University of Nebraska–Lincoln
College of Architecture
BRANDING - OUR MARK

University Marks

UNL Logo (Wordmark)
Nebraska N (Campus Icon)
Logo Lockup
BRANDING - OUR MARK

University Marks

Campus Icon: Nebraska N

- PMS 186CP
- 4-C (C2 M100 Y85 K6)
- HEX (#D00000) R208 G0 B0
- 1-C BLACK
- WHITE TRANSPARENT
BRANDING - OUR MARK

What not to do

- Don’t change the “N” color.
- Don’t delete the outline.
- Don’t stretch the icon.
- Don’t recreate the icon.
- Don’t write out a word with icon.
- Don’t place icon on busy backgrounds.
- Don’t remove the white outline or print on a color background without it.
- When you can’t print in 2-C on a dark background, fill the white outline with the icon color.*
BRANDING - OUR MARK

College Marks

COLLEGE OF ARCHITECTURE

COLLEGE OF ARCHITECTURE
Helvetica Family

Uses: Core brand typeface. Can be used for headlines, subheads, and body copy.

Weights range from Black to Regular.

University Owned, Standard Font.

Design Your Story.
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789!@#$%&*()
Arvil
Uses: Accent brand typeface. Can be used for headlines and subheads.

ChunkFive
Uses: Accent brand typeface. Can be used for headlines and subheads.

**Design Your Story.**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
123456789!@#$%&*()

Design Your Story.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789!()
COLOR

**Scarlet**
- Pantone 186CP

**Black**
- 100% Black

**Light Cyan 1**
- 20% Cyan

**Light Cyan 2**
- 10% Cyan

100% Cyan

**Gray Tints**
- 30%–5% Black
BRANDING - REQUIREMENTS

All publications are REQUIRED to contain these elements:

- Nebraska N (campus icon)
- UNL logo (wordmark)
- Nondiscrimination statement
- Copyright ©2019 (print year)
  (if updated and reprinted the following year(s), both years need to appear. ©2013, 2014, 2015)

Front covers (face) of publications should contain:

- Nebraska N (campus icon)
- NONDISCRIMINATION STATEMENTS
  Short Version (for space consideration)
  The University of Nebraska does not discriminate based upon any protected status.
  Please see go.unl.edu/nondiscrimination.