NEW SECTION: Photography & Videography Guidelines
Preparation and branding guidelines for photography and videography projects. Section 1.4; Pages 48-65

NEW SECTION: Purchasing Advertising
Policy, scope of responsibility, and procedure for purchasing advertising. Rules for accepting advertisements. Section 1.9; Pages 89-90
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**APPENDIX A**

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1. ACADEMIC BRAND GUIDE
1.1 INTRODUCTION

1.1.1 WELCOME

Welcome to the University of Nebraska at Omaha (UNO) Brand Guide.

This guide has been developed to help our campus community tell our story using consistent brand elements to build and reinforce one voice.

This brand book is a tool for our campus communicators. Investing in a single visual identity that is consistently reinforced is the most effective strategy and best use of resources for sharing UNO’s story.

Having a unified university image supports our efforts to continue to promote UNO’s reputation as a premier metropolitan university with local, state, national, and international audiences. Consistency allows UNO to visually link the university more closely to its many programs that support the mission of teaching, research, and service.

This guide will be periodically revisited and updated: it is an evolving document.

If questions arise, please contact the Office of University Communications (UComm) for assistance at ucomm@unomaha.edu.
The Uno Brand

Founded in 1908, the University of Nebraska at Omaha (UNO) is a comprehensive, metropolitan doctoral/research university that offers more than 200 programs of study. UNO provides more than 15,000 undergraduate and graduate students a unique learning environment that combines small class sizes (student-to-faculty ratios are 17-to-1 for undergraduate programs and 13-to-1 for graduate programs) with internship and employment opportunities available in a dynamic urban area.

Strategic Goals

• Student-centered
• Academic excellence
• Engagement with urban, regional, national, and global communities

Academic Priority Areas

• Doctoral/Graduate Research
• Early Childhood/Child Welfare
• Global Engagement
• Science, Technology, Engineering, and Mathematics (STEM)
• Sustainability

Brand Positioning

In addition to these core values, UNO’s status as a metropolitan university is central to its identity. The history of UNO has been a powerful guiding force. Our past fuels our pride and shapes the comprehensive university we’ve become. We were built on a commitment to provide a rigorous, relevant, and affordable education that meets the diverse needs of traditional and nontraditional students. UNO has been and always will be driven by the extraordinary connection to and partnership with the Greater Omaha region—including Iowa.

Throughout its development, UNO has been firmly anchored to the urban community—building strong ties with businesses, education, government, arts and civic organizations for hands-on learning opportunities for our students. These relationships run deep. In fact, for eight consecutive years, since the inception of a prestigious national award, UNO has remained on the President’s Higher Education Community Service Honor Roll, the highest federal recognition a school can achieve for its civic engagement.

The opportunity to create the next chapter continues as UNO addresses the changing needs of the community, state, region, and world.
METROPOLITAN UNIVERSITY

The University of Nebraska at Omaha is the University of Nebraska system’s metropolitan university. A metropolitan university is defined as:

The “Metropolitan University,” defined in its simplest terms, is an institution that accepts all of higher education’s traditional values in teaching, research, and service, but takes upon itself the additional responsibility of providing engaged leadership within the metropolitan region by using its human and financial resources as partners to improve the region’s quality of life.

Adapted from Paige E. Mulhollan “Aligning Missions with Public Expectations: The Case of the Metropolitan Universities” Metropolitan Universities, 1995

OUR NARRATIVE

The University of Nebraska at Omaha is dedicated to the city and state in our name. Omaha is our campus and classroom. No fences or barriers separate students from the opportunities offered by the greater Omaha area and beyond. We address real issues, providing relevant learning opportunities which uniquely prepare our graduates as professionals and active members of their community. As a good neighbor, for more than a century, we actively engage in the teaching, research, service, culture, and economy of the region and strengthen the quality of life in Omaha. Success at UNO means success for Omaha, and success for Omaha means success at UNO.

MAVERICK MANTRA

We are independent thinkers. Explorers. Risk Takers. We are willing to go against the grain; ask the hard questions; and look at challenges in a different way. We collaborate. We serve. We represent. We grow. We are doing things that people said would never happen. We are loud. We are proud. We are Mavericks.

PERSONALITY

UNO’s brand expresses an energy and a demonstrated commitment to students, alumni, academic excellence, and community engagement—regionally, nationally, and internationally. The Campus Icon, or the “O,” is UNO’s symbol for our mission.

It’s the way people recognize us and promote us. It’s an enduring symbol of all we promise. The UNO brand personality is forward leaning, evoking inclusion, accessibility, momentum, discovery, opportunities, connections, and excellence. To be successful, the UNO community must deliver the institution’s brand identity through coordinated marketing strategies to promote university programs and activities.

This book is a guide to the proper use of university brand elements. Consistent and correct usage of brand elements will reinforce UNO’s identity.
1.1.3 HOW TO USE THIS MANUAL

This guide provides information necessary to accurately and effectively present the UNO brand to all of our audiences across campus, the state of Nebraska, our region, and around the world. These guidelines provide the tools and resources we need to create a consistent brand identity and provide direction on how to communicate our positioning and the supporting messaging. High-quality electronic files of the University Logo, Campus Icon, and other brand elements are available through the online toolkit at ucomm.unomaha.edu/brand.

If you have questions regarding this brand guide or the tools available online, please contact the Office of University Communications (UComm) at ucomm@unomaha.edu.

1.1.4 DEFINITION OF TERMS

LOGO

Logo is short for logotype, which is a brand’s name set in a special typeface arranged in a particular way. By traditional definition, a logo (or logotype) is purely typographical.

ICON

An icon is a representative symbol.

LOCK-UP

A lock-up is the arrangement of the logo and icon together.

TYPESETTING

Typesetting refers to the process of arranging type.
## 1.1.5 Graphic Reference Guide

<table>
<thead>
<tr>
<th>MARK OF REFERENCE</th>
<th>OFFICIAL NAME</th>
<th>OTHER NAMES</th>
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<tbody>
<tr>
<td><img src="https://example.com/logo.png" alt="University Logo" /></td>
<td>University Logo</td>
<td>System Logo Logo</td>
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<tr>
<td><img src="https://example.com/logo.png" alt="Campus Icon" /></td>
<td>Campus Icon</td>
<td>The &quot;O&quot;</td>
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<td><img src="https://example.com/logo.png" alt="Lock-up" /></td>
<td>Lock-up</td>
<td></td>
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<tr>
<td><img src="https://example.com/logo.png" alt="Athletic Icon" /></td>
<td>Athletic Icon</td>
<td>The Maverick Durango</td>
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<td><img src="https://example.com/logo.png" alt="Athletic marks*" /></td>
<td>Athletic marks*</td>
<td></td>
</tr>
<tr>
<td><img src="https://example.com/logo.png" alt="UNIVERSITY OF NEBRASKA AT OMAHA" /></td>
<td>Typesetting</td>
<td></td>
</tr>
<tr>
<td><img src="https://example.com/logo.png" alt="UNIVERSITY OF NEBRASKA AT OMAHA COLLEGE OF EDUCATION" /></td>
<td>Typesetting with the Campus Icon†</td>
<td></td>
</tr>
<tr>
<td><img src="https://example.com/logo.png" alt="UNIVERSITY OF NEBRASKA AT OMAHA" /></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

* Astoria Bold, which is the typeface used in UNO’s athletic marks, is solely used for athletic marks and by the Athletic Department. Other departments and colleges can find further guidance in section 1.3.2.

† The university name typeset with the Campus Icon is not a replacement to the University Logo. It has been devised as a way to resolve layout space issues, i.e. website banner ads, newspaper footer ads, etc. The official University Logo must always be present in any publication.
1.1.6
OUR NAME:
THE UNIVERSITY
OF NEBRASKA
AT OMAHA

UNO is one of four campuses of the University of Nebraska system. Campuses include: Kearney (UNK), Lincoln (UNL), Omaha (UNO), and the University of Nebraska Medical Center (UNMC). Consistent written use of our name is important.

“University of Nebraska at Omaha” is used when referring to the university. In written communication, when the university is first mentioned or cited, the full name, “University of Nebraska at Omaha,” should be spelled out, immediately followed with “UNO” in parentheses (UNO). Thereafter, references should cite “UNO.”

EXAMPLES OF ACCEPTABLE USAGE INCLUDE:

“Founded in 1908, the University of Nebraska at Omaha (UNO) is a comprehensive, metropolitan doctoral/research university that offers more than 200 programs of study. UNO’s early founders stated a desire for a learning environment.”

“Follow your interest at the University of Nebraska at Omaha (UNO). There are more than 200 academic programs of study at UNO.”

When referencing a UNO college, the name “University of Nebraska at Omaha” should always be used in the first reference. If UNO already has been referenced, the acronym may be used to identify the university.

EXAMPLES OF ACCEPTABLE USAGE INCLUDE:

The University of Nebraska at Omaha College of Education
The UNO College of Education
(if complete university name has already has been previously identified)

UNACCEPTABLE USAGES INCLUDE:

The University of Nebraska College of Communication, Fine Arts and Media
The NU College of Communication, Fine Arts and Media
University of Omaha Durango Days

DO WE USE THE “AT” IN OUR UNIVERSITY NAME?

The answer is yes, please include the “at.” All UNO print materials should use the “at” in our name—the “University of Nebraska at Omaha.” Please contact the Office of University Communications regarding your questions regarding the “at.”

Webpages (in the new template) are not required to use the “at.”

Questions? ucomm@unomaha.edu
1.1.7 REQUIRED BRAND ELEMENTS

The core elements of our brand identity, when consistently applied to all our communications, reinforce the UNO brand.

The following core elements are mandatory for all UNO publications and communications (printed or electronic).

1. University Logo

   ![University Logo](image)

2. Campus Icon

   (For the appropriate “O” based on the background color, refer to section 1.2.2.)

3. The Non-Discrimination Statement* is required on all print and digital materials representing the colleges, units, and departments of the University of Nebraska at Omaha.

   The University of Nebraska does not discriminate based on race, color, ethnicity, national origin, sex, pregnancy, sexual orientation, gender identity, religion, disability, age, genetic information, veteran status, marital status, and/or political affiliation in its programs, activities, or employment.

   The Disability Statement is required when inviting anyone to any event (meeting, gathering, movie viewing, Commencement, etc.) using any format (print, electronic announcement, postcard, etc.) so that the invitee is aware of the accommodations available to them on our campus.

   UNO is an AA/EEO /ADA institution. For questions, accommodations or assistance please call/contact Charlotte Russell, ADA/504 Coordinator (phone: 402.554.3490 or TTY 402.554.2978) or Anne Heimann, Director, Accessibility Services Center (phone: 402.554.2872).

4. URW Grotesk Typeface

   If URW Grotesk is not available, use approved substitute (section 1.3.2).

   If you are the lead communicator of your area, please email ucomm@unomaha.edu for a URW Grotesk license.

5. All materials should be written consistently in a chosen writing style (i.e. AP, MLA, Chicago).

* Title IX of the Education Amendments of 1972 states: “No person in the United States shall, on the basis of sex, be excluded from participation in, be denied the benefits of, or be subjected to discrimination under any education program or activity receiving federal financial assistance.” UNO receives federal financial assistance in terms of grants, student aid, and programs, thus we must affirm our compliance and non-discriminatory policies in all programs and activities.
Students Life & Leadership Development

The Office of Student Life & Leadership Development at the University of Nebraska at Omaha (UNO) supports students by providing connections to involvement opportunities across campus. The Office of Student Life & Leadership Development supports student success and development by providing high-quality experiences, programs, and services that cultivate leadership skills students can use beyond their college experience in order to positively impact their communities.

Located on the first floor of the Milo Bail Student Center (MBSC), the Office of Student Life & Leadership Development offers space to collaborate and meet new people. Students are encouraged to stop by and explore the many ways they can engage with the UNO community, whether by joining a student organization, participating in an upcoming event, or even taking the time to get to know the staff.

Fraternity & Sorority Life

Being a part of fraternity or sorority is a great opportunity to work on philanthropic projects, plan social events, compete in intramural sports, and lead the way in academics and student involvement. Visit greeklife.unomaha.edu to hear more about Fraternity & Sorority Life.

Fraternities
- Alpha Phi Alpha
- Kappa Alpha Psi
- Lambda Chi Alpha
- Omega Psi Phi
- Pi Kappa Alpha
- Sigma Lambda Beta
- Sigma Phi Epsilon
- Theta Chi

Sororities
- Alpha Kappa Alpha
- Alpha Xi Delta
- Chi Omega
- Delta Sigma Theta
- Lambda Theta Nu
- Sigma Gamma Rho
- Sigma Kappa
- Sigma Lambda Gamma
- Zeta Phi Beta
- Zeta Tau Alpha

Discover UNO through MavSYNC

From social clubs to professional organizations, there are more than 100 recognized clubs and organizations on campus or which students can become involved. MavSYNC is a tool designed to help students discover extracurricular opportunities. Through MavSYNC, students and members of organizations, sports clubs and departments can connect. Visit studentorgs.unomaha.edu to see a full list of UNO student organizations.

Student Government

The University of Nebraska at Omaha Student Government (SG-UNO) is the voice of the student body and represents its constituents on a daily basis. Student Government strives to make lasting, positive contributions to the student body and campus to provide representation, leadership, guidance, and support with respect, honesty, and open-mindedness to promote memorable experiences on the UNO campus.

Any UNO student enrolled in six credit hours and with a minimum 2.5 GPA is eligible for membership in Student Government. To learn more about SG-UNO visit sg uno.unomaha.edu.

Maverick Productions

As the programming board at UNO, Maverick Productions supports student development and provides an opportunity for in-depth student involvement, including social, educational, entertainment, leadership, governance, and recreational opportunities. Students participating in programming benefit from increased awareness of the diversity of the community and by exercising and improving skills necessary to become effective citizens and leaders.

Any UNO student enrolled in six credit hours with a minimum 2.0 GPA is eligible for membership in Maverick Productions. More information can be found at mavpro.unomaha.edu.
1.2 MARKS

1.2.1 UNIVERSITY LOGO

The University of Nebraska at Omaha (UNO) is a proud brand within the University of Nebraska system. Guidelines for use and application of the official logos of University of Nebraska and UNO are included in the University Identification Handbook.

The University Identification Handbook can be found in Appendix A of this brand guide. This brand guide is a supplement to the University Identification Handbook. All questions related to the use and application of any of these documents should be directed to the Office of University Communications (UComm) at ucomm@unomaha.edu.

GUIDELINES

1. The University Logo may appear in either an all-black version or with the approved color designated to UNO.

2. The Omaha designation appears in red. The red used by UNO is Pantone 186. Refer to section 1.3.1 for more guidance on color.

3. When the University Logo is reversed, all type should appear in white only.

4. Always use original drawings of the University Logo. Download the University Logo from the university website (ucomm.unomaha.edu/brand).

5. DO NOT ATTEMPT to re-set or re-create the University Logo.

6. The University Logo should not be reduced to any size smaller than 1” wide.

7. When the University Logo is placed over artwork or photography, the background must have substantial contrast to the University Logo. The University Logo must be legible. See examples below.

8. The University Logo must appear on all UNO printed materials, either on the front or back cover.

A copy of the University Identification Handbook is found at Appendix A of this brand guide.

The University Logo on a background that has enough contrast to make the University Logo legible.

The University Logo on a background that does not have enough contrast to make the University Logo legible.
PROPER USE OF UNIVERSITY LOGO:

The University Logo as it appears on white or light backgrounds.

The University Logo as it appears on black or dark background. It should appear in ALL WHITE ONLY.

The University Logo should not appear in any size smaller than 1" wide. The example above is actual size.

IMPROPER USE OF UNIVERSITY LOGO:

Do not swap colors.

Do not alter colors.

Do not attempt to recreate the University Logo.

Do not skew or distort.

Do not use two colors on black or dark backgrounds.

This logo was in the 2010 brand guide. This logo is no longer utilized.
1.2.2 CAMPUS ICON

THE MEANING OF THE CAMPUS ICON

Also referred to as the “O,” the Campus Icon is a symbol that has several layers of meaning. The Campus Icon is designed to suggest momentum and innovation, as well as celebrate our campus mascot. It also symbolically represents the letters U, N, and O.

The black band forms the letter U (for University), the red band forms the letter N (for Nebraska), and together these two bands form the letter O (for Omaha). The red stroke is always on top to signify the university’s optimism and confidence. The ends of the bands are pointed to signify the Maverick horns. The elegant formation of the bands represent UNO’s rich and distinguished heritage; the sharp bull horns represent the enduring and hard working students, faculty, staff, and alumni who make up the backbone of UNO.

The Campus Icon is a circular symbol that leans forward, representing UNO as a progressive and emerging force within the community. UNO celebrates great tradition and prestige, building momentum from generation to generation.

Either the Campus Icon, the “O,” or the Athletic Icon, the Maverick, can be used as the only identifier on items such as academic merchandise, podiums, banners, and flags.

However, the Campus Icon is not a substitute for the official University Logo. When the Campus Icon is used, the University Logo must still be present on publications and other communication materials.
When the “O” icon was introduced in the fall of 2011, campus communicators were asked to use either an “Academic O” or an “Athletic O” based on the audience. We received feedback that this method was confusing and inconvenient. As a result we have revised the strategy.

We now invite campus communicators to choose the “O” based on design parameters such as the color of the background. More direction can be found in this section.

THE “O”

The Academic O may be used on any materials representing Academics or Athletics.

![The Campus Icon as it appears on white or light backgrounds.](image1)

![The Campus Icon as it appears on black or dark backgrounds.](image2)

THE ATHLETIC “O”

The Athletic O may only be used by the Athletic Department.

For more information refer to Section 2 Athletic Brand Guide.
GUIDELINES

1. Do not remove the Campus Icon’s white outline. The white outline may not be visible on white and light backgrounds.
   Do not outline the white outline.

2. The Campus Icon may appear in either two-color, all white, or all black.

3. Do not skew, distort, or attempt to re-create the Campus Icon in any way.

4. Always use original files or graphics of the Campus Icon. Download the Campus Icon from the university website (ucomm.unomaha.edu/brand).

5. The Campus Icon should not be reduced to any size smaller than .35” wide in print, and no smaller than 38 px wide in digital communications.

6. The Campus Icon should not be placed over artwork or photographs that do not have enough contrast to make the Campus Icon legible.
   See examples below.

   The Campus Icon should not appear in any size smaller than .35” wide on printed communication pieces and 38 px in digital communication pieces.
7. The Campus Icon must appear on all UNO printed academic materials, preferably on the front cover.

8. The Campus Icon should not be placed by or locked up with any mark other than the University Logo. See section 1.2.3 for instructions on the Lock-up of these two marks.

9. The Campus Icon is not a substitute for the official University Logo.

10. The Campus Icon should not be altered for individual colleges, programs, or organizations.

11. When used as a graphical element, the Campus Icon cannot be cropped more than 25 percent per side.

Planning on cropping the Campus Icon? Please contact Office of University Communications (ucomm@unomaha.edu) for assistance.
IMPROPER USE OF CAMPUS ICON:

- Do not change colors.
- Do not swap colors.
- Do not skew or distort.
- Do not change opacity.
- Do not add stroke.
- Do not alter for event or program.

- Do not create inner effect.
- Do not reverse incorrectly.
- Do not rotate.
- Do not recreate.

- Do not use as a letter in a word.
- Icon may not lean left.
12. Be aware of proper clearance space. The following diagram shows the amount of clearance that should be allotted for the Campus Icon. No type nor other graphical element should be placed within the bounding box.

13. Anything typeset next to the Campus Icon should be in URW Grotesk, in black or white (depending on the background). See section 1.3.2 for guidelines on typesetting with the Campus Icon. If you would like assistance in typesetting, contact the Office of University Communications (ucomm@unomaha.edu).

14. When printing in metallic ink, the Campus Icon should appear in silver only, when possible. Approval is required from the Office of University Communication when using gold or any other metallic color.
The Lock-up is the arrangement of both the University Logo and the Campus Icon together. The Lock-up is recommended whenever your material does not allow sufficient room for the logo and icon to exist separately.

GUIDELINES

1. Use only the approved Lock-up as seen on the next page.

2. Always use original files of the Lock-up. The Lock-up can be downloaded from the university website (ucomm.unomaha.edu/brand).

3. Do not attempt to recreate the Lock-up of the two marks manually.

4. Do not attempt to use any mark, other than the Campus Icon or University Logo, within the Lock-up.

5. Both the University Logo and Campus Icon must not be reduced past their minimum size requirements outlined in the previous pages. Therefore, the minimum size of the Lock-up (including divider line) must not be reduced any smaller than 1.75" wide.

6. The Lock-up should not be placed over artwork or photographs that do not have enough contrast to make the Lock-up legible. See examples below.
Combining the Logo and Campus Icon

Separate use of the logos is preferred. (The Campus Icon is preferred for the front or cover of publications with the University Logo appearing on the back.) However, a predetermined “lock-up” of the two marks is available when space is an issue or the publication is one-sided.

INCORRECT USES

Guidelines:

1. Use only the approved lock-up as seen above and at upper right.
2. Always use original drawings of the lock-up available at brand.unomaha.edu.
3. Do not attempt to re-create the lock-up of the two marks manually.
4. Do not attempt to use any mark other than the Campus Icon within the lock-up nor with the University Logo.
5. Both the Logo and Campus Icon must not be reduced past their minimum size requirements outlined in the previous pages. Therefore, the minimum size of the lock-up (including divider line) must not be reduced any smaller than 1.75” wide.
6. The lock-up should not be placed over artwork or photographs without a substantial light or dark area encompassing the area around the entire lock-up.

The Lock-up as it appears on white or very light backgrounds.

The Lock-up as it appears on black or dark backgrounds.

The example above is actual size.

1.75”

The Lock-up should not appear in any size smaller than 1.75” wide. The example above is actual size.

The Lock-up as it appears on white or very light backgrounds.

The Lock-up as it appears on black or dark backgrounds.

The Lock-up is no longer in use by the university and opposes the guidelines provided by the NU system.

COLLEGE NAME
1.2.4 ATHLETIC ICON

Also referred to as the Maverick or Durango, the Athletic Icon can be used as a graphic element. Either the Campus Icon or the Athletic Icon can be used as the only identifier on items such as academic merchandise, podiums, banners, and flags. However, neither the Athletic Icon nor the Campus Icon are substitutes for the official University Logo. The University Logo must be present on all publications and other communication materials.

Academic units choosing to use the Athletic Icon must also have the Campus Icon and University Logo present in their publications and other materials.

GUIDELINES

1. Do not remove the Maverick’s white outline.

2. Always use original drawings of the Athletic Icon. Download the Athletic Icon from the university website (ucomm.unomaha.edu/brand).

3. Do not attempt to recreate the icon.

4. The Athletic Icon should not be reduced to any size smaller than 1” wide.

5. The Athletic Icon should never be combined with or overlap the Campus Icon.
**THE ATHLETIC ICON Guidelines**

1. Do not remove the Mav’s white outline.
2. Always use original drawings of the icon. Download the icon from the university website at brand.unomaha.edu.
3. DO NOT ATTEMPT to re-create the icon.
4. The logo may not be reduced to any smaller than 1” wide.
5. The icon should never be used in conjunction with or overlapping the Campus Icon or Athletic Logo.

Also referred to as the Mav.

**DO NOT:**

- Do not combine Athletic Icon with the Campus Icon.
- Do not alter colors.
- Do not incorrectly reverse out.
- Do not remove the white border when the Athletic Icon is placed on black or dark backgrounds.
- Do not add inner effects.

**PROPER USE OF ATHLETIC ICON:**

The Athletic Icon as seen on white or light backgrounds.

The Athletic Icon as seen on black or dark backgrounds.

1”

The Athletic Icon should not appear in any size smaller than 1” wide. The example above is actual size.

**IMPROPER USE OF ATHLETIC ICON:**

- Do not combine Athletic Icon with the Campus Icon.
- Do not alter colors.
- Do not incorrectly reverse out.
- Do not remove the white border when the Athletic Icon is placed on black or dark backgrounds.
- Do not add inner effects.
1.2.5 SECONDARY LOGOS

A secondary logo is a graphic, image, mark, or symbol other than the official UNO Logo, Academic Icon, or Athletic Icon, which have all been defined in the accompanying sections of this brand guide. When approved, secondary logos are used to identify, represent, advertise, or promote a unit, office, center, or other university entity. Examples of approved UNO secondary marks include the marks of KVNO and the Nebraska Business Development Center (NBDC).

It is the policy of the University of Nebraska system to invest in a single visual identity, rather than maintain multiple logos (outside of the approved University Logo, Campus Icon, and/or Athletic Icon) that may interfere with the university’s message. UNO adheres to the guidelines defined by the University of Nebraska system.

To strengthen the university’s visual identity, the central aspect of our brand, the creation of additional logos is restricted. As a result, any secondary logo must go through an approval process prior to use.

If a secondary logo is approved, it must always be used with the University Logo or Lock-up. The secondary logo may not be larger in size than the University Logo, Campus Icon or Lock-up.

Academic colleges, departments, and programs are not eligible for secondary logos. This brand guide provides guidance on typesetting the names of colleges, departments, and programs with the Campus Icon (refer to section 1.2.5). Please contact the Office of University Communications if you need assistance with typesetting the name of your entity.

Some secondary logos exist, and in rare instances, secondary logos are allowable when approved by the University of Nebraska system’s Universitywide Identity Committee. Before proceeding through the approval process, an entity must first meet one of these tests:

a. Contractual or legal agreements,

b. Gift agreements in which a donor has required certain identification as a condition of the gift (note that it is strongly discouraged to permit this level of donor involvement) — or —

c. Revenue-generating enterprises that have developed or may develop significant equity in their logo as a marketing tool to external audiences or whose existence depends on external public support (i.e. funds, external board of directors or advisers). The applicant must demonstrate a commitment to investing in the development of the organization’s brand as a marketing tool — not just a mark or logo.
If at least one of the above tests has been met and there is a compelling need to produce a unique logo, you must contact the Office of University Communications to discuss your needs and obtain the secondary logo application. It is recommended to contact the Office of University Communications prior to any monetary investment into the creation of the proposed logo.

Any secondary logo or Campus Icon must complete an approval process that includes:

1. Submission of the secondary logo request form to the Creative Director with rationale to initiate use of a secondary logo or to change a previously approved secondary logo. The request includes the following questions:
   a. Please include a detailed explanation of how the logo will appear in a range of executions including color, black, and reverse; print materials; web sites; and any proposed stand-alone uses.
   b. Explain how the logo will conform with secondary logo standards (i.e., size relationship to official University Logo and confirmation that the University Logo will be on all materials).
   c. Indicate other executions not noted above, if expected.
   d. Include market research about the target audience and why a secondary mark is needed for this audience.
   e. Include your cost analysis of implementing the logo (i.e., logo creation, cost of adding it to materials, etc).
   f. If legal or contractual agreements are a factor for the need for the secondary mark, please include relevant information.

2. The Creative Director may consult with the Director of Marketing and Executive Director of the Office of University Communications to determine if appropriate information has been provided. If adequate information and justification has been provided, the Office of University Communications will consult with the Chancellor’s Office to confirm endorsement of the secondary mark.

3. If endorsed, the Office of University Communications will forward its recommendation to the Universitywide Identity Committee, which has representatives from each of the four University of Nebraska (NU) campuses.

4. The Universitywide Identity Committee reviews proposals per its guidelines.

5. The Universitywide Identity Committee then notifies the Office of University Communications if the request has been approved or denied based on a majority vote by the members, and the decision will be communicated to the original requester.

6. If approved, please retain the written approval for your records.
1.3 GRAPHIC STYLES

1.3.1 COLORS

PRIMARY COLORS

Primary colors are used for large color blocks. Any of the following shown can be used as the dominant color. Black is the University of Nebraska at Omaha’s (UNO) primary color. White and Dark Gray can be used as accent colors but in certain cases may be used as the dominant color.

BLACK

<table>
<thead>
<tr>
<th>Pantone</th>
<th>Black or Black #6</th>
</tr>
</thead>
<tbody>
<tr>
<td>CMYK</td>
<td>60/40/40/100</td>
</tr>
<tr>
<td>RGB</td>
<td>10/10/10</td>
</tr>
<tr>
<td>Monochrome</td>
<td>100% black</td>
</tr>
</tbody>
</table>

DARK GRAY

<table>
<thead>
<tr>
<th>Pantone</th>
<th>Cool Gray 11</th>
</tr>
</thead>
<tbody>
<tr>
<td>CMYK</td>
<td>5/5/5/85</td>
</tr>
<tr>
<td>RGB</td>
<td>99/101/104</td>
</tr>
<tr>
<td>Monochrome</td>
<td>75% black</td>
</tr>
</tbody>
</table>

WHITE

<table>
<thead>
<tr>
<th>Pantone</th>
<th>White</th>
</tr>
</thead>
<tbody>
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<td>CMYK</td>
<td>0/0/0/0</td>
</tr>
<tr>
<td>RGB</td>
<td>255/255/255</td>
</tr>
<tr>
<td>Monochrome</td>
<td>0% black</td>
</tr>
</tbody>
</table>
ACCENT COLORS

Two accent colors are used to accentuate the primary colors and should not overpower any of the three primary colors.

**LIGHT GRAY**

- Pantone Cool Gray 4
- CMYK: 0/1/2/30
- RGB: 188/187/186
- Monochrome: 30% black

**RED**

- Pantone: 186
- CMYK: 5/100/100/3
- RGB: 215/25/32

Red is not a primary color and should not make up more than 20% of any composition.

Examples of compositions that use red sparingly.

![Examples of compositions](image)

Red is used sparingly in compositions and should make up no more than 20% of the entire composition.

---

**UNO celebrates our record-breaking students.**

- **3%** Overall enrollment growth
- **7%** New freshmen enrollment growth (including the largest freshman class in UNO history)
- **9%** Graduate Studies enrollment growth

There’s no better time to be a Maverick.

---

Questions? ucomm@unomaha.edu
USE OF COLORS

Undergraduate departments, colleges, and programs will use black as the primary color and red as a secondary accent color. Black is the primary color of the UNO brand and as such will be used to represent the largest portion of our UNO community—current and prospective undergraduate students.

Graduate departments, colleges, and programs will use white as the primary color and may use red and/or black as secondary accent colors.
1.3.2 TYPOGRAPHY

1.3.2.1 TYPEFACES

PRIMARY TYPEFACE

URW Grotesk, the primary typeface for the University of Nebraska at Omaha (UNO), has been taken from the University Identification Handbook and is required for all publications. URW Grotesk regular is the preferred font. However, other weights and variations within the type family are permitted (i.e. Narrow, Extra Narrow, Condense, etc.). To browse the complete URW Grotesk suite: myfonts.com/fonts/urw/grotesk

If you are the lead communicator in your area, please email ucomm@unomaha.edu for a URW Grotesk license.

URW Grotesk Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

URW Grotesk Light Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

URW Grotesk Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

URW Grotesk Regular Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

URW Grotesk Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

URW Grotesk Medium Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890
SECONDARY TYPEFACE

The typeface Liberation Serif is the chosen secondary typeface for all university publications. You can download this font from:

1. The university website: ucomm.unomaha.edu/brand.

2. Other font websites such as: dafont.com or font squirrel.com.

Liberation Serif Regular

| A | B | C | D | E | F | G | H | I | J | K | L | M | N | O | P | Q | R | S | T | U | V | W | X | Y | Z |
| a | b | c | d | e | f | g | h | i | j | k | l | m | n | o | p | q | r | s | t | u | v | w | x | y | z |

1234567890

Liberation Serif Regular Italic

| A | B | C | D | E | F | G | H | I | J | K | L | M | N | O | P | Q | R | S | T | U | V | W | X | Y | Z |
| a | b | c | d | e | f | g | h | i | j | k | l | m | n | o | p | q | r | s | t | u | v | w | x | y | z |

1234567890

Liberation Serif Bold

| A | B | C | D | E | F | G | H | I | J | K | L | M | N | O | P | Q | R | S | T | U | V | W | X | Y | Z |
| a | b | c | d | e | f | g | h | i | j | k | l | m | n | o | p | q | r | s | t | u | v | w | x | y | z |

1234567890

Liberation Serif Bold Italic

| A | B | C | D | E | F | G | H | I | J | K | L | M | N | O | P | Q | R | S | T | U | V | W | X | Y | Z |
| a | b | c | d | e | f | g | h | i | j | k | l | m | n | o | p | q | r | s | t | u | v | w | x | y | z |

1234567890
**ALTERNATIVE TYPEFACES**

These typefaces are permitted when university typefaces are not available or not suitable for specific platforms and media (i.e. web, PowerPoint, etc.)

### URW GROTESK REPLACEMENTS:

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<tr>
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<tbody>
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<tr>
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<tr>
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<th><strong>Helvetica Bold</strong></th>
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<th><strong>Helvetica Bold Oblique</strong></th>
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<tr>
<td>abcdefghijklmnopqrstuvwxyz</td>
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**LIBERATION SERIF REPLACEMENTS:**

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<th>Lower Case</th>
<th>Numbers</th>
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<tr>
<td>Times New Roman Italic</td>
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<td>1234567890</td>
</tr>
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<td>Times New Roman Bold</td>
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<tr>
<td>Times New Roman Bold Italic</td>
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<td>abcdefghijklmnopqrstuvwxyz</td>
<td>1234567890</td>
</tr>
<tr>
<td>Sabon Roman</td>
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<td>1234567890</td>
</tr>
<tr>
<td>Sabon Italic</td>
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<td>1234567890</td>
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<td>Sabon Bold</td>
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<td>abcdefghijklmnopqrstuvwxyz</td>
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</tr>
<tr>
<td>Sabon Bold Italic</td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
<td>abcdefghijklmnopqrstuvwxyz</td>
<td>1234567890</td>
</tr>
</tbody>
</table>
1.3.2.2 TYPESETTING THE UNIVERSITY NAME

URW Grotesk Regular, set in all caps, is the required type-treatment when “University of Nebraska at Omaha” appears outside of body text or copy. This is also the treatment required for all colleges, schools, and departments.

UNIVERSITY OF NEBRASKA AT OMAHA

COLLEGE OF EDUCATION

OFFICE OF FINANCIAL SUPPORT AND SCHOLARSHIPS

DO WE USE THE “AT” IN OUR UNIVERSITY NAME?

The answer is yes, please include the “at.” All UNO print materials should use the “at” in our name—the “University of Nebraska at Omaha.” Please contact the Office of University Communications for any questions regarding the “at.”

Webpages (in the new template) are not required to use the “at.”

USE OF THE AMPERSAND (&) IN COLLEGE NAMES

Colleges must use their legal name at the time of their inception. The following are the legal names of each college:

College of Arts and Sciences
College of Business Administration
College of Communication, Fine Arts and Media
College of Education
College of Information Science & Technology
College of Public Affairs and Community Service
1.3.2.3

TYPESETTING WITH
THE CAMPUS ICON

The university name typeset with the Campus Icon is not a replacement for the University Logo. It has been created as a way to resolve horizontal space issues, (i.e. website banner ads, newspaper footer ads, etc.) The official University Logo must always be present in any publication.

GUIDELINES

1. The Campus Icon should always be placed either to the left of or above the text.

2. A vertical bar should always be placed in between the Campus Icon and the text.

3. URW Grotesk is the only typeface that should be used when typesetting with the Campus Icon.

4. The vertical bar and all text should be in black or white only.

5. All text must be in all caps. The only exception is if the name is preceded by “Mav” (i.e. MavSYNC, MavLINK, MavLIFE, MavRIDE, MavTRACK, etc.).

6. The following are options on how to typeset:
   a. You can download an editable file from the university website (ucomm.unomaha.edu/brand). You must have the URW Grotesk font to be able to edit the file. Please contact the Office of University Communications (ucomm@unomaha.edu) to obtain a URW Grotesk license.

   b. Contact the Office of University Communications (ucomm@unomaha.edu), and let us know your needs. We can typeset your name, title, or official event for you.

   c. You can follow the guides on the following pages to typeset your own name, title, or official event.
Basic horizontal typesetting

This diagram is a guide for those who are knowledgeable in desktop publishing or illustration software and wish to create their own typesetting with the Campus Icon. If you do not wish to create your own typesetting, contact the Office of University Communications (ucomm@unomaha.edu), and we will help you with your needs.
Horizontal typesetting options for two lines of text

These diagrams are guides for those who are knowledgeable in desktop publishing or illustration software and wish to create their own typesetting with the Campus Icon. If you do not wish to create your own typesetting, contact the Office of University Communications (ucomm@unomaha.edu) and we will help you with your needs.
Horizontal typesetting options for three lines of text

These diagrams are guides for those who are knowledgeable in desktop publishing or illustration software and wish to create their own typesetting with the Campus Icon. If you do not wish to create your own typesetting, contact the Office of University Communications (ucomm@unomaha.edu), and we will help you with your needs.
Stacked typesetting options for one line of text

These diagrams are guides for those who are knowledgeable in desktop publishing or illustration software and wish to create their own typesetting with the Campus Icon. If you do not wish to create your own typesetting, contact the Office of University Communications (ucomm@unomaha.edu), and we will help you with your needs.
Stacked typesetting options for two lines of text

These diagrams are guides for those who are knowledgeable in desktop publishing or illustration software and wish to create their own typesetting with the Campus Icon. If you do not wish to create your own typesetting, contact the Office of University Communications (ucomm@unomaha.edu), and we will help you with your needs.
Stacked typesetting options for three lines of text

These diagrams are guides for those who are knowledgeable in desktop publishing or illustration software and wish to create their own typesetting with the Campus Icon. If you do not wish to create your own typesetting, contact the Office of University Communications (ucomm@unomaha.edu) and we will help you with your needs.
Stacked typesetting option for four lines of text

These diagrams are guides for those who are knowledgeable in desktop publishing or illustration software and wish to create their own typesetting with the Campus Icon. If you do not wish to create your own typesetting, contact the Office of University Communications (ucomm@unomaha.edu) and we will help you with your needs.
Example of basic horizontal typesetting

Example of horizontal typesetting for two lines of text

Example of horizontal typesetting for two lines of text

Example of horizontal typesetting for three lines of text

Please note: the items on this page are neither logos nor secondary logos. These are simply names typeset with the Campus Icon.
Examples of horizontal typesetting on black

Please note: the items on this page are neither logos nor secondary logos. These are simply names typeset with the Campus Icon.

Example of typesetting with the Campus Icon stacked vertically with one line of text

Example of typesetting with the Campus Icon stacked vertically with two lines of text
Indicators are graphics that take up a small amount of space and provide a quick, intuitive representation of an action or functionality. In order to ensure that indicators retain their ability to communicate clearly and succinctly, it’s important not to dilute the system by creating new versions or variations of the existing indicator sets.

Graphic Indicators are not a substitute for the University Logo or Campus Icon, and may not be placed by or locked up with any official university marks.

**CONTACT INDICATORS**

Contact Indicators may be used to indicate available methods of contact.

![Contact Indicators](image)

Approved color options include dark gray, black, and white.

![Contact Indicators](image)

Red is not an option for contact indicators.

**SOCIAL MEDIA PLATFORM INDICATORS**

Social Media Platform Indicators may be used to indicate the social media platforms that are available as a method of contact.

![Social Media Platform Indicators](image)

Approved color options include dark gray, black, and white.

![Social Media Platform Indicators](image)

Red is not an option for contact indicators.
EXAMPLE OF PROPER USAGE OF CONTACT AND SOCIAL MEDIA PLATFORM INDICATORS

402.554.2341
gradschool@unomaha.edu
unomaha.edu/graduate
facebook.com/UNOGraduateStudies

BEaMAV.com
twitter.com/UNO_Admissions
facebook.com/ApplyUNO
instagram.com/ApplyUNO

6001 Dodge St | Omaha, NE 68182
260 Arts and Sciences Hall
1.4 PHOTOGRAPHY & VIDEOGRAPHY

1.4.1 OVERVIEW

The following guidelines include items to be considered when taking photos/videos of people (faculty/staff/students/visitors/etc) to be used within print materials (ads, newsletters, programs, brochures, posters, etc), digital materials (websites, social media, etc), or other materials used to promote the University of Nebraska at Omaha (UNO) and/or any UNO unit or organization.

These guidelines apply to photography and/or videography originating from Office of University Communications (UComm) as well as faculty, staff, students, and third-party photographers and/or videographers hired to do work for the university. It is the role of the unit organizing photography and/or videography to ensure that these guidelines are being followed.

1.4.1.1 RELEASE FORMS

Release forms can be found at brand.unomaha.edu/photo.

FORMAL PHOTO AND/OR VIDEO SHOOTS

1. The official UNO photography/videography release form must be signed. If the subject is 18 years old or younger, their parent or guardian will also need to sign the form.

2. It is the responsibility of the unit or department leading the photo/video production to maintain a file of signed UNO photography/videography release forms for reference. A copy or scan of the photography/videography release file should also be sent to UComm for additional documentation.

PUBLIC UNIVERSITY EVENT OR CROWD PHOTOGRAPHY/VIDEOGRAPHY

1. Group and crowd shots, where individuals are not easily identifiable, do not require specific permission from individuals appearing in the image you are planning to use.

2. Out of courtesy, where possible, notice should be provided to the event participants or crowd. This can be done by: (a) Including a footnote on event materials (invitations, programs, etc) with the following language: “The University of Nebraska at Omaha will be taking photos/video at this event for use in advertising and other promotional materials, whether in print, electronic, or other media.” (b) And/or by posting signs at the entrance of the event stating: “Photography/videography in process. Photos may be used for advertising and other promotional materials, whether, print, electronic, or other media.”

3. If you plan to attach the name of an event participant to a particular photograph, a UNO photography/videography release form must be signed by the identified person and kept by the department.
NON-PUBLIC UNIVERSITY EVENT OR PROGRAM

1. Private events or invitation only-events when a registration or RSVP is required should include the following opt-out language on the registration or RSVP form:

“The University of Nebraska at Omaha will be taking photos/video at this event for use in advertising and other promotional materials, whether in print, electronic, or other media. Please check this box _____ if you do not authorize that you [or your child] be photographed at this event [or camp].”

2. The addition of the photography/videography opt-out is extremely important for private events or programs that include minors. It is important (especially in the case of nonpublic events involving minors aged 18 and younger), that the parent or guardian sign the form. It will be the responsibility of the event or camp lead to know who can and cannot be photographed/filmed and remove them from the view of the camera when photography is taking place.

PROPER PERMISSIONS AND CREDENTIALING FOR PHOTOGRAPHERS, FILM CREWS, VENDORS, AND MEDIA

Please contact UComm prior to scheduling any photographers, film crews, video vendors, or news media to perform services on the premises of UNO or any related university properties.

Crews must receive temporary credentials and IDs, and have an official UNO escort prior to any work in campus buildings. Additional advance permission is required to capture footage and images inside classrooms and study areas.

Dependent on the equipment used, a certificate of insurance may be requested by support services.

If a member of the print or news media has contacted you or your unit/department, it is recommended that you contact UComm at 402.554.2358. You may also share UComms’ contact information with members of the media at any time.

COPYRIGHT MATERIAL

Ensure that you have the rights to use all material in your photos and videos. Do not use any material, person’s image, sound recordings/music, or third party trademarks for which you have not cleared the rights.
IMAGE COPYRIGHT

Images from books, works of art, footage, and stills from websites are not generally copyright free. It may be possible to purchase usage, however this can be time-consuming and expensive. Avoid showing any clear product names or labels in any scenes.

MUSIC COPYRIGHT

When adding music to any media project, be sure to choose music that you have the legal right to use.

Avoid all commercial copyrighted music. There is no educational exemption for the use of copyrighted music in videos.

Options for background music include:
• Original music by a UNO student or employee may be used with permission.
• Short music clips created with the help of music-making software.
• Stock audio from websites offering copyright-free music clips and songs.

PHOTO/VIDEO OWNERSHIP RIGHTS

1. All photos or video produced on behalf of the University of Nebraska at Omaha are the property of UNO. This includes work produced by UComm, faculty, staff, students, and third-party photographers/videographers hired to do work for the university.

UNO has the irrevocable right to share, reproduce, and edit that content, as outlined in the United States Copyright Act. If hiring a third-party photographer or videographer, please make the contractor aware of this information.

2. UNO shares photographs and videos with a variety of campus and community partners. UNO reserves the right to withdraw permission to use this content at any time, at the university’s discretion.

This includes, but is not limited to, the right to remove any photos or videos from our website and YouTube channel.

3. Any photos or video that were not originally taken for university use must have the approval of the creator before being used in UNO print or electronic promotional materials. (e.g., students’ or visitors’ photos posted on social media.)

If you have any questions about copyright or other intellectual property rights, please contact UComm at 402.554.2358.
One of the most effective and compelling tools for expressing the character of the UNO brand is the use of dynamic photography. Through careful planning, execution, and application of photography we have the opportunity to raise our visibility within a competitive market. On the next page are a few examples of the mood and ambitions of photography used for university publications.

UNO has a library of photos that can be used by departments, colleges, and programs. UComm has created a website ([unophotos.photoshelter.com](http://unophotos.photoshelter.com)) to share photos with the UNO community for use in publications, web pages, and other materials.

To obtain photos or access to the photo website, complete the photography request form on the university website ([ucomm.unomaha.edu/brand](http://ucomm.unomaha.edu/brand)).

If you are the lead communicator or designer for your unit, contact the UComm ([ucomm@unomaha.edu](mailto:ucomm@unomaha.edu)) directly.

It is highly recommended that stock photos not be purchased from third party sites. If you have a specific photo need that is not found in Photoshelter, please contact UComm.

**GUIDELINES TO TAKING PHOTOS**

Photos taken should tell the story of what the UNO community embodies:

- Students
- Academia
- Athleticism and energy
- School spirit and pride
- Culture and arts
- Community engagement
- Military friendliness
- Architecture
- Tradition and heritage

Photos should show one or more of the following characteristics:

- Documentary or narrative
- Engagement with the viewer
- Diversity
- Dynamic composition
- Balanced and clean backgrounds
- Subject(s) interacting with each other and/or environment
- People and activities (faculty, staff, and students)
- Good quality of light
- Interesting crop or angle
LIFE ON CAMPUS

MAVERICK SPIRIT
1.4.3 VIDEOGRAPHY GUIDELINES

Video projects can be time consuming and expensive to produce, in addition to requiring a large amount of staff time. Before starting a video project, determine whether video is the most efficient and effective way to send a message or solve a problem.

Some considerations:
1. What is my goal?
2. Do you have the time, the staff, the equipment, and the software you need to film, edit, and produce a quality video?
3. Can written information get the message across faster?
4. Will photography work just as well?
5. Will this message be out of date in three months, six months, or one year?

Videos should coordinate with UNO’s overall strategic message, contribute positively to the university’s brand image, and prevent duplication of previously existing materials. Amateur and unprofessional video will not be approved for distribution through UNO channels.

Any unit planning on creating video content should contact UComm regarding video projects prior to shooting to ensure projects meet university branding standards and to discuss overall goals of the project.

UComm also has a list of freelance video vendors who can work with a variety of budgets and communications goals.

- Prior to shooting, UComm staff should review the goals and script of the video to ensure it will adhere to the above criteria.
- Following the completion of the project, UComm staff should again review the project and either approve it for publication or suggest changes.
- Once a project is approved, all project files should be given to UComm for archiving prior to publication.
COMPOSITION TIPS

1. Avoid having the interviewee look into the lens—especially for the entire duration of the filming—unless the subject is addressing the viewer.

2. Avoid cutting off the top of someone’s head when framing a wider shot.

3. Avoid angling the interviewee too far into profile.

4. Interview subjects in front of visually interesting locations. Avoid interviewing in front of a blank wall or flat background.

5. Avoid low and high angle shots.

6. Avoid using too much headroom.

The Rule of Thirds is a composition guideline proposing that an image be divided by two equally spaced horizontal lines and two equally spaced vertical lines. Important compositional elements should be placed along these lines or their intersections.

OUTDOOR INTERVIEW TIPS

1. Position camera and subject with the sun facing the subject.

2. Avoid using the sun as a harsh back light.

3. When possible, use a reflector to enhance outdoor lighting.

INDOOR INTERVIEW TIPS

1. Avoid plain white walls. Relocate interview to a more compelling location if possible.

2. Avoid mixed light situations where possible. (i.e. tungsten interview light w/ sunlight in background)

3. Always seek a good composition in relation to your background. (Avoid having items appearing from behind the subject’s head)
B-ROLL TIPS

1. Prioritize gathering footage that relates to the story.

2. Avoid staying in the same camera position or sight line for too long. Move around the space and present the subject from a variety of vantage points.

3. Use the 180 degree rule as a guideline when changing camera vantage points to maintain the subject’s same left/right relationship (see diagram to the left).

4. Vary shot types, camera angle, focal lengths, and compositions.

5. Bracket for static shots/camera movement, speed of camera moves, and exposures.

6. Match camera movement and shooting style appropriately to the story’s tone.

INTERVIEW TECHNIQUES

Video is great for communicating basic ideas in a shorthand way. However, if you try to include too many detailed points, or if you use complex language, people will tune out. Attention spans are limited for web videos, so keep your video under two minutes if possible.

1. Write a question for each point in a way that makes it easy for the subject to respond. Keep your questions short and to the point.

2. Share your list of questions with your subject(s) before you shoot your video. This will allow them to prepare their thoughts and practice their responses, and will save time during the shoot.

3. Avoid “yes/no” questions. It is better to ask “Why do you like breakfast?” than “Do you like breakfast?”

4. Indicate in your questions what you are looking for in the answer.

5. Ask your subject to restate the question in the answer. For example “I like breakfast because . . .” or “My favorite breakfast foods are . . .”

Be aware of your subject’s voice quality. Many people will talk faster when they are nervous or trying to remember everything they need to say. Speaking too quickly can make it difficult for viewers to follow.

- Ask your subject to stop, take a deep breath, and start again. It’s better to spend time doing multiple “takes” to get good quality material rather than having to reshoot or use poor footage.

- If you notice “Ums” or “Ahs”, ask your subjects to watch their use of “Ums” and “Ahs” during the interview. These common fluency disrupters can communicate doubt and can be distracting to your listeners. In general, they weaken your message and use up precious time.
BRANDING IN VIDEO

Since video involves a multitude of images and sound, it is important that a video created to represent or promote the university be clearly identified as a UNO production.

Typeface and color of the graphics must be consistent with approved branding guidelines. Videos that use of incorrect or outdated brand elements should not be posted online or on social media channels. Avoid using references to University of Nebraska at Omaha as UNO when possible.

FONT & WEIGHT

Use only URW Grotesk typeface (light, regular, or medium weight)

If your video vendor needs access to our typefaces, they will need to purchase their own license to our university typefaces at myfonts.com/fonts/urw/grotesk.

COLOR

White #FFFFFF RGB: 255/255/255
* Use on black background slide or colored images

Black #0A0A0A RGB: 10/10/10
* Use on white background slide only

ACCENT COLORS

Light Gray #BCBBBA RGB: 188/187/186
Red #D71920 RGB: 215/25/32

Red is not a primary color and should not make up more than 20% of any composition. Background slides should NEVER be red.

UNO MARKS

Please refer to the “Marks” section of the Academic Brand Guide for the proper guidelines for using UNO marks.

BRAND APPROVAL

All videos created on behalf of UNO must be sent to UComm for final approval on the use of UNO marks before the video is finalized and published. This is why it’s important to keep UComm updated throughout the process, as it will cut down on possible edits on the back-end.
1.4.3.4
TITLE SLIDE & CLOSING SLIDE

**TITLE SLIDE**

Videos should contain an opening slide with following:

1. The Campus Icon must appear on the title slide, preferably with the University of Nebraska at Omaha typesetting as a header above the title. Individual colleges, schools, departments, or programs may use their specific typesetting that includes the University of Nebraska at Omaha above.

2. The title of the feature accompanied by the name of the appropriate college, school, department, or program responsible for the video contents.

   If the author or creator of the video is a student, it must be clearly stated in the department description. For example, if it is student-produced video, state it as “This video was created and produced by [name of college] students.”

3. The date of production small at the bottom. This is recommended for archiving purposes as a frame of reference of when the content was produced.

4. The primary typeface, URW Grotesk, for all titles and text.

5. Background color should be black.

---

**Examples of Title Slides**

- **Title URW Grotesk Medium**
- **Subtitle URW Grotesk Regular**
- **Department Name URW Grotesk Light**
- **Date**

---

**Title URW Grotesk Medium**

**Subtitle URW Grotesk Regular**

**Department Name URW Grotesk Light**

**Date**

---

**Title URW Grotesk Medium**

**Subtitle URW Grotesk Regular**

**Department Name URW Grotesk Light**

**Date**

---
5. If the video is associated with a specific event that had unique branding for all communications promoting the event, then the video may incorporate those design elements into the title screen as well.

CLOSING SLIDE

Closing slides should display the Logo Lockup on a black background.

If necessary, the closing slide may be a good opportunity to have your audience take action by directing them where to go for more information.

The closing slide may contain the following additional elements:

- Name of college, school, department, or program.
- Contact telephone number or appointment line.
- Location(s) in text (if applicable).
- URL for college, school, department, or program web page on the UNO website.
The Campus Icon should be used as a “bug” in the lower right hand corner throughout the video, except for scenes where the “O” graphic is already present (i.e. title slides, closing slides, and identification graphics). The “bug” must be the all white version of the Campus Icon with an opacity of 60%.
LOWER THIRD IDENTIFICATION GRAPHICS

The lower third identification graphic, better known as just the lower third, is an area of the screen that is commonly used to display contextual information, such as a person’s name, a location, or some other pertinent information. The lower third is simply text that is usually accompanied with a complementary background graphic and is positioned on the lower third of the viewable area.

LOWER THIRD: ID HEADINGS

These standard lower thirds guidelines will cover most situations where identification of a name, place, idea, montage, or event is needed.

Full Names, Titles, and Other Situations
- Use full first and last name.
- Use full name with middle name or initial upon request of the interviewee.

Refer to the Writing Style Guide for guidelines on academic titles at ucomm.unomaha.edu/brand.

LOWER THIRD: ID SUBHEADINGS

Keep the subheading as simple as possible. Never use more than one line for a subheading in this lower third. Avoid lengthy subheadings.

FACULTY, STAFF, ADMINISTRATORS, AND NON-UNO INTERVIEWEES
Full Title, Department / College / Company
- Marketing Director, University Communications
- Dean, College of Arts and Sciences

GRADUATE STUDENTS WHO WERE ALSO UNO UNDERGRADS
Use a graduate students’ most current affiliation with UNO. There is no need to note a graduate student’s previous undergraduate affiliation.
LOWER THIRD: SINGLE LINE ID

Use a single line ID for establishing a place, a montage, a series of images, or a multi-step process.

SITUATIONS FOR USE

- Establishing shots that need to be identified (i.e. “Omaha, NE”)
- Description of a shot or a montage (i.e. “Milo Bail Student Center”)
- Description of a series of shots and/or still images
- Description of a sequence (i.e. “Step 1” / “Step 2” / “Step 3”)
- Very rarely, a name ID with no subheading

TITLE BAR STRUCTURE

All lower thirds must prominently display the “O” Campus Icon with a divider line for identification information. Keep text within the safe area. The safe area is a term used in television production to describe the areas of the television picture that can be seen on television screens. Never let text go beyond the right margin. Each lower third should run for at least 6 seconds.

Title Bar: 120 pixels
Bottom Margin: 36 pixels
Left Margin: 64 pixels

TITLE BAR (FOR 1280X720 IMAGE)

- Height: 120 pixels in height
- Background: black, 80% opacity
- Title Bar is aligned vertically to the bottom margin, 36 pixels from the bottom

TEXT

- All caps are recommended to mimic the layout of the university typesettings, however it is not required.
- Type size of headings should appear larger than subheadings.
- Use adequate spacing between the heading and subheading for readability.
- Heading text should top align with divider line; subheading text should bottom align with divider line.
- All text should left align, 64 pixels in from the left margin
- All text should center align vertically within Title Bar.
STUDENTS AND ALUMNI (NO JOB TITLE)
Subheading display "University of Nebraska at Omaha" with abbreviated college.
Always use the abbreviated UNO affiliation for students.

<table>
<thead>
<tr>
<th>STUDENT NAME</th>
</tr>
</thead>
<tbody>
<tr>
<td>UNIVERSITY OF NEBRASKA AT OMAHA (CBA STUDENT)</td>
</tr>
</tbody>
</table>

For multiple college affiliations, use this format:
“University of Nebraska at Omaha (CBA Student)”

ALUMNI (W/NON-UNO JOB TITLE)
Subheading display the job title in “job title, company” format, followed by the abbreviated college and graduation year.

<table>
<thead>
<tr>
<th>ALUMNI NAME</th>
</tr>
</thead>
<tbody>
<tr>
<td>JOB TITLE, COMPANY (CBA ’08)</td>
</tr>
</tbody>
</table>

FACULTY/STAFF
Subheading display the job title in “position, department” format.
Use the official job title: professor, assistant professor, associate professor, etc.

<table>
<thead>
<tr>
<th>PROFESSOR NAME</th>
</tr>
</thead>
<tbody>
<tr>
<td>PROFESSOR, COLLEGE OF BUSINESS ADMINISTRATION</td>
</tr>
</tbody>
</table>

or

<table>
<thead>
<tr>
<th>STAFF NAME</th>
</tr>
</thead>
<tbody>
<tr>
<td>LIBRARY ASSISTANT, CRISS LIBRARY</td>
</tr>
</tbody>
</table>

If the professor belongs to two colleges, use this format:
“Assistant Professor, University of Nebraska at Omaha (CAS, CBA)”

ADMINISTRATION
Administration from individual schools and colleges need to be affiliated specifically. Use the “Full Title, Department / College / Company” format.

<table>
<thead>
<tr>
<th>ADMINISTRATOR NAME</th>
</tr>
</thead>
<tbody>
<tr>
<td>DEAN, COLLEGE OF PUBLIC AFFAIRS AND COMMUNITY SERVICE</td>
</tr>
</tbody>
</table>

However, if the “Full Title, Department / College / Company” format is too lengthy or unreadable in 2–3 seconds, use “University of Nebraska at Omaha” for the “Department / College / Company” portion of the subheading.

<table>
<thead>
<tr>
<th>ADMINISTRATOR NAME</th>
</tr>
</thead>
<tbody>
<tr>
<td>CHANCELLOR, UNIVERSITY OF NEBRASKA AT OMAHA</td>
</tr>
</tbody>
</table>

STUDENT (ALTERNATE POSITION TITLE/ATHLETE)
Use this format if the student’s job title is pertinent to the narrative. For example, if a student is directing a play, use the “Full Title, Department / College / Company” format, followed by the abbreviated UNO affiliation.

[STUDENT NAME]
DIRECTOR, WEST SIDE STORY (CFAM ’16)

For athletic teams, use the format “Omaha Men’s/Women’s Sport.” DO NOT use the player position, or the word “Team.”

[STUDENT ATHLETE NAME]
OMAHA WOMEN’S SOCCER (COE ’16)

COMMUNITY MEMBERS OUTSIDE OF UNO
Assuming the videos in question will inevitably have a strong narrative connection to the UNO and Omaha community, these lower third styles shall following formats. “Full Title, Department / College / Company.”

[COMMUNITY MEMBER NAME]
JOB TITLE, COMPANY

When the full title is not pertinent to the narrative, use formats indicating the community members relationship to UNO or simply their location.

[COMMUNITY MEMBER NAME]
UNIVERSITY OF NEBRASKA AT OMAHA PARENT

or

[COMMUNITY MEMBER NAME]
OMAHA, NEBRASKA

SINGLE LINE ID
• Never use more than one line for this lower third.
• Keep the descriptions simple. Avoid using the entire line.
• Name the specific places. Do not abbreviate. (i.e. Milo Bail Student Center)
• With U.S. cities, use state abbreviations. (i.e. New York, NY)
• With international cities, use the full title. (i.e. Buenos Aires, Argentina)

[MILIO BAIL STUDENT CENTER]
ARCHIVING & SHARING FINAL VIDEO

1. Once a project is approved, the original file of the final video should be given to UComm for archiving and sharing prior to publication. Please contact unophotos@unomaha.edu for instruction on transferring original files.

Vendors shall provide the original file, not a link to it on their platform. Having the original file will allow UNO to share the file through its various channels without compromising quality.

2. UComm prefers to host approved videos on the university’s main YouTube Channel. Videos created on behalf of the university shall never be hosted on personal channels (i.e. personal social media accounts or YouTube channels).

Centralizing UNO’s video content makes it easier for people to learn about the wide variety of events, programs, research, community engagement, and educational activities in which UNO faculty and staff are involved.

3. Departments, programs, and other business units can embed the YouTube code for each video into the content area of their websites. Contact UComm for assistance with embedding video.
1.5 DIGITAL COMMUNICATIONS

1.5.1 WEBSITE

All webpages on unomaha.edu, according to its Digital Communications Governance, should be under one brand and be housed in one Content Management System - Cascade Server.

All University of Nebraska at Omaha web template code is the property of the Office of University Communications (UComm) at UNO. You may not copy, reproduce, transmit, display, distribute, alter, reverse-engineer, or create derivative works based on any site elements without express authorization.

1.5.1.1 HEADERS & FOOTERS

UNO has two website header and footer styles, differentiated by their top-level navigation. The two header styles consist of: universal top navigation for institutional pages, such as administrative offices and student-based services; college- or organizationally-determined top level navigation, chosen during their conversions to the new Content Management System. The six academic colleges, Criss Library, Staff Advisory Council, and the Faculty Senate use this model.

UNIVERSAL TEMPLATES

Header Example (Universal)

Footer Example (Universal)
COLLEGE/ORGANIZATIONAL TEMPLATES

Only units that have an academic vice chancellor or dean as its head can use organizational templates. These include Academic Affairs, the six UNO colleges and the Library. In addition, anchor physical institutional locations approved by the executive committee are eligible for these templates. This includes the Library and the Barbara Weitz Community Engagement Center, as well as one other reserved for each of the top level navigation (About, Admissions, Research, Student Life, Athletics, and Alumni). This template allows each unit, and some subunits, to own top navigation.

All others must use the universal institutional templates to tie back into a consistent and usable perspective and current student, faculty, and staff experience that is not structured by organizational units on campus. As part of web governance, the user experience should guide information architecture with a consistent top and side navigation.
LINK BUTTONS

It is important to have consistency and use styles to create buttons properly on the website, so users can quickly and accurately understand where to go next or perform an action. Link buttons should take the user to a single defined place. They should not contain any more information than the location they direct to or the function they serve.

GUIDELINES FOR BUTTON CONSTRUCTION:

• Rounded rectangle with 5px radius.

• 30px high.

• Length of the type with a 12px margin on each side.

• Color is #B9B9B9, #CCCCCC on rollover.

• Hard-edged drop shadow 2px to the right and 2px down, #9C9C9C.

Colors:
Type #FFFFFF
Button #B9B9B9, #CCCCCC on rollover
Drop shadow #9C9C9C
It is critical to optimize photos for the web to keep page speed fast for users.

The following are common examples of photos used on the website and the size needed. For questions about photos in UNO Digital Communications, contact UComm.

**FEATURE PHOTO (800 PIXELS X 533 PIXELS)**

Regular feature images used in news articles. This is also a recommended use for other photos around the site on in-line content where the image must span across one full column.

**CAROUSEL (645 PIXELS X 430 PIXELS)**

It is required in the few instances on the site where carousels are used, all images in the carousel are the same size or the page will appear broken.

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**An influential force**
empowering future leaders, fostering inclusive collaboration, creating innovative solutions

---

The College of Public Affairs and Community Service (CPACS) proudly serves as home to nationally-ranked programs and award-winning faculty recognized as experts in their fields. CPACS was created in 1973 to ensure the university was responsive to the critical social needs of our community and state.

Our **mission** includes offering the highest caliber educational programs to prepare students for leadership in public service and helping the community solve important...
HERO (1920 PIXELS X 650 PIXELS)

The Hero Image is located only on the unomaha.edu homepage.

DIRECTORY PROFILES (300 PIXELS X 450 PIXELS)

Directory profiles are used on both www and Organizational/College templates. For consistency the photos should be the same height and width.

Emily Poeschl — epoeschl@unomaha.edu
Director of Marketing
- Marketing and Brand Strategy
- Events and Planning

Ryan Henriksen — unophotos@unomaha.edu
Multimedia Specialist
- Campus photographer/videographer
SIDEBAR (300 PIXELS WIDE)

Images can be used in sidebars. Images should be at least 300 pixels wide. The height will adjust automatically. These dimensions are needed in order to appear correctly on both mobile devices and desktop.

Directory

- University Communications
- Digital Communications
- Marketing & Branding

Our Services

Our staff provides a variety of critical university communication services and we are available to help with your project.
It is critical that email sent from unomaha.edu follow UNO’s email and messaging policy. Email follows the brand guide regulations for logos and lockups. It is important to keep all emails clean, ideally one column or one wide column with a teaser image to optimize on mobile.

The campus has preferred tools for sending mass emails. Please contact UComm for branding, policy, and email best practices.

The following are some variations of these email headers as well as examples of footers for department or unit emails.

**MAVERICK DAILY**

The Maverick Daily is an internal communication newsletter sent to all current faculty and staff each non-holiday weekday.

![MAVERICK DAILY](image)

*Monday, January 11, 2016*

**MAVERICK WEEKLY**

The Maverick Weekly is an internal communication newsletter sent to all current students each Monday.

![MAVERICK WEEKLY](image)

*Week of December 7*

**UNO ANNOUNCE**

UNO Announce is an all faculty/staff and or student email sent on behalf of the chancellor or cross-department service units for important announcements regarding a variety of non-emergency announcements.

![UNIVERSITY OF NEBRASKA AT OMAHA](image)

*ANNOUNCEMENT*
DEPARTMENT/UNIT MARKETING TEMPLATES

The campus has preferred tools for sending mass emails. Please contact UComm for branding, policy and email best practices.

RECRUITMENT/TRANSACTIONAL EMAILS

All recruitment emails are shared via a joint effort between Enrollment Management or Graduate Studies and University Communications/Information Services.
Social media is an important part of how we, as a university, communicate with our students, alumni, faculty, staff, and other key audiences. Social media can help enhance the university’s reputation, increase visibility for our initiatives, engage new audiences, and promote news and accomplishments.

In order to avoid degradation, distortion, or improper treatment of the UNO logo and to maintain a suite of social presences that are presentably cross-branded across the university without any confusion as to what’s official and what’s not, the following social media brand guidelines were established for university-wide usage. Following these guidelines will ensure you’re representing the university on third-party social media platforms appropriately.

Consider your avatars, profile, and background images to be extensions of UNO and its web presence. Social media is your opportunity to give yourself a consistent, recognizable look and feel. These are your social media accounts, so please think about the social “personality” you want your aesthetic to convey.

**USERNAME**

1. When choosing a username, you should always add “UNO” before your department, school, or organization.

2. Establish a consistent naming convention, for example: twitter.com/unomaha, and facebook.com/unomaha. This can never be changed, so choose carefully.

3. Avoid the use of dashes, underscores, or special characters.

4. Do not use “UNO” or “University of Nebraska Omaha” alone. This is reserved for UNO’s main institutional social media accounts.

**BIO/INFO**

Write a short summary that clearly describes what your department, school, or organization is, and include helpful links and contact information. This helps users identify your page or profile as your official social media channel.

Link to your website on unomaha.edu.
OPTIONS FOR CREATING AVATARS, COVER PHOTOS, AND BACKGROUND GRAPHICS

1. Download an editable template file from the university website (ucomm.unomaha.edu/brand). You must have the URW Grotesk font to be able to edit the file. Please contact UComm (ucomm@unomaha.edu) to obtain a URW Grotesk font license.

2. Have a social media starter kit designed for you. This includes an avatar and a right-sized cover photo for each of your social media accounts. Submit a “Start Your Project” request with UComm (ucomm.unomaha.edu/start), and let us know your needs.

3. Create your own social media avatar, cover photo, and background image by following the guidelines outlined in 1.4.3.1 and 1.4.3.2.

AVATAR GUIDELINES

1. Include the Campus Icon and the name/acronym of the group running the page.

2. Establish a single consistent avatar across all of your social media channels.

3. Do not use the UNO logo or Campus Icon by itself. This is reserved for UNO’s main institutional social media accounts.

4. Do not use photographs for an avatar.

5. Social media avatars are not a replacement for the college- or department-specific typesettings, and may only be used online for the purposes of displaying the social media account information.
1.5.3.2
COVER PHOTOS &
BACKGROUNDS

COVER PHOTO & BACKGROUND GUIDELINES

1. Avoid busy or repeating backgrounds. The simpler, the better.

2. Cover images should be the same across ALL platforms.

3. Use an iconic and identifiable photograph from the UNO photo library as your graphical representation. Consider using a photo of your location. See section 1.3.3 regarding photography guidelines and access to PhotoShelter.

4. When using graphics in place of a photo, keep text to a minimum. See section 1.3.1 regarding graphic style guidelines.

3. Do not hide content and graphics behind your avatar/profile icon, page name, or buttons.

Facebook Cover Examples

Twitter Cover Example
THIRD PARTY APPLICATIONS

Third party applications and tools are sometimes used to facilitate student or customer tasks. Examples include unomaha.peopleadmin.com or shopwellness.unomaha.edu.

It is important that these sites do not copy or mimic the unomaha.edu site or replace Cascade Server as a content management system. Use Cascade Server pages to put content and links as well as other information public-facing users want to find and link only when the task is needed to be done in the application.
1.6 BRANDING ON MERCHANDISE

1.6.1 LICENSED VENDORS

UNO only uses licensed vendors when ordering branded merchandise such as pens, mugs, bags, and apparel. Vendors have been educated on UNO branding and have been approved to print items with UNO marks. Licensed vendors can also assist in creating banners, awards, trophies, and any other item that is manufactured with university branding.

A list of the most current licensed vendors are available on the UNO brand website ucomm.unomaha.edu/brand. Please check back often as the list is updated periodically.

A vendor requesting licensing or a campus unit interested in adding a vendor to this list may contact ucomm@unomaha.edu with vendor contact information to start the licensing process.

1.6.2 UNO MARKS APPEARING ON MERCHANDISE

GUIDELINES

• Guidelines for UNO marks (colors, sizes, etc.) must still be followed when used on merchandise.

• Order black, white, or gray merchandise only. An exception would be branding on metallic finishes (i.e. USB drive). If choosing a metallic finish, order silver.

• When including a red accent in the design and spot color is available, use PMS 186 for red. If PMS 186 is not available, use PMS 185.

• When including a red accent in the design of a four-color process, the vendor should color match red to PMS 186.
EXAMPLES OF PROPERLY BRANDED MERCHANDISE

Silk screened (two colors)
Embroidered (two or three colors)
Metal-casted (three colors)

Silk screened (one color)
Metal-casted (no color)
Laser-engraved (no color)

Note: When using the Campus Icon in color, do not remove the white band. If the item has a white background, the white band will not appear.
1.7 OFFICIAL UNO DOCUMENTS

1.7.1 EMAIL SIGNATURES

Below are signatures that faculty and staff can use in emails. A template of the email signature can be downloaded from the university website at ucomm.unomaha.edu/brand.

GUIDELINES

1. Signatures should be set in Arial, 12-pt or 14-pt size, black (no additional colors).

2. There should be no color, picture, or pattern used in the background. The email background should be white only.

3. There should be no personal inspirational quotes.

4. There is one line space between the upper text block (with your name, title, and department) and the bottom text block (with your contact information). If you choose to use the Lock-up in your signature, there is one line space between the Lock-up and the text block containing contact information. See examples on the following pages.

5. The Lock-up is the only approved graphical element in email signatures.

---

**John Smith, Sr.**
Administrative Assistant
Department of Research | Eppley 123
University of Nebraska at Omaha | unomaha.edu

402.554.1234
402.554.5678 (fax)
jsmith@unomaha.edu

---

You can download a template of the email signature on the university website (ucomm.unomaha.edu/brand).
BLOCK 1: IDENTIFICATION

NAME
When in HTML format, the name should be set in bold.

TITLE
List only official titles relating to UNO. Use only official UNO titles. Do not list titles in external organizations or companies. List only affiliations that relate to your profession in the university.

DEPARTMENT AND LOCATION
List the official name of your department. If including a college or sub-organization, list the college or sub-organization on a separate line before the department (see example 2). List the location of your office on the same line as your department separated by a single vertical bar (|) (see examples 1, 2, and 3). When there are multiple titles and departments, list the location of your office on a separate line under all the titles and department listings (see examples 4 and 5). The room number should be listed before the building name.

For official building names, refer to:
unomaha.edu/facilities/documents/UNO_Building_Information.pdf

BLOCK 2: CONTACT INFORMATION

PHONE NUMBERS
Phone numbers are separated by periods (.). Phone numbers should be listed before the email address. Cell numbers should be appended with (cell), and fax numbers should be appended with (fax).

EMAIL ADDRESS/ES
List only official UNO email address(es)

SOCIAL MEDIA
Only official UNO social media pages or feeds should be listed (i.e. program’s Facebook page, department’s Twitter account, etc.).

BLOCK 3: MARK (OPTIONAL)

THE UNIVERSITY LOCK-UP
The inclusion of the university Lock-up is optional. However, it is the only graphic approved for use in official university emails. The size of the university Lock-up for emails is 170 px wide by 65 px high. An email template containing the properly sized Lock-up can be downloaded from unomaha.edu/ucomm/brand, or you can contact the Office of University Communications (ucomm@unomaha.edu), and we will email you the properly sized Lock-up.
Example 1: a basic signature

John Smith, Sr.
Administrative Assistant
Department of Research | 123 Eppley
University of Nebraska Omaha | unomaha.edu

402.554.1234
402.554.5678 (fax)
jsmith@unomaha.edu

Example 2: a signature with the Lock-up
Note: the Lock-up is the only approved mark to appear on a signature designated to a UNO email account.

John Smith, Sr.
Administrative Assistant
Teacher Education
College of Education | 123 Roskens
University of Nebraska at Omaha | unomaha.edu

402.554.1234
402.554.5678 (fax)
jsmith@unomaha.edu

The Lock-up is the only graphic approved for use in official university emails. The size of the university Lock-up for emails is 170 px wide by 65 px high.

An email template containing the properly sized Lock-up can be downloaded from the university website (unomaha.edu/ucomm/brand), or you can contact the Office of University Communications (ucomm@unomaha.edu) and we will email you the properly sized Lock-up.
Example 3: a signature with social media information
Note: Any URL and social media information must be official to UNO.

Jane Smith
Professor of English
English Department | 123 Arts & Sciences
unomaha.edu/english
facebook.com/unoenglish
twitter.com/unoenglish
University of Nebraska at Omaha | unomaha.edu

402.554.1234 ext. 5678
402.554.4567 (fax)
402.236.1234 (cell)
jdoe@unomaha.edu

Example 4: a signature with multiple titles
Note: Use only official UNO titles.

John Doe, Ph.D.
Associate Vice Chancellor, Department Name
Dean, Department Name
Professor of English
123 Arts and Sciences
University of Nebraska at Omaha | unomaha.edu

402.554.1234
402.554.5678 (fax)
jsmith@unomaha.edu
Example 5: a signature with multiple titles, multiple web URL information and multiple social media information:

Jane Doe, Ph.D.
Associate Vice Chancellor, Department Name
Dean, Department Name
Adviser and Professor of Special Education
123 Roskens
coe.unomaha.edu
unomaha.edu/special-ed
facebook.com/UNO-COE
facebook.com/UNOspecial-ed
twitter.com/UNOspecial-ed
University of Nebraska at Omaha | unomaha.edu

402.554.1234
402.554.5678 (fax)
402.335.1234 (cell)
jsmith@unomaha.edu
coe@unomaha.edu
There are two official campus maps for campus use: the visitor’s map and the parking map. Both can be downloaded from unomaha.edu/maps.

If you need a customized map that highlights areas for an event or to provide specific directions, please contact the Office of University Communications (ucomm@unomaha.edu) and our team can customize the official UNO map for you.

Examples of custom maps:
1.7.3 TEMPLATES

A library of templates for official stationary, business cards, brochures, posters, certificates, etc. are available on the brand website (ucomm.unomaha.edu/brand). Users will be required to sign in with their Net ID (the same sign in information to your email).

This library is constantly being updated. If there is a project that you are working on that will not work with any of the available templates, please contact the Office of University Communications (ucomm@unomaha.edu) and our team will work with you to meet your needs.

Design tools such as templates, brand element files, typefaces, and this brand guide are available online at brand.unomaha.edu.
1.8 OFFICE OF UNIVERSITY COMMUNICATIONS

1.8.1 ABOUT OUR SERVICES

The Office of University Communications furthers the goals and priorities of the university and its academic units by telling the stories of UNO within our community and beyond. In promoting awareness of the university, we aim to help our campus partners recruit students and faculty, disseminate the work of our scholars, engage our diverse community, and reinforce our dynamic campus culture.

As a central resource for the university, we connect and support a network of communicators across campus. We set guidelines to uphold the main messages and visual identity of the university, and help members of the university community see the full range of communications opportunities available to help them reach their goals.

SERVICES
Advertising Layout & Design
Brand Review
Copywriting
Cascade CMS Training
Crisis Communications
Digital Communications
Event Planning / Sponsorships
Graphic Design
Internal Communications
Social Marketing
Social Media Training & Consulting
Marketing Consultation & Strategy
Media Relations (All Media Contacts)
Photography
Proof-reading
Videography
Video Production & Design
Web Design & Development
Website Marketing

Office of University Communications
102 Eppley Administration Building
402-554-2358 | unomaha.edu/ucomm
ucomm@unomaha.edu
Design tools such as branded downloadable templates, logos, typefaces, and other brand elements, as well as the writing style guidelines, photography guidelines, and this brand guide are available online at ucomm.unomaha.edu/brand.

Please note that this brand guide is periodically updated. The most updated version can be downloaded from the university website.

For any questions regarding this brand guide, please contact the Office of University Communications at ucomm@unomaha.edu.

For assistance in graphic design, copywriting, photography, digital communications, advertising, or printing, you may submit a request for University Communications services from the university website by following these steps:

1. Start your project by visiting ucomm.unomaha.edu/request.

2. Complete the online form to let us know how we can help you with a communications task or a project. Please note the following deadlines:

**DIGITAL COMMUNICATIONS**

Deadlines are project-specific so please contact us through the online form as early as possible, and we will help set up a timeline.

- Maverick Daily: Items must be submitted at least three days in advance of first posting.

- Maverick Weekly: Items must be submitted by 3 P.M. Thursdays.

**MARKETING**

All marketing projects and timelines are prioritized in accordance with the UNO priority areas. The in-house design team serves the needs of the university priorities, and other areas of the university on an as-available basis. If the internal team is unavailable to complete design, copy, or photography work due to scheduling or workload conflicts, the UComm has created a list of recommended outside vendors well versed in the UNO brand to complete your project to fit your determined timeline and budget.

**MEDIA RELATIONS**

Please provide news release information and requests two to three weeks in advance, prior to the event. All submissions to the online form are reviewed daily, and a member of our staff will contact you to discuss your request.

To ensure UNO is maintaining a consistent brand, our team is available to review design work. On-campus designers, outside designers, vendors and others may submit artwork for brand review by emailing a pdf of the final design to brandreview@unomaha.edu.

Please plan for 24-48 hours to receive a response from us regarding your brand review and allow time for adjustments if any are needed before sending to print.
1.9 CAMPAIGNS AND PURCHASED ADVERTISING

1.9.1 POLICY

The Office of University Communications (UComm) is charged with ensuring that all advertising on behalf of the University of Nebraska at Omaha (UNO) is both cost-effective and supportive of university brand standards, graphic standards, and messaging.

All image advertisements—purchases of time/space in electronic, broadcast (TV/Radio), print media, and other paid promotions—paid for with institutional funds and/or displaying the University name/logo, must be approved by UComm.

UComm’s involvement ensures that:
1. Messaging, graphics, and call-to-action are consistent with overall university brand standards policies
2. All reasonable attempts are made to leverage best-possible pricing
3. UNO ad duplication is avoided in publications and sponsorships

This policy applies to advertisements placed by university units and to joint advertising with other universities, institutes, community organizations, or entities.

1.9.2 PROCEDURE

All colleges, programs, and departments that intend to purchase advertising should collaborate with UComm:

1. Prior to committing to/purchasing advertising space
2. Prior to finalizing editorial content, images, and graphic design

STEP ONE: COMMITMENTS TO ADVERTISING

University units should present a written proposal to UComm, describing the following parameters:

1. Advertising budget
2. Audience
3. Call to action/purpose

Please provide this proposal with as much time as possible ahead of your desired publication date to allow ample time for collaboration.

STEP TWO: EDITORIAL CONTENT, IMAGES, AND GRAPHIC DESIGN

All advertising in newspapers, programs, radio, television and the internet must be submitted to UComm for brand review at brandreview@unomaha.edu. Please allow a minimum of three business days for a standard advertisement, and seven to 10 business days for a multifaceted campaign. If edits are requested, the ad must be sent back through the brand review process until the final ad is approved.
1.9.3 ACCEPTING ADVERTISEMENTS

The University does not accept paid advertisements of any kind on its publications, website, other electronic communications, university letterhead, business cards, envelopes, or any other materials.

A “sponsored by” message may be allowed on materials. Please contact UComm for questions regarding appropriate promotion of sponsorships.
2. ATHLETIC BRAND GUIDE

The following section lists approved Athletic marks. These marks are only to be used for Athletic marketing activities including apparel and promotional collateral for Athletic teams. Academic colleges and departments are to follow the brand guidelines contained in section 1: Academic Brand Guide.

For questions or guidance related to the use of Athletic marks please contact the Athletic Department at the University of Nebraska at Omaha.

Mike Amundson
Assistant Athletic Director - Advancement
mamundson@unomaha.edu
2.1 ATHLETIC MARKS

2.1.1 PRIMARY ATHLETIC MARKS

The Campus Icon and Athletic Icons (the “O” and the Maverick) are the primary athletic symbols of the university. Guidelines on these marks’ usage can be found in section 1.2.2 for the Campus Icon, and section 1.2.4 for the Athletic Icon.

The Campus Icon, also known as the "O."
The Campus Icon can be used for both athletic and academic areas.

The Athletic Icon, also known as the Maverick.
2.1.2
OTHER ATHLETIC MARKS

The following are approved athletic marks. Please note that these brand elements are used only by the UNO Athletic Department and UNO athletic teams. Academic colleges and departments are to follow the brand guidelines contained in section 1: Academic Brand Guide.

GUIDELINES

1. Always use original artwork of the marks. Contact the Athletic Department for access to athletic marks. Mike Amundson, Assistant Athletic Director - Advancement at mamundson@unomaha.edu.

2. Do not attempt to re-create any of the marks.

3. All artwork must remain within a legible size. When scaling down any of these marks, the minimum scale is one that scales the Athletic Icon (or the Maverick) into 1 inch in width, and the university icon (or the “O”) into .35 inch in width. (Reference sections 1.2.2 and 1.2.4.)
The University Identification Handbook governs all universities in the University of Nebraska system. The following document provides guidance on letterheads, envelopes, business cards, and vehicles. Optional guidelines for the university seal and forms are also available.
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.
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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.

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
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:
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 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:

Sharon Stephan  
Director of Marketing  
University of Nebraska  
Varner Hall  
3835 Holdrege Street  
Lincoln, NE 68583-0745  
(402) 472-2111  
sstephan@nebraska.edu

Campus Coordinators:

Dwann Holmes-Olsen  
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
GENERAL SUPPORT OF RULES, cont.

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.

2. In order to contain costs, the printing of personal names is not recommended.

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.

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.
April 9, 2001

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

Dear Mr. Doe:

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 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
President

Note: Sample is not actual size.
LETTERHEAD (8.5" x 11"), cont.

Note: Sample is not actual size.
LETTERHEAD (8.5" x 11"), cont.

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.

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

.02" between logo baseline and rule

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.

First line 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
- College, departmental, secondary unit or additional information are optional. Names and titles are also optional.

Note: Sample is not actual size.
LETTERHEAD—HALF SHEET (5.5" x 8.5"), cont.

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.

College or major administrative unit optional.

Notepads

Note: Samples are not actual size.
ENVELOPES

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.

Note: Sample is not actual size.
ENVELOPES, cont.

No. 10 envelope

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

OFFICE OF THE PRESIDENT

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

Baseline of the type is positioned .13" below the rule

Note: Sample is actual size of corner.

9x12 envelope or larger

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

OFFICE OF THE PRESIDENT

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

Baseline of the type is positioned .13" below the rule

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

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

UNIVERSITY OF NEBRASKA

Medical Center

COLLEGE OF MEDICINE
Department of Pathology and Microbiology

983135 Nebraska Medical Center
Omaha, NE 68198-3135

UNIVERSITY OF NEBRASKA

Omaha

COLLEGE OF ARTS AND SCIENCES
Department of Chemistry

Arts and Sciences Hall
6001 Dodge Street
Omaha, NE 68182

Note: Samples are actual size of corner.

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

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.

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
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.
BUSINESS CARDS, cont.

Recommended business card designs:

(A) University of Nebraska

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

(C) Board of Regents

(D) John Jones
Professor of History
Copeland Hall
905 West 25th Street
Kearney, NE 68849-1234
(308) 865-1234
jones@unk.edu
www.unk.edu

Note: Sample is actual size.
BUSINESS CARDS, cont.

Recommended business card designs:

**UNIVERSITY OF NEBRASKA**

**Lincoln**

Mary Johnson, D.M.A.
Assistant Director
School of Music
100 Westbrook Music Building
Lincoln, NE 68588-1234
(402) 472-1234
FAX: (402) 472-1244

**COLLEGE OF FINE AND PERFORMING ARTS**

Note: Sample is actual size.

**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.

**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
3833135 Nebraska Medical Center
Omaha, NE 68198-3135
(402) 559-1234
FAX: (402) 559-1244
nblack@unmc.edu

Note: Sample is actual size.

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.
BUSINESS CARDS, cont.

Optional business card designs:

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.

First line of information:
URW Grotesk Light
6.6 point, 10 tracking,
all caps,
80% horizontal scale
Baseline of the type is positioned .1" below the rule.

Baseline of address is 1.25" from the top of the card.
Address information:
URW Grotesk Light
7 point, 0 tracking,
8.5 point leading

Note: Sample is actual size.
BUSINESS CARDS, cont.

Optional business card designs:

**University of Nebraska, Lincoln**

<table>
<thead>
<tr>
<th>Name</th>
<th>Title</th>
<th>Office</th>
<th>Address</th>
<th>Phone</th>
<th>Fax</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mary Johnson, D.M.A.</td>
<td>Assistant Director</td>
<td>School of Music</td>
<td>100 Westbrook Music Building, Lincoln, NE 68588-1234</td>
<td>(402) 472-1234</td>
<td>FAX: (402) 472-1244</td>
</tr>
</tbody>
</table>

Note: Sample is actual size.

**University of Nebraska, Medical Center**

<table>
<thead>
<tr>
<th>Name</th>
<th>Title</th>
<th>Office</th>
<th>Address</th>
<th>Phone</th>
<th>Fax</th>
</tr>
</thead>
<tbody>
<tr>
<td>Nick Black, M.D., Ph.D.</td>
<td>Professor, Dept. of Pathology and Microbiology</td>
<td>Associate Dean, College of Medicine</td>
<td>983135 Nebraska Medical Center, Omaha, NE 68198-3135</td>
<td>(402) 559-1234</td>
<td>FAX: (402) 559-1244</td>
</tr>
</tbody>
</table>

Note: Sample is actual size.

**University of Nebraska, Omaha**

<table>
<thead>
<tr>
<th>Name</th>
<th>Title</th>
<th>Office</th>
<th>Address</th>
<th>Phone</th>
<th>Fax</th>
</tr>
</thead>
<tbody>
<tr>
<td>Susan Smith</td>
<td>Advertising and Publications Manager</td>
<td>Office of University Relations</td>
<td>6001 Dodge Street, Omaha, NE 68182-1234</td>
<td>(402) 554-2345</td>
<td>FAX: (402) 554-2355</td>
</tr>
</tbody>
</table>

Note: Sample is actual size.
INCORRECT USAGE OF COLLEGE/DEPARTMENT INFORMATION

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.

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

Never capitalize both the college and department information.

Never change the font of the college and department information.

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

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 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:

- The black rule is .4 point and is .45" in height.
- The black rule is .4 point and is .7" in height.
- Rule length matches logo width.
- Distances between rule and type same as above.
- Type sizes are all the same.

Note: Samples are not actual size.

Newsletter Masthead
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.
UNIVERSITY SEAL, cont.

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

Note: Sample is not actual size.
CAMPUS ICONS

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

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

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.
Forms
The University of Nebraska logo may be placed on forms as shown here. Refer to the measurements used on the letterhead to setup these forms (see pages 13-16 of this handbook). Icons may be used as watermark.

Fax
To: John Doe
From: Jane Doe
Fax: 555-5555
Phone: 555-5555
Date: 3/30/01
Re: Chancellor's Letterhead

Comments:

Note: Sample is 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.

![Correct usage of logo on vehicles](image1)

(Average size range: 10” x 3 3/4”)

Incorrect usage of logo on vehicles

![Incorrect usage of logo on vehicles](image2)

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

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

**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 IDENTIFICATION HANDBOOK

CAMERA-READY LOGOS

University of Nebraska

University of Nebraska

University of Nebraska

University of Nebraska

University of Nebraska

University of Nebraska

University of Nebraska

University of Nebraska

University of Nebraska

University of Nebraska

University of Nebraska

University of Nebraska
CAMERA-READY LOGOS, cont.
CAMERA-READY LOGOS, cont.

UNIVERSITY OF Nebraska Medical Center

UNIVERSITY OF Nebraska Medical Center

UNIVERSITY OF Nebraska Medical Center

UNIVERSITY OF Nebraska Omaha

UNIVERSITY OF Nebraska Omaha

UNIVERSITY OF Nebraska Omaha

UNIVERSITY OF Nebraska Omaha