

UNIVERSITY IDENTIFICATION HANDBOOK





### **University Logo**

On June 23, 2001, the University of Nebraska Board of Regents adopted a new common logo for the University of Nebraska and each of the four campuses. The University logo is set forth below:



This handbook contains the policies and procedures for standard usage. For your reference, this handbook is available on the web at [www.uneb.edu/LogoStandards](http://www.uneb.edu/LogoStandards).

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SECTION ONE:  
BRAND IDENTITY

### **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.

### **Protecting the brand**

Once a brand is created, 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. Therefore, a versatile design system has been established that enables both to occur. Every division can now retain individuality and recognition while combining the resources of the entire system under one brand.

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.



SECTION TWO:  
GRAPHICAL TREATMENTS

## GLOSSARY OF APPROPRIATE LOGOS

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### This is our 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 “Kearney” campus designation appears in PMS 294 blue. All of the other University campus designations appear in PMS 186 red.
3. The typefaces used in the logo are modified versions of ITC Clearface for the word “Nebraska” and URW Grotesk for the words “UNIVERSITY OF.”
4. Always use original drawings of the logos as shown to the right or the camera-ready art provided in the back of this handbook. Do not reset or recreate the logo.
5. The logo may not be reduced any smaller than .625 inch.
6. When the logo is reversed, all type should appear in white only.

### Approved logo usage variations:



UNIVERSITY OF  
Nebraska  
Kearney



UNIVERSITY OF  
Nebraska  
Kearney



UNIVERSITY OF  
Nebraska  
Lincoln



UNIVERSITY OF  
Nebraska  
Lincoln



UNIVERSITY OF  
Nebraska  
Medical Center



UNIVERSITY OF  
Nebraska  
Medical Center



UNIVERSITY OF  
Nebraska  
Omaha



UNIVERSITY OF  
Nebraska  
Omaha





## INCORRECT USES OF THE LOGO

### 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

UNIVERSITY OF NEBRASKA AT OMAHA  
*Department of Dramatic Arts*  
**Quilters**  
OCTOBER 12-13 & 17-20  
8:00 P.M.  
WEBER FINE ARTS BUILDING THEATRE  
TICKETS — ADULTS: \$15 & STUDENTS: \$10  
*The University of Nebraska does not discriminate in its academic, employment, or admissions policies and abides by all federal, state, and regional regulations pertaining to same.*

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.

Project coordinators, editors, graphic designers, the University of Nebraska printing and duplicating services staff, and any other personnel involved in the production of letterheads, envelopes, and business cards 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 the campus publication coordinator or to:

**Jackie Ostrowicki**

Director of Marketing  
University of Nebraska  
Varner Hall  
3835 Holdrege Street  
Lincoln, NE 68583-0745  
(402) 472-7131  
jostrowicki@nebraska.edu

**Campus Coordinators:**

**Steve Schrodtt**

University of Nebraska at Kearney

**Vi Schroeder**

University of Nebraska - Lincoln

**Sandy Goetzinger-Comer**

University of Nebraska Medical Center

**Marian McDonald**

University of Nebraska at Omaha

Many thanks to those campus coordinators who contributed to the development of this logo and its usage standards, and to the University inter-campus identity committee:

**Christine Aguirre**

Director of Communications  
University of Nebraska Foundation

**Barbara Audley**

Director of University Marketing  
University of Nebraska at Kearney

**Ruth Brown**

Assistant Professor, Communication  
University of Nebraska at Kearney

**Jim Buck**

Vice Chancellor, University Affairs  
and Communications  
University of Nebraska at Omaha

**Nancy Mitchell**

Associate Professor of Advertising  
College of Journalism and Mass Communications  
University of Nebraska - Lincoln

**Bill O'Neill**

Director of Publications  
University of Nebraska Medical Center

**Joe Rowson**

Assistant Vice President for External Affairs and  
Director of Communications  
University of Nebraska Central Administration

**Dara Troutman**

Assistant General Manager  
for Communications  
Nebraska Educational Telecommunications

**Matt Hammons**

Office of External Affairs  
University of Nebraska Central Administration

**Logo (A)**

1. The logo measures 1.7 inches from the serif on the left side of the "N" to the right edge of the "a."
2. The University of Nebraska logo without campus designation is located in the upper left corner, .8 inch from the top (with campus designation, the logo should be set at .7 inch from the top) and .5 inch from the left edge of the page.
3. The black rule is .4 point.
4. The rule aligns with the left side of the campus designation or the word "UNIVERSITY" when no campus designation is used. The rule is .02 inch below the baseline of the logo.

**College, departmental, secondary unit, or additional information (B)**

1. The first line of information is set flush right in 10.4 point URW Grotesk Light, 10 tracking, with 14 leading, all caps, 80 percent horizontal scale. If URW Grotesk Light is unavailable, Arial Narrow or Helvetica Regular may be substituted in its place with the same specifications stated above. The baseline of the type is positioned .2 inch below the rule and ends .5 inch from the right edge.
2. The secondary unit (second line) or additional information (when needed) should be set flush right in 10.4 point URW Grotesk Light, 10 tracking, with auto

leading, initial caps, 80 percent horizontal scale. See page 13 of this handbook. If URW Grotesk Light is unavailable, Arial Narrow or Helvetica Regular may be substituted in its place with the same specifications stated above.

**Address information (C)**

1. Address information should be centered, .5 inch from the bottom of the page. It is set in 9.4 point URW Grotesk Light, 0 tracking with 12 point leading. If URW Grotesk Light is unavailable, Arial Narrow or Helvetica Regular may be substituted in its place with the same specifications stated above.
2. In order to contain costs, the printing of personal names is not recommended.

**Letter content (D)**

1. The recommended format for the letter content is flush left. It is recommended to be set in 12 point Times New Roman, 2 tracking, with 14 point leading. The margin is 1 inch from the left and right sides and 2 inches from the top of the page.

**Other issues**

1. Use of paper stock with the watermark is optional. See page 27-28 of this handbook.
2. In certain cases, the logo may be used without the campus designation with the appropriate approvals at your campus location.

LETTERHEAD (8.5" x 11"), cont.

.5" 1.7" .02" between logo baseline and rule. .48"

.8"

(A)

UNIVERSITY OF  
**Nebraska**

OFFICE OF THE PRESIDENT  
(B)

Baseline of date is 2" from top

April 9, 2001

J.D. Doe  
123 Main Street  
Anytown, AS 01234

Dear Mr. Doe: (D)

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.

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. This copy is for mock-up purposes only. There will be actual copy that will replace this greeking. 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. 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.

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. This copy is for mock-up purposes only.

Sincerely,

*L. Dennis Smith*

L. Dennis Smith  
President

lds/tw

(C)

Varner Hall / 3835 Holdrege Street / P.O. Box 830745 / Lincoln, NE 68583-0745  
(402) 472-8636 / FAX: (402) 472-1237 / www.uneb.edu

First line of information:  
URW Grotesk Light  
(or substitute font  
Arial Narrow or  
Helvetica Regular)  
10.4 point, 10 tracking,  
14 point leading,  
all caps,  
80% horizontal scale

.2" space between rule  
and baseline of the  
type

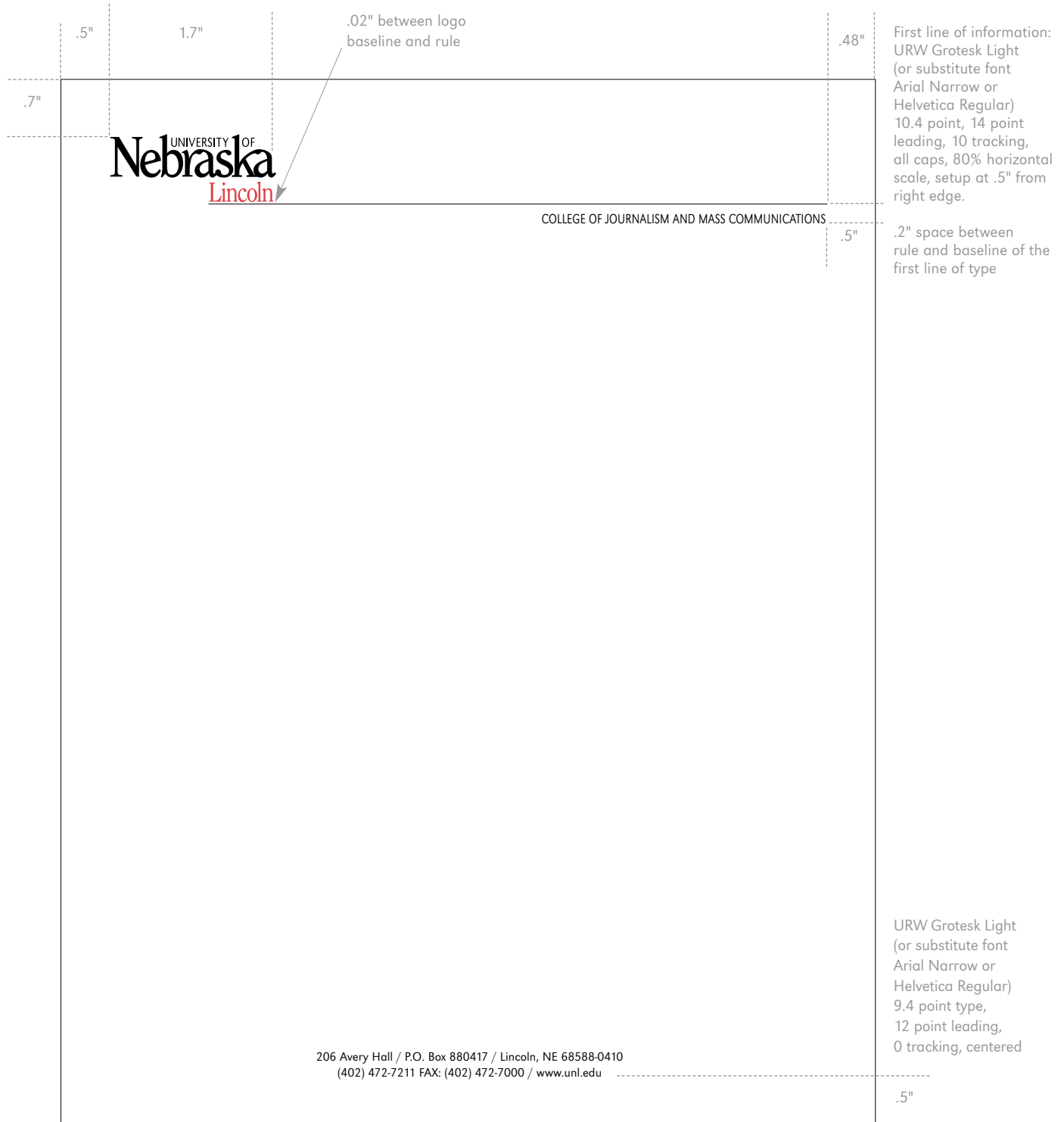
URW Grotesk Light  
(or substitute font  
Arial Narrow or  
Helvetica Regular)  
9.4 point type,  
12 point leading,  
0 tracking, centered  
on the page

.5"

Note: Sample is not actual size.

# LETTERHEAD (8.5" x 11"), cont.

12



Note: Sample is not actual size.

LETTERHEAD (8.5" x 11"), cont.

.02" between logo baseline and rule

.48"

First line of information: URW Grotesk Light (or substitute font Arial Narrow or Helvetica Regular) 10.4 point, 14 point leading, 10 tracking, all caps, 80% horizontal scale, setup at .5" from right edge.

OFFICE OF THE PRESIDENT

.2" space between rule and baseline of the first line of type

This sample shows the University of Nebraska logo with the text "OFFICE OF THE PRESIDENT" to the right. A horizontal line is positioned below the logo, with a .02" gap between the logo's baseline and the line. A .48" gap exists between the line and the first line of text. A .2" gap exists between the line and the baseline of the text.

Nebraska UNIVERSITY OF  
Kearney

OFFICE OF THE CHANCELLOR

College or major administrative unit optional

This sample shows the University of Nebraska logo with "Kearney" in blue below it. The text "OFFICE OF THE CHANCELLOR" is to the right. A horizontal line is positioned below the logo and "Kearney".

Nebraska UNIVERSITY OF  
Lincoln

COLLEGE OF JOURNALISM AND MASS COMMUNICATIONS

This sample shows the University of Nebraska logo with "Lincoln" in red below it. The text "COLLEGE OF JOURNALISM AND MASS COMMUNICATIONS" is to the right. A horizontal line is positioned below the logo and "Lincoln".

Nebraska UNIVERSITY OF  
Medical Center

COLLEGE OF MEDICINE  
Department of Pathology and Microbiology

Second line of information: Same format with initial caps, but with auto leading

This sample shows the University of Nebraska logo with "Medical Center" in red below it. The text "COLLEGE OF MEDICINE" and "Department of Pathology and Microbiology" is to the right. A horizontal line is positioned below the logo and "Medical Center".

Nebraska UNIVERSITY OF  
Omaha

COLLEGE OF ARTS AND SCIENCES  
Department of Chemistry

This sample shows the University of Nebraska logo with "Omaha" in red below it. The text "COLLEGE OF ARTS AND SCIENCES" and "Department of Chemistry" is to the right. A horizontal line is positioned below the logo and "Omaha".

Note: Samples are not actual size.

### **Logo (A)**

1. The logo measures 1 inch from the serif on the left side of the "N" to the right edge of the "a."
2. The logo is located in the upper left corner, .7 inch from the top and .5 inch from the left edge of the page.
3. The black rule is .4 point.
4. The rule aligns with the left side of the campus designation or the word "UNIVERSITY" when no campus designation is used. The rule is .02 inch below the baseline of the logo.

### **College, departmental, secondary unit, or additional information (B)**

1. The first line of information is set flush right in 7 point URW Grotesk Light, 10 tracking, all caps, 80 percent horizontal scale. The baseline of the type is positioned .2 inch below the rule and ends .5 inch from the right edge of the page.
2. The secondary unit (second line) or additional information (when needed) should be set flush right in 7 point URW Grotesk Light, auto leading, 10 tracking, initial caps, 80 percent horizontal scale. See page 16 of this handbook.

### **Address information (C)**

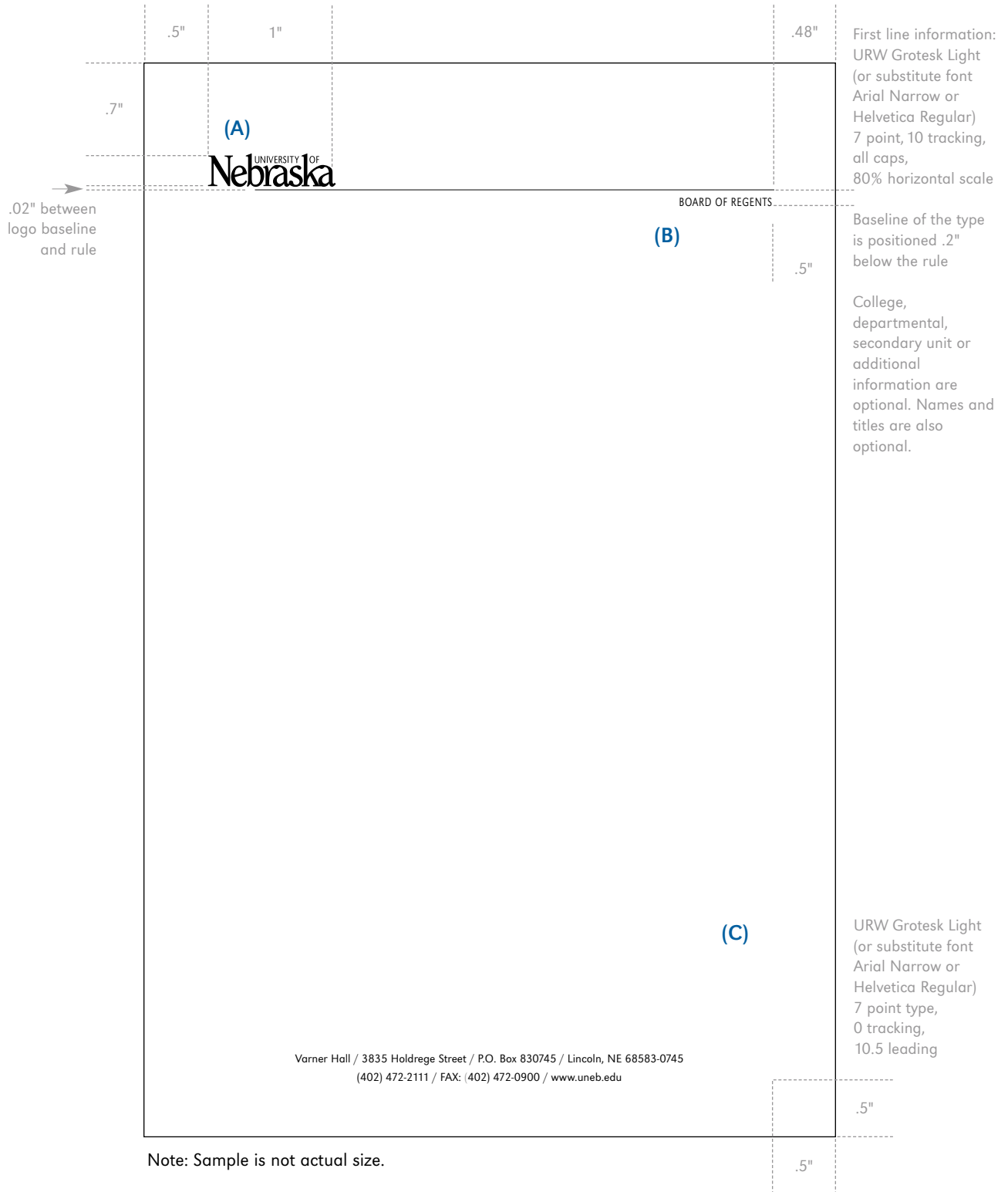
1. Address information should be centered, .5 inch from the bottom of the page. It is set in 7 point URW Grotesk Light, 0 tracking with 10.5 point leading.
2. In order to contain costs, the printing of personal names is not recommended.

### **Notepads**

1. On notepads measuring either 5.5" x 8.5" or 4.25" x 5.5", the address information at the bottom is optional. The design measurements and sizes stay the same.
2. For personalization, notepads may include a name and title below the college, departmental, secondary unit or additional information (which are all optional). The setup should match the second line of information as described in paragraph 2 of letter (B).
3. On notepads, address information is optional.



# LETTERHEAD—HALF SHEET (5.5" x 8.5") AND NOTEPADS, cont.



Note: Sample is not actual size.

LETTERHEAD—HALF SHEET (5.5" x 8.5"), cont.

.48"

UNIVERSITY OF  
**Nebraska**  
Kearney

OFFICE OF THE CHANCELLOR

.5"

First line of information:  
URW Grotesk Light  
(or substitute font  
Arial Narrow or  
Helvetica Regular)  
7 point, 10 tracking,  
all caps,  
80% horizontal scale

Baseline of the type  
is positioned .2"  
below the rule

UNIVERSITY OF  
**Nebraska**  
Lincoln

COLLEGE OF JOURNALISM AND MASS COMMUNICATIONS

College or  
major administrative  
unit optional

UNIVERSITY OF  
**Nebraska**  
Medical Center

COLLEGE OF MEDICINE  
Department of Pathology and Microbiology

UNIVERSITY OF  
**Nebraska**  
Omaha

COLLEGE OF ARTS AND SCIENCES  
Department of Chemistry

Second line of  
information: Same  
format with initial caps  
but with 7 point  
leading

**Notepads**

UNIVERSITY OF  
**Nebraska**

SHARON R. STEPHAN  
Director of Marketing

Note: Samples are not actual size.

**No. 10 envelopes**

**Logo (A)**

1. The logo measures 1.2 inch from the serif on the left side of the “N” to the right edge of the “a.”
2. The logo is located in the upper left corner, .25 inch from the top and .3 inch from the left edge of the page.
3. The black rule is .4 point.
4. The rule aligns with the left side of the campus designation or the word “UNIVERSITY” when no campus designation is used. The rule is .02 inch below the baseline of the logo. The length of the rule is 3.25 inches.

**9x12 envelopes or larger**

1. For envelopes larger than No. 10, see example on the bottom of page 18 of this handbook.

**College, departmental, secondary unit, or additional information (B)**

1. The first line of information is set flush right in 8.7 point URW Grotesk Light,

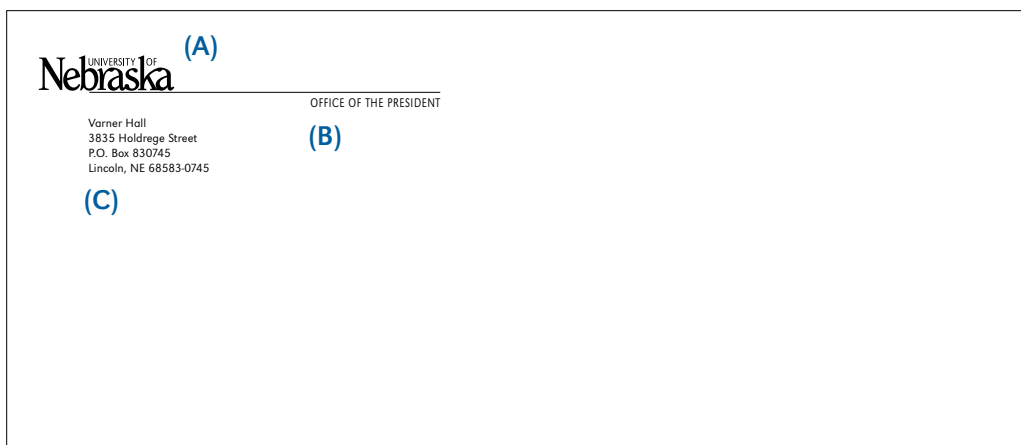
10 tracking, with 12 point leading, all caps, 80 percent horizontal scale. The baseline of the type is positioned .13 inch below the rule.

2. The secondary unit (second line) or additional information (when needed) should be set flush right in 8.7 point URW Grotesk Light, auto leading, 10 tracking, initial caps, 80 percent horizontal scale.

**Address information (C)**

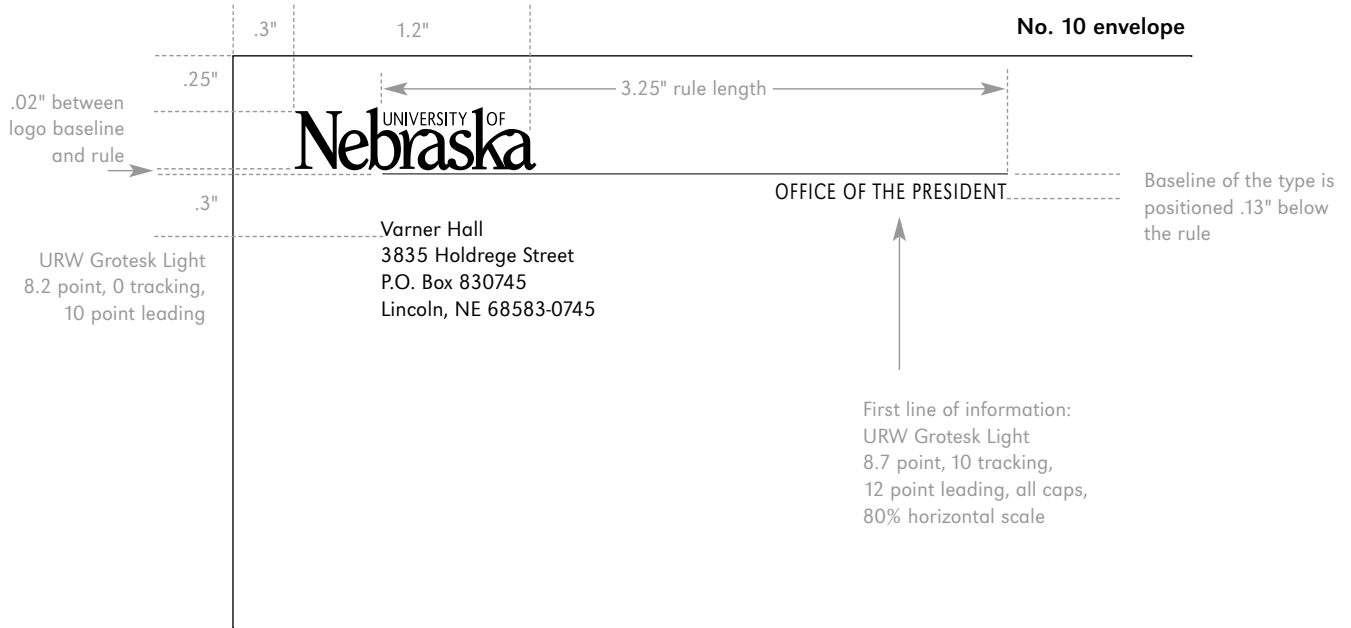
1. The return address is set flush left in 8.2 point URW Grotesk Light, 0 tracking, with 10 point leading. The baseline of the address is positioned .3 inch below the rule aligned with the word “UNIVERSITY” or the campus designation.
2. No less than .5 inch should separate the address and the first and second lines of information.
3. 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.

**No. 10 envelope**

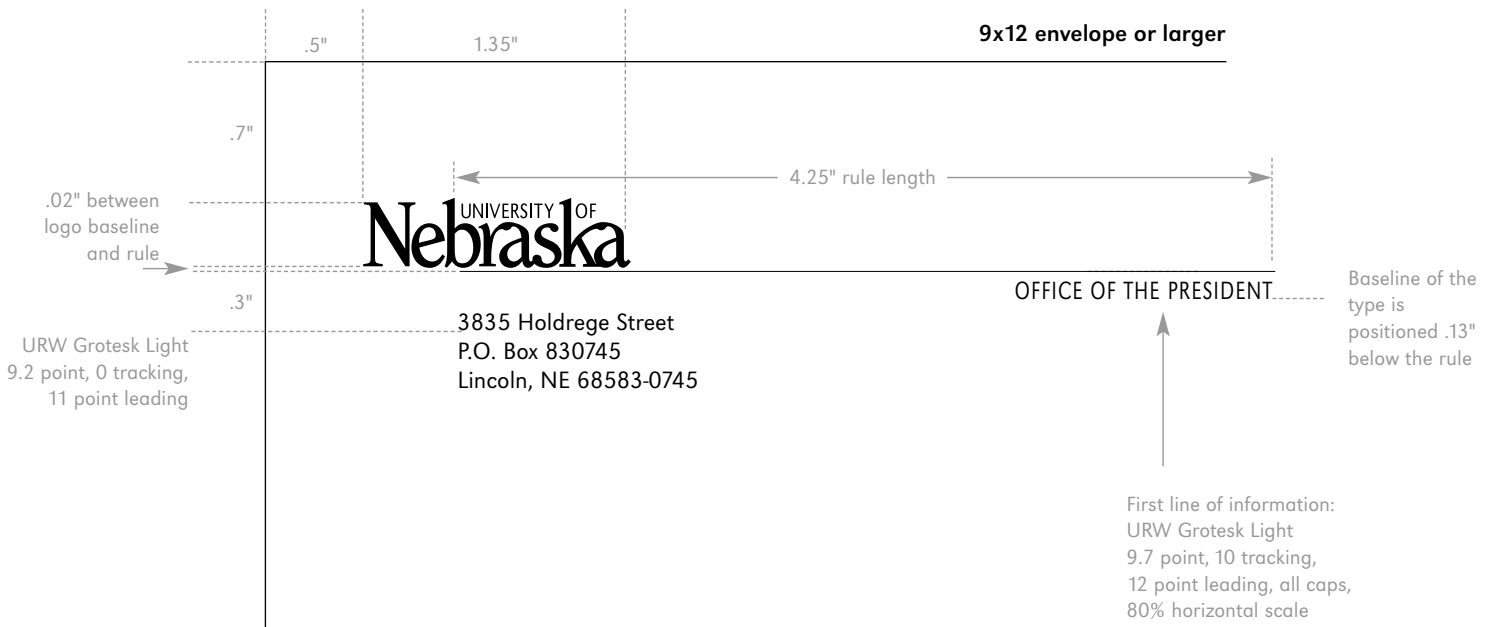


Note: Sample is not actual size.

# ENVELOPES, cont.



Note: Sample is actual size of corner.



Note: Sample is actual size of corner for a 9" x 12" envelope.

No. 10 envelope

UNIVERSITY OF  
**Nebraska**

OFFICE OF THE PRESIDENT

Varner Hall  
3835 Holdrege Street  
P.O. Box 830745  
Lincoln, NE 68583-0745

UNIVERSITY OF  
**Nebraska**  
Kearney

OFFICE OF THE CHANCELLOR

Founders Hall  
905 West 25th Street  
Kearney, NE 68849-1201

UNIVERSITY OF  
**Nebraska**  
Lincoln

COLLEGE OF JOURNALISM  
AND MASS COMMUNICATIONS

206 Avery Hall  
P.O. Box 880417  
Lincoln, NE 68588-0410

When the first line of information requires two lines, stacking is permitted with 9.5 point leading.

UNIVERSITY OF  
**Nebraska**  
Medical Center

COLLEGE OF MEDICINE  
Department of Pathology  
and Microbiology

983135 Nebraska Medical Center  
Omaha, NE 68198-3135

When the department name is significantly longer than the college name, stacking is permitted to two lines with 9.5 point leading.

No less than .5" should separate the address and the first and second lines of information.

UNIVERSITY OF  
**Nebraska**  
Omaha

COLLEGE OF ARTS AND SCIENCES  
Department of Chemistry

Arts and Sciences Hall  
6001 Dodge Street  
Omaha, NE 68182

First line of information: URW Grotesk Light 8.7 point, 10 tracking, 12 point leading, all caps, 80% horizontal scale

Second line of information: Same format with initial caps

Note: Samples are actual size of corner.

**Logo (A)**

1. The logo measures 1 inch from the serif on the left side of the “N” to the right edge of the “a.”
2. The logo is located in the upper left corner, .3 inch from the top and .2 inch from the left edge of the page.
3. The black rule is .4 point.
4. The rule aligns with the left side of the campus designation or the word “UNIVERSITY” when no campus designation is used. The rule is .02 inch below the baseline of the logo.

**Name, title, college, or department (B)**

1. The name is set flush left in 9 point URW Grotesk Regular, 0 tracking with 7.5 point leading. The name and all other information is aligned to the left side of the word “UNIVERSITY.” When the campus designations appear in the logo, the name and all other information is aligned with the beginning of the word. The baseline of the name is positioned .9 inch from the top of the card.
2. The title is set flush left in 7 point URW Grotesk Regular, 0 tracking with 7.5 point leading.

3. The usage of appointment card, mission statement, or other extra information on the back of the business card must be approved by your campus coordinator.

**College, departmental, secondary unit, or additional information (C)**

1. In most cases, it is not recommended to use the college or major administrative unit information since it is defined in the title and also due to space limitations. If used, the first line of information is set flush right in 6.6 point URW Grotesk Light, 10 tracking, all caps, 80 percent horizontal scale. The baseline of the type is positioned .1 inch below the rule and ends .3 inch from the right edge of the card.

**Address information (D)**

1. Address information is set flush left in 7 point URW Grotesk Light, 0 tracking with 8.5 point leading. The baseline of the address is positioned 1.25 inches from the top of the card unless noted otherwise.
2. See pages 23-24 of this handbook for additional authorized business card designs and recommended placements of address lines when cards have multiple lines of titles.
3. The street address must precede the P.O. Box number when both are used.

Recommended business card designs:

.02" between logo baseline and rule  
 .3" (margin)  
 .2" (margin)  
 1" (margin)  
 .28" (margin)  
 First line of information: URW Grotesk Light 6.6 point, 10 tracking, all caps, 80% horizontal scale  
 Baseline of name is .9" from the top of the card  
 Baseline of address is 1.25" from the top of the card  
 .3" (margin)  
 Baseline of the type is positioned .1" below the rule

**Nebraska** UNIVERSITY OF (A)  
 BOARD OF REGENTS (C)  
**Chuck Hassebrook (B)**  
 Regent  
 250 North 3rd Street  
 Lyons, NE 68038  
 (402) 846-5428  
 FAX: (402) 846-5420 (D)

Note: Sample is actual size.

Name: URW Grotesk Regular 9 point, 0 tracking, 7.5 leading  
 Title: URW Grotesk Regular 7 point, 0 tracking, 7.5 leading  
 Address information: URW Grotesk Light 7 point, 0 tracking, 8.5 leading

**Nebraska** UNIVERSITY OF  
**L. Dennis Smith, Ph.D.**  
 President  
 3835 Holdrege Street  
 P.O. Box 830745  
 Lincoln, NE 68583-0745  
 (402) 472-8636  
 FAX: (402) 472-1237  
 ldsmith@uneb.edu

Note: Sample is actual size.

Text should never fall below .15" from the bottom of the card

**Nebraska** UNIVERSITY OF  
 Kearney  
**John Jones**  
 Professor of History  
 Copeland Hall  
 905 West 25th Street  
 Kearney, NE 68849-1234  
 (308) 865-1234  
 jonesj@unk.edu  
 www.unk.edu

Note: Sample is actual size.

# BUSINESS CARDS, cont.

22

## Recommended business card designs:

Baseline of name is .9" from the top of the card

Baseline of address is 1.25" from the top of the card

**UNIVERSITY OF  
Nebraska  
Lincoln**

**Mary Johnson, D.M.A.**  
Assistant Director  
School of Music

COLLEGE OF FINE AND  
PERFORMING ARTS

100 Westbrook Music Building  
Lincoln, NE 68588-1234  
(402) 472-1234  
FAX: (402) 472-1244

Note: Sample is actual size.

Baseline of name is .9" from the top of the card

Baseline of address is 1.25" from the top of the card

**UNIVERSITY OF  
Nebraska  
Omaha**

**Susan Smith**  
Advertising and Publications Manager  
Office of University Relations

6001 Dodge Street  
Omaha, NE 68182-1234  
(402) 554-2345  
FAX: (402) 554-2355

Note: Sample is actual size.

Baseline of name is .9" from the top of the card

Baseline of address is 1.33" from the top of the card

Text should never fall below .15" from the bottom of the card

**UNIVERSITY OF  
Nebraska  
Medical Center**

**Nick Black, M.D., Ph.D.**  
Professor, Dept. of Pathology and Microbiology  
Associate Dean, College of Medicine  
President, Faculty Senate

983135 Nebraska Medical Center  
Omaha, NE 68198-3135  
(402) 559-1234 FAX: (402) 559-1244  
nblack@unmc.edu

When four lines or more are needed for name and titles, the baseline of the address should be .139" from the baseline of the last title to the baseline of the address.

Note: Sample is actual size.



Optional business card designs:

.02" between logo baseline and rule

.3"

.2"

1"

.28"

First line of information:  
URW Grotesk Light  
6.6 point, 10 tracking,  
all caps,  
80% horizontal scale

BOARD OF REGENTS

Baseline of the type is positioned .1" below the rule

Name and title are centered and baseline of name is .9" from the top of the card

Baseline of address is 1.25" from the top of the card

250 North 3rd Street (402) 846-5428  
Lyons, NE 68038 FAX: (402) 846-5420

Note: Sample is actual size.

.02" between logo baseline and rule

.3"

.28"

First line of information:  
URW Grotesk Regular  
9 point, 0 tracking,  
7.5 leading

Title: URW Grotesk Regular  
7 point, 0 tracking,  
7.5 point leading

Baseline of the type is positioned .1" below the rule

Name: URW Grotesk Regular  
9 point, 0 tracking,  
7.5 leading

Title: URW Grotesk Regular  
7 point, 0 tracking,  
7.5 point leading

Address information:  
URW Grotesk Light  
7 point, 0 tracking,  
8.5 point leading

Baseline of address is 1.25" from the top of the card

3835 Holdrege Street (402) 472-8636  
P.O. Box 830745 FAX: (402) 472-1237  
Lincoln, NE 68583-0745 ldsmith@uneb.edu

Note: Sample is actual size.

.02" between logo baseline and rule

.3"

.28"

First line of information:  
URW Grotesk Regular  
9 point, 0 tracking,  
7.5 leading

Title: URW Grotesk Regular  
7 point, 0 tracking,  
7.5 point leading

Address information:  
URW Grotesk Light  
7 point, 0 tracking,  
8.5 point leading

Baseline of address is 1.25" from the top of the card

Copeland Hall (308) 865-1234  
905 West 25th Street jonesj@unk.edu  
Kearney, NE 68849-1234 www.unk.edu

Note: Sample is actual size.

## BUSINESS CARDS, cont.

24

### Optional business card designs:

Baseline of address is 1.25"  
from the top of the card

<b>UNIVERSITY OF Nebraska</b> <b>Lincoln</b>	
<b>Mary Johnson, D.M.A.</b> Assistant Director School of Music	COLLEGE OF FINE AND PERFORMING ARTS
100 Westbrook Music Building Lincoln, NE 68588-1234	(402) 472-1234 FAX: (402) 472-1244

Note: Sample is actual size.

Baseline of name is .9"  
from the top of the card

Baseline of address is  
.139" from the  
baseline of the last  
line in title when title  
is four lines or longer

<b>UNIVERSITY OF Nebraska</b> <b>Medical Center</b>	
<b>Nick Black, M.D., Ph.D.</b> Professor, Dept. of Pathology and Microbiology Associate Dean, College of Medicine President, Faculty Senate	
983135 Nebraska Medical Center Omaha, NE 68198-3135	(402) 559-1234 FAX: (402) 559-1244 nblack@unmc.edu

Note: Sample is actual size.

Baseline of address  
is 1.25" from the  
top of the card

<b>UNIVERSITY OF Nebraska</b> <b>Omaha</b>	
<b>Susan Smith</b> Advertising and Publications Manager Office of University Relations	
6001 Dodge Street Omaha, NE 68182-1234	(402) 554-2345 FAX: (402) 554-2355

Note: Sample is actual size.

## Incorrect usage of college and department information

The college and department information should never be altered, set together in one line, set in another font, etc., as shown in the examples below.



---

COLLEGE OF FINE ARTS  
Department of Music

Never add photos or graphics to the college and department information.

---

COLLEGE OF ARTS AND SCIENCES  
DEPARTMENT OF CHEMISTRY

Never capitalize both the college and department information.

---

COLLEGE OF ARTS AND SCIENCES  
*Department of Chemistry*

Never change the font of the college and department information.

---

COLLEGE OF ARTS AND SCIENCES  
Department of Chemistry

Never increase the point size of either the college or department information. Both should remain the same point size.

---

COLLEGE OF ARTS AND SCIENCES Department of Chemistry

Never set both the college and department information on one line.

## Correct usage of college and department information

(See pages 12 and 13 of this handbook for the correct setup.)

## OPTIONAL USAGE OF COLLEGE/DEPARTMENT INFORMATION

26

### Optional usage of college and department information

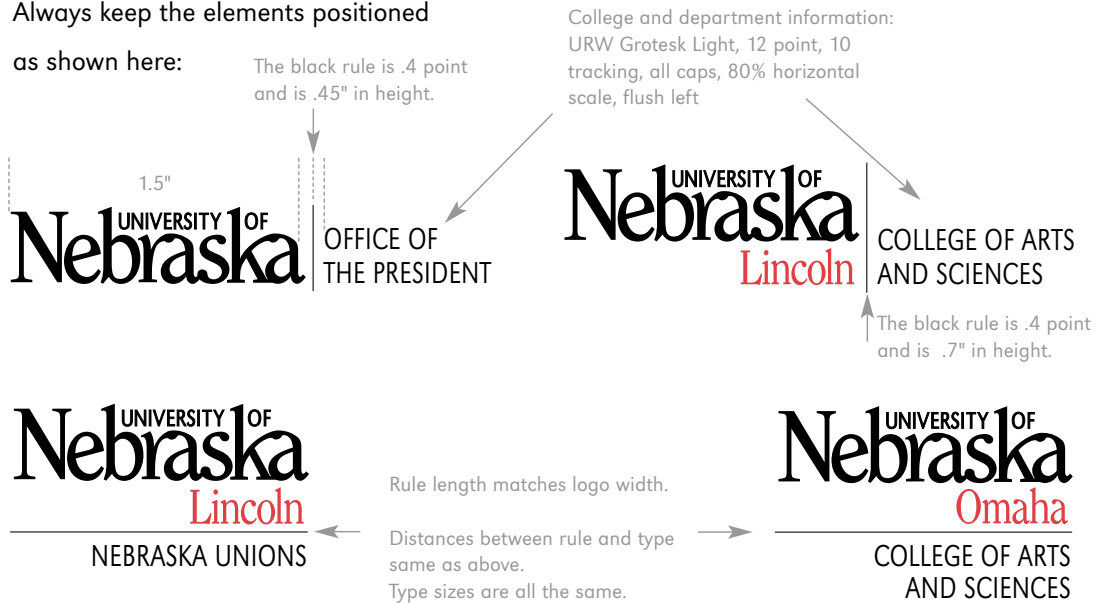
1. This version of the college and department information placement may be used when there is not enough space on the page to set the information and rule horizontally.
2. It can be used in invitations (see page 30 of this handbook), advertising and other

publications that require the logo to be at a relative large size, therefore not allowing enough space for the college and department information.

3. This format is not to be used on letterhead or business card, but may be used on newsletters.

### Correct usage of college and department information

Always keep the elements positioned as shown here:



### Newsletter Masthead



Note: Samples are not actual size.

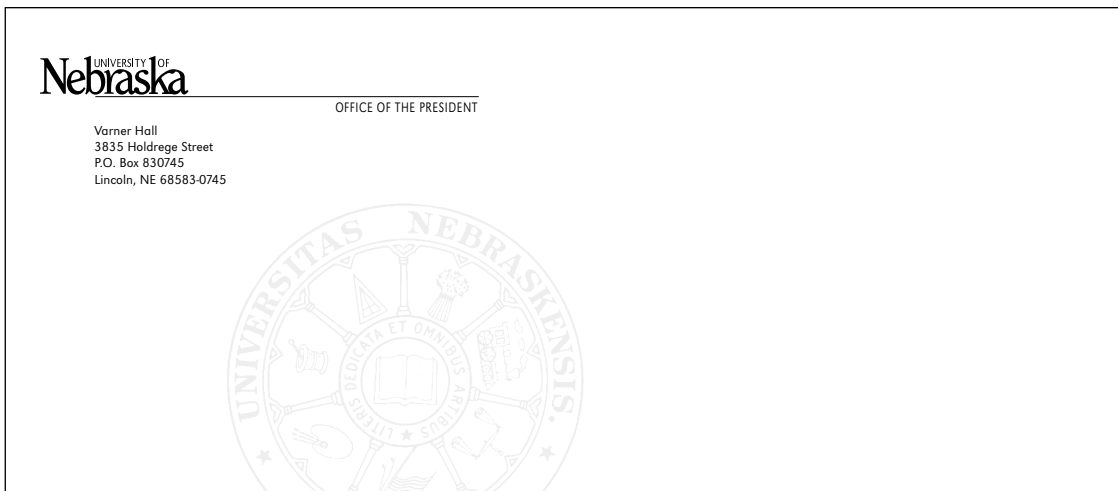
## The University seal

The seal of the University is not the official logo. However, it can be used as the only identifier on merchandise, as an architectural element on a building, and on formal documents of the University of Nebraska, such as degree certificates and documents of the Board of Regents. The seal can also be used as artwork on other communications



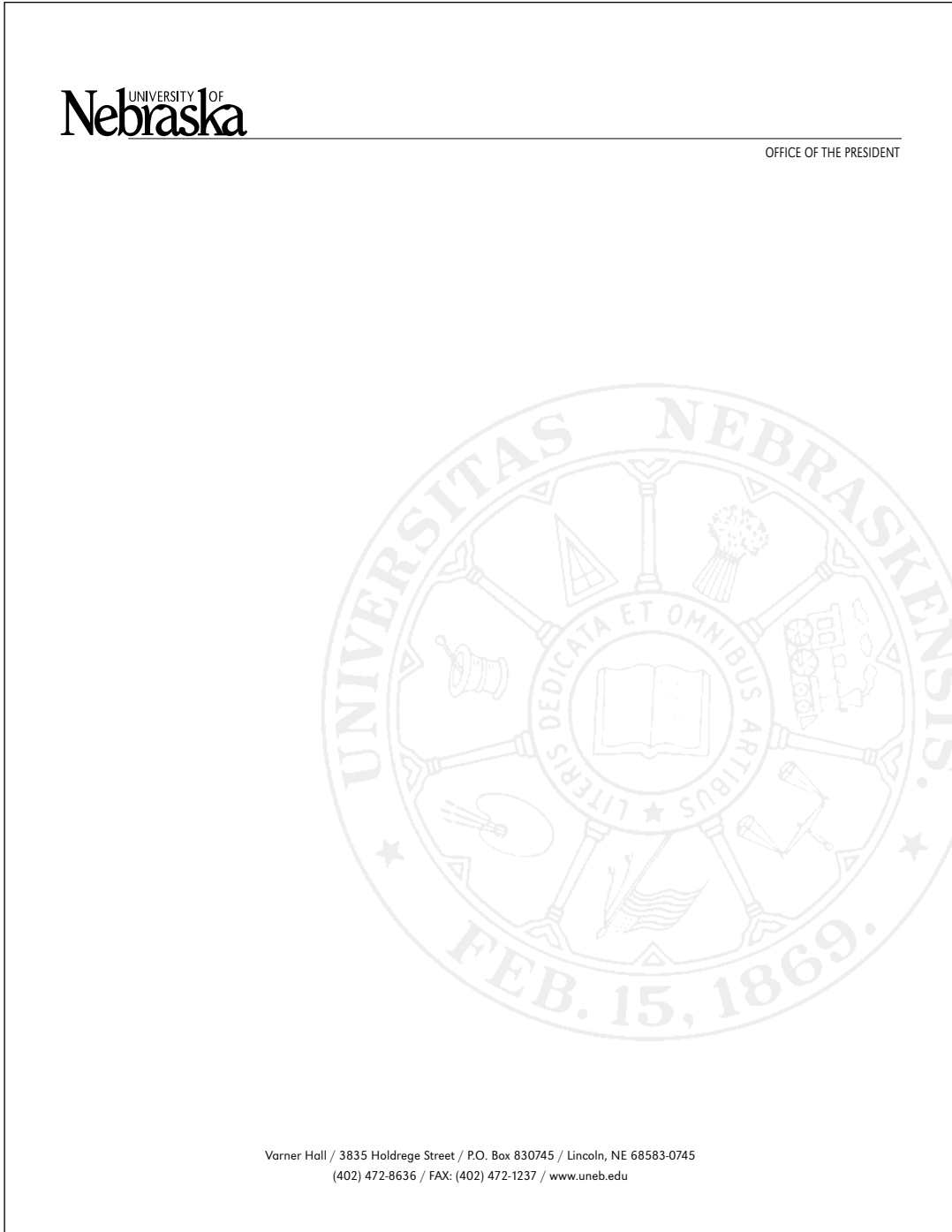
materials, but it should be used in conjunction with the official University logo. The seal can be used as the watermark on letterhead, but not as a secondary logo. The following are some acceptable uses of the seal. Both examples show the seal with a 2% or 3% screen of black. On letterhead, a watermark may be used instead of the screen.

No. 10 business envelope with 2% or 3% screen of black



Note: Sample is not actual size.

Letterhead with 2% or 3% screen of black or as watermark



Note: Sample is not actual size.

### Incorporating campus icons

Each campus will be allowed to have one non-athletic icon approved by the President. Campuses are not required to have an icon. The icon can be used as the only identifier on such things as merchandise, podiums,

banners, and flags. It may also be used on letterhead and notepads with a 2% or 3% screen of black. It should be used in addition to the official University logo on publications and other communications materials.

Icons can range from basic letterforms to architectural landmarks.

### Letterhead with 2% or 3% screen of black or as watermark

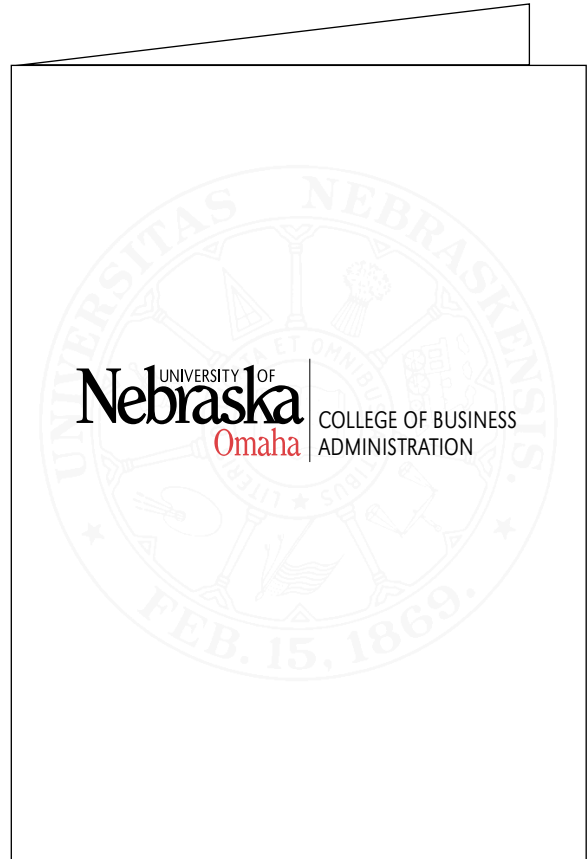


Note: Sample is not actual size.

The following is an example of how an invitation and envelope may be treated.

### Recommended page sizes

- A2 – 4 1/4" x 11" short fold cards  
5 1/2" x 8 1/2" long fold cards
- A6 – 4 5/8" x 12 3/8" short fold cards  
6 1/4" x 9 1/4" long fold cards
- A7 – 5" x 14" short fold cards  
7" x 10" long fold cards



Note: Sample is not actual size of an A6 invitation card.

### Incorrect usage of logo on invitations (A7 invitation card - landscape)

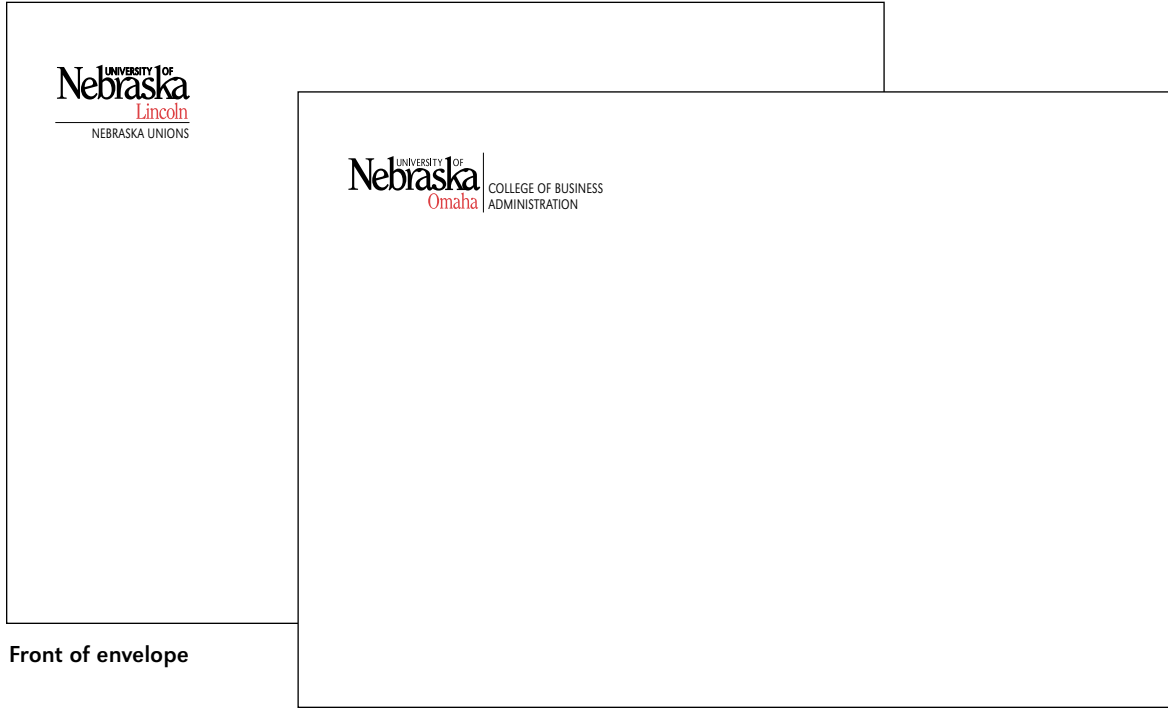


Note: Sample is not actual size.

Never apply the logo to a graphic or color which diminishes readability. The college or department information should never overpower the logo when used in conjunction with the logo.

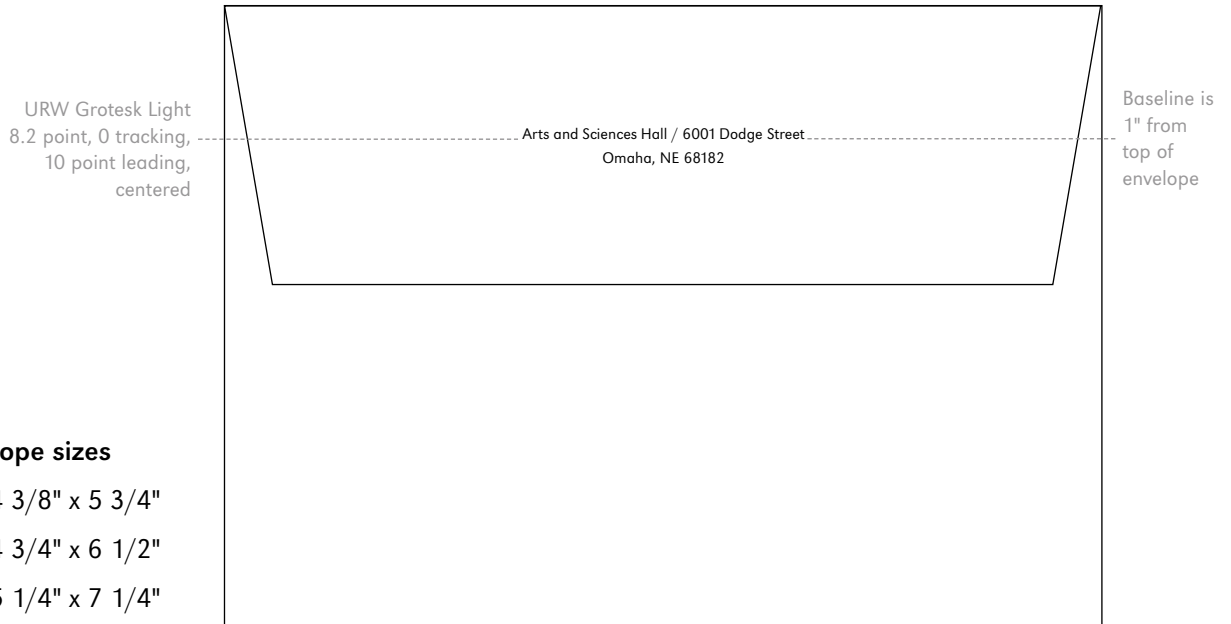


**Correct usage of logo and address on invitation envelopes**



**Front of envelope**

**Back of envelope**



**Envelope sizes**

A2 - 4 3/8" x 5 3/4"

A6 - 4 3/4" x 6 1/2"

A7 - 5 1/4" x 7 1/4"

Note: Samples are not actual size.



**Vehicle Information**

State law requires that all University vehicles be identified by the words “State of Nebraska” and “University of Nebraska” on both sides. Type and logo must always be in

a color that contrasts with the vehicle color. Campus designation, such as “University of Nebraska Kearney” may be used to satisfy the University identification requirement. For additional questions, please contact Mike Cacack (402) 472-2422.

**Correct usage of logo on vehicles**

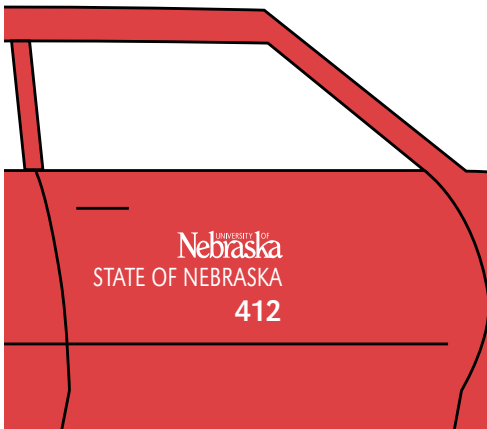
The University of Nebraska logo should be placed on a vehicle as shown here.



(Average size range: 10" x 3 3/4")




**Incorrect usage of logo on vehicles**



Never change the size and position of the words “State of Nebraska” and the number below it.



Never change the position of the logo. It is also illegal to leave out the words “State of Nebraska” and the car number.



SECTION THREE:  
ATHLETIC LOGO USAGE AND AFFIRMATIVE ACTION

### **Athletic logo usage**

Logo and tagline guidelines also pertain to merchandising of athletic clothing, memorabilia, and equipment. Some examples of color, font, and size relationships when placing the logo, and/or tagline, on ball caps, T-shirts, mugs, etc. are found in the University Brand Handbook.

No use of current players' name, image, or likeness is permitted on commercial products in violation of NCAA rules and regulations. No references to alcohol, drugs, or tobacco-related products may be used in conjunction with University marks.

The marks of the University of Nebraska are controlled under a licensing program administered by The Collegiate Licensing Company. Any use of these marks will require written approval from the Collegiate Licensing Company.

For more information on approval of athletic licensing, contact the Director of Athletic Licensing for your respective campus.

### **Guidelines for using affirmative action/EEO statements**

Affirmative action/equal opportunity statements must be included on all publications. If a question exists concerning the statement to be included, contact the campus Affirmative Action/EEO Office. One of the following is acceptable for most publications:

1. The University of Nebraska is an Affirmative Action/Equal Opportunity institution.
2. The University of Nebraska does not discriminate in its academic, employment, or admissions policies and abides by all federal, state, and regional regulations pertaining to same.
3. It is the policy of the University of Nebraska not to discriminate on the basis of sex, age, handicap, race, color, religion, marital status, veteran's status, national or ethnic origin, or sexual orientation in its educational programs, admissions policies, employment policies, financial aid, or other school administered programs. This policy is enforced by

federal law under Title IX of the Education Amendments of 1972, Title VII of the Civil Rights Act of 1964, sections 503 and 504 of the Rehabilitation Act of 1973, and the University of Nebraska Board of Regents' policies.

Note: Some official documents and publications may be required to contain a more detailed explanation of Affirmative Action/Equal Opportunity policies and regulations. Please contact the AA/EEO office for information.

When handling the shorter affirmative action statement, it should be placed in a manner that does not overpower the official University of Nebraska logo.



SECTION FOUR:  
TYPEFACES AND LOGOS

**Recommended typeface:**

URW Grotesk Light and Regular are the preferred typefaces for the University of Nebraska.

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890

URW Grotesk Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890

URW Grotesk Regular

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**Alternative typefaces:**

When URW Grotesk is unavailable, the typefaces Arial Narrow and Helvetica Regular may be substituted.

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890

Arial Narrow

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890

Helvetica Regular



UNIVERSITY OF  
Nebraska

UNIVERSITY OF  
Nebraska

UNIVERSITY OF  
Nebraska

UNIVERSITY OF  
Nebraska

UNIVERSITY OF  
Nebraska  
Kearney

UNIVERSITY OF  
Nebraska  
Kearney

UNIVERSITY OF  
Nebraska  
Kearney

UNIVERSITY OF  
Nebraska  
Kearney

UNIVERSITY OF  
Nebraska  
Lincoln

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UNIVERSITY OF  
Nebraska  
Lincoln

UNIVERSITY OF  
**Nebraska**  
Medical Center

UNIVERSITY OF  
**Nebraska**  
Medical Center

UNIVERSITY OF  
**Nebraska**  
Medical Center

UNIVERSITY OF  
**Nebraska**  
Medical Center

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UNIVERSITY OF  
**Nebraska**  
Omaha

UNIVERSITY OF  
**Nebraska**  
Omaha

UNIVERSITY OF  
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UNIVERSITY OF  
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Omaha



UNIVERSITY OF  
**Nebraska**  
Medical Center



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Medical Center



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Medical Center



UNIVERSITY OF  
**Nebraska**  
Medical Center



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Omaha



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Omaha



UNIVERSITY OF  
**Nebraska**  
Omaha



UNIVERSITY OF  
**Nebraska**  
Omaha

UNIVERSITY OF  
**Nebraska**  
*Pioneering new frontiers.*

UNIVERSITY OF  
**Nebraska**  
*Pioneering new frontiers.*

UNIVERSITY OF  
**Nebraska**  
*Pioneering new frontiers.*

UNIVERSITY OF  
**Nebraska**  
*Pioneering new frontiers.*

UNIVERSITY OF  
**Nebraska**  
Kearney  
*Pioneering new frontiers.*

UNIVERSITY OF  
**Nebraska**  
Kearney  
*Pioneering new frontiers.*

UNIVERSITY OF  
**Nebraska**  
Kearney  
*Pioneering new frontiers.*

UNIVERSITY OF  
**Nebraska**  
Kearney  
*Pioneering new frontiers.*

UNIVERSITY OF  
**Nebraska**  
Lincoln  
*Pioneering new frontiers.*

UNIVERSITY OF  
**Nebraska**  
Lincoln  
*Pioneering new frontiers.*

UNIVERSITY OF  
**Nebraska**  
Lincoln  
*Pioneering new frontiers.*

UNIVERSITY OF  
**Nebraska**  
Lincoln  
*Pioneering new frontiers.*

UNIVERSITY OF  
**Nebraska**  
Medical Center  
*Pioneering new frontiers.*

UNIVERSITY OF  
**Nebraska**  
Medical Center  
*Pioneering new frontiers.*

UNIVERSITY OF  
**Nebraska**  
Medical Center  
*Pioneering new frontiers.*

UNIVERSITY OF  
**Nebraska**  
Medical Center  
*Pioneering new frontiers.*

UNIVERSITY OF  
**Nebraska**  
Omaha  
*Pioneering new frontiers.*

UNIVERSITY OF  
**Nebraska**  
Omaha  
*Pioneering new frontiers.*

UNIVERSITY OF  
**Nebraska**  
Omaha  
*Pioneering new frontiers.*

UNIVERSITY OF  
**Nebraska**  
Omaha  
*Pioneering new frontiers.*



