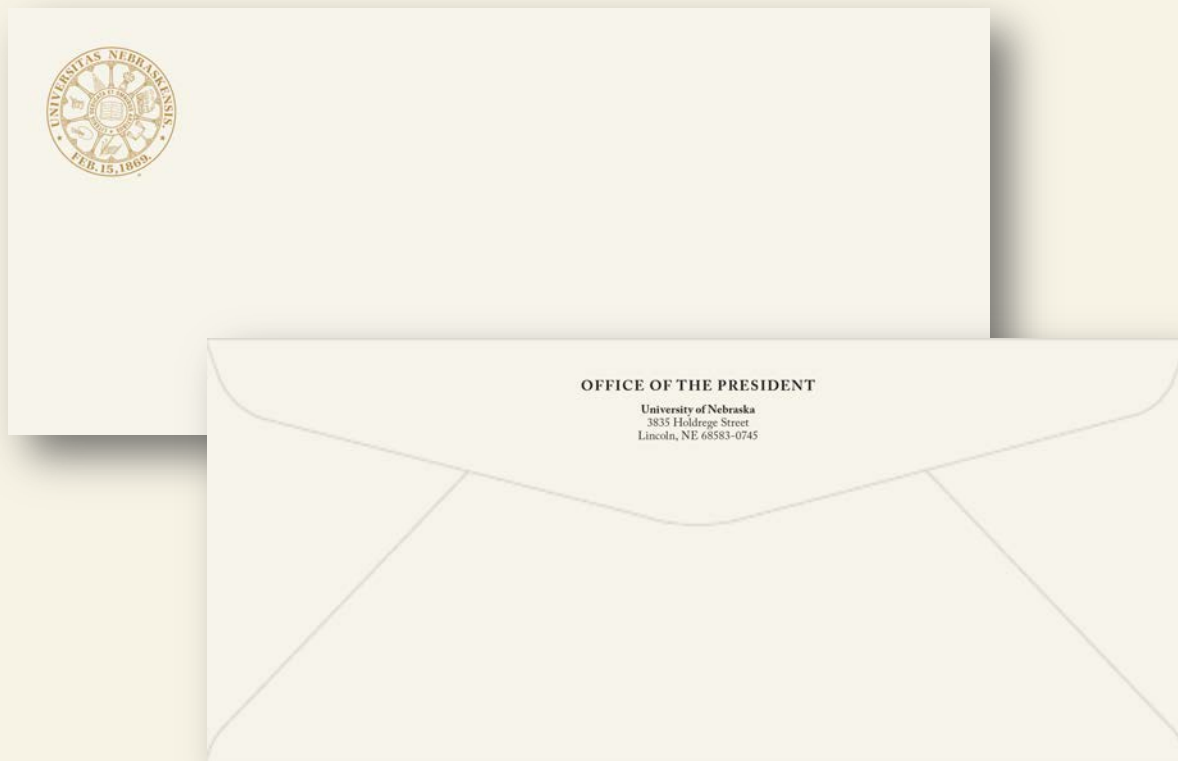
VADM (Ret.) Ted Carter

University of Nebraska President



EXAMPLE: Seal on President Carter's webpage

STATIONERY: PRESIDENTIAL



NON-PRESIDENTIAL USE OF THE SEAL

STATIONERY

The seal is also used on the new University of Nebraska System's non-presidential stationery, created for staff who work for the Office of the President.

Please note that the seal is not a logo and should not be used in place of the NU System logo, such as on Powerpoints, meeting agendas, notepads, or other internal, non-official items.

BOARD POLICY ON THE UNIVERSITY SEAL: RP-1.4.1

"The corporate seal of the Board of Regents, adopted February 26, 1944, shall be used in all ordinary business transactions, such as conveyances of land and other contracts made by the Board of Regents, where a seal is required by law or by the Bylaws, or by special action of the Board of Regents.

The seal of the University of Nebraska adopted September 6, 1871, shall be used upon all diplomas and certificates issued by the Board of Regents to students, and in

certification of the fact of the granting of a degree or diploma, and may be used in all other academic matters where customary, requested, or desirable.

Use of the University of Nebraska seal should be reserved for formal and "official" uses by the University."



NEW STATIONERY NON-PRESIDENTIAL

- New print and digital stationery has been built out and is available to order.
- If you do not have digital letterhead for your department and need it, please reach out to your department's administrative assistant.
- If you need business cards, reach out to the External Relations team.
- 5x7 flat and folded notecards, 4'x6' notepads and 9"x12" branded folders will be available soon.



Date _____

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

Dear Name Here,

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Sincerely,

Sender Name
Title, University of Nebraska _____



College, Department, or Unit Name
Street Address, BLDG 123 | City, State 68000 | 402.323.4567 | lastname@nebraska.edu
nebraska.edu



Firstname Lastname
Job Title, Department Name _____

Street Address, BLDG 123
Lincoln, NE 68583-1234
308.123.4567 | fax 308.345.6789 | cell 308.567.8901
lastname@nebraska.edu | nebraska.edu





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

NEW STATIONERY: MINIMUMS

- Most units will be asked to use the office versions of their stationery (Office of Business and Finance, Office of the Provost, etc.)
- A select few departments have a business case to need their own stationery, and they have received an exception to this.
- To make sure orders are cost-efficient, minimum orders of stationery items have been set.



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 repadis prerum quam, ius voluptatum enducis alio nos eressincit poecetatus pelita illab int enicenditas quam que volupta tectures reprae vollabor susapis sitatur apedit, cicillo reprati aborum et qui beaquo 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




College, Department, or Unit Name
Street Address, BLDG 123 | City, State 68000 | 402.323.4567 | lastname@nebraska.edu
nebraska.edu



Firstname Lastname
Job Title, Department Name

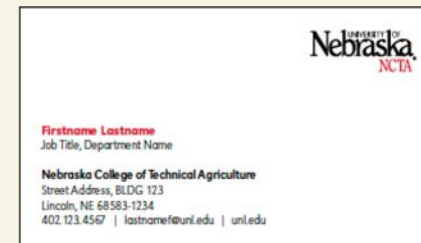
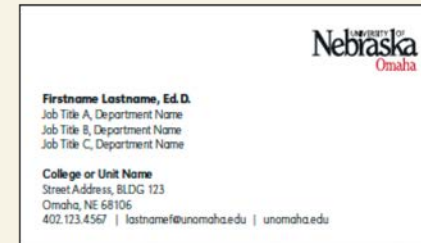
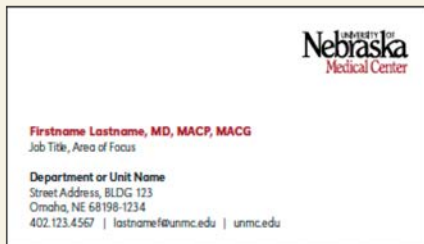
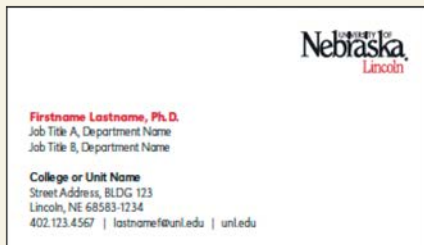
Street Address, BLDG 123
Lincoln, NE 68583-1234
308.123.4567 | fax 308.345.6789 | cell 308.567.8901
lastname@nebraska.edu | nebraska.edu





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

STATIONERY COMPARISON: CAMPUS & SYSTEM



EMAIL SIGNATURE

USE THE NEW TOOL

With each email that we send, we represent the University of Nebraska. Having consistent, complete information and aligning with the University brand standards strengthens the NU brand.

Keeping this in mind, please use the email signature generator on Nebraska.edu to create your approved email signature. We ask that you not add additional slogans, taglines and graphics to your email signature.

You can access the signature generator at Nebraska.edu/email.



LOGO MATRIX: WHEN AND WHERE TO USE THEM

SEAL

This will be used on all official Presidential communication and items pertaining to the President. It is also used on the non-presidential stationery suite.



SYSTEM LOGO

All non-presidential System communication and marketing pieces will contain this logo. This includes email signatures, websites, printed pieces, etc.



SYSTEM LOGO + SEAL

This will be used on very rare occasions, primarily in Presidential communication where it needs to be made clear that the seal corresponds to the University of Nebraska System, such as emails.



LOGO LOCKUPS: DEPARTMENTS AND INITIATIVES

PERMITTED LOCKUPS

Existing logos may be locked together to show partnership. This usage is permitted on a case-by-case basis and includes the Institutes and the Foundation, as well as existing initiatives with logos, such as Nebraska Promise.



DEPARTMENT & INITIATIVE LOCKUPS

With the branding transition to "University of Nebraska System," we are looking to focus all logo usage on the new system logo. As a result, we are doing away with logo lockups for departments. There are other ways to highlight initiative names—both online and in print—and items like sponsorships should be made on behalf of the University of Nebraska System vs. an individual department or initiative.

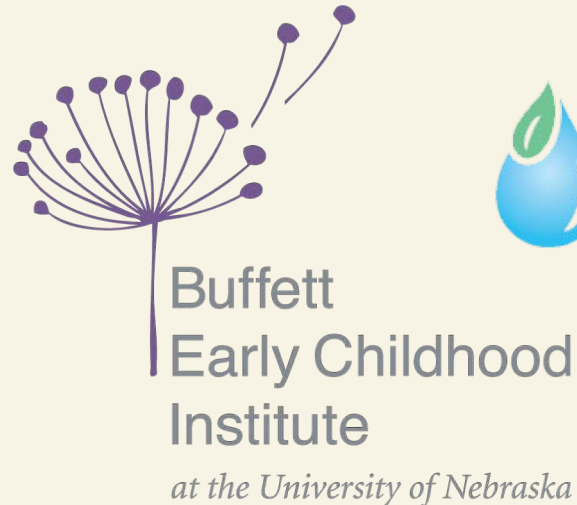


THE UNIVERSITY-WIDE INSTITUTES

INSTITUTE LOGOS

- The University-wide Institutes are comprised of the Buffett Early Childhood Institute, the National Strategic Research Institute, and the Daugherty Water for Food Institute.
- The "at the University of Nebraska" under the Institute logos is place-denoting and does not need to change. The "System" is not a place, but an entity.
- This language was selected specifically for the Institute logos to meet the needs of NSRI, since they have a separate legal designation due to their security clearance needs.

**NATIONAL STRATEGIC
RESEARCH INSTITUTE**
at the University of Nebraska

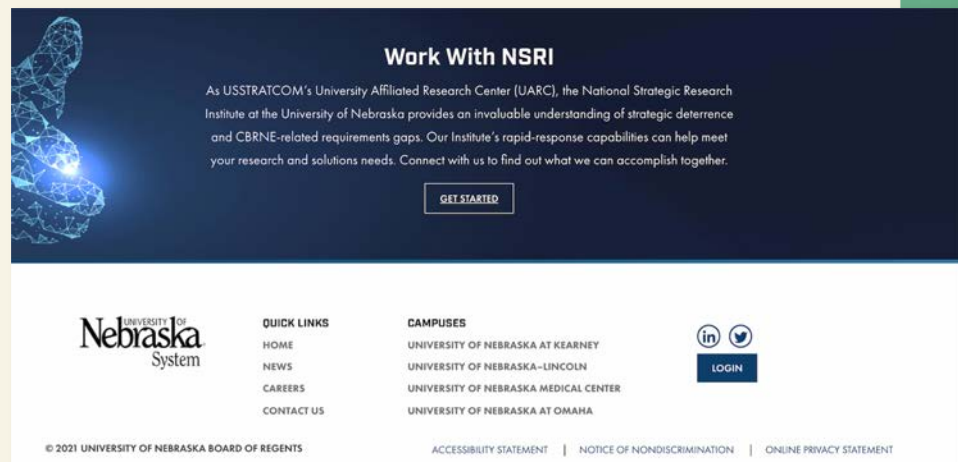


Water for Food
DAUGHERTY GLOBAL INSTITUTE
at the University of Nebraska

THE UNIVERSITY-WIDE INSTITUTES

SYSTEM LOGO AS SECONDARY LOGO

- The institutes will use the new System logo at the bottom of their sites, where they had the old logo prior.
- They will also use it on reports and other printed pieces as a secondary logo.



UNIVERSITY OF NEBRASKA FOUNDATION

CAMPUS ICONS

Because the University of Nebraska Foundation fundraises for all four campuses, they will continue to lock to the campus icons to show that connection. They may also lock to a single campus icon. You will see this on their website and other material.



SYSTEM LOGO

When the University of Nebraska Foundation hosts an event with President Carter, or communicates about the system, they will use the System logo locked to their logo.

They may also use the System logo by itself.



CONTACTS

Please reach out to the following External Relations team members with any questions or needs. We can help you with stationery requests or other brand-related needs.

***More information is available at:
nebraska.edu/stationery***

HEATH MELLO

Vice President, External Relations
(402) 472-7156
hmello@nebraska.edu

Contact with planning or rollout questions.

JACKIE OSTROWICKI

Assistant Vice President, External Relations and Director of Marketing, Brand and Digital Media
(402) 472-7130
jostrowicki@nebraska.edu

Contact with strategic or branding questions, comments and requests.

RYAN ROTHMAN

Coordinator, Marketing, Brand and Digital Media
(402) 472-7863
rrothman@nebraska.edu

Contact with logo requests and stationery needs.