# TABLE OF CONTENTS

<table>
<thead>
<tr>
<th>Section</th>
<th>Pages</th>
</tr>
</thead>
<tbody>
<tr>
<td>LOGOS</td>
<td>3-9</td>
</tr>
<tr>
<td>Logos</td>
<td>4</td>
</tr>
<tr>
<td>Lockups and Size Relationships</td>
<td>5</td>
</tr>
<tr>
<td>Available Files - Wordmark</td>
<td>6</td>
</tr>
<tr>
<td>Incorrect Versions - Wordmark</td>
<td>7</td>
</tr>
<tr>
<td>Available Files - NCTA Lockup</td>
<td>8</td>
</tr>
<tr>
<td>Incorrect Versions - NCTA Lockup</td>
<td>9</td>
</tr>
<tr>
<td>TYPEFACES</td>
<td>10-14</td>
</tr>
<tr>
<td>Institutional Typefaces</td>
<td>11</td>
</tr>
<tr>
<td>Alternative Institutional Typefaces</td>
<td>12</td>
</tr>
<tr>
<td>Marketing &amp; Digital Typefaces</td>
<td>13</td>
</tr>
<tr>
<td>Marketing &amp; Digital Typefaces /</td>
<td></td>
</tr>
<tr>
<td>Headline Typefaces</td>
<td>14</td>
</tr>
<tr>
<td>COLORS</td>
<td>15-17</td>
</tr>
<tr>
<td>Official NCTA Colors</td>
<td>16</td>
</tr>
<tr>
<td>Accent Colors</td>
<td>17</td>
</tr>
<tr>
<td>STATIONERY SYSTEM</td>
<td>18-21</td>
</tr>
<tr>
<td>Business Cards</td>
<td>19</td>
</tr>
<tr>
<td>Letterhead</td>
<td>20</td>
</tr>
<tr>
<td>Envelopes</td>
<td>21</td>
</tr>
<tr>
<td>TEMPLATES</td>
<td>22-24</td>
</tr>
<tr>
<td>8.5”x11” Flyer, vertical and horizontal</td>
<td>23</td>
</tr>
<tr>
<td>Powerpoint Presentation</td>
<td>24</td>
</tr>
<tr>
<td>SERVICES</td>
<td>25</td>
</tr>
<tr>
<td>Email Signature Generator</td>
<td>26</td>
</tr>
</tbody>
</table>
These are the official marks of the University of Nebraska NCTA campus. At NCTA, we maintain a consistent use of the NU System Logo in conjunction with the NCTA Lockup, found in the next few pages.

Visit ncta.unl.edu/identity-guide/logos for more information on how to obtain these logos and lockups for your college.
These are the clear space rules and proportions. The wordmark/icon proportion must not exceed proportions below, but the wordmark CAN be smaller that the proportions shown here but not be reduced below minimum size.

**NOTE**
If you have a multiple-page publication (or front and back) place NCTA lockup on the front and the wordmark on the back.

* Must use these two marks on communication, unless there are space limitations.
** Always base clear space and minimum size from inside the serifs.
AVAILABLE FILES - WORDMARK

PMS, 4-c and HEX

Black
Reversed
Don’t stretch the wordmark.

Don’t change the size of the “NCTA” designation.

Don’t recreate the wordmark.

Don’t place the wordmark on busy backgrounds.

*Never attempt to switch the color of a downloaded file.
AVAILABLE FILES - NCTA LOCKUP

1-c Black

Reversed

4-c (C2 M100 Y85 K6)
PMS 186CP
HEX (#d00000)
R208 G0 B0

NCTA

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NCTA
Use the black NCTA lockup as much as possible on applications.

* The outline should always be white, except in light metal and other select merchandise items where it could be transparent.

** The registration mark has a white fill for most applications within a color background, but that can be removed on 1-c jobs.

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

**INSTITUTIONAL TYPEFACES**

**URW GROTESK**

**URW Grotesk Light Condensed**

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890
```

**URW Grotesk Bold Condensed**

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890
```

**URW Grotesk Regular**

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890
```

**URW Grotesk Medium**

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890
```

**URW Grotesk Medium Oblique**

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890
```

**URW Grotesk Bold Oblique**

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890
```

**URW Grotesk Bold Oblique**

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890
```

**MINION**

**Minion Pro**

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890
```

**Minion Pro Italic**

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890
```

**Minion Pro Bold**

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890
```

**Minion Pro Bold Italic**

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890
```
For situations where documentation or other non-marketing pieces need alternative typefaces, these are the selections available.

**ARIAL**

Arial Regular

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890
```

**HELVETICA**

Helvetica Regular

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890
```

**TIMES**

Times Regular

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890
```
UNL has selected a set of typefaces for the 4.0 Website framework from Hoefler & Co. type foundry. They are now made available for marketing purposes ONLY. Feel free to utilize these typefaces for any marketing-related material, including magazines, brochures, and posters. You may not create any stationery materials, signage or official documents with these typefaces.

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

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

Contact Tina Smith for more information on how to obtain these typefaces for your college or department.

**HEADLINE TYPEFACES**

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

**MARKETING & DIGITAL TYPEFACES / HEADLINE TYPEFACES**

**Cursive Script**

*Do not use for body copy or any longer text options.*

**Museo Slab**

*Museo Slab 300*

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
```

Museo Slab 300 Italic

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
```

*Museo Slab 500*

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
```

Museo Slab 500 Italic

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
```

*Museo Slab 700*

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
```

Museo Slab 700 Italic

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
```
The primary colors for NCTA are the official colors of the College. For complementary use, red is provided. Consistent use of these colors enhances audiences’ visual interaction with our brand.

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

**ACCENT COLORS**

<table>
<thead>
<tr>
<th>PMS</th>
<th>CMYK</th>
<th>HEX (RGB)</th>
<th>CMYK</th>
<th>HEX (RGB)</th>
</tr>
</thead>
<tbody>
<tr>
<td>5473 C</td>
<td>C83 M14 Y23 K50</td>
<td>#006171</td>
<td>C83 M14 Y23 K50</td>
<td>#006171</td>
</tr>
<tr>
<td>137 C</td>
<td>C0 M38 Y95 K0</td>
<td>#fb1a26</td>
<td>C0 M38 Y95 K0</td>
<td>#fb1a26</td>
</tr>
<tr>
<td>158 C</td>
<td>C9 M57 Y93 K0</td>
<td>#e38431</td>
<td>C9 M57 Y93 K0</td>
<td>#e38431</td>
</tr>
<tr>
<td>5493 C</td>
<td>C46 M5 Y14 K14</td>
<td>#76b0bd</td>
<td>C46 M5 Y14 K14</td>
<td>#76b0bd</td>
</tr>
<tr>
<td>7490 C</td>
<td>C54 M7 Y79 K21</td>
<td>#699953</td>
<td>C54 M7 Y79 K21</td>
<td>#699953</td>
</tr>
</tbody>
</table>
STATIONERY SYSTEM
This is the official setup for business cards to be used by NCTA. This is the official layout approved by the Board of Regents. You may not create your own business cards.

A representative at Print & Copy Services is available to answer questions and assist with placing your business card order. Contact Penny Thompson at 402-472-2146 or pthompson2@unl.edu.

*Options are available for additional positions/titles.*
This is the official setup for letterhead to be used by NCTA. This is the official layout approved by the Board of Regents. You may not create your own letterhead.

A representative at Print & Copy Services is available to answer questions and assist with placing your letterhead order. Contact Penny Thompson at 402-472-2146 or pthompson2@unl.edu.

NOTE
The recommended format for the letter content is flush left. It is recommended to be set in 12 point Times New Roman, 2 tracking, with 14 point leading. The margin is 1 inch from the left and right sides and 2 inches from the top of the page.

*Letterhead is available in black and red ink or black ink only.
This is the official setup for #10 standard and window envelopes to be used by NCTA. This is the official layout approved by the Board of Regents. You may not create your own envelopes.

A representative at Print & Copy Services is available to answer questions and assist with placing your envelope order. Contact Penny Thompson at 402-472-2146 or pthompson2@unl.edu.

*Envelopes are available in black and red ink or black ink only.*
TEMPLATES
If you are not a designer and need a set of templates for small runs of flyers, these templates are available in InDesign. You are able to switch typefaces and headline/copy blocks. If you need more customization, please contact University Communication to help manage your project from beginning to end. Contact Lauren Becwar at 402-472-1112 or lbecwar2@unl.edu.

To download these templates, visit ncta.unl.edu/identity-guide-templates.
This is the approved powerpoint presentation template. If you choose to design your own presentation, it must contain:

- NCTA Lockup
- NCTA logo on first slide
- Nondiscrimination Statement

For an updated list of PowerPoint and other templates, visit ncta.unl.edu/identity-guide-templates.
SERVICES
To generate your signature, visit http://ncta.unl.edu/signature-generator.

1. Enter your My.UNL username to start.

2. Edit your information in the boxes on the right. Make sure mailto: is added before all email addresses and http:// is added before all web addresses. Reorder the boxes by clicking and dragging them up and down. Click anywhere on the page after making changes to update the signature preview.

3. Click the “copy your signature” button and your signature will be automatically copied.

4. Copy and paste the highlighted signature into the signature preferences in your mail client (i.e. Outlook, Mac Mail, etc.). Be mindful that many mail clients will reformat text pasted into them. Make sure your client is set to “Keep Source Formatting.”

"Keep Source Formatting" example, Outlook for Mac.