## RECENT UPDATES TO THIS BRAND GUIDE

### 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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1. ACADEMIC BRAND GUIDE
1.1 INTRODUCTION

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1.1.5 GRAPHIC REFERENCE GUIDE
1.1.6 OUR NAME: THE UNIVERSITY OF NEBRASKA AT OMAHA
1.1.7 REQUIRED BRAND ELEMENTS
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.

Please note: If you have question regarding brand guidelines or need branding assistance, please contact the Office of University Communications at ucomm@unomaha.edu.
1.1.2 THE UNO BRAND

Founded in 1908, 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

1.1.2.1 BRAND FOUNDATION

The who, what, how, and why of your brand that serve as the enduring groundwork upon which your brand expression and implementation is built.

MISSION STATEMENT

The University of Nebraska at Omaha is Nebraska’s metropolitan university—a university with strong academic values and significant relationships with our local, regional, national, and international communities that transforms and improves life.

VISION STATEMENT

The University of Nebraska at Omaha will be a metropolitan university of high distinction nationally and internationally—a university with strong academic and scholarly values distinguished by creative relationships with the communities we serve.
**IDENTITY STATEMENT**

Who we are, what we do, and how we do it.

UNO transforms lives by providing access to exceptional educational opportunities through deep and unique integrations with our community.

**ENVISIONED FUTURE**

The future we aspire toward — why we do what we do.

A stronger, more enriched community.

**CORE VALUES**

An enduring set of principles that defines our ethics.

- **Inclusive** — accessible / equitable / open
- **Determined** — distinguished / exceptional / motivated
- **Connected** — collaborative / metropolitan / integrated
- **Maverick** — unique / independent / inventive

**1.1.2.2 BRAND EXPRESSION**

Built upon the brand foundation, our brand expression includes two sides — verbal and visual — which comprise the consistent framework for how people experience the UNO brand.

**BRAND STORY**

The articulation of our brand as a narrative — an expansion on the mission, vision, and values. It’s what makes us tick, what makes us who we are.

UNO has always strived to do what’s right for our community. We’ve had a diverse student population for more than a century. We make ways for more people to have access to exceptional higher education opportunities. We challenge expectations. We are Mavericks, and we buck trends and traditions that aren’t working, to lead change toward a better future.

UNO’s pulse beats in sync with Omaha’s. We are deeply connected and interdependent. Our success is reciprocal. We partner with the city of Omaha in unique ways — providing more opportunity for engagement for both our students and our community.

Everything we do is to create a stronger, more enriched community.
1.1 INTRODUCTION

BRAND PROMISE

A distillation of our brand foundation into an elevator speech.

UNO is an independently minded higher education institution uniquely integrated into Omaha. We transform lives by providing access to exceptional opportunities to create a stronger, more enriched community.

BRAND SLOGAN

A distillation of our brand promise into a simple, compelling phrase.

Access to exceptional

1.1.2.3 BRAND VOICE

The tone and personality with which UNO speaks.

UNO’S BRAND VOICE IS:

Approachable / Helpful / Inclusive / Encouraging / Welcoming / Professional

UNO’S BRAND VOICE IS NOT:

Stuffy / Boring / Mean / Condescending / Exclusive / Goofy

OUR VOICE

UNO is founded upon the belief that everyone deserves access to the highest quality of education and a diverse college experience. We approach the world with a positive, welcoming outlook. We are looking for ways to turn “no” into “yes.”

We are aware of the ways in which we use language, and we strive to include people with every message we send out. Our messages should never disparage or insult anyone, but rather encourage and inspire. We look for possibilities.

And, although we are an institution of the highest caliber, we aren’t stodgy and boring, nor are we pretentious and full of ourselves. We’re accurate and truthful, and we represent ourselves honestly.
1.1 INTRODUCTION

1.1.2.4 METROPOLITAN UNIVERSITY DEFINITION

UNO 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
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.

Please note: If you have questions regarding this brand guide or the tools available online, please contact the Office of University Communications 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

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<thead>
<tr>
<th>MARK OF REFERENCE</th>
<th>OFFICIAL NAME</th>
<th>OTHER NAMES</th>
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<tr>
<td><img src="image" alt="University Logo" /></td>
<td>University Logo</td>
<td>System Logo</td>
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<td><img src="image" alt="Lock-up" /></td>
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<td><img src="image" alt="typesetting" /></td>
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<tr>
<td><img src="image" alt="Athletic Icon" /></td>
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<td><img src="image" alt="Athletic marks" /></td>
<td>Athletic marks*</td>
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* 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 INTRODUCTION

1.1.6 OUR NAME: THE UNIVERSITY OF NEBRASKA AT OMAHA

The University of Nebraska at Omaha 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 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.”

Web pages (in the new template) are not required to use the “at.”
1.1 INTRODUCTION

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 elements are mandatory for all UNO communications (printed or electronic).

1. UNIVERSITY LOGO

2. CAMPUS ICON

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

3. DISCLAIMER STATEMENTS

The Non-Discrimination Statement* is required on all print and digital materials representing the colleges, units, and departments of UNO.

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 the Title IX/ADA/504 Coordinator (phone: 402.554.3490 or TTY 402.554.2978) or the Accessibility Services Center (phone: 402.554.2872).

The Photography Statement is required on all event materials where photographs will be taken.

The University of Nebraska at Omaha (UNO) will be taking picture at this event for use in advertising and other promotional materials, whether print, electronic, or other media.

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. UNO WRITING STYLE

All materials should be written consistently in the UNO writing style. See the Writing Style Guide online at ucomm.unomaha.edu/brand.

* 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.
1.1 INTRODUCTION

HOW WILL YOU MAKE A DIFFERENCE?
A DEGREE IN CRIMINOLOGY AND CRIMINAL JUSTICE OPENS UP NUMEROUS CAREER OPTIONS AND MATCHES YOU WHERE YOU WANT TO BE.

CORRECTIONS
• Community Corrections Officer
• Correctional Counselor
• Correctional Officer
• Probation Officer
• Parole Officer

CRIMES AND LAW
• Attorney
• Court Administrator
• Drug Court Coordinator
• Investigator
• Legal Assistant

KENTUCKY SECURITY
• Border Patrol Agent
• CITIZEN AND IMMIGRATION SERVICES OFFICER
• Customs and Border Protection Officer
• Department of Justice
• Emergency Management Specialist
• Federal Air Marshall
• Immigration and Customs Inspector
• Investigation Specialist
• Transportation Security Officer

PERSONALIZED ADVISING
The University of Nebraska at Omaha (UNO) is a full-time, four-year college that offers a bachelor’s degree in criminology and criminal justice. UNO provides students with personalized advising through dedicated academic advisors who will get to know you personally and support your success.

LEARN MORE AT criminology.unomaha.edu

TOUR maximum security prisons
• Attend lectures at New Scotland Yard

SUCCESSFUL GRADUATES
• Engage in sponsored volunteer projects
• Attend free concerts, guest speakers, theater productions, art exhibits, and sporting events.
• Attend guest lectures from criminal justice executives and researchers sponsored by the School of Criminal and Criminal Justice.
• Join intramural and club sports.
• Join Alpha Phi Sigma -- the national criminal justice honor society.
• Attend guest lectures from criminal justice executives and researchers sponsored by the School of Criminal and Criminal Justice.

EXPERIENTIAL LEARNING THROUGH INTERNSHIPS
Engage with real-world education through an internship while you earn course credits. Field experience adds valuable working and employment opportunities in your discipline.

DEGREES OFFERED AT UNIVERSITY OF NEBRASKA
The University of Nebraska system offers a bachelor’s degree in criminology and criminal justice. Students can choose from several degree options, including a major in criminology and criminal justice.

NEXT STEPS
START HERE TO BEGIN MAKING A DIFFERENCE
UNIVERSITY OF NEBRASKA AT OMAHA

UNO Writing Style
1.2 OFFICIAL LOGOS & MARKS

1.2.1 UNIVERSITY LOGO
1.2.2 CAMPUS ICON
1.2.3 LOCK-UP
1.2.4 UNO TYPESETTING WITH THE CAMPUS ICON
1.2.5 ATHLETIC ICON
1.2.6 SECONDARY LOGOS
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.

Please note: If you have questions related to the use and application of any of these documents, please contact the Office of University Communications at ucomm@unomaha.edu.

GUIDELINES

1. Always use original drawings of the University Logo. Download the University Logo from the university website at ucomm.unomaha.edu/brand.

2. The University Logo may appear in either an all-black or with the approved color designated to UNO. The Omaha designation appears in red, PMS 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. The University Logo must appear on all UNO printed materials, either on the front or back cover.

5. The University Logo should not be reduced to any size smaller than 1" wide.

6. 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.
1.2 OFFICIAL LOGOS & MARKS

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.

![The Campus Icon as it appears on black or dark backgrounds.](image3)

For more information refer to Section 2 Athletic Brand Guide.
1. Always use original files or graphics of the Campus Icon. Download the Campus Icon from the university website at ucomm.unomaha.edu/brand.

2. 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.

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

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

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

6. The Campus Icon should not be reduced to any size smaller than .35" wide on printed communication pieces, or 38 px wide in digital communications 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.

- The Campus Icon must appear on all UNO printed academic materials, preferably on the front cover.
- 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.
- The Campus Icon is not a substitute for the official University Logo.
- The Campus Icon should not be altered for individual colleges, programs, or organizations.
- When used as a graphical element, the Campus Icon cannot be cropped more than 25 percent per side.
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.

![Diagram showing clearance space for the Campus Icon]

13. Anything typeset next to the Campus Icon should be in URW Grotesk, in black or white (depending on the background). See section 1.3.3 for guidelines on typesetting with the Campus Icon.

14. When printing in metallic ink, the Campus Icon should appear in silver only, when possible. Approval is required from the Office of University Communications when using gold or any other metallic color.
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 use as a letter in a word.
- Do not reverse incorrectly.
- Do not rotate.
- Do not recreate.
- Do not reverse incorrectly.
- Icon may not lean left.
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. Always use original files of the Lock-up. Download the Lock-up from the university website at ucomm.unomaha.edu/brand.

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

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

4. 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.

5. 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 is no longer in use by the university and opposes the guidelines provided by the NU system.
1.2.4 UNO TYPESETTING WITH THE CAMPUS ICON

The UNO Typesetting 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. Always use original files of the UNO Typesetting. Download the UNO Typesetting from the university website at ucomm.unomaha.edu/brand.
2. The Campus Icon should always be placed either to the left of the text.
3. A vertical bar should always be placed in between the Campus Icon and the text.
4. The vertical bar and all text should be in black or white only.
5. URW Grotesk is the only typeface that should be used when typesetting with the Campus Icon. All text must be in all caps.

Example of Typesetting with the Campus Icon

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.”
- Web pages (in the new template) are not required to use the “at.”

Please note: If you have questions regarding the use of the “at” in the university name, please contact the Office of University Communications at ucomm@unomaha.edu.
1.2.5 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. Always use original drawings of the Athletic Icon. Download the Athletic Icon from the university website ucomm.unomaha.edu/brand.
2. Do not remove the Maverick’s white outline.
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.

**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”

**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.

The Athletic Icon should not appear in any size smaller than 1” wide. The example above is actual size.
1.2.6 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.

**Please note:** 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 at ucomm@unomaha.edu, 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, implementation into current 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 University Communications to determine if appropriate information has been provided. If adequate information and justification has been provided, University Communications will consult with the Chancellor’s Office to confirm endorsement of the secondary mark.

3. If endorsed, 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 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.

Please note: If your organization or department is currently using a secondary logo, please contact the Office of University Communications at ucomm@unomaha.edu.
1.3  GRAPHIC STYLES

1.3.1  COLORS
1.3.2  TYPOGRAPHY
1.3.3  TYPESETTINGS
1.3.4  GRAPHIC INDICATORS
1.3.1 COLORS

BRAND COLORS

Color is one of the most important elements of brand identity—not only does it provide a quick means of identification, but it gives the University of Nebraska at Omaha (UNO) fans and students something to rally behind and a way to show support.

PRIMARY COLORS – SIGNATURE COLOR

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

DARK GRAY
- PMS: COOL GRAY 11
- CMYK: 5/5/5/85
- RGB: 71/70/72
- GS: 75% BLACK

WHITE
- PMS: WHITE
- CMYK: 0/0/0/0
- RGB: 255/255/255
- GS: 0% BLACK

ACCENT COLORS – ACCENT COLOR

Two accent colors are used to accentuate the primary colors and should not overpower any of the three primary colors. Red should be used sparingly as an accent or a pop of color only—under no circumstances should red become the dominant color on branded materials.

LIGHT GRAY
- PMS: COOL GRAY 4
- CMYK: 0/1/2/30
- RGB: 188/187/186
- GS: 30% BLACK

RED
- PMS: 186
- CMYK: 5/100/100/3
- RGB: 215/25/32
COLOR APPLICATION GUIDELINES

1. Black should be featured prominently in visual communications from UNO.

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

USE OF COLORS

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

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.

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

Please note: For information about obtaining a font license for URW Grotesk, please contact the Office of University Communications at ucomm@unomaha.edu.
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 fontsquirrel.com.

Liberation Serif Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Liberation Serif Regular Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Liberation Serif Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Liberation Serif Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890
1.3 GRAPHIC STYLES

ALTERNATIVE TYPEFACES

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

REPLACEMENTS FOR URW GROTESK:

Arial Narrow Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Arial Narrow Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Arial Narrow Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Arial Narrow Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Helvetica Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Helvetica Oblique

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Helvetica Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Helvetica Bold Oblique

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890
LIBERATION SERIF REPLACEMENTS:

Times New Roman Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

*Times New Roman Italic*

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

*Times New Roman Bold*

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

*Times New Roman Bold Italic*

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Sabon Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

*Sabon Italic*

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Sabon Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

*Sabon Bold Italic*

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890
1.3.3 TYPESETTINGS

The UNO typesettings were established to give each college, school, department, program, and center the ability to promote themselves, while maintaining the consistency of the UNO brand across all communications.

Academic colleges, departments, and programs are not eligible for unique secondary logos, therefore the typesettings are considered the logo for each individual group. Typesettings are not a replacement for the official University logo. The University logo must be present in all publications.

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.).

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

THE FOLLOWING ARE OPTIONS ON HOW TO TYPESET:

1. 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 at ucomm@unomaha.edu to obtain a URW Grotesk license.
2. Contact the Office of University Communications at ucomm@unomaha.edu, and let us know your needs. We can typeset your name, title, or official event for you.
3. 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 at 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 at 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 at ucomm@unomaha.edu, and we will help you with your needs.
Vertical 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 at ucomm@unomaha.edu, and we will help you with your needs.
Vertical 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 at ucomm@unomaha.edu, and we will help you with your needs.
Vertical 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 at ucomm@unomaha.edu and we will help you with your needs.
Vertical 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 at ucomm@unomaha.edu and we will help you with your needs.
1.3 GRAPHIC STYLES

TYPESETTINGS EXAMPLES

Example 1: Basic Horizontal Typesetting

Example 2: Horizontal Typesetting for Two Lines of Text

Example 3: Horizontal Typesetting for Two Lines of Text

Example 4: Horizontal Typesetting for Two Lines of Text

Example 5: Horizontal Typesetting for Three Lines of Text

Example 6: Horizontal Typesetting on Black Background
Example 7:
Vertical Typesetting
for One Lines of Text

Example 7:
Vertical Typesetting
for Two Lines of Text

Please note: If you need assistance creating a typesetting suite for your college, department, or program, please contact the Office of University Communications at ucomm@unomaha.edu.
1.3.4 GRAPHIC INDICATORS

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.

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

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.

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

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

WELLNESS INDICATORS

UNO is committed to a holistic approach to wellness. The Wellness Indicators are used to represent the eight dimensions of services offered at the Wellness Center: Emotional, Environmental, Financial, Intellectual, Occupational, Physical, Social, and Spiritual Wellness.

1. The Wellness Indicators are available for any campus partner looking to coordinate communications efforts with the Wellness Center initiatives mentioned above.

2. The colors used are exclusive to the Wellness Indicator set. These colors are not considered additional colors to the UNO brand and may not be used on promotional and communications materials in any other manner.

3. Do not attempt to recreate, distort, or change the Wellness Indicators.
PHOTOGRAPHY & VIDEOGRAPHY

1.4  OVERVIEW
1.4.1  RELEASE FORMS
1.4.2  PERMISSIONS & CREDENTIALS
1.4.3  COPYRIGHT MATERIAL
1.4.4  OWNERSHIP RIGHTS
1.4.2  PHOTOGRAPHY GUIDELINES
1.4.3  VIDEOGRAPHY GUIDELINES
1.4.3.1  COMPOSITION TIPS
1.4.3.2  INTERVIEW TECHNIQUES
1.4.3.3  BRANDING IN VIDEO
1.4.3.4  TITLE SLIDE & CLOSING SLIDE
1.4.3.5  CAMPUS ICON BUG
1.4.3.6  LOWER THIRD IDENTIFICATION GRAPHICS
1.4.3.7  ARCHIVING & SHARING FINAL VIDEO
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 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 ucomm.unomaha.edu/photo.

FORMAL PHOTO AND/OR VIDEO SHOOTS

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.

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 University Communications for additional documentation.

PUBLIC UNIVERSITY EVENT OR CROWD PHOTOGRAPHY/VIDEOGRAPHY

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. 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.*

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

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].*

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.

1.4.1.2 PERMISSIONS & CREDENTIALS

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

Please contact University Communications 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.

*Please note: If a member of the print or news media has contacted you or your unit/department, please contact the Office of University Communications at 402.554.2358. You may also share University Communications’ contact information with members of the media at any time.*
1.4 PHOTOGRAPHY & VIDEOGRAPHY

1.4.1.3 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.

1.4.1.4 OWNERSHIP RIGHTS

All photos or video produced on behalf of the University of Nebraska at Omaha are the property of UNO. This includes work produced by University Communications, 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.

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.

Grant of Permission form: Any use of a photo/video not taken by a UNO official photographer requires a Grant of Permission form to be filled out and signed by the original creator. This form ensures your department and UNO have permission by the original creator to reproduce, exhibit or distribute the photo/video in any medium.

Please note: If you have any questions about copyright or other intellectual property rights, please contact Office of University Communications at ucomm@unomaha.edu.
1.4.2 PHOTOGRAPHY GUIDELINES

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.

PhotoShelter is the online library of official UNO photos that can be accessed by the UNO community for use in publications, web pages, and other communications materials at unophotos.photoshelter.com.

To request access to PhotoShelter, complete the photography request form on the university website at ucomm.unomaha.edu/brand.

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 University Communications.

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
PLACES

PEOPLE

1.4 PHOTOGRAPHY & VIDEOGRAPHY
1.4 PHOTOGRAPHY & VIDEOGRAPHY

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:

• What is my goal?
• Do you have the time, the staff, the equipment, and the software you need to film, edit, and produce a quality video?
• Can written information get the message across faster?
• Will photography work just as well?
• 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.

Please note: Any unit planning on creating video content should contact the Office of University Communications at ucomm@unomaha.edu prior to shooting to ensure projects meet university branding standards and to discuss overall goals of the project.

FREELANCE VIDEOGRAPHERS

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

• Prior to shooting, University Communications 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, University Communications 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 University Communications for archiving prior to publication.
COMPOSITION TIPS

- Avoid having the interviewee look into the lens—especially for the entire duration of the filming—unless the subject is addressing the viewer.
- Avoid cutting off the top of someone’s head when framing a wider shot.
- Avoid angling the interviewee too far into profile.
- Interview subjects in front of visually interesting locations. Avoid interviewing in front of a blank wall or flat background.
- Avoid low and high angle shots.
- 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

- Position camera and subject with the sun facing the subject.
- Avoid using the sun as a harsh back light.
- When possible, use a reflector to enhance outdoor lighting.

INDOOR INTERVIEW TIPS

- Avoid plain white walls. Relocate interview to a more compelling location if possible.
- Avoid mixed light situations where possible. (i.e. tungsten interview light w/sunlight in background)
- Always seek a good composition in relation to your background. Avoid having items appearing from behind the subject’s head.
B-ROLL TIPS

- Prioritize gathering footage that relates to the story.
- 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.
- 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 right).
- Vary shot types, camera angle, focal lengths, and compositions.
- Bracket for static shots/camera movement, speed of camera moves, and exposures.
- Match camera movement and shooting style appropriately to the story’s tone.

1.4.3.2 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.

INTERVIEW GUIDELINES

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 . . .”

6. 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.
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](http://myfonts.com/fonts/urw/grotesk).

**COLOR**

**PRIMARY COLORS**

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

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

**SECONDARY COLORS**

Dark Gray  #474648  RGB: 71/70/72

Light Gray  #BCBBBA  RGB: 188/187/186

**TERTIARY COLORS**

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 “Official Logos & Marks” section 1.2 for the proper guidelines for using UNO marks.

**BRAND APPROVAL**

All videos created on behalf of UNO must be sent to University Communications for final approval on the use of UNO marks before the video is finalized and published. This is why its important to keep University Communications 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.

6. 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.
1.4.3.5 BUG: CAMPUS ICON

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%.

Bottom Margin: 36 pixels
Bug Height: 57 pixels
Right Margin: 64 pixels
Bottom Margin: 36 pixels
1.4.3.6 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 (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.

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.

FACULTY/STAFF

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

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.

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.
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.

[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)

[MILO BAIL STUDENT CENTER]
1.4.3.7 ARCHIVING & SHARING FINAL VIDEO

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

GUIDELINES FOR ARCHIVING & SHARING FINAL VIDEO

1. 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. Original videos files must be archived and stored on iLoses before they are shared.

3. University Communications 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.

4. Departments, programs, and other business units can embed the YouTube code for each video into the content area of their websites.

   Please note: If you need assistance with archiving, hosting, sharing, or embedding video, please contact the Office of University Communications at ucomm@unomaha.edu.
1.5 DIGITAL COMMUNICATIONS

1.5.1 OVERVIEW
1.5.2 WEBSITE
1.5.2.1 HEADERS
1.5.2.2 FOOTER
1.5.2.3 IMAGE SIZES
1.5.3 SOCIAL MEDIA
1.5.3.1 AVATARS
1.5.3.2 COVER PHOTOS & Backgrounds
1.5.4 THIRD PARTY APPLICATIONS
1.5.5 EMAIL COMMUNICATIONS
1.5.5.1 EMAIL SIGNATURES
1.5.1 OVERVIEW

The following guidelines include items to be considered for properly branding digital materials such as websites, bulk email services, e-newsletters, social media, or other materials used to communicate on behalf of the University of Nebraska at Omaha (UNO) and/or any UNO unit or organization.

For assistance with digital communications services, fill out the “Start Your Project” request form at ucomm.unomaha.edu/start.

The following matrix is an overview of the digital communications services and tools that the Office of University Communications provides. For more information and questions visit the corresponding URLs below.

<table>
<thead>
<tr>
<th>CHANNEL</th>
<th>TOOL</th>
<th>DETAILS AND GUIDANCE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Website</td>
<td>Cascade CMS</td>
<td>ucomm.unomaha.edu/website</td>
</tr>
<tr>
<td>Digital Analytics</td>
<td>Google Analytics</td>
<td>ucomm.unomaha.edu/analytics</td>
</tr>
<tr>
<td>Short URLs</td>
<td>redirects.unomaha.edu</td>
<td>ucomm.unomaha.edu/shorturls</td>
</tr>
<tr>
<td>Website Chat</td>
<td>LiveChat</td>
<td>ucomm.unomaha.edu/livechat</td>
</tr>
<tr>
<td>Social Media</td>
<td>Hootsuite Enterprise</td>
<td>ucomm.unomaha.edu/social</td>
</tr>
<tr>
<td>Email Marketing</td>
<td>MyEmma</td>
<td>ucomm.unomaha.edu/email</td>
</tr>
<tr>
<td>Online Payment</td>
<td>Cashnet</td>
<td>ucomm.unomaha.edu/onlinepayment</td>
</tr>
<tr>
<td>Monument Signage</td>
<td>Watchfire</td>
<td>ucomm.unomaha.edu/digitalsigns</td>
</tr>
<tr>
<td>Digital Promotion Signs</td>
<td>Fourwinds / Box</td>
<td>ucomm.unomaha.edu/promosigns</td>
</tr>
<tr>
<td>Mobile App</td>
<td>MobileUp Software</td>
<td>ucomm.unomaha.edu/mobileapp</td>
</tr>
<tr>
<td>Web Assurance</td>
<td>Site Improve</td>
<td>ucomm.unomaha.edu/website</td>
</tr>
</tbody>
</table>
1.5 DIGITAL COMMUNICATIONS

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

Refer to the Digital Communications Governance and Roadmaps at ucomm.unomaha.edu/digital for more information.

1.5.2.1 HEADERS

UNO has two website header styles, differentiated by their top-level navigation. The two header styles consist of: institutional header templates for administrative offices and student-based services (www); and college/organizational header templates for the six academic colleges, Criss Library, Barbara Weitz Community Engagement Center (CEC), Staff Advisory Council, and the Faculty Senate.

INSTITUTIONAL HEADER TEMPLATES

All main top-level navigation pages 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 digital communications governance, the user experience should guide information architecture with a consistent top and side navigation.

Example 1: Institutional Header

COLLEGE/ORGANIZATIONAL TEMPLATES

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

Example 2: College/Organizational Header
1.5.2.2 FOOTERS

UNIVERSAL FOOTER

All UNO sites share the same footer, composed of helpful links, contact information for the university, social media icons, the diversity statement, and a graphic of Omaha. This area is managed by University Communications.

PRE-FOOTER

A pre-footer is available to some UNO sites. This area provides additional space for more specific contact information, social media icons, and related resources.
1.5.2.3 IMAGE SIZES

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 photo sizing and optimization, contact University Communications.

**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 for in-line content where the image must span across one full column.

**CAROUSEL**
(800 PIXELS X 533 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.
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.

SIDEBAR
(300 PIXELS X 300 PIXELS)

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.
1.5.3 SOCIAL MEDIA

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 universitywide 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.

CREATING AN ACCOUNT

1. Prior to creating a social media account representing UNO, contact University Communications. Request a consultation using the “Start Your Project” request form at ucomm.unomaha.edu/start.

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

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

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

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

PASSWORD REQUIREMENTS AND ADMINISTRATIVE ACCESS

In ongoing efforts to protect the security and integrity of UNO’s social media presence, login information and a list of administrators for each UNO-related account must be provided to University Communications at the start of each semester.

You will be contacted to provide this information, and to add University Communications as an administrator for your Facebook account(s). Additional details, including best practices for password management, will be made available at ucomm.unomaha.edu/social.

BIO/INFO

Write a short summary that clearly describes what your unit 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.”
University Communications has designed avatars to create a consistent presence for official UNO social media accounts, such as Facebook, Instagram, Twitter, and YouTube. The avatars are square but are designed to work within both square and circular framing. This is ideal for platforms such as Facebook, where the feed displays a circular avatar but the profile displays a square image.

GUIDELINES

1. Include the Campus Icon and the name/acronym of the group running the page. One-, two-, and three-lined templates have been created to accommodate varying needs.

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 only.

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.

OPTIONS FOR CREATING AVATARS, COVER PHOTOS, AND BACKGROUND GRAPHICS

1. Download an editable template file from the university website at ucomm.unomaha.edu/brand. You must have the URW Grotesk font to be able to edit the file. Please contact University Communications 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 University Communications at 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.

1.5.3.1 AVATARS

University Communications has designed avatars to create a consistent presence for official UNO social media accounts, such as Facebook, Instagram, Twitter, and YouTube. The avatars are square but are designed to work within both square and circular framing. This is ideal for platforms such as Facebook, where the feed displays a circular avatar but the profile displays a square image.

GUIDELINES

1. Include the Campus Icon and the name/acronym of the group running the page. One-, two-, and three-lined templates have been created to accommodate varying needs.

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

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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 DIGITAL COMMUNICATIONS

1.5.3.2 COVER PHOTOS & BACKGROUNDS

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 1.4 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 regarding graphic style guidelines.

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

Facebook Cover Examples

Twitter Cover Example
1.5 DIGITAL COMMUNICATIONS

1.5.4 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.

Please let University Communications know of these projects early in the business analysis phase. All applications must go through digital governance, procurement, and security review. Contact UComm with any questions.

Example from PeopleAdmin Site

Example from MavLINK Site

Example from Shopwellness Site

Example from Application Site
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. 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 newsletter sent to all current faculty and staff each non-holiday weekday.

![Maverick Daily Email Example]

**THE BULLSEYE**

The Bullseye is an internal newsletter sent to all current students each Monday.

![Bullseye Email Example]

**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 a variety of non-emergency announcements.

![UNO Announce Email Example]
DEPARTMENT/UNIT MARKETING TEMPLATES

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

MyEmma Header Example

MyEmma Footer Example

RECRUITMENT/TRANSACTIONAL EMAILS

All recruitment emails are shared via a joint effort between Enrollment Management or Graduate Studies and University Communications/Information Technology Services.

Please note: If you have any questions about email tools, templates, or best practices, please contact Office of University Communications at ucomm@unomaha.edu.
1.5.5.1 EMAIL SIGNATURES

Email signatures are just one identifying factor of UNO’s brand, but are a great way for faculty, staff, and student leaders to easily incorporate our brand into every day correspondence. Keeping a cohesive signature creates immediate brand recognition—it’s inviting your recipient to check out all that UNO has to offer!

Below are signature formats 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. UNO’s secondary typeface is Arial and should be used due to its universal accessibility. Font, size, and style should be: Arial, 12-pt or 14-pt size, black.

2. The background of your email should be white. Avoid using color, pictures, or patterns in the background—if it’s too busy, your information gets lost.

3. The UNO Logo Lock-up is the only approved graphical element in email signatures. Using the university Lock-up is optional.

   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: size of the university Lock-up for emails is 170 px wide by 65 px high.

4. To keep your message professional and clear, avoid inspirational quotes and/or personal photos.

5. Include one line space between the upper text block (your name, title, and department) and the bottom text block (your contact information).

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

   402.554.1234
   402.554.5678 (fax)
   jsmith@unomaha.edu
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/about-uno/buildings-and-maps/index.php

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 (e.g. 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 ucomm.unomaha.edu/brand, or you can contact the Office of University Communications at ucomm@unomaha.edu, and we will email you the properly sized Lock-up.
Example 1:
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:
Signature with the Lock-up

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

Example 3:
Signature with Social Media Information

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

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

Note: All URL and social media information must be official to UNO.
Example 4:
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:
Signature with Multiple Titles, Multiple URLs and 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
1.6 BRANDING ON MERCHANDISE

1.6.1 OVERVIEW
1.6.2 LICENSED VENDORS
1.6.3 UNO MARKS
1.6 BRANDING ON MERCHANDISE

1.6.1 OVERVIEW

Merchandise can be an effective reminder of our brand when your budget allows. However, don’t expect it to carry your entire message and compel your audience into action. Instead, it should be a part of the whole Maverick experience.

Merchandise, or as we like to call it, “swag,” is any item that you produce with the intent of using as a promotional giveaway or for resale, like pens, mugs, bags, and apparel. This does not include everyday communications like posters, brochures, booklets, etc.

Following a few basic design standards will ensure your merchandise not only promotes your unit, but also advances the university’s brand identity.

1.6.2 LICENSED VENDORS

You must always use a licensed vendor to produce merchandise, even if you plan on giving it away.

Licensed vendors have been educated about UNO branding and have been approved to print items with UNO marks. These vendors can also assist in creating banners, awards, trophies, and any other item that is manufactured with university branding.

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.

1.6.3 UNO BRANDING ON MERCHANDISE

USE UNO MARKS

Whenever possible, use official UNO marks—either the university system logo, campus icon (the “O”), or the lock-up of the system logo and campus icon—on your promotional items. Since space is often limited, your unit’s typesetting may be used as the primary mark on merchandise. Unlike in print, typesettings may appear on merchandise without also including the university logo.

Guidelines for UNO marks (colors, sizes, etc.) still must be followed when used on merchandise.
USE THE UNIVERSITY NAME

UNO swag should display the official university name whenever possible, which is: “University of Nebraska at Omaha” or “UNO.”

Consider is using the university’s homepage web address: “unomaha.edu.” Our URL is a powerful brand indicator, and promoting online interaction with the university is a great opportunity for your audience to further engage with the UNO brand.

When using your unit typesetting on merchandise, you should use the version that includes the “University of Nebraska at Omaha” when space allows. You may also use your unit/program’s URL to take your audience to a specific webpage, or use a hashtag that connects your audience to other Mavericks online.

USE UNO COLORS

Always use UNO’s brand colors on merchandise. Remember red may be used only as an accent color and should not make up more than 20% of any composition. See section 1.3.1 regarding color guidelines.

ONE-COLOR IMPRINTS

- You may be limited to a one-color imprint on merchandise, due to budget constraints or product limitations. One-color white or black marks have been created specifically for this purpose.

Please do not have vendors alter the full-color version of the logo to accommodate one-color needs.
TWO-COLOR IMPRINTS

- When printing on a black background, the imprint will be white and PMS 186* (red).
- When printing on a white background, the imprint will be PMS 6 (black) and PMS 186* (red).

* If PMS 186 is not available, use PMS 185.

THREE-COLOR IMPRINTS

- When printing on a dark or light gray background, the imprint will be white, PMS 6 (black) and PMS 186* (red).
- All three colors may be used for special techniques like embroidery or metal casting.

* If PMS 186 is not available, use PMS 185.

Please note: When using the Campus Icon in color, do not remove the white outline as it is part of the official mark. If you are printing on an item with a white background, the outline will not appear.
1.6.4 SELECTING PRODUCT COLORS

The main color of your t-shirts and other merchandise should always be black, white, or gray. Red may only be used as an accent color, not a main color.

Choose silver when branding with metallic finishes (e.g. USB drives, trophies, and lapel pins). Gold is not preferred, however may be acceptable if silver or black finishes are not available.
1.7 RESOURCES

1.7.1 BRAND WEBSITE
1.7.2 BRANDED TEMPLATES
1.7.3 DIGITAL COMMUNICATIONS SERVICES
1.7.4 CAMPUS MAPS
1.7.1 BRAND WEBSITE

No matter the role at UNO, everyone can play a part in strengthening UNO’s reputation, building further trust and recognition with our audiences, and elevating our collective efforts, by presenting the UNO brand consistently through all forms of communication. Using the official UNO marks and logos helps tell the UNO story and creates a visual link to all of the wonderful things happening at UNO.

The Office of University Communications manages the university brand website at ucomm.unomaha.edu/brand. This website provides a variety of resources designed to help maintain brand consistency across all communication touch points. These resources include:

<table>
<thead>
<tr>
<th>RESOURCE</th>
<th>PURPOSE</th>
</tr>
</thead>
<tbody>
<tr>
<td>UNO Brand Guide</td>
<td>Also commonly referred to as “brand standards”, the UNO Brand Guide is essentially a set of rules that explain how the UNO brand works.</td>
</tr>
<tr>
<td>Writing Style Guide</td>
<td>A set of standards for the writing of documents, either for general use or for a specific publication, organization, or field.</td>
</tr>
<tr>
<td>Photography &amp; Videography Guide</td>
<td>A set of rules for organizing and conducting photo and video shoots.</td>
</tr>
<tr>
<td>Branded Templates</td>
<td>A library of UNO-branded templates are available for download.</td>
</tr>
<tr>
<td>Logos</td>
<td>Templates contain standard layouts for print and digital communications materials, with UNO marks and logos, brand colors and fonts, and required disclaimer statements. NetID required.</td>
</tr>
<tr>
<td>Color Palette</td>
<td>A library of official UNO marks and logos are available for download. Includes the University Logo (System Logo), Campus Icon (the “O”), Logo Lockup, and Maverick/Durango. NetID required.</td>
</tr>
<tr>
<td>Fonts</td>
<td>A reference for UNO’s official fonts, with information about requesting a font license or downloading.</td>
</tr>
<tr>
<td>Licensed Vendors List</td>
<td>A list of vendors who are licensed to print and/or produce UNO-branded merchandise and materials.</td>
</tr>
<tr>
<td>PhotoShelter</td>
<td>A library of professional UNO photos are available for download. Download privileges must be requested.</td>
</tr>
<tr>
<td>Start Your Project Form</td>
<td>A form used to request marketing, digital, event, or media relations assistance from University Communications.</td>
</tr>
</tbody>
</table>
1.7.2 BRANDED TEMPLATES

Whether you are promoting a UNO event, preparing for a presentation on behalf of UNO, or writing an internal memo related to your UNO function, or other key communications for UNO, creating properly UNO-branded communications is important to connect that event, presentation, memo, etc. with the UNO brand.

A library of templates is 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).

AVAILABLE TEMPLATES

- Awards
- Brochures
- Cards
- Documents
- Emails
- Envelopes
- Fliers
- Graphic Indicators
- Handbills
- Nametags
- Newsletter
- Postcards
- Posters
- PowerPoints
- Programs
- Social Media
- Typesetting

BENEFITS OF USING TEMPLATES

1. Keep your materials “on brand” and cohesive. When all of your pieces have a common look, and are tied back to the UNO brand, your audience will instantly recognize the image as yours.
2. The templates are set up with the proper UNO marks and logos, brand colors, fonts, and disclaimer statements, that are needed to meet brand standards. All you need is the content and, in some cases, image(s), to help you complete your project.

Please note: 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 at ucomm@unomaha.edu.

3. All templates are set up in Word and InDesign to meet your skill level needs. The layout of the templates has been simplified to make it easier to use, and they also include instructions that will help you navigate the template to get the final result you are looking for.
### 1.7.3 DIGITAL COMMUNICATIONS SERVICES

The following matrix is an overview of the digital communications services and tools that the Office of University Communications provides. For more information and questions visit the corresponding URLs below.

**For assistance with digital communications services, fill out the “Start Your Project” request form at ucomm.unomaha.edu/start.**

<table>
<thead>
<tr>
<th>CHANNEL</th>
<th>TOOL</th>
<th>DETAILS AND GUIDANCE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Website</td>
<td>Cascade CMS</td>
<td>ucomm.unomaha.edu/website</td>
</tr>
<tr>
<td>Digital Analytics</td>
<td>Google Analytics</td>
<td>ucomm.unomaha.edu/analytics</td>
</tr>
<tr>
<td>Short URLs</td>
<td>redirects.unomaha.edu</td>
<td>ucomm.unomaha.edu/shorturls</td>
</tr>
<tr>
<td>Website Chat</td>
<td>LiveChat</td>
<td>ucomm.unomaha.edu/livechat</td>
</tr>
<tr>
<td>Social Media</td>
<td>Hootsuite Enterprise</td>
<td>ucomm.unomaha.edu/social</td>
</tr>
<tr>
<td>Email Marketing</td>
<td>MyEmma</td>
<td>ucomm.unomaha.edu/email</td>
</tr>
<tr>
<td>Online Payment</td>
<td>Cashnet</td>
<td>ucomm.unomaha.edu/onlinepayment</td>
</tr>
<tr>
<td>Monument Signage</td>
<td>Watchfire</td>
<td>ucomm.unomaha.edu/digitalsigns</td>
</tr>
</tbody>
</table>
## 1.7.4 CAMPUS MAPS

The campus maps outline specific campus needs for parking, shuttle routes, and more. The following maps are available to be downloaded from [unomaha.edu/maps](http://unomaha.edu/maps).

<table>
<thead>
<tr>
<th>MAP TYPE</th>
<th>PURPOSE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Visitor Transportation and Shuttle Map</td>
<td>Ways to get to Dodge, Scott and Center campuses - biking, driving, busing, and more.</td>
</tr>
<tr>
<td>Campus Parking Map</td>
<td>Locations for student, faculty and staff parking on Dodge, Scott and Center campuses.</td>
</tr>
<tr>
<td>All Gender Restrooms Map (All restrooms are ADA compliant)</td>
<td>Includes locations for all gender restrooms, changing tables, and lactation/privacy areas on the Dodge and Scott campuses.</td>
</tr>
<tr>
<td>All Campus Shuttle Map</td>
<td>Shuttle routes and stops located on the Dodge, Scott and Center campuses.</td>
</tr>
<tr>
<td>Commencement Route and Parking Map</td>
<td>Route and parking information for Commencement at Baxter Arena</td>
</tr>
<tr>
<td>Commencement Shuttle Map</td>
<td>Shuttle route for Commencement at Baxter Arena</td>
</tr>
<tr>
<td>Baxter Arena Athletic Event Map</td>
<td>Parking lot and student entrance information.</td>
</tr>
</tbody>
</table>

![Visitor Transportation and Shuttle Map of Dodge Campus](image1)

![Parking Map of Dodge Campus](image2)

*Please note:* If you need a customized map that highlights areas for an event or to provide specific directions, please contact Office of University Communications at ucomm@unomaha.edu.
1.8 OFFICE OF UNIVERSITY COMMUNICATIONS

1.8.1 ABOUT OUR SERVICES
1.8.2 MARKETING & BRAND MATERIALS
1.8.3 SUBMIT REQUEST FOR UNIVERSITY COMMUNICATIONS SERVICES
1.8.4 SUBMIT ART FOR BRAND REVIEW
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 | ucomm.unomaha.edu
ucomm@unomaha.edu
1.8.2 MARKETING & BRAND MATERIALS

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

1.8.3 SUBMIT REQUEST FOR UNIVERSITY COMMUNICATIONS SERVICES

For assistance in Digital Communications including Maverick Daily or the Bullseye, outdoor digital monument signs, or website; assistance in Marketing including graphic design, branding, advertising, promotional strategy, swag items, photography, videography, or event planning consultation; or assistance in Media Relations including news releases and public relations, 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/start.
2. Complete the online form to let us know how we can help you with a communications task or a project.

REQUEST 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, University Communications 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.
1.8.4 SUBMIT ART FOR BRAND REVIEW

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 PURCHASED ADVERTISING

1.9.1 POLICY
1.9.2 PROCEDURE
1.9.3 ACCEPTING ADVERTISEMENTS
1.9 PURCHASED ADVERTISING

1.9.1 POLICY

The Office of University Communications 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 University Communications.

University Communications’ 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, departments, and programs that intend to purchase advertising should collaborate with University Communications prior to:

1. Committing to/purchasing advertising space
2. Finalizing editorial content, images, and graphic design

STEP ONE: COMMITMENTS TO ADVERTISING

University units should present a written proposal to University Communications, 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 University Communications 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.

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.

1.9.3 ACCEPTING ADVERTISEMENTS

A “sponsored by” message may be allowed on materials. Please contact University Communications for questions regarding appropriate promotion of sponsorships.

Please note: If you need assistance with purchasing advertising or sponsorships, please contact Office of University Communications at ucomm@unomaha.edu.
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.

Beau Brown
Assistant Athletic Director, Marketing
btbrown@omavs.com
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 Athletic Icon, also known as the Maverick.

The Campus Icon, also known as the “O.” The Campus Icon can be used for both athletic and academic areas.
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. Beau Brown, Assistant Athletic Director, Marketing at btbrown@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.)
2.1 ATHLETIC MARKS
2.1 ATHLETIC MARKS

MAVERICKS

MAVERICKS

MAVERICKS

MAVERICKS
2.1 ATHLETIC MARKS

UNIVERSITY OF NEBRASKA OMAHA

UNIVERSITY OF NEBRASKA OMAHA

UNIVERSITY OF NEBRASKA OMAHA

UNIVERSITY OF NEBRASKA OMAHA
2. UNIVERSITY LOGO HANDBOOK

The University of Nebraska logo handbook describes the requirements for use of the university logo and tagline. All logos of the University of Nebraska and its campuses are registered marks and may not be used without permission.

View or download the University Logo Handbook at:
nebraska.edu/docs/identity/logohandbook.pdf