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...
The University of Nebraska–Lincoln (UNL) communicates with many and diverse audiences. Part of the goal of every University communication, regardless of the audience, is to identify consistently and positively with the University. The Toolbox & Brand Book is designed to assist in the process of implementing a simple, attractive and economical branding system that is flexible enough for campus units to retain individuality within the University brand.

The University Toolbox & Brand Book has been developed by the University Communications / Strategic Marketing team in conjunction with an ad hoc Brand Council and Toolbox Steering Committee. As an ever-evolving document, it is the single reference for all aspects of the University brand. The most updated version of the Toolbox & Brand Book, applications, electronic files of official logos and icons, and information on the University’s Website design are available on the Web at go.unl.edu/toolbox.
CONTACTS

AESTHETIC REVIEW COMMITTEE (ARC)
Facilities Maintenance & Operations
942 N 22nd
Lincoln, NE 68588
(402) 472-1550

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Facilities Maintenance & Operations
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Lincoln, NE 68588
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University Communications
mplioplis2@unl.edu
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PIXEL LAB (FORMERLY INSTRUCTIONAL DESIGN CENTER)
Valerie Crook
Manager
vcrook2@unl.edu
(402) 472-2270

LETTERHEAD, ENVELOPE, & BUSINESS CARD ORDERING
Printing Services
(402) 472-2146

PRINTING & COPY SERVICES
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(402) 472-2146
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(402) 472-7524

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Lonna Kliment
Director, Ticket Marketing
Athletics
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(402) 472-0775

USE OF CAMPUS NAME & IMAGERY SECONDARY LOGO
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dfitzgibbon1@unl.edu
(402) 472-8520

WEB GUIDELINES
Robert Crisler
Manager, Internet & Interactive Media
University Communications /
Information Technology Services
rcrisler1@unl.edu
(402) 472-9878
PROTECTING OUR 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 colleges, departments and programs at the University of Nebraska–Lincoln to adopt these standards. While it is crucial for the University to achieve a unified voice, it is equally important for the colleges, departments and programs not to lose theirs. Therefore, a versatile design system has been established that enables both to occur. Colleges, departments and programs can retain individuality and recognition while combining the resources of the entire campus under one brand.

UNIVERSITY COMMUNICATIONS AND TOOLBOX STEERING COMMITTEE
University Communications department (UComm) is a unit of the Office of the Chancellor, and it is commissioned with defining, protecting and setting guidelines for the University brand.

UNIVERSITY COMMUNICATIONS DIRECTORS
Director
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(402) 472-0088

Strategic Marketing Creative Director
Marcelo Plioplis
(402) 472-7524

Strategic Marketing Director
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Steve Smith
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Internet & Interactive Media Director
Robert Crisler
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Special Events Director
Annette Wetzel
(402) 472-8524

Photography Director
Craig Chandler
(402) 472-7022

Broadcast and Video Services Director
David Fitzgibbon
(402) 472-8520

TOOLBOX STEERING COMMITTEE
UComm has appointed a Toolbox Steering Committee to manage the print, Web/digital and video guidelines, standards and procedures found in this document.

IMPLEMENTATION POLICY
It is the duty of every designer, videographer, photographer, campus communicator, and marketing director to align their colleges, departments, units and programs to this document. In instances where the guidelines, standards and procedures are not being followed, the appropriate UComm department director or manager will contact those immediately responsible to make the necessary changes. In the case where the changes are not made, Toolbox Committee Chair and UComm Creative Director will contact an immediate supervisor and/or higher authority within a college, department, unit or program in order to get the issue resolved.

In extreme situations, when issues of great importance are not resolved, UComm Director will communicate with the appropriate Vice Chancellors and/or our Chancellor in order to get them resolved.

USE OF THE UNIVERSITY NAME
The University of Nebraska–Lincoln (UNL) is one of four campuses of the University of Nebraska system. Campuses include: Lincoln, Kearney, Medical Center, and Omaha.

Consistent use of the brand for the University is fundamentally important locally, statewide, nationally, and internationally.

UNIVERSITY OF NEBRASKA–LINCOLN
Approved designations for the campus are:
1) University of Nebraska–Lincoln*
2) UNL

Unacceptable usage of campus reference:
1) NU
2) UN-L
3) University of Nebraska at Lincoln

In written communication, the full name, University of Nebraska–Lincoln, should be spelled out when the University is first mentioned or cited. Thereafter, references should cite “the University” or “Nebraska.” If, for space reasons, you will use “UNL,” the full name, “University of Nebraska–Lincoln,” should be spelled out the first time, and “UNL” should immediately follow in parentheses (UNL). Thereafter, references should cite “UNL.”

NEBRASKA EXTENSION
Extension’s full name is now Nebraska Extension. Extension’s full name must be written when it is first mentioned or cited in copy. Thereafter, you may use “extension.” When referencing Extension in a county, on first reference use “Nebraska Extension in XYZ County.” On second reference, you can use “extension in XYZ County.”

NONDISCRIMINATION STATEMENTS (UPDATED 2015)
Nondiscrimination statements are required on all University publications.

Long Version (preferred)
UNL does not discriminate based on race, ethnicity, color, national origin, sex, religion, disability, age, sexual orientation, gender identity, genetic information, veteran status, marital status, and/or political affiliation in its programs, activities, or employment. For nondiscrimination inquiries, contact the Director of IEC/Title IX Coordinator or the Section 504/ADA Coordinator at 128 Canfield Admin. Blvd., Lincoln, NE 68588, (402) 472-3417, or the Office for Civil Rights.

Short Version (for space consideration)
UNL does not discriminate based upon any protected status. Please see go.unl.edu/nondiscrimination.

NOTE
HR and Admissions applications are required to contain the full notice of nondiscrimination located at go.unl.edu/nondiscrimination.

UNIVERSITY OF NEBRASKA–LINCOLN PUBLICATIONS REQUIREMENTS
All publications are REQUIRED to contain these elements:**
• Academic N (campus icon)
• UNL logo (wordmark)
• Nondiscrimination statement
• Copyright ©YYYY (print year)
(if updated and reprinted the following year(s), both years need to appear. ©2013, 2014, 2015)

Front covers (face) of publications should contain:
• Campus icon

* Use an En dash ** See size relationships on page 11.
SECONDARY LOGO PROCESS

SECONDARY LOGOS
The University of Nebraska–Lincoln has only a few approved secondary logos. Each of these logos represents an enterprise that has developed significant equity in its logo as a marketing tool to external audiences.

Any university unit seeking use of a secondary logo must apply for approval prior to making use of the secondary logo on university print materials, Websites or other electronic media.

Approval must be granted by the Chancellor of the University of Nebraska–Lincoln, the system-wide Identity Committee, and the president of the University of Nebraska.

REQUEST FOR APPROVAL OF SECONDARY LOGO
To be considered for approval, a secondary logo must meet one of the following three criteria:

1) Contractual or legal agreements that specify or require the use of a logo other than the University of Nebraska or University of Nebraska–Lincoln logo (wordmark), or

2) Demonstrates an established key relevance to external audiences for marketing purposes, or

3) Demonstrates a legitimate interest in the development of a secondary logo as a marketing tool.

Submissions of a secondary logo for review must include the following information:

1) Name of University unit requesting a secondary logo
2) Name and title of contact person, campus address, phone number, and email address
3) Graphic example of the secondary logo.

4) Graphic example(s) of how the secondary logo is being or will be used (e.g., newsletter, brochure, Web screen shot).

5) Reason(s) this secondary logo should be approved for new or continued use.

6) A formal presentation of materials may be requested to be presented to the Toolbox Steering Committee.

Submit request to Marcelo Plioplis, Toolbox Steering Committee, 321 ADMN, 0424 for processing.

EVENT/SHORT-TERM USE SECONDARY LOGOS
Secondary logos may be created for use with events or programs having a fixed start and end date such as centennials, dedications, and seminars.

1) All event/short-term use secondary logos must be approved by the system-wide Identity Committee. Submit secondary logo request for approval as detailed above.

2) Event/short-term use logos are not permitted on official letterhead but can be used on all other business correspondence with approved University format. The University logo must be used in a size equal to the secondary logo.

3) Approved secondary logos may be used in publications, promotional materials, websites, videos, DVDs, advertising, informal correspondence, and collateral merchandise.

4) Event/short-term use logos may not be used longer than one year except in the case of centennial celebrations where they may be used up to one year before and one year after the centennial date.

GUIDELINES FOR USE OF APPROVED SECONDARY LOGOS
1) Secondary logos must be used in conjunction with the University of Nebraska–Lincoln logo and be of at least equal size.

• If used on merchandise, the imprint area will help determine logo requirements.

Contact Marcelo Plioplis, 2-7524, for further information.

2) Approved secondary logos cannot be used on official letterhead but can be used on all other business correspondence with approved University format.

3) Approved secondary logos may be used in publications, promotional materials, websites, videos, DVDs, advertising, informal correspondence, and collateral merchandise.

NOTE
Affiliates that have an approved secondary logo are bound by the guidelines within the Toolbox. A clear identification as a part of the University of Nebraska–Lincoln is required, along with a predominance of the use of red.
Approved Secondary Logos

The following secondary logos have been approved by the University and are to be appropriated only with the endorsement of those entities which maintain guidelines for their use. In some cases, there may be alternate files available, i.e. four color, two color, b/w, etc.

When pairing these approved logos with the University marks, make sure to utilize the University Logo. If you would like to pair it with the Academic N, the campus icon usage guidelines dictate that it must also display the University Logo in the same document. Refer to those guidelines on page 11.

Contacts
For specific questions regarding these approved logos, contact:

Nebraska Innovation Campus
Kate Engel
2021 Transformation Dr
Suite 2220 (6200)
klegel3@unl.edu
(402) 472-5535

University Bookstore
Derek Schuckman
22 LL NU (0460)
dschuckman@fheg.follett.com
(402) 472-8531

University of Nebraska Press
Martyn Beeny
1111 Lincoln Mall (0630)
mbeeny2@unl.edu
(402) 472-7946

Bison Books
Martyn Beeny
University of Nebraska Press
1111 Lincoln Mall (0630)
mbeeny2@unl.edu
(402) 472-7946

Dairy Store
Rolando Flores
143F FOOD (0919)
rflores2@unl.edu
(402) 472-1664

E.N. Thompson Forum
Katie Cervantes
118 NRC (0659)
kcervantes2@unl.edu
(402) 472-0074

International Quilt Study Center
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307 QSC
lchapman2@unl.edu
(402) 472-7232

Buros Center for Testing
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kgeisinger@buros.org
(402) 472-3280

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knieland2@unl.edu
(402) 472-3965

Lied Center for Performing Arts
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LIED (0151)
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(402) 472-4734

NET
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University Television
MS 216 TELC (0747)
dfujan2@unl.edu
(402) 472-9333

Nebraska Repertory Theatre
Julie Hagemeier
Theatre Arts
215 TEMP (0201)
jhagemeier1@unl.edu
(402) 472-1619

Ross Media Arts Center
Danny Ladely
128 RVB (0253)
dladely1@unl.edu
(402) 472-9100

Sheldon Museum of Art
Ann Gradwohl
SHEL (0300)
ann.gradwohl@unl.edu
(402) 472-2461

University of Nebraska State Museum
Mandy Haase-Thomas
304 MORR (0514)
mhaase2@unl.edu
(402) 472-3779

Larsen Tractor Test & Power Museum
Lance Todd
(0833)
ltodd6@unl.edu
(402) 472-8389

NOTE
IANR’s secondary logo has been discontinued. Do not use it for any purposes. The correct versions to use are the lockups found on page 34.
OUR MARKS
The seal of the University is not the official University of Nebraska–Lincoln logo or campus icon. It is reserved for use primarily by Central Administration and represents the University of Nebraska, not the University of Nebraska–Lincoln. It is the only official seal for the University of Nebraska, as approved by the Board of Regents. The seal can be used on formal documents and certificates, but it cannot be changed in any way. It may be printed in black, a screen of black, or foil stamped.

NOTE
Departments, colleges and other units of the University of Nebraska–Lincoln should use the Academic N as a main identifier, not the University seal, on all publications, invitations, Websites and other electronic media.
These are the official marks of the University of Nebraska–Lincoln. At UNL, we maintain a consistent use of the UNL Logo in conjunction with the Academic N, found in the next few pages.

Academic N (Campus Icon)  UNL Logo (Wordmark)  Athletic N (Iron N)
These are the clear space rules and proportions. The wordmark/icon proportion must not exceed proportions below, but the wordmark CAN be smaller that the proportions shown here but not be reduced below minimum size.

**LOCKUPS AND SIZE RELATIONSHIPS**

* Must use these two marks on communication, unless there are space limitations. Always use the N as the main identifier for communication pieces.

** Always base clear space and minimum size from inside the serifs.

NOTE

If you have a multiple-page publication (or front and back) place campus icon on the front and the wordmark on the back.
*Available for merchandise only

4-c (C2 M100 Y85 K6)

PMS 186CP

HEX (#dd0000)
R221 G0 B0

1-c Black

White Transparent*

*Available for merchandise only
Use red version at all times except on 1-color jobs.

*Never attempt to switch the color of a downloaded file; never change the color of the serif.

** The serif should always be white, except in light metal where it could be transparent.

Don’t change the ”N” color.
Don’t delete the serif.
Don’t stretch the icon.
Don’t recreate the icon.
Don’t write out a word with icon.
Don’t place icon on busy backgrounds.
Don’t color the N white and make the serif transparent.
Don’t reverse out the icon so the serif is darker than the block ”N”**
Use of red “Nebraska” version preferred.
Don't change the "Lincoln" color.

Don't change the "University of" color.

Don't stretch the wordmark.

Don't change the size of the "Lincoln" designation.

Don't recreate the wordmark.

Don't place the wordmark on busy backgrounds.

*Never attempt to switch the color of a downloaded file.
Download these files at go.unl.edu/toolbox
Other formats available too.*

* The use of the Big Ten logo is freely permitted in published materials.
  Use with discretion (only when emphasis on Big Ten membership is appropriate).
  Any use of the Big Ten logo on merchandise and apparel is prohibited without permission.
MERCHANDISE LICENSING AND HUSKER ATHLETICS
The following marks of the University of Nebraska are controlled under a licensing program administered by the Collegiate Licensing Company (CLC). Any use of these marks on merchandise will require written approval from the CLC and the director of athletic licensing at the University. Approval for use of these marks by University departments on collateral merchandise must be obtained in advance. When ordering merchandise, be sure the vendor is licensed with the CLC.

- A list of current licensed vendors (standard, local and internal campus licensees), information on how vendors can become licensees is available from go.unl.edu/toolbox

For questions regarding licensed vendors, contact:

Lonna Kliment
Director, Ticket Marketing
lkliment@huskers.com

ATHLETIC LOGOS AND ICONS

Use of athletic logos and icons is forbidden unless specific consent is obtained from Athletic Licensing. All rules and regulations must be adhered to when using licensed artwork. Contact:

Lonna Kliment
Director, Ticket Marketing
lkliment@huskers.com

(402) 472-0775

PLAYERS, NAMES, IMAGE AND LIKENESS RULES

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. For questions or concerns, please contact:

Jamie Vaughn
Associate Athletic Director, Compliance
jvaughn@huskers.com
(402) 472-2042

BIG TEN

For questions or concerns regarding the Big Ten Conference and usage of its marks, contact:

Jade Burroughs
Director, Branding
jburroughs@bigten.org
(212) 981-8563

NOTE: 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.
### UNIVERSITY OF NEBRASKA CORNHUSKERS

**OCTOBER 10, 2012**

#### PRIMARY MARK (NOT PERMITTED AT MASS RETAILERS)

1. UNIVERSITY OF NEBRASKA
2. CORNHUSKERS

#### SECONDARY MARK

4. UNIVERSITY OF NEBRASKA
5. CORNHUSKERS
6. NEBRASKA
7. HUSKERS
8. MADEIRA 1180
9. MADEIRA 1147
10. MADEIRA 1084
11. MADEIRA 1078
12. MADEIRA 1076
13. MADEIRA 1074
14. MADEIRA 1073
15. MADEIRA 1072

#### COLOR INFORMATION

You must use the approved university colors or the "PANTONE®" colors listed on this page. The colors on this page are not intended to match the PANTONE® color standards. For the PANTONE® color standards, refer to the current edition of the "PANTONE® Color Reference Book." "PANTONE®" is a registered trademark of PANTONE, Inc.

<table>
<thead>
<tr>
<th>SCHOOL COLORS</th>
<th>PANTONE COLORS</th>
<th>THREAD COLORS</th>
</tr>
</thead>
<tbody>
<tr>
<td>RED</td>
<td>PANTONE 186</td>
<td>MADEIRA 1147</td>
</tr>
<tr>
<td>BLACK</td>
<td>PANTONE PROCESS BLACK</td>
<td>BLACK</td>
</tr>
<tr>
<td>BROWN</td>
<td>PANTONE 469</td>
<td>TBD</td>
</tr>
<tr>
<td>LIL' RED ORANGE</td>
<td>PANTONE 148</td>
<td>MADEIRA 1084</td>
</tr>
<tr>
<td>LIL' RED YELLOW</td>
<td>PANTONE 102</td>
<td>RA 2226</td>
</tr>
<tr>
<td>LIL' RED BLUE</td>
<td>PANTONE PROCESS BLUE</td>
<td>WHITE</td>
</tr>
<tr>
<td>WHITE</td>
<td>PANTONE 1076</td>
<td>RA 2220</td>
</tr>
</tbody>
</table>

#### VERBAGE

- University of Nebraska®
- Huskers®
- NU™
- Cornhuskers®
- Go Big Red™
- Blackshirts®
- Bob Devaney Sports Center™
- Memorial Stadium™
- Husker Power™
- Herbie Husker, Lil' Red

#### GENERAL INFORMATION

- LOCATION: LINCOLN, NE
- NICKNAME: CORNHUSKERS AND HUSKERS
- CONFERENCE: BIG TEN

- UNIVERSITY OF NEBRASKA CORNHUSKERS

#### ADDITIONAL PERTINENT INFORMATION

- University seal permitted on products for resale:
- Academic N logo permitted on products for resale:
- Alterations to seal permitted:
- Overlaying / intersecting graphics permitted with seal:
- University licenses consumables:
- University licenses health & beauty products:
- University permits numbers on products for resale:
- Mascot caricatures permitted:
- Cross licensing with other marks permitted:
- NO USE of current player's 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.

**NOTE:** 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.
TYPEFACES
The University of Nebraska system has selected two typefaces as its institutional typefaces, shown here. Both of these typefaces are to be used in any material desired, including official documents, stationery materials, marketing materials and signage.

**URW GROTESK**

**URW Grotesk T Light Condensed**

ABCDEFHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

**URW Grotesk T Bold Condensed**

ABCDEFHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

**URW Grotesk Regular**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

**URW Grotesk Regular Oblique**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

**URW Grotesk Medium**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

**URW Grotesk Medium Oblique**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

**URW Grotesk Bold Oblique**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

**URW Grotesk Bold Oblique**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

**MINION**

Minion

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Minion Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Minion Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Minion Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890
CAREER OPPORTUNITIES

INSECT SCIENCE
DEPARTMENT OF ENTOMOLOGY

NEW UNL STUDENT PARKING PERMIT INFORMATION
PRIORITY DEADLINE: Tuesday, July 15, 2014

ENTOMOLOGISTS ARE:

Growing Food - working with growers to manage insect pests and protect crops while simultaneously protecting beneficial insects and the environment.

Saving Lives - finding ways to prevent insects from spreading disease and helping to discover new medicines and treatments.

Helping Animals - working with veterinarians, zoologists, and entomologists to help control pest problems from developing insects.

Understanding Nature - studying insects in their role in the environment, such as pollinators, decomposers, parasites, predators, and more; even fruit for other animals.

Discovering Species - finding new species allows entomologists to better understand insect evolution, biodiversity, and the role of insects on our planet.

Saving our Forests - studying insects that harm wild plants and forests and ways to prevent and control them.

Fighting Crime - examining bodies to find insects that may give clues to the time of death, and whether the body has been tampered with.

Protecting the Quality of Life - investigating ways to keep insects out of our buildings and away from our families. Entomologists help to keep our homes, schools, hospitals, and recreational areas free of pests.

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For situations where documentation or other non-marketing pieces need alternative typefaces, these are the selections available.

**ARIAL**

Arial Regular

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890
```

**TIMES**

Times Regular

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890
```

**HELVETICA**

Helvetica Regular

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890
```
UNL has selected a set of typefaces for the 4.0 Website framework from Hoefler & Co. type foundry. They are now made available for marketing purposes ONLY. Feel free to utilize these typefaces for any marketing-related material, including magazines, brochures, and posters.

You may not create any stationery materials, signage or official documents with these typefaces.

Visit go.unl.edu/toolbox for more information on how to obtain these typefaces for your college or department.
In order to expand our library of typefaces to include every major type style, there are also two additional type styles: script and a slab serif.

Because of their uniqueness and intricate design, the usage of such typefaces should be limited to headlines and subheads.

Visit go.unl.edu/toolbox for more information on how to obtain these typefaces for your college or department.

**HEADLINE TYPEFACES**

Lettering, custom typography or different typefaces may be used for headline purposes ONLY. As a general rule, and in order for the UNL brand to maintain a consistent visual tone, such typefaces should be restricted to special materials, events and occasions.

**MARKETING & DIGITAL TYPEFACES / HEADLINE TYPEFACES**

**SANELMA**

<table>
<thead>
<tr>
<th>Sanelma</th>
</tr>
</thead>
<tbody>
<tr>
<td>AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz0123456789</td>
</tr>
</tbody>
</table>

**ITC LUBALIN GRAPH NEBRASKA**

Lubalin Graph Nebraska Book

| ABCDEFGHIJKLMNOPQRSTUVWXYZ |
| abcdefghijklmnopqrstuvwxyz |
| 1234567890 |

Lubalin Graph Nebraska Book Oblique

| ABCDEFGHIJKLMNOPQRSTUVWXYZ |
| abcdefghijklmnopqrstuvwxyz |
| 1234567890 |

Lubalin Graph Nebraska Demi

| ABCDEFGHIJKLMNOPQRSTUVWXYZ |
| abcdefghijklmnopqrstuvwxyz |
| 1234567890 |

Lubalin Graph Nebraska Demi Oblique

| ABCDEFGHIJKLMNOPQRSTUVWXYZ |
| abcdefghijklmnopqrstuvwxyz |
| 1234567890 |

Lubalin Graph Nebraska Bold

| ABCDEFGHIJKLMNOPQRSTUVWXYZ |
| abcdefghijklmnopqrstuvwxyz |
| 1234567890 |

*Do not use for body copy or any longer text options.*
YOU BELONG HERE.
YOU CAN SUCCEED.
WE CAN HELP.
Your success coach is waiting. Set a date on MyPlan.

success.unl.edu

FIRST-YEAR EXPERIENCE & TRANSITION PROGRAMS

NEBRASKA
We’re growing to feed the world.

ianr.unl.edu

YOU BELONG HERE.
YOU CAN SUCCEED.
WE CAN HELP.
Your success coach is waiting. Set a date on MyPlan.

success.unl.edu

EMBRACE the CHALLENGE.
ENGAGE the NETWORK.
INVENT your FUTURE.

University of Nebraska–Lincoln
JEFFREY S. RAIKES SCHOOL OF COMPUTER SCIENCE AND MANAGEMENT

UNIVERSITY OF NEBRASKA–LINCOLN
A LEADING PUBLIC RESEARCH UNIVERSITY IN THE U.S.A.

Jeffrey S. Raikes School of Computer Science and Management

“Living and working with a hundred of the most passionate, brilliant, hilarious people I’ve ever met is just as great as it sounds.”
David Stephens

“Innovation isn’t innate. It can be taught …”
David Keck, Raikes School Director
COLORS
Scarlet and cream, the primary colors for the University, are mentioned in three of our fight songs dating back to the early 20th century. They are the official colors of the University. For complementary use, a gray and a lighter shade of cream are provided. Consistent use of these colors enhances audiences’ visual interaction with our brand.

### OFFICIAL UNIVERSITY COLORS

<table>
<thead>
<tr>
<th>PANTONE (PMS)*</th>
<th>CMYK</th>
<th>HEX</th>
<th>RGB</th>
</tr>
</thead>
<tbody>
<tr>
<td>186CP</td>
<td>C2 M100 Y85 K6</td>
<td>#dd0000</td>
<td>R221 G0 B0</td>
</tr>
<tr>
<td>4545CP (25%)</td>
<td>C3 M3 Y8 K0</td>
<td>#5f1c7</td>
<td>R245 G241 B231</td>
</tr>
<tr>
<td>Cool Gray 3CP</td>
<td>C0 M0 Y0 K25</td>
<td>#c7c8ca</td>
<td>R199 G200 B202</td>
</tr>
</tbody>
</table>

**LIGHTER CREAM - DIGITAL ONLY**

*The new PMS Plus Series Color Bridge is the new color set selected for the University. It’s the best option when converting to a 4-c process. The rest of the color breakdowns reflect this change.*
In order to expand our breadth of design options and add variety to communications, a set of accent colors is now available. These colors are our secondary (accent) color set. They are not meant to be the lead colors on any publication; you must not use large floods of these colors on communication pieces.
YOU'VE GOT THINGS TO DO.

Welcome to Nebraska

YOUR STORY MATTERS

Nebraska's economic indicator surges in April

Over 25,000 total students
Over 184,200 alumni living around the world
Over 2,500 international students, from over 100 countries
Over $253 million in total research expenditures
Over 15 million square feet of campus buildings

RESEARCH, EDUCATION, AND OUTREACH FOR NEARLY 150 YEARS

Top 50 Public Research University in the U.S.
by U.S. News & World Report

UNL is home to three internationally renowned museums:
• The Sheldon Museum of Art, housed in the landmark Philip Johnson building.
• The International Quilt Study Center & Museum, housing the world's largest publicly held quilt collection.
• The University of Nebraska State Museum, an affiliate of the Smithsonian Institution.

INTEGRITAS
PRUDENTIA
PACIENTIA

TEMPOR ELIT
AC ELEMENTUM
DUIS SIT AMET

As a member of the Big Ten Conference with peers like Northwestern University and the University of Michigan, UNL has a broad reach of academic influence and a history of collaboration.
NAMING LOCKUPS
In order to avoid a cluttered representation of the UNL brand, no college, department or program is allowed to have a unique and distinct logo or wordmark. Instead, these lockups were created in order to maintain unity and consistency across campus. Do not attempt to modify or recreate these.
All the options presented here as well as many others are available to all colleges and departments. For consistency purposes and in order to limit the number of lockups, please work with your lead communicator to get your master list approved. The communicator should submit the final list to UComm and UComm will provide the lockups back in all the formats needed.
SIGNAGE LOCKUPS

On-Campus Signage must adhere to the rules established by the Signage Committee. Wall, painted or hanging signs above an office or in front of a department should utilize these specs.
DEFINING BRAND
“Simply put, a brand is a promise. By identifying and authenticating a product or service, it delivers a pledge of satisfaction and quality.”

WALTER LANDOR
“A brand is a collection of perceptions in the mind of the consumer.”

COLIN BATES, buildingbrands.com
We agree with both Landor and Bates. In fact, a brand is the two together: the promise that the organization makes and the perception in the mind of the audiences. A brand is determined by the points of interaction between an organization’s promise and the perception of the reality/validity of that promise in the audiences’ minds.

It’s the two together.
WHAT IS A BRAND?

The logo is an important symbol for the brand, but it is not the brand itself (not by a long shot). Imagine an iceberg and the logo as the proverbial tip; the rest of the iceberg under the surface – every way imaginable that someone can come into contact with the organization or any representation of it – is part of the brand, too. After all, everything an organization does either reflects some way on its promise and could potentially shape its perception in someone’s mind.

NOT JUST A UNIVERSITY

Our university educates students, generates new knowledge through research and extends the utility of research findings through outreach. Those functions are elements of the brand, but so is the university’s personality, the way it communicates through the performance of those functions and about them.
When examining what pieces of information to use in order to define our brand, the University can look at the way it has already communicated its vision, mission and priorities. All of these three help define our function, focus and plan for the future but do not define our traits, attributes, personality or brand essence.
OUR MISSION
To provide leadership for Nebraska through quality education (teaching), the generation of new knowledge (research) and distribution of that research through extension and outreach (service) as both the land-grant and the comprehensive public university in the state.
Our mission describes our function, but not personality(attributes).
OUR PRIORITIES
Undergraduate education and research.
Priorities help us focus, but they don’t refer to our personality/attributes.
OUR VISION
• Increase enrollment to 30,000 students.

• Increase six-year graduate rate to 70 percent for undergraduates.

• Increase total research expenditures to $300 million.

• Double the number of faculty receiving national recognition and awards for research and creative activity.
Our vision helps us plan for the future, but it doesn’t refer to our personality/attributes.
OUR ATTRIBUTES
Attributes are characteristics and traits that describe a brand, as if describing a human personality. Because a brand is composed of both physical, personal, as well as material and inanimate things, attributes are a great way to define a brand personality.

- Ambitious
- Committed
- Hard-working
- Authentic
- Smart
- Collaborative
- Friendly
- Inclusive
UNL’s attributes are a good place to start when considering the general attitude voiced in communications, and these descriptors help to further qualify UNL’s attributes.

**Ambitious**  
Achievement-oriented but not cutthroat

**Authentic**  
Up front but not in-your-face

**Collaborative**  
Open but not clingy

**Committed**  
Focused but not singleminded

**Friendly**  
Approachable but not bubbly

**Hard-working**  
Industrious but not dull

**Inclusive**  
Down-to-earth but not lowbrow

**Smart**  
Intelligent but not pretentious
Anytime we talk about our brand promise, and what we hope our audience understands and experiences when in contact with our University, we are also talking about our brand essence. The two terms are essentially the same.
As communicators, we're always seeking a simpler way to explain information. That pursuit continues as we work to distill everything we do and are into our brand essence. Our vision - what we aim to do as an organization in the short term - can be simplified into these four “R” words: recruitment, retention, research and reputation.
How we organize ourselves in the work to realize the vision can also inform the brand essence. Broadly, these four "A" words describe groups working to realize the vision: admissions, academics, alumni and athletics.
How do we find that essence?
NEBRASKA
WHY NEBRASKA?

Our University represents the highest ambitions of our state. In fact, our mission, vision, priorities and our personality are inextricably linked to the people and perception of it. Nebraska is our essence. As it happens, at the heart of “Nebraska” are two letters - R and A - that remind us of our four-fold vision and structure.
Lots of Equity Already

Nationally-known as our University

Historically tied with Athletics
Our brand essence doesn’t change, unless something earth-shaking happens.

(MOVING OUT OF NEBRASKA, FOR INSTANCE)
How is it expressed?
HERE WE COME
to the **FIELD**, the **LECTURE** and the **LABORATORY**
without
PRETENSE
OR PRIVILEGE,
to commit
MORE OF OURSELVES
to this
HUMAN ENTERPRISE,
and through

Diligent Study

And Collaboration,

to improve it.
That those who follow

MAY GO FURTHER.
For we are

NOT BORN TO STAND IDLE,
and neither NEBRASKA nor the WORLD will wait.
HERE WE COME

Go Big Red
Here we come

without pretense or privilege

to employ more of ourselves
in this human enterprise.

That those who follow may go further.

Here we come.

Go Big Red.
VOICE & WRITING
UNL’s attributes are a good place to start when considering the general attitude voiced in communications, and these descriptors help to further qualify UNL’s attributes.

**TONE**
Tone should vary slightly by audience (and certainly medium – e.g., social media). Generally, UNL’s tone should be slightly more formal than most consumer brands but not as stuffy as most government/institutional organizations.

- **Ambitious**
  Achievement-oriented but not cutthroat

- **Authentic**
  Up front but not in-your-face

- **Collaborative**
  Open but not clingy

- **Committed**
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- **Friendly**
  Approachable but not bubbly

- **Hard-working**
  Industrious but not dull

- **Inclusive**
  Down-to-earth but not lowbrow

- **Smart**
  Intelligent but not pretentious
For prospective students and families, Nebraska is the University where their story matters. As an inclusive, Big Ten university rated as a best value, Nebraska helps students discover their potential for greatness in a college and city setting full of opportunity.
For prospective faculty and research partners, Nebraska is the University that delivers unique potential for discovery and collaboration because Nebraska is an inclusive Big Ten/CIC university with an established culture of cross-disciplinary research.
For alumni, the University is the organization that delivers pride and a broad network of friendly connections because Nebraska is an inclusive Big Ten university with worldwide impact.
For Nebraskans, the University is the organization that delivers economic growth and trusted research insight because Nebraska is an inclusive Big Ten university with a land-grant commitment to the state.
For fans, Nebraska is the University that delivers a tradition of winning the “right way” and a family-friendly experience because Nebraska is an inclusive Big Ten university with strong student-athlete support and welcoming gameday atmosphere.
Writers and editors who develop written material for a variety of outlets—magazines, brochures, Websites, ads, posters, and more—will benefit from the UNL Style Guide, developed in 2006 as a comprehensive guide and tool to help UNL communicators present a unified, cohesive approach in the details of the written products we create. Accuracy in how we present information about the University, such as the proper and correct names of the student unions (Nebraska Union and Nebraska East Union), spellings, addresses, dates, and references to majors, colleges and programs helps build audience recognition, understanding and clarity.

UNL Style Guide
At go.unl.edu/styleguide, a searchable online database allows users to scroll alphabetically or search through topic listings that address correct spellings and guides for referring to unique UNL entities, such as colleges, buildings, titles and more, and places emphasis on language that encourages an inclusive atmosphere.

The online style guide was developed by a campuswide committee of writers and editors and will be updated continually.

If you have a question or an addition or change for the guide, contact:
Steve Smith
News Director, University Communications
ssmith13@unl.edu
(402) 472-2059
PHOTOGRAPHY
Photography is an essential part of the University. The UNL brand will benefit from a variety of photographic narratives that should follow the specifications found here.

**UComm Photography Department**

UComm Photography is fully staffed to document everything that happens on campus as well as to catalog and archive every shot. When commissioning new photography, remember to follow the guidelines on the right; our photographers are well-versed in them. Visit ucommphotoserv.unl.edu to browse our library of images.

**Our Process / Request a Photoshoot**

Our photography staff handles all the photography needs of the University: from marketing to editorial. We’re fully capable of handling any photographic need you may have. Here’s how to proceed:

1) Through a phone call and/or in-person meeting, we will listen to your need and ideas. Then we will couple those to our ideas and skills to create a photo plan. We will set up scenarios and start scheduling students, faculty members and getting the necessary permissions to be in buildings and/or other locations around town.

2) We can then create a shot list, shooting times and other supporting documents or be flexible and just get shots “on the fly.”

3) Once images are shot, we send links with possible picks for review and final selections and send you a packaged link with your photos.

Our photography is always telling a story, it aims not to be the stereotypical stock imagery of smiling students. It’s much more effective to capture real moments, not trying to force reactions. It’s OK to setup scenes and simulate interactions, but choose the images that feel less posed and staged like the ones seen here.

Architectural shots always benefit from adding some action, like people walking around the buildings.

Layouts will benefit from a variety of still-life imagery. Stock photography, or UNL shots can be with clear-backgrounds or environmental shots.
Our students are involved in many activities in and out of campus, whether it’s studying, student-teaching, hanging out with friends. Our photo library has captured these random moments and specific ones, like graduation, every year, and if you want to commission special photoshoots for your events, just let us know.

NOTE
UNL has established corporate partnerships though the Athletic Department and Business and Finance, and one of our best practices as communicators is to avoid featuring in photography and videography the logos/marks of brands competing with UNL’s partner brands. Be aware of UNL’s current partnerships—especially those with apparel and beverage brands—and do not use photos or video clips that prominently feature the logo of competing brands.
Every action-oriented shot tries to capture the reality of the moment as the student experiences it. Many times you can tell a story simply via a facial expression.
Still-life photography complements layouts in really interesting ways. Use stock imagery or commission our photographers to photograph them.

The best photographs tell a story using very interesting crops or techniques, like motion blurs or shallow depth of field.

Portraits are best suited for news articles and specific testimonials. Choose backdrops with good natural light that complement the story.
CLICHES TO AVOID

In order to maintain consistency with our style of photography, anytime you need to search for additional images in stock libraries, please follow the guidelines outlined here. Many of the image styles, concepts and scenarios presented here are incompatible with our brand and must not be used. This also applies to illustrations. Refer to page 58 for our illustration, graphs, charts and maps style guide.

Mortar boards flying in the air.
Any kind of neon-filled concept of technology.
Fish-eye lens, giant heads, etc...

Globes are too overused in academic settings.
Forced expressions of happiness.
Cliche words wrapped in another image.
Any over-the-top business concept.
UNL produces a great amount of video work throughout the year. The options shown here are provided in order to maintain consistency, unity and a strong brand. Both the UNL Logo and the Academic N are required in any videos. The intro and outro options available make it simple to create any video and not have to worry about motion graphics. Pre-produced intro and outro animations, as described on this page, are available for download at go.unl.edu/toolbox.

UCOMM VIDEO DEPARTMENT AND EDMEDIA
The UComm Video Department and IANR Media* are fully staffed to document everything that happens on campus as well as to catalog and archive every shot. When commissioning new videos, remember to follow the guidelines on the right.

OUR PROCESS / REQUEST A VIDEO
Both video crews can handle all the video needs of the University. For most video needs, here’s how to proceed:

1) Through a phone call and/or in-person meeting, we will listen to your need and ideas. Then we will couple those to our ideas and skills to create a video plan. We will set up scenarios and start scheduling students, faculty members and getting the necessary permissions to be in buildings and/or other locations around town.

2) We can then create a shot list, storyboard, shooting times and other supporting documents or be flexible and just get shots “on the fly”.

3) Once videos are shot, we send a first-round edit for review. Once final edits are made we send you links to download the video and/or social links of upload.

* IANR Media video production serves Nebraska Extension and IANR. Visit ianrmedia.unl.edu

INTRO STORYBOARD (:03 SECS)

OUTRO STORYBOARD (:03-05 SECS)

ALTERNATIVE INTRO

INTRO/OUTRO ALTERNATIVE COLORS

Open on an aerial shot of campus.

3D view of N, without the serif.

UNL Logo appears on left bottom or top right of first shot of the video.

Word Nebraska appears while red overlays video.

N rotates and settles in place.

Optional title slide. Use for any title purpose.

Serif starts to appear.

Lines with additional logos and URL appear.

Alt background colors can be white or black.

Final UNL logo settles into screen.

Final icon settles into screen.

Lines with additional logos and URL appear.

Alt background colors can be white or black.
In most instances, the best option for name plates is the simplest one.*

When the video background does not provide a clear area for type, adding this bar to the video will work.*

NOTE
UNL has established corporate partnerships through the Athletic Department and Business and Finance, and one of our best practices as communicators is to avoid featuring in photography and videography the logos/marks of brands competing with UNL’s partner brands. Be aware of UNL’s current partnerships—especially those with apparel and beverage brands—and do not use photos or video clips that prominently feature the logo of competing brands.

* If you are creating your own videos, request the comp files from our video crew.
If you want to specify your name, use the lockup created for your college/department.*

Using the secondary naming lockup is also permitted.*

* If you are creating your own videos, request these files from our video crew.
ICONOGRAPHY
Consistent use of iconography enhances the brand experience. Our Iconography library was developed via an online resource called Streamline. We have the flexibility to add more icons and versions of the icons present in the current list. Do not attempt to create your own icons. If existing icons do not meet your needs, please contact UComm. Note that every icon will be made available to the entire University. Any exclusive need for icons or illustrations must be approved by UComm.

For an updated list of icons and usage policy, please visit go.unl.edu/toolbox.
PATTERNS & TEXTURES
Patterns add extra dimensions to backgrounds. Shown here is an assortment of different patterns and background textures that could be used in a variety of layout situations.

For consistency, always maintain the patterns against a color (preferably PMS 186CP), and keep opacity at 15%.

For download, visit go.unl.edu/toolbox.
ILLUSTRATION & GRAPHICS
The UNL brand will be enhanced by illustrations, infographics, charts and maps, but consistency in their creation is very important. When creating these graphics, the use of secondary brand colors is permitted, but no secondary color must overtake the predominance of scarlet or cream. The style is flat, without use of drop shadows, 3D, or other fancy tricks. Strokes should be set to have rounded radius and rounded caps. You may request custom charts, maps and graphs to UComm.
UNL has a set of official 3D maps. UComm has also made available a 2D versions of the maps, which work great for directions. For the digital version of our map and to download the versions seen here, visit go.unl.edu/maps.
BRAND STYLE GUIDE
Every layout of University materials should follow the guidelines presented in this document. As a reference for style, visual options and design ideas, use this mood board as inspiration.
IT'S HAPPENING IN CHEMISTRY...
College of Arts and Sciences

PRICE IS WHAT YOU PAY. VALUE IS WHAT YOU GET.

Getting the education, support and experiences you need to become the next success doesn't have to cost a fortune. Nebraska offers the lowest tuition in the Big Ten, affording you the latest in education. On top of that, 75% of Nebraska's new freshmen receive scholarships and/or gift aid toward payment of their tuition.

Learn more about scholarships: admissions.unl.edu/scholarships

Value is what you get: Personal support, bigger opportunities and a fantastic city.

Nebraska is the perfect size—big enough to feature a world-class faculty, yet small enough that you'll actually have the chance to work with them. Opportunities will follow you when you graduate, too. Because Nebraska is a Top 50 National Public University, a red "N" on your resume will be respected worldwide.

Add to that Lincoln's buzzing arts and music scene, new business and tech firms, ample internship opportunities and a community full of hardworking, collaborative people, and you'll see why students say life here just feels...right.

Learn more about what you get at unl: admissions.unl.edu/why-unl
TEMPLATES
If you are not a designer and need a set of templates for small runs of flyers, posters, ads, or postcards, these templates are available in InDesign. You are able to switch typefaces and headline/copy blocks. If you need more customization, please contact UComm to help manage your project from beginning to end. You can download it from go.unl.edu/toolbox.
MAIN HEADLINE GOES HERE
Subhead Me doloreperum quiam dolutem incitam is secea dia doloria doluptam esento

Month XX, 20XX | 1:00 pm
123 Building Address
Lincoln, NE 68588-XXXX, 402-472-XXXX, contact@unl.edu

Visit webaddress.unl.edu for more information
These are the approved PowerPoint presentation templates. If you choose to design your own presentation, it must contain:

- Academic N
- University of Nebraska–Lincoln logo on first slide.
- Nondiscrimination Statement

For an updated list of PowerPoint and other presentation templates, visit go.unl.edu/toolbox
Main Headline Goes Here
DATE GOES HERE

Nimilique rem eum nonsequi odipict atustia cum qui fugiatur aut quam eati tecullecti consequid eos utaque iusanimus.

Section Title

Today's Agenda

Questions?

Subhead Size
May Vary
FORMS
The University logo is required on all forms. The use of the Academic N on forms is recommended but not required.

AWARDS & CERTIFICATES
The Academic N is the primary icon to be used on certificates. The University seal may be used on certificates. The wordmark may be used on certificates. For certificates and awards templates, visit go.unl.edu/toolbox
INTERNET & INTERACTIVE
WE BUILD THE WEB TOGETHER
With over 350 registered members, the Web Developers Network (WDN) at UNL is one of the largest organizations of its kind in higher education. WDN members collaborate on the development of the UNL Website.

WHAT WE PRIORITIZE
Mobility. Validity. Accessibility. UNL Websites must work on all devices, display correctly within all standards-compliant browsers and render access to all users. We also value the advantages that come with unity in design frameworks and consistency in navigation.

A UNIFIED WEB PRESENCE
UNL is the only Research 1 (Research Universities with very high research activity) university with a unified Web presence. Collectively, WDN members are responsible for over 1,200 sites and half a million pages, all built using a single consistent framework. We can pool our efforts and resources in a way that no other major university can. When we push out a new upgrade, all sites benefit; around 50 times a year, we push out improvements to all sites.

UNL.EDU
Standards for Website development at UNL are established and governed by the UNL Web Developer Network, UNL’s primary organization of Web developers. Use of UNL templates is mandatory for all Websites at the department/unit levels and above as of August 2007. For Websites below the department/unit level, use of UNL templates is not required, but if UNL templates are used, all requirements governing their use apply. Those sites below the department/unit level which do not use the templates provided are still required to meet Section 508 accessibility standards, be composed with valid code, use the official UNL favicon, and display either the UNL logo or Academic N linked to the university homepage.

JOINING THE WDN
Details on template adoption, documentation and information on how to join the UNL Web Developer Network and participate in shaping future versions of the UNL Website, are available on the UNL Web Developer Network Website at wdn.unl.edu

TRAINING
Training in the use of UNL templates is available. The class is a 2-hour hands-on lesson in building Web pages using the UNL templates.

TERMS OF USE
A Terms of Use document governs the use of UNL Web templates.

DOCUMENTATION AND STYLE BOOK
A documentation wiki and Style Book provide both technical and content-related guidance on implementing your site in the UNL Web templates.

QA PROCESS
All template-based Websites must be approved by the WDN Quality Assurance Review team prior to being placed online as live sites.

COMMUNICATIONS
In addition to a monthly meeting, the WDN provides a bulletin board and always-on chatroom for support and general discussion.
SOCIAL MEDIA
a. We recommend consistency in naming multiple social media channels. When starting your accounts, first consult with UComm to ensure you have the same user name across all platforms.

• Your account(s) profile picture and subsequent images should follow UNL brand guidelines and be sized appropriately for each platform.
• Your “About Us” or biography section should outline who you are, the purpose of the social page and link to your Website on unl.edu.
• Endorsements of third parties: Official UNL accounts should encourage engagement with and among followers; however, they should reserve the right to remove content that is spam, commercial, obscene, harassing or derogatory. Official accounts should post a disclaimer similar to this: “Third-party posts directed to this account do not imply endorsement of that content by UNL. UComm reserve the right to remove content that is spam, commercial, obscene, harassing, and/or derogatory.”
• The University has exclusive contracts with some brands such as (Adidas, Pepsi and First National Bank), so think twice before endorsing, mentioning, picturing or linking to competing organizations. This is important especially when taking photos or running contests with unique prizes.
• Each social channel has terms of service and conditions of use. Be sure to read through these documents, as you are responsible for following the rules for each platform.

UNL MAIN ACCOUNTS
Facebook: facebook.com/UNLincoln
Twitter: twitter.com/UNLincoln
Twitter (for News): twitter.com/UNLNews
Instagram: instagram.com/UNLincoln
Google+: plus.google.com/+unlincoln
Vine: vine.co/UNLincoln
Pinterest: pinterest.com/UNLincoln
Snapchat: Snap
LinkedIn: University of Nebraska–Lincoln
YouTube: youtube.com/UNLincoln
Foursquare: foursquare.com/UNLincoln

THE KEYS TO GREAT SOCIAL MEDIA

The goals of your social media efforts should be to connect with your intended audiences, start conversations, and build community and relationships. It is not just a tool to broadcast or publish.

Be authentic, transparent and honest. Your content should always be prepared with your audience in mind. Make it easy for your audience to have a good experience with what you are sharing.

Apply best practices in customer service: social media is a great way to extend customer service efforts for your organization and become more aware of what people are saying about you.

Have fun, be engaging and experiment. Social Media is ever-changing, which allows you the flexibility to test out new ways to connect with your audience.

GUIDELINES

While social networks are free to set up for your college, department or organization, the work to use and maintain them is not. These are some guidelines for establishing and managing university-affiliated accounts:

• Your account should include “UNL” in the name followed by the college, department or unit, e.g.: UNL News consultation by emailing social@unl.edu to start the process.

GETTING STARTED

Determine your goals and audience(s). Then, you can chose the best option:

1) Is my goal centered around building a community and sustaining a presence? OR
2) Is what I’m trying to accomplish more of an initiative or campaign that would benefit from a partnership or collaboration with other on-campus account(s)?

If you answered “one,” you will need to decide based on your goals and audience segmentation which channel makes the most sense for your group. It is best to start with one channel and focus your efforts to build a community. It will take some time to build your following and you will need to take the time to engage, inform and nurture.

Building your social media presence will require someone’s daily attention as you will have to monitor others’ posts and think about your own (UNL posts 1-2 times per day on Facebook, 10-12 times on Twitter at minimum, while also managing 8 other social accounts). Your team will need to decide how to promote your accounts, relevant topics and themes, frequency of posting (when, what time, how often) and also your plan to engage with the community (answer questions, like posts, retweet, etc.)

Download a Social Media Plan PDF template to get started: go.unl.edu/SocialMediaPlanTemplate and schedule a free social media consultation by emailing social@unl.edu.

If you answered “two,” you should email social@unl.edu and start a conversation with UComm. We can help you create a plan to best accomplish your intended goals and reach your audience.

BEST PRACTICES

Your social media plan should be a subset of or an addendum to a broader strategic/integrated communications plan. Two basic tenets of a good plan are:

1) It should guide how you will use your social channel(s) and
2) It should outline how you will measure and evaluate effectiveness.

Evaluating effectiveness is helpful when making future content decisions. Having an idea of what content performed well or had a high engagement value, will allow you to better understand your audience and make more calculated content decisions.

Your profile photo/cover image should follow UNL brand standards and all sections of the “profile” should be filled out correctly and completely.

You should have a plan for active engagement with followers and answer questions/comments within 24-hours.

Being present and responsive establishes credibility and helps to build your reputation.

Not all comments require a response; use your best judgment on whether someone is asking a legitimate question or just ranting/being snarky.

Frequency of posts varies based on which platform you are using, but the key is to be consistent.

Don’t save up all your updates and blast them all out at the same time. Keep your audience in mind and share updates when they are most likely to see them. Posting your updates throughout the week/day helps you reach a larger audience.
SOCIAL MEDIA

Having a content calendar with posts planned out in advance is helpful to see what you are posting and when.

Have a plan to promote your account(s). Think through how best to tell your audience you are in the social space.

CROSS-PROMOTE
Promote your social accounts on print materials and Websites.

Remind people on one social network that you are also present on other social channels.

Include photos or other rich media as often as possible/necessary. Photos and videos have high engagement value and help tell a richer story.

Don’t auto-sync posts from your social accounts. There are quite a few ways to auto-post from Twitter to Facebook or Instagram to Twitter. Each platform has its own unique functionality and often times your content will not be well received when things are auto-posted from one to the other. Instead, take an extra minute and re-configure your content and post from the native platform taking advantage of the style and tools for each platform.

HASHTAGS
A hashtag is a great way to track conversations online and engage with your community.

Research before you promote. Do a quick search on your idea for a hashtag and see if it is already being used; you don’t want too much noise on the hashtag you promote.

Keep the hashtag short, simple and easy as possible to type using mobile phones.

Adding a number to the end, is helpful in creating a unique hashtag.

Pay attention to hashtags others are using on campus and join in the conversation. Don’t just create hashtag after hashtag and over-complicate it.

#UNL is a popular hashtag as is #LNK (Lincoln). Using these in your tweets increases your tweet reach and helps build community.

Sign up for the weekly Social Media Round-Up email list to stay on top of the latest trends and other happenings in the social media world. Email social@unl.edu to be added.

PLATFORM SPECIFIC BEST PRACTICES

Facebook
University-affiliated pages should all be set up as brand pages and not personal pages. Setting pages up personally and running them for anything other than a personal page is a violation of Facebook’s terms and services. Instead, you should set up a brand page and assign admin to manage it.

Make at least one (1) post per week to your Facebook page to keep your community engaged. You can post more frequently, but the key to a great Facebook page is keeping it up-to-date.

Include photos or other rich media as often as possible/necessary. Photos and videos have high engagement value and help tell a richer story. Linking to news articles is a great way to share news and engage with your audience. Just be aware of the image that auto-displays, if it isn’t appropriate or is cropped, upload your own.

Use short URLs. If you post a link to an article, make sure you shorten it with a go.unl URL or bit.ly and delete it once the links load. Big long ugly links will distract your audience from your content.

Facebook has its own scheduling tool. You can use this tool to pre-plan posts and also see how they will appear to your audience. This tool is helpful in being efficient and maximizing your resources.

Encourage conversation. Facebook is a great place to ask your audience a question, have them take part of a poll or just encourage feedback. Let your audience post comments; just make sure you are monitoring them. Some members might post something negative or critical and you should let them. This often allows a chance for you to answer a question or start a dialogue. It is best to let that author know you have heard what they say and try to answer their question or concern with a “reply” or kindly request to take the conversation offline by providing an email address or phone number. The only time you should remove, hide or delete a comment is if it includes profanity or is obscene, harassing or threatening.

Twitter
University-affiliated Twitter accounts should be set up with “UNL” in the handle. i.e.: UNLCampusRec, UNLCA etc.

Post consistently. Before starting a Twitter account, managers should have a plan on posting frequently and building a community.

Twitter is for conversations. Twitter is a platform that is based on constant updates and managers should do more than just post updates. Managers are encouraged to monitor their handle and other relevant hashtags and keywords to take part in conversations (@replies, retweets, favorites etc.).

Include photos or other rich media in your tweets. Make sure photos are sized appropriately for the platform and are engaging. Using the native Twitter app, you can upload up to 4 photos in each tweet.

Tweets can have calls to action. Write your tweets to be engaging and exciting and then provide links to more information when necessary. Use URL shorteners to track clicks and also clean up your tweets (and not waste space).

Follow relevant accounts that make sense for your organization. Following those who follow you is a great way to build community, but it is not required to follow everyone back. Thanking users for following you is also a good gesture, however you should do so manually and not set up auto-responders. Auto-responders are not genuine and usually do more harm than good.

Take part in Twitter chats and other weekly activities:

#TBT: Throwback Thursday, include older nostalgic photos.

#MonMotivation: Words of wisdom and other phrases that create some sort of motivation

#FF: Follow Friday, tweet out @handles of other accounts you recommend following

Depending on your area of expertise there may be other chats or weekly hashtag posts, do a little research and join in!

Follow other UNL accounts. Following other accounts on campus will allow you to cross-promote content, gather ideas and build community.

Include hashtags (keywords) in your tweets. Using hashtags in your tweets helps users find you and increases your tweet reach.

Use apps. Apps like tweetdeck and paid programs like Sprout Social allow you to set up streams of keywords, hashtags and lists.
so that you can easily manage your Twitter account(s). These programs also allow some analytics features and the ability to schedule posts.

**YouTube**
The University has a UNL YouTube channel, and colleges, departments and affiliates can request a playlist on the UNL YouTube channel from UComm. Having a playlist on the official channel increases your overall reach, and improves the consistency and maintenance of your content.

**NOTE**
Don’t use copyrighted material. Using music, images or other elements that you do not have the rights to can cause your video to be flagged as well as get the YouTube channel shut down. All videos are screened by YouTube and can’t be uploaded if they contain copyrighted materials.

Videos should include the proper information:

*Descriptive title:* The title helps users find your video in the YouTube search engine.

*Video description:* This description helps users find your video in the YouTube search engine and other search tools.

*Call to action:* This is usually a Website or place that allows the user to find more information.

*Relevant keywords or tags:* This helps users find your video on YouTube.

Include UNL or University of Nebraska in your video file naming for better SEO (search engine optimization) i.e.: UNL_AwesomeVideo.MP4

Captioning is required for videos. If you have a script send it along with your video files so all closed captioning can be included.

If you are posting a video (preferably from MediaHub) to your UNL Website, closed captioning and other accessibility protocols must be followed.

**Instagram**
*Show your story.* Instagram is a free photo and video app that allows users to quickly display relevant content in a simple square photo or video that can then have various filters applied to it.

*Share across platforms.* Once you have created an Instagram photo or video you can easily share it on other social platforms.

*Use hashtags.* Like with other popular social networks, hashtags (keywords) are great for building a community. Be sure to include popular university hashtags and do some searching and find other relevant tags in the Instagram community.

*Use captions.* Captions are a great way to explain a story or video.

*Tag your location.* Tag where the photo was taken and users searching by location can see your photos.

*Tag users.* If Instagram users are present in your photo or you have curated a photo, be sure to tag the user and give them credit.

*Explore contests.* Instagram contests are quite popular and easy to do. Encourage users to share a photo with a specific hashtag or comment on one of your photos to win a prize.

*Use apps.* Online apps like iconosquare.com allow you to comment and like photos, pull analytical information and track hashtags. It is a great tool to do everything, but upload the actual photo/video.

**MediaHub**
UComm maintains a proprietary video delivery network that is optimized for use on UNL Websites (mediahub.unl.edu).

Videos that are to be included on UNL Websites should be uploaded to MediaHub in addition to YouTube as MediaHub videos will play without restrictions in other countries where YouTube is blocked.

Have a question, idea or need assistance? You can always contact the University social media specialist by emailing: social@unl.edu.
MERCHANDISE
When choosing merchandise, keep in mind the size of live space available to imprint your message. Some items’ imprint area is very small, leaving very little area for your message. When type gets too small, the ink may fill in, making your message illegible.

Required on every item:

- Academic N OR University of Nebraska–Lincoln logo. (BOTH require the registered trademark symbol: ®)
- The registered trademark symbol: ®, is required on the Academic N and University of Nebraska–Lincoln logo when used on merchandise. If the imprint area is too small and the merchandise is packaged, the following indicia statement should be attached to the packaging: “The logo/wordmark appearing on this product is a federally registered trademark owned by the University of Nebraska Board of Regents.”
- When creating your artwork, be sure to create it for the manufacturer as you see it: if you’re printing white ink on a red item, make sure your artwork reflects that. This ensures the Academic N or logo are printed correctly. Do not send artwork in black ink and request that everything be reversed for printing in white. This violates Academic N rules on color use.

For questions regarding creating artwork for merchandise, contact:
Marcelo Plioplis
Creative Director,
University Communications
mplioplis2@unl.edu
(402) 472-7524

When ordering merchandise, be sure the vendor is licensed with the Collegiate Licensing Company. For questions regarding licensed vendors, contact:
Lonna Kliment
Director of Ticket Marketing
Athletics
lkliment@huskers.com
(402) 472-0775

View or download the list of licensed vendors at go.unl.edu/toolbox.
ADDITIONAL INFORMATION
DESIGN ESSENTIALS

Whether creating a brochure for print or PDF distribution, the University branding essentials are:

- University logo
- Academic N (campus icon)
- Color palette
- Typography

When used appropriately and creatively in design, these elements help convey a consistent image for the University.

COLOR PALETTE

The University’s color is PMS 186CP at 100%. Do not use less than 100% tint or transparency, as the red immediately becomes pink.

Publications printed with four or more color covers must have red as the dominant color on the outside front.

Publications with two-color covers should be printed in red and black unless there is a programmatic connection between the ink and/or paper color and the activity/department (e.g., Grassland Studies and green)

OR a process reason for similar publications being printed with different colors of ink/paper (similar forms or multiple activities within the same department). Publications with single-color covers must have the Academic N in red, black, or reversed out of a color. There must be a programmatic connection between the ink and/or paper color and the activity/department

OR a process reason for similar publications to be printed with different colors of ink/paper.

TYPOGRAPHY-ONLY LAYOUT

Typography can be used in a graphic way to capture the reader’s attention and emphasize key points. Communicators can also use other elements of design to create a compelling layout—including, but not limited to, white space, color and scale.

Regardless of the size of the headline type and imagery, use good spatial judgment when placing the UNL Logo and Academic N so they do not overpower or become overpowered by the headline type and imagery.

IMAGERY

To ensure high quality results, make sure all photos and graphic elements are 300 dpi at 100%. Often, Web images have been reduced to 72 dpi and are, therefore, unusable for printed materials.

Whenever possible, use photographs of University students, faculty and staff in publications representing the University.

If photographing people who can be easily identified, always use an approved image release form.

If using stock photography for backgrounds, etc., always purchase and download the high resolution version.

DESIGN PROGRAMS

The grid examples are shown using Adobe InDesign. InDesign and QuarkXPress are the recommended programs for graphic design. Both are licensed and available through the Site License Coordinator in Computer Sales. If you have a question regarding your software, please contact Printing Services before starting your project.

Publisher, Word, Word Perfect, PageMaker and other desktop publishing programs are highly discouraged for use when creating a publication to be printed using digital offset technology.

PRINT SIZE REQUIREMENTS

When designing print materials for the University, there should be consistency in their size.

SPOT OR CMYK/PROCESS...CONFUSED?

It's very simple. The term spot color is referencing a print piece that is designed using specific colors...like the University logo, PMS 186CP and Black (yes, black is considered a color). CMYK or process color is used when you have four or more colors in a piece...like a photograph of the University. Process color is always made up of four colors, hence the name 4-c process: 1. Cyan (C), 2. Magenta (M), 3. Yellow (Y), 4. Black (K). Make sure when designing your piece that you use the correct logo for a spot or process printed piece.

WHAT GRAPHICS SHOULD BE PROCESS?

A color photograph means you'll be using process color. There's no way you could reproduce a photograph in color using only PMS colors, without incurring enormous expenses. You can scan the photo in RGB, and you can even color correct in RGB if you wish—but before you send to production, make sure you've changed your photograph to CMYK, unless the printer/vendor specifically tells you not to.

If you create a brochure that uses four or more spot colors, you may find it’s more cost efficient to use process color than spot colors. Talk to your printer; they can tell you how best to prepare your files.

COLOR SPACES (LAB, RGB, AND CMYK)

A color space is a range of colors in the visible spectrum. Lab, RGB/HEX, and CMYK are all color spaces. Lab is what people see. RGB/HEX is the space used by cameras, scanners and color monitors.

CMYK is what most printers lay on paper. Lab is the largest color space, and CMYK is the smallest of these three. The colors in one color space that are not in another color space are called “out of gamut.”

At the very least, you should be aware that your image may be in RGB (red, green, blue), but your image will print in CMYK.

Because of this difference in color space and gamut (range of colors), the image you see on your computer monitor may not match a 4-color press.

MONITOR CALIBRATION

The main purpose of calibrating is to set white and black points, contrast, brightness, and gamma (mid-tone density).

Because monitors differ from one to the next (even same brand and models), no two will respond in exactly the same way.

The older your monitor is, the more likely it will lessen in both brightness and clarity.

For color-critical work, most monitors are dependable up to only two years. Some are better. Some are worse. You will have to be the judge. Calibrating your monitor is very important for color-critical work. Do this every time you need colors to be accurate. Even high-end soft proof workstations require frequent recalibrations.

You will need software to calibrate your monitor. Adobe Gamma (supplied with the Windows version of Photoshop) and Monitor Calibrator (Mac OS only) are simple to use. Both programs have “wizards” that can guide you, step by step, through the process. There are also a variety of more sophisticated software that can be purchased from third party developers, as well as high-end software that is included with the purchase of a monitor that is specifically designed for color-critical applications.
INDESIGN CHECK LIST FOR SENDING FILES TO PREPRESS PROVIDER

Make sure that the requisition sent into your customer service representative has been double checked for accurate file and production specifications (e.g. file name, contact name, phone number, due date, inks, bleed size, number of pages, bindery specs, delivery, etc.).

- Check layout/design files using the correct page dimensions
- Setup page numbering and any repetitive graphics on Master Pages
- Allow at least .125" for bleed where applicable
- Images = resolution of 300dpi (if enlarged in layout, no larger than 115% of the original size)
- Run spell check
- Check to make sure that text flow, text wraps, and line breaks are correct
- Include hard copy and/or working comp of the file with the requisition

COLOR USE

- Images/Logos are in CMYK, Spot, or Grayscale (i.e. not RGB) as appropriate to print design
- Large areas of black need to be “rich black” (C40/M20/Y40/K100) for 4-color process jobs
- 2-3-c = Spot/PMS Colors (Identical naming conventions for spot colors; i.e., PMS 186CP = PMS 186CP, not PMS 186 CV or CVC)
- 4-c files = Process (4-color, CMYK)
- Eliminate all unused colors in the file in the Swatch Palette
- Convert/remap any RGB or unneeded colors
- Black body text = 100% Black with no other ink mixes (double check for the “color” Registration or Auto in Swatch Palette, replace with 100% Black)

- Go to Window/Output/Separations Preview to double check for proper color separations as appropriate to design

OUTPUT / PREFLIGHT (WINDOW MENU - INDESIGN)

This checks for warnings or problems with:
- Images (RGB, Index, etc./CMYK in place of grayscale color space used)
- Fonts verification
- After running Preflight and correcting any errors, re-run Preflight to confirm all problems have been fixed.

PACKAGE (FILE MENU)

Automatically includes everything (InDesign file, images and fonts) needed into one folder to provide to your printer. Upload the folder to the printer’s server or supply it on a disk. Be sure to tell your customer service representative when the file is available and where they can find it.

PERFECT/SPIRAL BOUND ITEMS

- Coordinate with your customer service representative or prepress about spine size before completing cover design
- Create files using non-facing pages
- Bleed on all sides (cover and body) = 0.25” minimum to allow room to trim
- Binding-side margin = 0.5” minimum

WEB RUN

- Page size 8.375” x 10.875”
- Bleed on all sides (cover and body) = 0.25” minimum to allow room to trim
- Trim-side margins = 0.25” minimum

THINGS TO KEEP IN MIND

- Web images do not work for print, even if your client insists they will work
- High resolution images = 300 dpi at 100% size (images will not hold resolution if they are increased in size more than 110%)
- Do not embed images
- Spot color example: 2-color = 1 red and 1 black (not 3 reds and registration black)

When creating a two color document (example: black and red 186CP) place the 186CP academic N or UNL logo in the document first so the correct red appears in the Color Swatches palette eliminating chances of creating multiple reds.
- Photos:
  - Grayscale = % black
  - RGB grey scale does not equal black grey scale
- Bleeds:
  - 1/8” minimum
  - 1/4” minimum
  - 1/4” minimum—perfect binding
  - Digital Prepress prefers native files with packaged fonts and images/links. When sending PDFs to printing, they cannot be altered. Your file must be perfect in order to print properly.
  - For all designs, live area should be at least 1/4” from trim edge to ensure all information and images do not get trimmed.

UNL PRINT SERVICES FTP/SERVER INFORMATION

Host: BFFTP.unl.edu
User ID: printcopy
Password: 2print3m
If you have problems connecting, please contact:
Digital Prepress
prepress2@unl.edu
(402) 472-4639
(402) 472-2144 (fax)

FINISHING

Once a print job is off press and dries, it goes to “finishing.” At this stage the project is trimmed, scored, folded, and/or stitched. Below are some of the terms to describe the finishing process by which printed sheets are put together to form books, magazine, catalogs, or even greeting cards.

CUTTING, PERFORATING OR SCORING

The first stop for 75% of all jobs is the cutter. Some need a simple trim, while others need to be trimmed in preparation for a secondary process, such as binding.

A perforation will facilitate the removal of a portion of your piece by the recipient (e.g., ticket stub, return postcard).

A score is a crease in a sheet of heavyweight or cover to facilitate folding (e.g., table tents).

FOLDING

The folding machines take in a flat sheet and create a folded piece according to the need. Examples would be letter folds for brochures, hand outs, and mailing pieces; multiple folds for more extensive pieces; or folding in preparation for further assembly on our Mueller stitcher/trimmer (saddle stitch) or Perfect Binder (glue bind).

There are two kinds of folds: parallel and right angle. In parallel folding, each fold is parallel to the other. An example is a letter which requires a two parallel fold for mailing. A right angle fold are folds that are made at right angles to each other.

A four page folder is the simplest folder with only one fold either long or short. Used for instruction sheets, price lists, etc. An example is an 11”x17” sheet folded in half to 8.5”x11”. A six page folder is made with two parallel folds either regular or accordion style creating eight pages. Eight, twelve, and sixteen page folders create additional pages with additional folds.

STITCHING (PAMPHLET BINDING)

After the brochure pages are collated, they can be stitched together. The two methods of stitching are the saddle-stitch and the side-stitch. The thickness and bulk of the paper determines which is used. The saddle-
stitch is the easiest and least expensive. A booklet is laid down flat, and the stitches, often staples, are fastened through the spine of the booklet. Side-stitches are used for bulkier projects. The stitches are inserted 1/4” from the back edge of the booklet, so the inside margin must be a bit wider. Side-stitched books can’t be opened flat and usually have glued on covers.

Perfect binding is an inexpensive form of bookbinding, eliminating the expense of sewing and case-binding books. The pages are instead held together by a flexible adhesive. A special lining is put over the backbone and a cover is glued on. A paperback book is a good example of this.

Mechanical binding
Notebooks use this method because they need to open flat. The sheets are punched with round or slotted holes on the binding edge. Then wire or plastic coils or rings are inserted through the holes keeping the notebook together.

Contact Printing Services’ Bindery Department representatives for additional bindery options and services.

Scott Hawco
Bindery Supervisor
shawco2@unl.edu
(402) 472-7804

Video Tips
Outlined here are some ideas to help create some videos, in case you have to create them yourself.

Audio
For interviews, use an external microphone, either lavaliere or handheld. The microphone built into the camera will result in noisy, echoey audio.

Lighting
As a general rule avoid shooting into windows. The brightness outdoors will overwhelm interior subjects. Ensure subjects are adequately lit. Use plenty of natural light. Overhead lights can cause harsh shadows.

If you need additional lighting and video lights are not available, bouncing a desk lamp or work light off a white wall or white card can provide soft, even lighting.

Steady
To avoid a shaky image, use a tripod or move close to your subject and zoom out wide.

Music
Do not use copyrighted music without permission from the author.

Length
Research shows the attention span of most video viewers is less than 3 minutes.
WHEN TO USE PRINTING SERVICES

• Medium/large quantity and high quality production
• Booklets, manuals, postcards, brochures, programs, posters, books, forms, hang tags, table tents, schedule cards, media guides, phone directories, pocket folders, banners, business cards, letterhead and envelopes printing
• Finishing services

WHEN TO USE THE COPY CENTER

• Small quantity and quick production
• Digital full color or black toner production
• Variable data and merge mails
• Large format poster printing and finishing
• Booklets, tape and coil binding, stitching, drilling, and folding

Print & Copy Services representatives are available to answer questions and assist with your projects, from cost effectiveness to providing efficient print options.

CONTACT:
Deb Green
Manager, Customer Service
dgreen1@unl.edu
(402) 472-7818

MAIL SERVICES
When designing print materials that will be mailed off campus, remember there are USPS rules that must be followed in order to ensure delivery and lowest cost postage. Contact Mail Services before designing a mail piece to determine what mail classification to use, what the design requirements are, if there are folding or tabbing requirements, whether to use indicia (preprinted) postage, and how to process your mailing lists.

CONTACT:
Ken Reining
Manager, Mail & Distribution, Bindery & Promotional Sales
kreining2@unl.edu
(402) 472-7029

Visit printing.unl.edu/mail for the most up-to-date guidelines and policies regarding mail and distribution.

NEBRASKA UNION POLICY
Visit unions.unl.edu/nebraska_union_policies for the most up-to-date guidelines and policy for our Unions.

CUSTOMER SERVICE REPRESENTATIVES:
Carol Johnson (402) 472-7823
Nancy Woodward (402) 472-3090

Visit printing.unl.edu for the most up-to-date information for your printing needs.
USING GRIDS
USING GRIDS

A grid system provides order with margins and baselines and flexibility with a column structure. It makes designs more uniform and consistent across the University.

While multi-column grids may seem too narrow, text and images can be positioned across multiple columns. However, images may be positioned across all columns.

Body text should not cross more than four columns unless set in a large point size, as the line length would be very long and difficult to read.

If your images or graphics should bleed off the page (extend beyond the edges), make sure they actually bleed. Set your bleed to .125" minimum.

CATALOG BROCHURE—PORTRAIT
Size: 8.5" x 11" (sheet fed)
8.375" x 10.875" (Web fed)
Grid: 6 Columns
Margins: 0.5"
Gutters: 0.2"

CATALOG BROCHURE—LANDSCAPE
Size: 11" x 8.5" (sheet fed)
10.875" x 8.375" (Web fed)
Grid: 8 Col.
Margins: 0.5"
Gutters: 0.2"

COMMON LETTER
Size: 11" x 8.5"
Panels: 3
Grid: 3 Col. per panel
Margins: 0.375"
Gutters: 0.15"

NO. 10 BROCHURE
Size: 4" x 9"
Grid: 3 Col.
Margins: 0.375"
Gutters: 0.15"

SQUARE BROCHURE
(recommended for annual reports)
Size: 9" x 9"
Grid: 6 Col.
Margins: 0.5" Margins: 0.375"
Gutters: 0.2" Gutters: 0.15"

POSTCARDS
(must allow .625" clearance on the bottom of both sides of card)
Size: 9" x 6"
Grid: 6 Col.
Margins: 0.375", 0.625" on bottom
Gutters: 0.2"
Size: 8.5" x 5.5"
Grid: 6 Col.
Margins: 0.375", 0.625" on bottom
Gutters: 0.2"
Size: 6" x 4.25"
Grid: 6 Col.
Margins: 0.25", 0.625" on bottom
Gutters: 0.15"
CATALOG BROCHURE — PORTRAIT

Size: 8.5” x 11” (sheet fed)
8.375” x 10.875” (Web fed)

Grid: 6 Columns
Margins: 0.5”
Gutters: 0.2”

BINDING ADJUSTMENTS:
When spiral binding, comb binding, or using a 3-hole punch, increase the left margin to 0.75”. If using facing pages in your layout, increase the inside margin to 0.75”.

Download template from go.unl.edu/toolbox
All sizes listed are the finished size.
Size: 11” x 8.5” (sheet fed)
10.875” x 8.375” (Web fed)
Grid: 6 Columns
Margins: 0.5”
Gutters: 0.2”

**BINDING ADJUSTMENTS:**
When spiral binding, comb binding, or using a 3-hole punch, increase the left margin to 0.75”. If using facing pages in your layout, increase the inside margin to 0.75”.

Download template from go.unl.edu/toolbox
All sizes listed are the finished size.
Common Letter Portrait

Fold must be on bottom of mailing panel for postal machines.

Common Letter Landscape
(commonly known as a tri-fold brochure or flier)

Size: 11" x 8.5"
Panels: 3
Grid: 3 Columns per panel
Margins: 0.375"
Gutters: 0.15"

File Name: Com_Letter_Portrait.indt

Download template from go.unl.edu/toolbox
All sizes listed are the finished size.
Size: 4” x 9”
Grid: 3 Columns
Margins: 0.375”
Gutters: 0.15”
File Name: No10_Brochure.indt

Download template from go.unl.edu/toolbox
All sizes listed are the finished size.
Binding Adjustments:
When spiral binding, comb binding, or using a 3-hole punch, increase the left margin to 0.75. If using facing pages in your layout, increase the inside margin to 0.75.

All sizes listed are the finished size.
(must allow .625” clearance on bottoms of both sides of card)

Size: 9” x 6”
Grid: 6 Columns
Margins: 0.375”
Gutters: 0.2”
File Name: 9x6_postcard.indt
Download template from go.unl.edu/toolbox

Size: 8.5” x 5.5”
Grid: 6 Columns
Margins: 0.375”
Gutters: 0.2”
File Name: 8.5x5.5_postcard.indt
Download template from go.unl.edu/toolbox
(must allow .625” clearance on bottoms of both sides of card)

Size: 6” x 4.25”
Grid: 6 Columns
Margins: 0.375”
Gutters: 0.2”
File Name: 9x6_postcard.indt

Download template from go.unl.edu/toolbox

Size: 8.5” x 5.5”
Grid: 6 Columns
Margins: 0.375”
Gutters: 0.2”
File Name: 8.5x5.5_postcard.indt
Download template from go.unl.edu/toolbox

NOTE
The 2.25” x 4” clear space required for addresses is for standard (bulk) mail. For First Class mailing, the clear space for addresses needs to be 4” wide and the entire height of the postcard. Do not use a rule to divide the address side from the message side.

For questions regarding design including postal, please contact:
Ken Reining
Manager, Mail & Distribution,
Bindery & Promotional Sales
kreining2@unl.edu
(402) 472-7029

* Because of size restrictions, use one side for mailing panel only.
** If using non-profit postage, there is no price difference between the 6” x 4” or 8.5” x 5.5” card.