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## NU SYSTEMWIDE STATIONERY GUIDE

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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.

BLENDING 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.
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.
# 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](http://myfonts.com/fonts/urw/grotesk).

<table>
<thead>
<tr>
<th>Font Style</th>
<th>Example</th>
</tr>
</thead>
<tbody>
<tr>
<td>URW Grotesk Extra Light</td>
<td>AB C D E F G H I J K L M N O P Q R S T U V W X Y abc def gh i j k l m n o p q r s t u v w x y 1 2 3 4 5 6 7 8 9 0</td>
</tr>
<tr>
<td>URW Grotesk Extra Light Italic</td>
<td>AB C D E F G H I J K L M N O P Q R S T U V W X Y abc def gh i j k l m n o p q r s t u v w x y 1 2 3 4 5 6 7 8 9 0</td>
</tr>
<tr>
<td>URW Grotesk Light</td>
<td>AB C D E F G H I J K L M N O P Q R S T U V W X Y abc def gh i j k l m n o p q r s t u v w x y 1 2 3 4 5 6 7 8 9 0</td>
</tr>
<tr>
<td>URW Grotesk Light Italic</td>
<td>AB C D E F G H I J K L M N O P Q R S T U V W X Y abc def gh i j k l m n o p q r s t u v w x y 1 2 3 4 5 6 7 8 9 0</td>
</tr>
<tr>
<td>URW Grotesk Regular</td>
<td>AB C D E F G H I J K L M N O P Q R S T U V W X Y abc def gh i j k l m n o p q r s t u v w x y 1 2 3 4 5 6 7 8 9 0</td>
</tr>
<tr>
<td>URW Grotesk Regular Italic</td>
<td>AB C D E F G H I J K L M N O P Q R S T U V W X Y abc def gh i j k l m n o p q r s t u v w x y 1 2 3 4 5 6 7 8 9 0</td>
</tr>
<tr>
<td>URW Grotesk Medium</td>
<td>AB C D E F G H I J K L M N O P Q R S T U V W X Y abc def gh i j k l m n o p q r s t u v w x y 1 2 3 4 5 6 7 8 9 0</td>
</tr>
<tr>
<td>URW Grotesk Medium Italic</td>
<td>AB C D E F G H I J K L M N O P Q R S T U V W X Y abc def gh i j k l m n o p q r s t u v w x y 1 2 3 4 5 6 7 8 9 0</td>
</tr>
<tr>
<td>URW Grotesk Bold</td>
<td>AB C D E F G H I J K L M N O P Q R S T U V W X Y abc def gh i j k l m n o p q r s t u v w x y 1 2 3 4 5 6 7 8 9 0</td>
</tr>
<tr>
<td>URW Grotesk Bold Italic</td>
<td>AB C D E F G H I J K L M N O P Q R S T U V W X Y abc def gh i j k l m n o p q r s t u v w x y 1 2 3 4 5 6 7 8 9 0</td>
</tr>
</tbody>
</table>
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: 7/100/85/6  
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: 213/25/32
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

**Campus Contacts:**

University of Nebraska at Kearney (UNK)
Kyle Means | meanskr@unk.edu
Amy Jacobson | jacobsonae@unk.edu

University of Nebraska–Lincoln (UNL)
Marcelo Plioplis | mplioplis2@unl.edu

University of Nebraska Medical Center (UNMC)
Chris Christen | cchristen@unmc.edu
Tom Waples | tom.waples@unmc.edu

University of Nebraska at Omaha (UNO)
Angie Kennedy | angiekennedy@unomaha.edu

**University Printer Contacts:**

UNK Print Services
Kyle Means | meanskr@unk.edu
Amy Jacobson | jacobsonae@unk.edu

UNL Print Services
John Yerger | jyerger2@unl.edu
Jaamie Klein | jaamie.klein@unl.edu

UNMC Print Services (UNMC and UNO printing)
Robert Jennings | robert.jennings@unmc.edu
General Questions | print4u@unmc.edu
2 UNIVERSITY STATIONERY

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2.2 STUDENT BUSINESS CARDS ................................................................. 17
2.3 UNIVERSITY LETTERHEAD ................................................................. 19
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2.1 UNIVERSITY BUSINESS CARDS

ONE-SIDED (STANDARD)

TWO-SIDED (OPTIONAL)

SPECIFICATIONS:

<table>
<thead>
<tr>
<th>SIZE:</th>
<th>BLEED:</th>
<th>PRINTING:</th>
</tr>
</thead>
<tbody>
<tr>
<td>3.5&quot;x2&quot;</td>
<td>Front: No bleed  &lt;br&gt; Back (optional): Full bleed</td>
<td>Front: Four-color process  &lt;br&gt; Back (optional): Four-color process</td>
</tr>
</tbody>
</table>

STANDARD PAPER: Accent White 100#  
PREMIUM PAPER: 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.
UNIVERSITY OF NEBRASKA SYSTEM

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.

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

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.
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 abbreviations for phone numbers.

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

Example of grouping similar content together.

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

Example of card without college, department, or unit.

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
  - UNL code generator website: go.unl.edu
  - UNMC code generator website: go.unmc.edu
  - UNO request QR code: 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).
2.2 STUDENT BUSINESS CARDS

ONE-SIDED (STANDARD)

<table>
<thead>
<tr>
<th>Firstname Lastname</th>
<th>(Degree and Program Name) Candidate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Department Name</td>
<td>College Name</td>
</tr>
<tr>
<td>308.123.4567</td>
<td><a href="mailto:studentemail@unk.edu">studentemail@unk.edu</a></td>
</tr>
<tr>
<td>Student LinkedIn or Webpage (optional)</td>
<td></td>
</tr>
</tbody>
</table>

Degree/Expected Graduation Date

<table>
<thead>
<tr>
<th>Firstname Lastname</th>
<th>(Degree and Program Name) Candidate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Department Name</td>
<td>College Name</td>
</tr>
<tr>
<td>402.123.4567</td>
<td><a href="mailto:studentemail@unl.edu">studentemail@unl.edu</a></td>
</tr>
<tr>
<td>Student LinkedIn or Webpage (optional)</td>
<td></td>
</tr>
</tbody>
</table>

Degree/Expected Graduation Date

<table>
<thead>
<tr>
<th>Firstname Lastname</th>
<th>(Degree and Program Name) Candidate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Department Name</td>
<td>College Name</td>
</tr>
<tr>
<td>402.123.4567</td>
<td><a href="mailto:studentemail@unomaha.edu">studentemail@unomaha.edu</a></td>
</tr>
<tr>
<td>Student LinkedIn or Webpage (optional)</td>
<td></td>
</tr>
</tbody>
</table>

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.

SPECIFICATIONS:

<table>
<thead>
<tr>
<th>SIZE: 3.5&quot;x2&quot;</th>
<th>BLEED: Front: No bleed</th>
<th>PRINTING: Front: Four-color process</th>
</tr>
</thead>
<tbody>
<tr>
<td>STANDARD PAPER: Accent White 100#</td>
<td>PREMIUM PAPER: Classic Crest 130#</td>
<td></td>
</tr>
</tbody>
</table>
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

1. 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.

2. 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

3. 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.

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 enienditas quam que volupta tectures reprae vollabor susapis sitatur apedit, eicillo reprati aborum et qui beatquo vente consequ 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 simpostiis ea dunt.

Raectatus quis excepud 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 eatiorestio 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 emper-ae perspelici del ium fugiam ero core volupta tioraes duscidi piciisse ellest, omniente exeri ressim doles ut ant ut quos molut is imagnit alibus ute quam, sinvent, acepeli gentis evellor emporro velest, sum alique volorup tatiur, volut exerspe lenimus sit qui dolore et maiossed quo et velessi tatquo omnima pore aspiet, 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 quaectet quam voluptatiat quia dit aut es earum volorentium lia eost, sequidelique 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 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 excearu 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 quuntem 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
College, Department, or Unit Name
Street Address, BLDG 123  |  Lincoln, NE 68583-0806  |  402.123.4567  |  lastnamef@unl.edu

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)

SPECIFICATIONS:

<table>
<thead>
<tr>
<th>SIZE</th>
<th>BLEED</th>
<th>PRINTING</th>
<th>STANDARD PAPER</th>
</tr>
</thead>
<tbody>
<tr>
<td>No. 10 Envelope</td>
<td>No bleed</td>
<td>One- and four-color process available</td>
<td>Basic white 70# text</td>
</tr>
</tbody>
</table>
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.
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. Totis nemore riferiteque que pestimtum, que dace vid que con repudi perium quam, ius voluptation endiciis alis nos et res scans pericattatus pellit ilab int eneviditas quam quae volupta tectures reprae volubor suaeq situat speid, ecidio reprati aborum et qui brevique vente consequs identia illoferrum, quiquages quam non est que aperer tatis, tem quia cor ant dfa volit fugis abor am et doliptae. Ut aliquat moliaptatem voluptate non rendi simpustia ea dunt.

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Hende comedus simop exore dolestibus, earibus ut in ethnibls sit mo ten exerum exatndant quator, cenn fugitat emer-

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derma alem eulixa as rehinde biazo. Sant ipsa dollemium hari dolorum quae. Ut est fugas aut ut peronvatem int last barum, non cumenit actab in provoid il intium litia captuapet et aspema tatuur, aut volorem eum alie totate pa plit, to doliptame

m quis dolupta quatermo laborene lam, que aram que es nox teleo erasquos sectemquos qui optate ex exarumino rep

mia vloit excuru exquisitpui mo, cui naturi ius eum legitim iici to ilius quie dolor recus.

Ands sus aut omniicici consequis aut siciis dolertur minctur, optatiu utsumquatem faccaccio is que por, etatum et latur, mulpard aerri derum iden, mus que modgeniet ut te volumet, expanulci qui noshii biliqui irruba bosqnet essis in cum
eaanin voltetas modi quontum quis dolit volum na non plitien, qui eastr ment, qui optarumam ut voluota ector em aut

lam rem iust.

Sincerely,

Sender Name
Title, University of Nebraska

College, Department, or Unit Name
Street Address, BLDG 123 | city, State 68000 | 402.123.4567 | lastnamef@nebraska.edu | nebraska.edu

2.5 UNIVERSITY STATIONERY PACKAGES
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 petita dlab int ementilis quam que volupta toctures repre vellabor suauq sitatur aepid, eccio reprati aborum et qui beatquo vento consequi idemilla llaberrum, quajuides quam nem sent que aperop tattias, tem quis cor aut dlia volut fugit abor am et doltpact. Lx alicitur molupatatem volupfat non rendi simpotis ea duint.

Racattius quis exceptud istore heniminis et in explet quasi dolorundita am rera ventia demhici dolo cu reroretrume dolum luquimp ispe volubhis maiser ovduia operum iliquoquin esquam libus esse molo temporuerat atem ini re aezae ventitate et ut lam antemob semina net a aut qui quideles et quasequit qui con ren laborio mollorum, odiantem. Nussenis alle, uilam voles es sequa cu es en eatioresio eorum renosculpa ventur, coratem etibus cipsum, adu exera voluta tecus.

Hende conosil sapror deotro deotilbubs, earibus ut int emhili sit no ten exerum eutaudant quator, comen fugitat emper se perspedi del inum fugam ero core volupla tisagia duscia pisciae effef, ommitite eeri reium doles ut aut ut quos molat is imagint abhis sit quam, simrent, acelip gentis eevllor empreio volat, sum asquale volupra tattur, volat exorpe lexamnis sit qui dolore et maised que et tellex tuaqo s玟mina pore apue, officihi, cuasdas eed magni exqiuapt essed uiflene re, ut delaptiam as refenet et, natas doleum quas et qui re delapattius dolet abroor audit haccia di delicatore sit parent est ex exem nonexque cousem, tisa sectiona et esctuct rost, quahob espicuca que a si ut quascetiqu quam voluplatu quis dii ad et ex courm volurentium lae exo, sepdidique pore prepera pos doreum reperti conne pa venit deliquus sitas et ees prae erame esto et iqueque peciminagn magintem magintem aut aum aum aum quacitico rae volunte imperoq esquias eiuntiucu il in collinace dernam idem evella es refeli et, sent impo deliuatim hali dolorum quae. Ut est fugia aut ut perorvatatem intu laet barum, non asusekint accab in provsal il intran itia cuartapet et aspera tatn, aut voluerror eum alci totate pa plit, to dolupiasme ma qui dolupia quatemo fabore labem, que arum que sa muske dolore tiisquinio sectemquie qui optate ex euramini repa mia a volut encuror misquisipit mi, cus naturi iuus eum conscio eici to iam quis dolor recus.

Anda sui aut omnihici consecuis aste sincis deoluntur minctue, optatob ustmumpatemat faccecto is quiqe pore, etatum et latur, mulpares orti derum iden, mi que modigeniet ut re velereni, explandici qui nosemi bilique irrulve boispers essus in cum eaturin velecitis modit queunt quis dolet volui num non plisum, quis eatur mint, qui optoandam ut volupta aecem aut lam rem iunt.

Sincerely,

Sender Name

Title, University of Nebraska
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. Totis semperore hierfertch que pertium, que diue vid que con repudi perorum quam, inns vulputatim endauc alo mos eressenici poore tutatus pellit idib int enendidia quam que volupta tectorae repres veillabor suapu sitatur apedit, ecídlo repres aborum et qui beacuo vintro consequi idemui llavorum, quattudres quam nem semit que saperep tatius, tem quis cor att dita volui fugif avor am et dolupta. Ut alcatur meplutatim voluptate non rendi simplessi ea duint.

Raecratius quis exceptud istioere hemominis et in expit quis dolorundit am rera vrenta demhici dolo cusc reestrome dolum liquuam ipca voluburis mainer ovudia operum iliquuin esquam libus esse melo temporrum eten inis re acina venitate et ut lam antamosdi semnita net a aut qui quideus et quesatuatt qui con rem laborro melurorum, odiatatem. Nissenis alie, illian veles es sequa cu ex etiaestio exurum noesucula ventur, oratem etibus cipsum, ad exa volupta tecus.

Hende conomis simolup taerore deletibus, earibus ut int emhidding sit mo tent exerum eatussdant quatur, conem fugitat emper- ae perspexi del surum fugam ecor volupta toraes duscluid pisciae effet, omniem exer exrum doles ut aut ut quas modat is imaginat albuns sit quam, simiren, acpipt genia evello emperro volat, sum alque voluep tutur, volet exempe leiminus sit qui disoll et maisued quo et velixis taqfur omnina moral por asept, officius, cuirser esed magnost exquiquest eossed uffene re, ut doluptiam as refeth et, natura doleum quam et qui voluptusius ditet aborper audit hacia di delactaor sit parent et ex xer noesecue cume, tota sectimia et officir roar, quattub eceptiae que a si ut quasquiri quam voluptariat quis dix aut es eurum volorentiam la est, sequaelequique pore peerus pos dororum reprenti conse pa venti deliquas sita et eas prae erame esta et iquarse specimannlum fugiatum magnatet ann aut aut ann quateremr eux volente impectri eonesquias eistici ici in cullading derniam elden evedra et, rensa doleum quas. Ut est fugia aut ut perovitatem iust lati barum, non cusumenet acaab in provael di intum lifra cuptapquet et aspera tutur, aut vulnerum eum alic toate pa pliat, to doluptumne ma qui dolupia quateros laborro lam, qui arum que eu misele deoloru Isabelquos qui optate ex exarumtis reyp mia a volui excoure misquisuprit mi, cuc natiur ius eum consomito cici to ium quis dolor recus.

Ands sus aut omnipci consquis aste sincis dolentur minctar, optatib ustupmatem facacecto quis poe, curum et latur, mulpur acri derum idem, mus que modigienet ut re veleum, explanandi qui nossami bilique irrvela lobrepta essus in cum catorv seraelus moidt quatem quis ditet volci nano non placism, quis eatur mint, qui optatamum ut volupta actorem aut lam rem iust.

Sincerely,

Sender Name
Title, University of Nebraska

Date
Recipient Name
Company Name
Street Address, BLDG 123
City, State, Zip

UNIVERSITY OF NEBRASKA SYSTEM

FULL STATIONERY PACKAGE — UNMC
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 referferchit que peritium, que diae vid que con repudis prerum quam, ius voluptatum enduciis alis nos eressincit porectatatus petita dlab int encondtis quam que volupta tectures repre vollobor nauquip sitatur apedit, excito reprati aborum et qui beaquorte vento consequ identla llaberrum, quaquides quam nem sem qui seapexr tattis, tem qua cor aut dila volui fugis abor am et dolopiac. Ut alicatur melopatatem voluptate non rendi simphestis ea due.

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Hende condiens simolap taerore deleitibus, earibus ut int embilis sit mo text exerun catusdant qaut, conem fugitat emper-

Sincerely,

Sender Name
Title, University of Nebraska

Full Stationery Package — UNO
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 emilioha quam que volupta tectures reprae collabor suappp sitiaur spedid, eccido reprati aborum et qui breavi que venite conseque identi illovorrum, quajquides quam nem unt que seaperp tattiu, tem quia cor aut dila voluit fugis abor am et dolspeat. Ut alturatur moluptatam voluplate non rendi simpositio ea dunt.
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Racxtatus quis excepud istiore heminimis el in expi equa volubus mauser ovidua epeurum ilquisquint esquam libus esse melo temporur atem ets re re acina venitate et ut lam antemok semitna not a aut qui quideles et quasauatom qui con rerum laborro melieron, colationem. Ninreus alie, silut volos ex sequa cuo et ex eutoritio eurum nesnecuplici vento, coratam ebfus cipsum, adiu exer volupta tecus.
Hende comedus simulp taereol dolorectibus, earibus ut int embilis sit no test exerum exataudant quator, cenn fugitat emper-

Anda sus aut omnihici conseque aste sncius dolenrur minatur, optatib ustumquatm facuaceto is quae por, esatum et latur, mupari aeri derum idem, mus que modagrien it ut re nemut, exlapidici qui nonseni hilique invera bozeptias esus in cum eartius veclies modi quentum qui dolsel volit num non plimos, qui exst rint, qui optetandam ut volupta aestem aut lam ren iust.

Sincerely,

Sender Name
Title, University of Nebraska
3 CROSS-SYSTEM PARTNERSHIPS

3.1 DUAL CROSS-SYSTEM MARKS ................................................................. 33
3.2 DUAL CROSS-SYSTEM BUSINESS CARDS ......................................... 34
3.3 TRIPLE CROSS-SYSTEM BUSINESS CARDS ..................................... 38
3.4 DUAL CROSS-SYSTEM LETTERHEAD ................................................ 39
3.5 CROSS-SYSTEM ENVELOPES .............................................................. 42
3.6 CROSS-SYSTEM STATIONERY PACKAGES ........................................ 44
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)**

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

Firstname Lastname  
Job Title  
Unit Name  
Street Address, BLDG 123  
Lincoln, NE 68182-1234  
402.123.4567 | cell 402.456.7890  
l.lastnamef@email.edu | unl.edu | unmc.edu

Firstname Lastname  
Job Title  
Unit Name  
Street Address, BLDG 123  
Kearney, NE 68182-1234  
402.123.4567 | cell 402.456.7890  
l.lastnamef@email.edu | unk.edu | unmc.edu

Firstname Lastname  
Job Title  
Unit Name  
Street Address, BLDG 123  
Lincoln, NE 68182-1234  
402.123.4567 | cell 402.456.7890  
l.lastnamef@email.edu | unl.edu | unomaha.edu

Firstname Lastname  
Job Title  
Unit Name  
Street Address, BLDG 123  
Lincoln, NE 68182-1234  
402.123.4567 | cell 402.456.7890  
l.lastnamef@email.edu | unl.edu | unk.edu

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

**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:**

<table>
<thead>
<tr>
<th>SIZE:</th>
<th>3.5”x2”</th>
</tr>
</thead>
<tbody>
<tr>
<td>BLEED:</td>
<td>No bleed</td>
</tr>
</tbody>
</table>
| PRINTING: | Front: One-color (0/0/0/100)  
Back (optional): Four-color process |
| STANDARD PAPER: | Accent White 100# |
| PREMIUM PAPER: | 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.

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.

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.

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.

<table>
<thead>
<tr>
<th>Firstname Lastname</th>
<th>Job Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>University A</td>
<td></td>
</tr>
<tr>
<td>Street Address, BLDG 123</td>
<td>Omaha, NE 68182-1234</td>
</tr>
<tr>
<td>402.123.4567</td>
<td>cell 402.456.7890</td>
</tr>
<tr>
<td><a href="mailto:lastname@email.edu">lastname@email.edu</a></td>
<td>unomaha.edu</td>
</tr>
</tbody>
</table>

| University B       |           |
| Street Address, BLDG 123 | Omaha, NE 68182-1234 |
| 402.123.4567 | cell 402.456.7890 |
| lastname@email.edu | unmc.edu |
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 typesettings
- No additional graphics
- No photos
- No changing colors or reversing colors
- 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)**

```
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  
lastnamef@nebraska.edu  |  nebraska.edu
```

**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.

```
UNK  NO  
```

- 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:**

<table>
<thead>
<tr>
<th>SIZE:</th>
<th>BLEED:</th>
<th>PRINTING:</th>
</tr>
</thead>
<tbody>
<tr>
<td>3.5”x2”</td>
<td>No bleed</td>
<td>Front: One-color (0/0/0/100)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Back (optional): One- and four-color process available</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>STANDARD PAPER:</th>
<th>PREMIUM PAPER:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Accent White 100#</td>
<td>Classic Crest 130#</td>
</tr>
</tbody>
</table>

*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.
CROSS-SYSTEM PARTNERSHIPS

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

<table>
<thead>
<tr>
<th>SPECIFICATIONS:</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>SIZE:</strong></td>
<td>No. 10 Envelope</td>
</tr>
<tr>
<td><strong>BLEED:</strong></td>
<td>No bleed</td>
</tr>
<tr>
<td><strong>PRINTING:</strong></td>
<td>One- and four-color process available</td>
</tr>
<tr>
<td><strong>STANDARD PAPER:</strong></td>
<td>Basic white 70# text</td>
</tr>
</tbody>
</table>
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.

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 erum evello eium et andi que velot, qui des est velallorium natia dolupt aut odio con usandi pulucandi del in ciliiciums et aluquis nsanuing, cota quater modi te nos ma nos ut qui bla quam, ma aut as debit magnam, omnis ad eosit hario te nempore refiruschati peritium, que dase vid que con repudio perum quam, iua velopatum endiusis ali nos esersicet porere/tatus pelta illab int esemplia quae que volupta tectxes repara velalor nusap sita situar apedit, eccilo reprati aborum et qui basque vente consequu ide liquam illalorium, quapeutics quam nem non ut que aspepet tatius, tem quia cor aut dila velof fugit abor am et dolupt. Ut alicatur moluptatem voluptate non rendi simpitiosse ea dunt.

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Sincerely,

Sender Name
Title, University of Nebraska

UNIVERSITY OF NEBRASKA SYSTEM
44
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 incilicimus et aliquis iusant iur, cora quatur modi te eos ma ne os ut qui bli quam, sus aut as debit magnam, omnis ad eossit hario te nempore rferferchit que peritium, que diae vid que con repudi perum quam, ius voluptatun enduciis adnem est nepresic poretatius pelta illab int eminilnia quam que volupta tectures repre vollabor nuaps sitatur apedit, eicilo repati aborum et qui basique vende conseque iuidenti llabororr, quaptudes quam non unt que asperop tattis, tem quia cor aut dia volat fugis abor am et doluptae. Ut ubicat moluptatem voluptate non rendi simpotisio ea dunt.

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Sincerely,

Sender Name
Title, University of Nebraska
**FULL STATIONERY PACKAGE — Dual Stationery UNO and UNL**

<table>
<thead>
<tr>
<th>Date</th>
<th>Recipient Name</th>
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<table>
<thead>
<tr>
<th>Company Name</th>
<th>Street Address</th>
<th>City, State, Zip</th>
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Dear Name Here,

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Sincerely,

Senden Name
Title, University of Nebraska

**Firstname Lastname**
**Unit Name**
**Street Address, BLDG 123**
**City, NE 68182-1234**
**402.123.4567 | cell 402.456.7890**
**lastname@email.edu | unl.edu | unomaha.edu**
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-
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Sincerely,

Sender Name
Title, University of Nebraska
FULL STATIONERY PACKAGE — Dual Stationery UNK and UNL
Dear Name Here,

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Sincerely,

Sender Name
Title, University of Nebraska

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FULL STATIONERY PACKAGE — Dual Stationery UNK and UNO

UNIVERSITY OF NEBRASKA SYSTEM
Dear Name Here,

Elest et et porum evello eium et andique velest, qui des est vollaborion natia doluptur aut odio con nusandi piduciandi del in-
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Sincerely,

Sender Name
Title, University of Nebraska

Full Stationery Package — Triple Stationery UNK, UNL, and UNO
Dear Name Here,

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lam rem iust.

Sincerely,

Sender Name
Title, University of Nebraska

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

<table>
<thead>
<tr>
<th>Date</th>
<th>Recipient Name</th>
<th>Company Name</th>
<th>Street Address</th>
<th>City, State, Zip</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Name Here</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

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

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

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

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

Nebraska System
Department or Unit Name
Street Address, BLDG 123 | City, State 68000 | 402.123.4567 | lastnamef@nebraska.edu
4 UNMC/NEBRASKA MEDICINE

4.1 UNMC/NEBRASKA MEDICINE BUSINESS CARDS .......................................................... 53
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4.1 UNMC/NEBRASKA MEDICINE BUSINESS CARDS

ONE-SIDED (STANDARD)

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
lastnamef@unmc.edu | unmc.edu

TWO-SIDED (OPTIONAL)

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

SPECIFICATIONS:

| SIZE: 3.5"x2" | BLEED: Front: No bleed Back (optional): Full bleed | PRINTING: Front: Four-color process Back (optional): Four-color process |
| STANDARD PAPER: Accent White 100# | PREMIUM PAPER: 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.

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 typesettings
• No additional graphics
• No photos
• No changing colors or reversing colors
• 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.
**UNMC/NEBRASKA MEDICINE LETTERHEAD**

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**SPECIFICATIONS:**

<table>
<thead>
<tr>
<th>SIZE:</th>
<th>8.5&quot;x11&quot;</th>
</tr>
</thead>
<tbody>
<tr>
<td>BLEED:</td>
<td>No bleed</td>
</tr>
<tr>
<td>PRINTING:</td>
<td>Front: Four-color process</td>
</tr>
<tr>
<td>STANDARD PAPER:</td>
<td>Capitol Bond, 80# text</td>
</tr>
<tr>
<td>NOTES:</td>
<td>Accommodates various usage options including pre-printed shells, digital on-demand printing, internal printing, and digital letterhead</td>
</tr>
</tbody>
</table>

---

**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 poneatatarus petita ilab int emendatias quam que volupta lectures reprue vollabor suusius sitatur aepedt, eccilo reprati aborum et qui bestique vente conseqi iemdi Babereum, quoqvales quam nem unt que supersp tatus, tem quis cor aut eia volat fugit abor am et doluptate. Ut alicatur moluptatem voluptate non rendi simpotists ea dunt.

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Sincerely,

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Sender Name
Title, University of Nebraska

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**Date**

**Recipient Name**

**Company Name**

**Street Address**

**City, State, Zip**

---

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

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 prereum quam, ius voluptatum enduciis alis nos eressincit porectatatus pelita illab int enienditas quam que volupta tectures preree vollabor susapis sitatur apedit, eicillo reprati aborum et qui beatquo vente consequ 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 simpostiis 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

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

SPECIFICATIONS:

<table>
<thead>
<tr>
<th>SIZE</th>
<th>BLEED</th>
<th>PRINTING</th>
<th>STANDARD PAPER</th>
</tr>
</thead>
<tbody>
<tr>
<td>No. 10 Envelope</td>
<td>No bleed</td>
<td>Four-color process</td>
<td>Basic white 70# text</td>
</tr>
</tbody>
</table>
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.

CLEAR ZONE

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.
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 Greeking, 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 dib ab int enamilia quam que volupta teuctures reprae vollabor suapui sitatur apedit, eicilo reprati aborum et qui breaqo vente conseuq identlia flavorrum, quaguido quam nem unt que superop taitis, tem quia cor aur elia volit fugi abor am et doliptae. Ut alicatuir moluptatem voluptate non rendi simpistsia ea dunt.

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Sincerely,

Sender Name
Title, University of Nebraska
5 CO-BRANDED PARTNERSHIPS

5.1 CO-BRANDED PARTNERSHIP BUSINESS CARDS ............................................. 63
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:

<table>
<thead>
<tr>
<th>SIZE</th>
<th>BLEED</th>
<th>PRINTING:</th>
</tr>
</thead>
<tbody>
<tr>
<td>3.5”x2”</td>
<td>No bleed</td>
<td>Front: One- and four-color process available</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Back (optional): Four-color process</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>STANDARD PAPER:</th>
<th>PREMIUM PAPER:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Accent White 100#</td>
<td>Classic Crest 130#</td>
</tr>
</tbody>
</table>

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)

![One-Sided Business Card Example]

**Firstname Lastname**  
Job Title

**Center Name**  
Street Address, BLDG 123  
Omaha, NE 68182-1234  
402.123.4567  |  cell 402.456.7890  
lastnamef@omaha.edu  |  center.unomaha.edu

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

### TWO-SIDED (OPTIONAL)

![Two-Sided Business Card Example]

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 | lastnamef@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 | lastnamef@unmc.edu

Firstname Lastname
Job Title
Department Name
Street Address, Omaha, NE 68182-1234
402.123.4567 | lastnamef@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:

<table>
<thead>
<tr>
<th>SIZE:</th>
<th>BLEED:</th>
<th>PRINTING:</th>
<th>NOTES:</th>
</tr>
</thead>
<tbody>
<tr>
<td>8.5&quot;x11&quot;</td>
<td>No bleed</td>
<td>Front: Four-color process</td>
<td>Accommodates various usage options including pre-printed shells, digital on-demand printing, internal printing, and digital letterhead</td>
</tr>
</tbody>
</table>

---

### Example of CO-BRANDED PARTNERSHIP LETTERHEAD

**Date**

**Recipient Name**

**Company Name**

**Street Address**

**City, State, Zip**

Dear Name Here,

Elest et et perum evello eium et andi que velest, qui des est vellaboror natia doluptur aut odio con maundi piduciandi del in-
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lam rem lant.

Sincerely,

**Sender Name**

**Title, University of Nebraska**
6 SYSTEMWIDE INSTITUTES

6.1 SYSTEMWIDE INSTITUTE BUSINESS CARDS .......................................................... 67
6.2 SYSTEMWIDE INSTITUTE LETTERHEAD ........................................................... 70
6.3 SYSTEMWIDE INSTITUTE ENVELOPES ............................................................. 74
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6.1 SYSTEMWIDE INSTITUTE BUSINESS CARDS

ONE-SIDED (STANDARD)

Firstname Lastname
Job Title

Institute Name
Street Address, BLDG 123
Lincoln, NE 68583-1234
402.123.4567 | cell 402.123.4567
lastnamef@nebraska.edu | institute.nebraska.edu

TWO-SIDED (OPTIONAL)

SPECIFICATIONS:

<table>
<thead>
<tr>
<th>SIZE:</th>
<th>BLEED:</th>
<th>PRINTING:</th>
</tr>
</thead>
<tbody>
<tr>
<td>3.5”x2&quot;</td>
<td>Front: No bleed</td>
<td>Front: One-color spot</td>
</tr>
<tr>
<td></td>
<td>Back (optional): Full bleed</td>
<td>Back (optional): One-color spot</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>STANDARD PAPER:</th>
<th>PREMIUM PAPER:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Accent White 100#</td>
<td>Classic Crest 130#</td>
</tr>
</tbody>
</table>

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.

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

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.
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.

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

ALTERNATE BUSINESS CARD BACK (OPTIONAL)

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

* 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:**

<table>
<thead>
<tr>
<th>SIZE:</th>
<th>BLEED:</th>
<th>PRINTING:</th>
<th>STANDARD PAPER:</th>
</tr>
</thead>
<tbody>
<tr>
<td>No. 10 Envelope</td>
<td>No bleed</td>
<td>One- and four-color process available</td>
<td>Basic white 70# text</td>
</tr>
</tbody>
</table>
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.
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. Totis nemore riferentur que petitum, que dixit quod esse repudia rerum quam, his voluptatibus endicis als nos erecnsin ipsamque deberemus nullam am qui voluptatibus eumque inventore consequi idemque illo labor, quosque quam non est que superos tationem, tem quia cor aut duis volo fugit abor am et doluptas. Ut aliatur moliopesm voluptate non rendi simpistis ea dunt.

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Sincerely,

Sender Name
Title, University of Nebraska
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 enimildia quam que volupta teuctures repre vollabor suuqpos sitauer apedit, excido reprei aborum et qui breaqute veno conseui identi illavorrurn, quajipides quam nem unt que sopercip tatius, tem quia cor aut dia volu fugis ahor am et doluptae. Ut alicatur moluptatem voluptate non rendi simpstioss ea dunt.

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lan rem iust.

Sincerely,

Sender Name
Title, University of Nebraska

The Daugherty Water for Food Global Institute
Street Address, BLDG 123  |  City, State 68000  |  402.123.4567  |  lastnamef@nebraska.edu
The University of Nebraska does not discriminate based on race, color, ethnicity, national origin, sex, pregnancy, sexual orientation, gender identity, religion, disability, age, genetic information, veteran status, marital status, and/or political affiliation in its education programs or activities, including admissions and employment. The University prohibits any form of retaliation being taken against anyone for reporting discrimination, harassment, or retaliation for otherwise engaging in protected activity.