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## NU SYSTEMWIDE STATIONERY BRAND GUIDE

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**Updated 3/2019**
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 brand.

BLENDED HOUSE OF BRANDS

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

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

PROTECTING THE BRAND

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

It is important for the separate campuses, colleges, programs, and facilities within the University 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 University of Nebraska will strengthen its brand while elevating its national academic reputation. Through consistent use and repetition, the University of Nebraska 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 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 University of Nebraska 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 University of Nebraska logo must appear as shown on the previous page. It should never be condensed, expanded, or altered. When printing, if only one color is used other than black, the logo may appear in a reversed out block format.

NEwSPAPER AD:

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

Never change the color of the logo.

Never screen back the campus designation.

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

Never condense the logo.

Never expand the logo.

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

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

PRIMARY TYPEFACE

URW Grotesk is the primary institutional typeface for the University of Nebraska system. 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.

URW Grotesk Extra Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890

URW Grotesk Extra Light Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890

URW Grotesk Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890

URW Grotesk Light Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890

URW Grotesk Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890

URW Grotesk Regular Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890

URW Grotesk Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890

URW Grotesk Medium Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890

URW Grotesk Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890

URW Grotesk Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890
1.3 UNIVERSITY STATIONERY COLORS

The color guidelines for the system-wide stationery aligns with the primary brand colors from each university.

**UNIVERSITY OF NEBRASKA AT KEARNEY**

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

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

**UNIVERSITY OF NEBRASKA - LINCOLN**

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

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

**UNIVERSITY OF NEBRASKA MEDICAL CENTER**

- **UNMC RED**
  - PMS: 187CP
  - CMYK: 7/100/82/26
  - RGB: 173/18/42

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

**UNIVERSITY OF NEBRASKA AT OMAHA**

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

- **UNO RED ACCENT**
  - PMS: 186C
  - CMYK: 5/100/100/3
  - RGB: 215/25/32
1.4 GENERAL SUPPORT OF RULES

Project coordinators, editors, graphic designers, the University of Nebraska 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 and Strategic Communication  
University of Nebraska  
Varner Hall  
3835 Holdrege Street  
Lincoln, NE 68583-0745  
402.472.7130  
jostrowicki@nebraska.edu

**Campus Contacts:**

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

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

University of Nebraska Medical Center (UNMC)  
Dawn Nevarez | denevarez@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  
Josh Stoiber | stoiberjm@unk.edu

UNL Print Services  
John Yerger | jyerger2@unl.edu  
Debbie Green | dgreen1@unl.edu

UNMC Print Services (Handles UNMC and UNO printing)  
Robert Jennings | robert.jennings@unmc.edu  
Lori Fuller | lfuller@unmc.edu
2 UNIVERSITY STATIONERY

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# UNIVERSITY BUSINESS CARDS

## ONE-SIDED (STANDARD)

<table>
<thead>
<tr>
<th>Name</th>
<th>Title</th>
<th>College or Unit Name</th>
<th>Address</th>
<th>Phone</th>
<th>Email</th>
<th>Website</th>
</tr>
</thead>
<tbody>
<tr>
<td>Firstname Lastname, MBA</td>
<td>Job Title, Department Name</td>
<td></td>
<td>Street Address, BLDG 123</td>
<td></td>
<td><a href="mailto:lastnamef@unk.edu">lastnamef@unk.edu</a></td>
<td>unk.edu</td>
</tr>
<tr>
<td>Firstname Lastname, Ph.D.</td>
<td>Job Title A, Department Name</td>
<td></td>
<td>Street Address, BLDG 123</td>
<td></td>
<td><a href="mailto:lastnamef@unk.edu">lastnamef@unk.edu</a></td>
<td>unk.edu</td>
</tr>
<tr>
<td>Firstname Lastname, MD, MACP, MACG</td>
<td>Job Title, Department Name</td>
<td></td>
<td>Street Address, BLDG 123</td>
<td></td>
<td><a href="mailto:lastnamef@unk.edu">lastnamef@unk.edu</a></td>
<td>unk.edu</td>
</tr>
<tr>
<td>Firstname Lastname, Ed.D.</td>
<td>Job Title A, Department Name</td>
<td></td>
<td>Street Address, BLDG 123</td>
<td></td>
<td><a href="mailto:lastnamef@unk.edu">lastnamef@unk.edu</a></td>
<td>unk.edu</td>
</tr>
<tr>
<td>Firstname Lastname</td>
<td>Job Title, Department Name</td>
<td></td>
<td>Street Address, BLDG 123</td>
<td></td>
<td><a href="mailto:lastnamef@unk.edu">lastnamef@unk.edu</a></td>
<td>unk.edu</td>
</tr>
</tbody>
</table>

## TWO-SIDED (OPTIONAL)

<table>
<thead>
<tr>
<th>Name</th>
<th>Title</th>
<th>College or Unit Name</th>
<th>Address</th>
<th>Phone</th>
<th>Email</th>
<th>Website</th>
</tr>
</thead>
<tbody>
<tr>
<td>Firstname Lastname, MBA</td>
<td>Job Title, Department Name</td>
<td></td>
<td>Street Address, BLDG 123</td>
<td></td>
<td><a href="mailto:lastnamef@unk.edu">lastnamef@unk.edu</a></td>
<td>unk.edu</td>
</tr>
<tr>
<td>Firstname Lastname, Ph.D.</td>
<td>Job Title A, Department Name</td>
<td></td>
<td>Street Address, BLDG 123</td>
<td></td>
<td><a href="mailto:lastnamef@unk.edu">lastnamef@unk.edu</a></td>
<td>unk.edu</td>
</tr>
<tr>
<td>Firstname Lastname, MD, MACP, MACG</td>
<td>Job Title, Department Name</td>
<td></td>
<td>Street Address, BLDG 123</td>
<td></td>
<td><a href="mailto:lastnamef@unk.edu">lastnamef@unk.edu</a></td>
<td>unk.edu</td>
</tr>
<tr>
<td>Firstname Lastname, Ed.D.</td>
<td>Job Title A, Department Name</td>
<td></td>
<td>Street Address, BLDG 123</td>
<td></td>
<td><a href="mailto:lastnamef@unk.edu">lastnamef@unk.edu</a></td>
<td>unk.edu</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.

## SPECIFICATIONS:

<table>
<thead>
<tr>
<th>SIZE: 3.5”x2”</th>
<th>BLEED: Front: No bleed, Back (optional): Full bleed</th>
<th>PRINTING: Front: Four-color process, Back (optional): 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>
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.

Firstname Lastname, MBA
Job Title, Department Name
College or Unit Name
Street Address, BLDG 123
Kearney, NE 68849
308.123.4567  |  lastnamef@unk.edu  |  unk.edu

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 university: 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.

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.

* 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.

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.
BUSINESS CARD BACK (OPTIONAL)

The back side of the business cards lead with the campus icon.

1. The icon measures 1 inch tall for the University of Nebraska-Lincoln (UNL), University of Nebraska Medical Center (UNMC), and the University of Nebraska at Omaha (UNO). The icon for the University of Nebraska at Kearney (UNK) measures 0.75 inches tall. The lockup for Nebraska College of Technical Agriculture (NCTA) measures 1.5 inches tall. For the NU Online back, the lockup of the four campus icons measures .5 inches tall and spans left to right to the designated margins of .1875 inches. The campus icons are presented in alphabetical order by campus name.

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. 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); NCTA (0/0/0/100); and NU Online (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 4), UNMC/Nebraska Medicine cards (see section 5), and co-branded partnerships (see section 6).
2.2 UNIVERSITY LETTERHEAD

SPECIFICATIONS:

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

HEADER

The letterhead leads with the campus icon in header. NU Online letterhead will lead with the wordmark logo.

1. The icon measures 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 the icon for the University of Nebraska at Kearney (UNK) measures 0.625 inches tall. The lockup for Nebraska College of Technical Agriculture (NCTA) and the NU Online logo 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:
   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); NCTA (0/0/0/100); and NU Online (black 0/0/0/100; red 2/100/85/6).
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: University website URL is set in URW Grotesk Light.

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

Since the NU Online letterhead leads with the wordmark in the header, the logo is removed from the footer and the contact information is set flush left to the designated margin of 0.75 inches.

* 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.

```
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 referrefchit que peritium, que diae vid que con repudis prern quam, ius voluptatum enduciis alis nos eressincit porectatatus pelita ilnt 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 emperae 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.

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

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 university.
2.3 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 envelope leads with the campus icon. The NU Online envelope will lead with the wordmark logo.

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 Online wordmark measures 0.5 inches tall.

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: 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); NCTA (0/0/0/100); and NU Online (black 0/0/0/100; red 2/100/85/6).
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 layout for NU Online accommodates space for only three lines of information.

LINE 1: Department or unit name (optional) is set in URW Grotesk Light.
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.
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 idab int enimditia quam que volupta lectures repre veniam sitatur apedit, excilis reprei aborum et qui beatque vento consuo idemilia llaberrum, quxgulides quam nem semt que saperep tattis, tem quia cor aut dia volui fugi absob am e doltopiae. Ub alicatar molupatiat voluptat non rendi simphestis ea duint.

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Sincerely,

Sender Name
Title, University of Nebraska
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Sincerely,

Sender Name
Title, University of Nebraska
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Sincerely,

Sender Name
Title, University of Nebraska

Firstname Lastname, Ed.D.
Job Title A, Department Name
Job Title B, Department Name
College or Unit Name
Street Address, BLDG 123
Omaha, NE 68106
402.123.4567 | lastnamef@unomaha.edu | unomaha.edu
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 idab int onmilhas quam que volupta tectures repre vollabor suapass sititar apedit, eicilo reprati aborem et qui quotiaqo vente consequ ueremlilliaborrum, quajipudes quam nomet que superp tattis, tem quia cor aut dfa volu fugi abor am et doluptate. Ut alciatuir moluptatue volupitate non rendi simpostia ea dunt.

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Sincerely,

Sender Name
Title, University of Nebraska
## CENTRAL ADMINISTRATION STATIONERY

<table>
<thead>
<tr>
<th>Section</th>
<th>Title</th>
<th>Page</th>
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<tbody>
<tr>
<td>3.1</td>
<td>CENTRAL ADMINISTRATION BUSINESS CARDS</td>
<td>30</td>
</tr>
<tr>
<td>3.2</td>
<td>CENTRAL ADMINISTRATION LETTERHEAD</td>
<td>34</td>
</tr>
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<td>3.3</td>
<td>CENTRAL ADMINISTRATION ENVELOPES</td>
<td>37</td>
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<tr>
<td>3.4</td>
<td>CENTRAL ADMINISTRATION STATIONERY SUITES</td>
<td>39</td>
</tr>
</tbody>
</table>
3.1CENTRAL ADMINISTRATION BUSINESS CARDS

ONE-SIDED (STANDARD)

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

TWO-SIDED (OPTIONAL)

Four color version
One color version (0/0/0/100)

SPECIFICATIONS:

<table>
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<th>PRINTING:</th>
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<tr>
<td>3.5&quot;x2&quot;</td>
<td>No bleed</td>
<td>Front: One-color (0/0/0/100)</td>
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<tr>
<td></td>
<td></td>
<td>Back (optional): One- and four-color process available</td>
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<th>STANDARD PAPER:</th>
<th>PREMIUM PAPER:</th>
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<tr>
<td>Accent White 100#</td>
<td>Classic Crest 130#</td>
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</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.
CENTRAL ADMINISTRATION BUSINESS CARD GUIDELINES

SYSTEM WORDMARK

The one-sided business card is the standard format for all system business cards. The 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 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) and department or unit name is set in URW Grotesk Extra Light.

AREA 3: 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 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 abbreviations for phone numbers.
- Use “cell” for cell phone
- Use “fax” for fax number

Example of card with more than one department or unit.

Example of grouping similar content together.
- Street address, city, and state
- Phone, fax, and cell numbers
- Email and website addresses
- Social media accounts
BUSINESS CARD BACK (OPTIONAL)

The back side of the business card leads with the lockup of university icons. The lockup measures .5 inches tall and spans left to right to the designated margins of .1875 inches. The campus icons are presented in alphabetical order by campus name. Printing options include four-color process or one-color with the black at 0/0/0/100.

The icons for UNL, UNMC, and UNO are equal in height; UNK aligns with the interior “N” of the UNL icon.

These are the only approved designs for the back of Central Administration 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

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.
Dear [Name],

[Company Name]

[Street Address]

[City, State, Zip]

Date

I am writing to inform you that a new letterhead and stationery system is being implemented for the University of Nebraska. The new stationery system includes a new letterhead, business cards, and official correspondence forms.

The new letterhead is designed to reflect the University’s commitment to excellence and professionalism. It features the University of Nebraska logo and the words “UNIVERSITY OF NEBRASKA” in bold, uppercase letters. The letterhead is available in both color and black and white versions.

In addition to the letterhead, the stationery system includes business cards for use in formal business situations. The business cards are printed on high-quality cardstock and feature the University’s logo and contact information.

The new stationery system is being implemented to standardize communication and improve efficiency. It is hoped that the new system will help to create a professional and unified image for the University.

Please note that the new stationery system will replace all previous versions as of [Date]. If you have any questions or concerns about the new system, please do not hesitate to contact me.

Sincerely,

[Your Name]

[Title, University of Nebraska]
CENTRAL ADMINISTRATION LETTERHEAD GUIDELINES

HEADER

The Central Administration letterhead leads with the University of Nebraska system logo locked up with the four campus icons centered to the page along the designated margin of 0.5 inches. The bottom of the lockup should be no more than 1.5 inches from the edge of the page. Use four color process for printing.

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.

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

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

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

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

WATERMARK

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

The university seal is the designated watermark for Central Administration.
3.3 CENTRAL ADMINISTRATION ENVELOPES

| SPECIFICATIONS: | SIZE: No. 10 Envelope | BLEED: No bleed | PRINTING: One-color spot | STANDARD PAPER: Basic white 70# text |
CENTRAL ADMINISTRATION ENVELOPE GUIDELINES

LOGO

The Central Administration envelope leads with the system logo. The logo measures 0.36 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 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 and 90% horizontal scale. Layout accommodates space for only three to four lines of information. A 0.125 inch space must separate the return address and the clear zone.

LINE 1: Department or unit name is set in URW Grotesk Regular.
LINES 2 AND 3: Return address is set in URW Grotesk Light.

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

FULL STATIONERY SUITE — FOUR COLOR PROCESS

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 percectatus pelita diab int enamidita quam que volupta lectures reprae tollavor suuop sitatur aepedit, eicilo reppati aborun et qui britque vente consequi iderillili flavorum, quamipides quam nem unq que sperop tatusu, tem quia cor aut duo volit fugi abor am et dislapit. Ut alicatur moluptatem volupatque non rendi simpostia ea dunt.

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Sincerely,

Sender Name
Title, University of Nebraska

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

This copy is for mock-up purposes only. There will be actual copy that will replace this Greeking. This is strictly done to show how a letter would look on this page. Because it’s only Greek copy, it may not make sense to read this whole paragraph. Tote nempore rferferchit que peritium, que diae vid que con repudis prerum quam, ius voluptatum enduciis alis nos eressincit porectatatus pelita int enienditas quam que volupta texte re prere volvere suam sita tur etred, excilo reprei aborarum et qui biaque vente conseque idemda Balvorum, quaquaguis quam non unt que superer tatius, tem quiu quiu dui volui fugi aber am et doluptae. Ut alicatur moluptatem voluptate non rendi simpstias cu dut.

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Sincerely,

Sender Name
Title, University of Nebraska

Department or Unit Name
Street Address, BLDG 123 | City, State 68000 | 402.123.4567 | lastnamef@nebraska.edu | nebraska.edu
4 CROSS-SYSTEM PARTNERSHIPS

4.1 DUAL CROSS-SYSTEM MARKS ................................................................. 42
4.2 DUAL CROSS-SYSTEM BUSINESS CARDS ........................................ 43
4.3 TRIPLE CROSS-SYSTEM BUSINESS CARDS ..................................... 47
4.4 DUAL CROSS-SYSTEM LETTERHEAD ............................................... 48
4.5 CROSS-SYSTEM ENVELOPES ............................................................. 51
4.1 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.
# 4.2 Dual Cross-System Business Cards

## One-Sided (Standard)

<table>
<thead>
<tr>
<th>Firstname Lastname</th>
<th>Job Title</th>
<th>Unit Name</th>
<th>Street Address, BLDG 123</th>
<th>Omaha, NE 68182-1234</th>
<th>402.123.4567</th>
<th>cell 402.456.7890</th>
<th><a href="mailto:lastnamef@email.edu">lastnamef@email.edu</a></th>
<th>unomaha.edu</th>
<th>unmc.edu</th>
</tr>
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<th>Unit Name</th>
<th>Street Address, BLDG 123</th>
<th>Lincoln, NE 68182-1234</th>
<th>402.123.4567</th>
<th>cell 402.456.7890</th>
<th><a href="mailto:lastnamef@email.edu">lastnamef@email.edu</a></th>
<th>unl.edu</th>
<th>unmc.edu</th>
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<th>Firstname Lastname</th>
<th>Job Title</th>
<th>Unit Name</th>
<th>Street Address, BLDG 123</th>
<th>Kearney, NE 68182-1234</th>
<th>402.123.4567</th>
<th>cell 402.456.7890</th>
<th><a href="mailto:lastnamef@email.edu">lastnamef@email.edu</a></th>
<th>unk.edu</th>
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## Two-Sided (Optional)

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<th>Unit Name</th>
<th>Street Address, BLDG 123</th>
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<th>402.123.4567</th>
<th>cell 402.456.7890</th>
<th><a href="mailto:lastnamef@email.edu">lastnamef@email.edu</a></th>
<th>unl.edu</th>
<th>unmc.edu</th>
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<th>unl.edu</th>
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<th>cell 402.456.7890</th>
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<th>unl.edu</th>
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<th>402.123.4567</th>
<th>cell 402.456.7890</th>
<th><a href="mailto:lastnamef@email.edu">lastnamef@email.edu</a></th>
<th>unomaha.edu</th>
<th>unk.edu</th>
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### Specifications:

<table>
<thead>
<tr>
<th>Size: 3.5”x2”</th>
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<th>Bleed: No bleed</th>
</tr>
</thead>
</table>

**Printing:**
- Front: One-color (0/0/0/100)
- 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.
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>
<th>University A</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Street Address, BLDG 123</td>
</tr>
<tr>
<td></td>
<td></td>
<td>402.123.4567</td>
</tr>
<tr>
<td></td>
<td></td>
<td><a href="mailto:lastnamef@email.edu">lastnamef@email.edu</a></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>University B</th>
</tr>
</thead>
<tbody>
<tr>
<td>Street Address, BLDG 123</td>
</tr>
<tr>
<td>402.123.4567</td>
</tr>
<tr>
<td><a href="mailto:lastnamef@email.edu">lastnamef@email.edu</a></td>
</tr>
</tbody>
</table>
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
4.3 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 main 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.

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>
</table>
| 3.5”x2” | No bleed | Front: One-color (0/0/0/100)  
Back (optional): One- and four-color process available |

<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.
4.4 DUAL CROSS-SYSTEM LETTERHEAD

SPECIFICATIONS:

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

4 UNIVERSITY OF NEBRASKA

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.
4.5 CROSS-SYSTEM ENVELOPE GUIDELINES

LOGO

The cross-system envelopes lead with the system logo. The logo measures 0.36 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 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 and 90% horizontal scale. Layout accommodates space for only three to four lines of information. A 0.125 inch space must separate the return address and the clear zone.

LINE 1: Department or unit name is set in URW Grotesk Regular.
LINES 2 AND 3: Return address is set in URW Grotesk Light.

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

5.1 UNMC/NEBRASKA MEDICINE BUSINESS CARDS ............................................................ 53
5.2 UNMC/NEBRASKA MEDICINE LETTERHEAD ................................................................... 56
5.3 UNMC/NEBRASKA MEDICINE ENVELOPES ..................................................................... 59
5.4 UNMC/NEBRASKA MEDICINE STATIONERY OVERVIEW ................................................... 61
5.1 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:

<table>
<thead>
<tr>
<th>SIZE:</th>
<th>BLEED:</th>
<th>PRINTING:</th>
</tr>
</thead>
</table>
| 3.5"x2" | Front: No bleed  
Back (optional): Full bleed | Front: Four-color process  
Back (optional): Four-color process |

<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.
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.
# 5.2 UNMC/NEBRASKA MEDICINE LETTERHEAD

**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>

**STANDARD PAPER:**
Capitol Bond, 80# text

---

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 illab int eminditas quam quas volupta lectures repre vollabor suusus sitatatur aepdit, escillo reprei aborurn et qui beutque vente conseqi idemt Babororum, quipales quam nem uni que supercp tatus, tem quis cor aut eua volat fugit abor am et deluptate. Ut alicatur molihpatem voluptate non rendi simpsttis ea dunt.

Ractatus quis excepud istiower hemiiniis el in explat quias dolorundritis am rera ventis demihici delo cus rerestrume dolu

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 illab int eminditas quam quas volupta lectures repre vollabor suusus sitatatur aepdit, escillo reprei aborurn et qui beutque vente conseqi idemt Babororum, quipales quam nem uni que supercp tatus, tem quis cor aut eua volat fugit abor am et deluptate. Ut alicatur molihpatem voluptate non rendi simpsttis ea dunt.

Hende conudis simolpe taurte doletibus, earibus ut int emihillos sit mo ten exemr emuuutudant quateur, comem fugiat emper-

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 illab int eminditas quam quas volupta lectures repre vollabor suusus sitatatur aepdit, escillo reprei aborurn et qui beutque vente conseqi idemt Babororum, quipales quam nem uni que supercp tatus, tem quis cor aut eua volat fugit abor am et deluptate. Ut alicatur molihpatem voluptate non rendi simpsttis ea dunt.

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
UNMC/NEBRASKA MEDICINE LETTERHEAD GUIDELINES

HEADER

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

![Logo Image]

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.

![Footer Image]

*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.

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.

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Anda sus aut omnihici consequis aute sinciis dolentur minctur, optatib ustiumquatem faccaecto is quae pore, eatum et latur, nulpari aeriti derum ident, nus que modigeniet ut re velenist, explandisci qui nonseni hiliqui invella boreptas essus in cum eaturitis 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
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.
### 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>

Street Address, BLDG 123
City, NE 68000
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 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 pelita dlab int enamidia quam que volupta tectures reprear vollar suapu sitatus apedit, excilii reppati aborum et qui beaquo vente consequi identi llaborrum, quagdilup quam nem un que superop tatis, tem qui cor aut etia volut fugi abor am et disloptae. Ut alcatur moluptatem voluptate non rendi simpotisis ea dunt.

Raectatus quis exceupd iteore heremini el et exiplit quas dolorumtia am rera ventia demhici dolu cu reretrome dolor liqium ipsay voloeribus mauser ovis.css epaterm diquestin eaquam libus esse moelo temporum atem ma re re accina venitate et ut lam automodi sexntia not a aut qui quidelis et quescaint qui con rem laboro molerorum, ownatem. Nissenis aile, silent voles ex sequia cu ex etsuertetis existrem nemsoqucula ventur, centratem elibus cipsum, adu exser volupta tecus.

Hende comedis simop txaeroc dolestitus, earibus ut int embedis sit mo tetx exerum eautasut qutor, ceonm fugiat emperae perspexdi del su fuguam ero cove volupa toxaex ducdli puscia effel, omninte exerit remi doles ut aut ut quos modt si imagnet albus sit quam, sintrem, acelpit gentia erdlle emperro voliit, sum alique voloper tatus, volit exemper junimus sit qui dolore et maioad qui e etvelsi taiteq ommna pore apuat, officii, cuisad ced esulni expluiquip essed uiffene re, ut doluptaia as retren et, natus dolesur quam et qui re doluptatius dolu abseror audit hacia di delcatoret sit parent est ex ex nemoueqca csoumn, teita sectusada ex effiur rost, quath-repsitae qui a si ut quasactet quam voluptatqia gius dit aut es earum volorentiaux is exo, sequladique pore peereia pos deromr reprenti cons pe venit deliqup sitas et ess praee erme esto et ipaqese quiquamforum futisator magnatet aut am aut are questect con volrit meperor onequias eisuuus ex in cellundic dermam aleem erdusia rehende blabo. Sunt ipsa dolestitre hari dolorum qua. Ut est fugas aut ut perovitatem iut fat lart barum, non canamnet acabi in proviod il inraum lita cextapeat et aspera tatue, aut volorem eum alec totate per pilo, ut deliquitone me qui dolupta quasem laborre iman, que aram que ca rique doleor utaraespi ecemones the qui optate ex exarum reope mia a volut exseru miapquencei mi, cue naturu ius eum cemotesi eic to uts qui dolor recus.

Anda sus aut omhmicci conseques auet sinics dolerur mincure, optatib ustrumquerquet faccaecio is que pre, eatum et latur, mulpars aerri derum ilet, mus que modigmen ut re volusent, expalndiuci qui noesnii hilquii hervil b Ropeans essus ei cum earum vielues miu quem米兰 qui dolu volusi num non pliisum, qui eaut mot, qui optatendom ut volupta actome aut lam rem inut.

Sincerely,

Sender Name
Title, University of Nebraska

---

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
6 CO-BRANDED PARTNERSHIPS

6.1 CO-BRANDED PARTNERSHIP BUSINESS CARDS ............................................................ 63
6.2 CO-BRANDED PARTNERSHIP LETTERHEAD ............................................................... 65
6.1 CO-BRANDED PARTNERSHIP BUSINESS CARDS

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>
</table>
| 3.5”x2” | No bleed | Front: One- and four-color process available  
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.

**CAMPUS-SPECIFIC CO-BRANDED PARTNERSHIP**

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

**ONE-SIDED (STANDARD)**

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

**TWO-SIDED (OPTIONAL)**

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

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

On the back, UNK, UNL, and UNO will use their university 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)
6.2 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”x11”</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>

---
7 UNIVERSITY-WIDE INSTITUTES

7.1 UNIVERSITY-WIDE INSTITUTE BUSINESS CARDS ........................................................... 67
7.1 UNIVERSITY-WIDE INSTITUTE BUSINESS CARDS

ONE-SIDED (STANDARD)

**Firstname Lastname**
Job Title

**Institute Name**
Street Address, BLDG 123
Omaha, NE 68182-1234
402.123.4567 | cell 402.456.7890
lastnamef@nebraska.edu | institute.nebraska.edu

TWO-SIDED (OPTIONAL)

SPECIFICATIONS:

| SIZE: 3.5” x 2” | BLEED: Front: No bleed Back (optional): Full bleed | PRINTING: Front: One-color spot Back (optional): One-color spot |
| 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.
NU INSTITUTE BUSINESS CARD GUIDELINES

SYSTEM 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 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
FORMAT AND TEXT GUIDELINES

1. Area 2 and Area 3 are separated by one (1) full return.

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

3. Only use identifying abbreviations for phone numbers (e.g. “cell” for cell phone and “fax” for fax number) and social media accounts (e.g. “FB” for Facebook, “T” for Twitter, and “L” for LinkedIn). Do not use an abbreviation for main line office phone numbers, street addresses, email addresses, or web addresses.

BUSINESS CARD BACK (OPTIONAL)

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

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

ALTERNATE BUSINESS CARD BACK (OPTIONAL)

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

These are the only approved designs for the backs of the university-wide institute business cards. Variations to the existing artwork and/or different designs are not allowed.

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