

UNIVERSITY OF NEBRASKA-LINCOLN

College of Architecture

UNIVERSITY OF
Nebraska
Lincoln



COMMUNICATION & BRANDING

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

TYPE

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!@#\$%&*()

Design Your Story.
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789!@#\$%&*()

Design Your Story.
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789!@#\$%&*()

TYPE

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

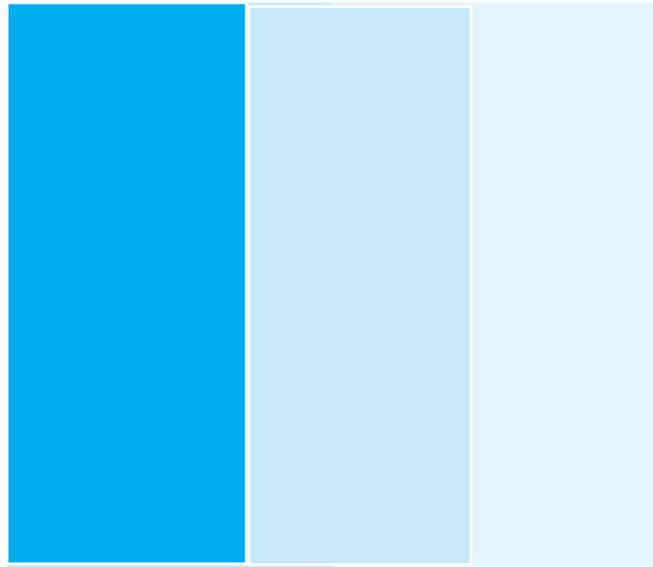


Scarlet

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.

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