

UNIVERSITY OF NEBRASKA AT OMAHA
BRAND GUIDE
2016-2017



UNIVERSITY OF
Nebraska
Omaha

RECENT UPDATES TO THIS BRAND GUIDE

Disability Statement Update:

Department name change to “Accessibility Services Center.” (6/16)

Section 1.1.7; Page 11

NEW: Non-discrimination Statement

Diversity Statement rewritten and formally changed to Non-discrimination Statement (10/16)

Brand Color Update:

New black CMYK breakdown 60/40/40/100. (6/16)

Section 1.3.1; Page 27

Typesetting the University Name Update:

Webpages (in the new template) are not required to use the “at.” (6/16)

Section 1.3.2.2; Page 34

Photography Update:

Examples provided by category. (6/16)

Section 1.3.3; Pages 46-47

NEW: Graphic Indicators

Guidelines and examples of contact and social media platform indicators. (6/16)

Section 1.3.4; Pages 48-49

NEW: Digital Communications

Website style guide has been restructured to provide brand information for a broader range of digital platforms. (6/16)

Section 1.4; Page 50

NEW: Headers & Footers

Guidelines and examples of universal and college/organizational headers and footers. (6/16)

Section 1.4.1.1; Pages 50-51

NEW: Image Sizes

Guidelines and examples of image types and sizes. (6/16)

Section 1.4.1.3; Pages 52-54

NEW: Email

Listing of email platforms and examples of headers and footers. (6/16)

Section 1.4.2; Pages 55-56

NEW: Social Media

Guidelines for setting up and naming new social media accounts. Design standards and examples of avatars, cover photos, and background images. (6/16)

Section 1.4.3; Pages 58-60

NEW: Third Party Applications

Guidelines and example of third party application. (6/16)

Section 1.4.4; Page 61

Branding on Merchandise Update:

Examples provided of properly branded colors of merchandise. (6/16)

Section 1.5.2; Page 62

Office of University Communications Updates:

Expanded list of services. Instructions to submit request for University Communications services, and submitting projects for brand review.

Section 1.7; Pages 71-72

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1. ACADEMIC BRAND GUIDE

1.1 INTRODUCTION

1.1.1 LETTER FROM THE CHANCELLOR

The University of Nebraska at Omaha (UNO) Brand Guide has been developed to help our campus community tell our story using consistent brand elements to build and reinforce one voice.

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

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

This guide will be periodically revisited and updated: it is an evolving document. If questions arise, please contact the Office of University Communications for assistance at ucomm@unomaha.edu.

Thank you.



John E. Christensen
Chancellor, University of Nebraska at Omaha

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 its approximately 15,000 undergraduate and graduate students a unique learning environment that combines small class sizes (student-to-faculty ratios are 17-to-1 for undergraduate programs and 13-to-1 for graduate programs) with internship and employment opportunities available in a dynamic urban area.

STRATEGIC GOALS

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

ACADEMIC PRIORITY AREAS

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

BRAND POSITIONING

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

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

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

PERSONALITY

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

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

This book is a guide to the proper use of university brand elements. Consistent and correct usage of brand elements will reinforce UNO's identity.

1.1.3 HOW TO USE THIS MANUAL

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

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



TYPESSETTING

Typesetting refers to the process of arranging type.

UNIVERSITY OF NEBRASKA AT OMAHA

1.1.5 GRAPHIC REFERENCE GUIDE

MARK OF REFERENCE	OFFICIAL NAME	OTHER NAMES	
	University Logo	System Logo Logo	Section 1.2.1
	Campus Icon	The "O"	Section 1.2.2
	Lock-up		Section 1.2.3
	Athletic Icon	The Maverick Durango	Section 1.2.4
	Athletic marks*		Section 2.1
UNIVERSITY OF NEBRASKA AT OMAHA	Typesetting		Section 1.3.2
	Typesetting with the Campus Icon†		Section 1.3.2

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

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

1.1.6 OUR NAME: THE UNIVERSITY OF NEBRASKA AT OMAHA

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

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

EXAMPLES OF ACCEPTABLE USAGE INCLUDE:

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

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

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

EXAMPLES OF ACCEPTABLE USAGE INCLUDE:

The University of Nebraska at Omaha College of Education

The UNO College of Education

(if complete university name has already been previously identified)

UNACCEPTABLE USAGES INCLUDE:

The University of Nebraska College of Communication, Fine Arts and Media

The NU College of Communication, Fine Arts and Media

University of Omaha Durango Days

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

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

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

1.1.7 REQUIRED BRAND ELEMENTS

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

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

1. University Logo



2. Campus Icon

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



* 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.

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

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

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

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

4. URW Grotesk Typeface

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

If you are the lead communicator of your area, please email

ucomm@unomaha.edu for a URW Grotesk license.

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

Typesetting with the Campus Icon

Logo

Diversity Statement

Lock-up

URW Grotesk

<p>Student Life & Leadership Development</p> <p>The Office of Student Life & Leadership Development at the University of Nebraska at Omaha (UNO) supports students by providing connections to involvement opportunities across campus. The Office of Student Life & Leadership Development supports student success and development by providing high quality experiences, programs, and services that cultivate leadership skills students can use beyond their college experience in order to positively impact their communities.</p> <p>Located on the first floor of the Milo Bail Student Center (MBSC), the Office of Student Life & Leadership Development offers space to collaborate and meet new people. Students are encouraged to stop by and explore the many ways they can engage with the UNO community, whether by joining a student organization, participating in an upcoming event, or even taking the time to get to know the staff.</p>	<p>Fraternity & Sorority Life</p> <p>Being a part of a fraternity or sorority is a great opportunity to work on philanthropic projects, plan social events, compete in intramural sports, and lead the way in academics and student involvement.</p> <p>Visit greeklife.unomaha.edu to learn more about Fraternity & Sorority Life.</p> <table border="0"> <tr> <td>Fraternities</td> <td>Sororities</td> </tr> <tr> <td>Alpha Phi Alpha</td> <td>Alpha Kappa Alpha</td> </tr> <tr> <td>Kappa Alpha Psi</td> <td>Alpha Xi Delta</td> </tr> <tr> <td>Lambda Chi Alpha</td> <td>Chi Omega</td> </tr> <tr> <td>Omega Psi Phi</td> <td>Delta Sigma Theta</td> </tr> <tr> <td>Phi Beta Sigma</td> <td>Lambda Theta Nu</td> </tr> <tr> <td>Pi Kappa Alpha</td> <td>Sigma Gamma Rho</td> </tr> <tr> <td>Sigma Lambda Beta</td> <td>Sigma Kappa</td> </tr> <tr> <td>Sigma Phi Epsilon</td> <td>Sigma Lambda Gamma</td> </tr> <tr> <td>Theta Chi</td> <td>Zeta Phi Beta</td> </tr> <tr> <td></td> <td>Zeta Tau Alpha</td> </tr> </table>	Fraternities	Sororities	Alpha Phi Alpha	Alpha Kappa Alpha	Kappa Alpha Psi	Alpha Xi Delta	Lambda Chi Alpha	Chi Omega	Omega Psi Phi	Delta Sigma Theta	Phi Beta Sigma	Lambda Theta Nu	Pi Kappa Alpha	Sigma Gamma Rho	Sigma Lambda Beta	Sigma Kappa	Sigma Phi Epsilon	Sigma Lambda Gamma	Theta Chi	Zeta Phi Beta		Zeta Tau Alpha	
Fraternities	Sororities																							
Alpha Phi Alpha	Alpha Kappa Alpha																							
Kappa Alpha Psi	Alpha Xi Delta																							
Lambda Chi Alpha	Chi Omega																							
Omega Psi Phi	Delta Sigma Theta																							
Phi Beta Sigma	Lambda Theta Nu																							
Pi Kappa Alpha	Sigma Gamma Rho																							
Sigma Lambda Beta	Sigma Kappa																							
Sigma Phi Epsilon	Sigma Lambda Gamma																							
Theta Chi	Zeta Phi Beta																							
	Zeta Tau Alpha																							
<p>Connect with us!</p> <p> twitter.com/MavSYNC facebook.com/mavsync 402.554.2711 Milo Bail Student Center, 1st floor</p>	<p>Discover UNO through MavSYNC</p> <p>From social clubs to professional organizations, there are more than 100 recognized clubs and organizations on campus in which students can become involved. MavSYNC is a tool designed to help students discover extracurricular opportunities. Through MavSYNC, students can browse all organizations, sports clubs and departments on campus.</p> <p>Visit studentorgs.unomaha.edu to see a full list of UNO student organizations. The Student Life & Leadership Development office is located in MBSC, and is part of the Student Affairs Division. Please visit or call us at 402.554.2711 for more information.</p>	<p>Student Government</p> <p>The University of Nebraska at Omaha Student Government (SG-UNO) is the voice of the student body and represents its constituents on a daily basis. Student Government strives to make lasting, positive contributions to the student body and vows to provide representation, leadership, guidance, and support with respect, honesty, and open-mindedness to promote memorable experiences on the UNO campus.</p> <p>Any UNO student enrolled in six credit hours and with a minimum 2.5 GPA is eligible for membership in Student Government.</p> <p>To learn more about SG-UNO visit sguno.unomaha.edu.</p>	<p>Maverick Productions</p> <p>As the programming board at UNO, Maverick Productions supports student development and provides an opportunity for in-depth student involvement, including social, educational, entertainment, leadership, governance, and recreational opportunities. Students participating in programming benefit an increased awareness of the diversity of the community and by exercising and improving skills necessary to become effective citizens and leaders.</p> <p>Any UNO student enrolled in six credit hours with a minimum 2.0 GPA is eligible for membership in Maverick Productions. More information can be found at mavpro.unomaha.edu.</p>																					

1.2 MARKS

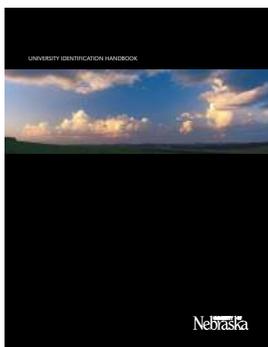
1.2.1 UNIVERSITY LOGO

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

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

GUIDELINES

1. The University Logo may appear in either an all-black version or with the approved color designated to UNO.
2. The Omaha designation appears in red. The red used by UNO is Pantone 186. Refer to section 1.3.1 for more guidance on color.
3. When the University Logo is reversed, all type should appear in white only.
4. Always use original drawings of the University Logo. Download the University Logo from the university website (ucomm.unomaha.edu/brand).
5. DO NOT ATTEMPT to re-set or re-create the University Logo.
6. The University Logo should not be reduced to any size smaller than 1" wide.
7. When the University Logo is placed over artwork or photography, the background must have substantial contrast to the University Logo. The University Logo must be legible. See examples below.
8. The University Logo must appear on all UNO printed materials, either on the front or back cover.



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



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



The University Logo on a background that does not have enough contrast to make the University Logo legible.



**PROPER USE
OF UNIVERSITY LOGO:**



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



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



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



**IMPROPER USE
OF UNIVERSITY LOGO:**



Do not swap colors.



Do not alter colors.



*Do not attempt to recreate
the University Logo.*



Do not skew or distort.



*Do not use two colors on black
or dark backgrounds.*



*This logo was in the 2010 brand guide.
This logo is no longer utilized.*

1.2.2 CAMPUS ICON

THE MEANING OF THE CAMPUS ICON

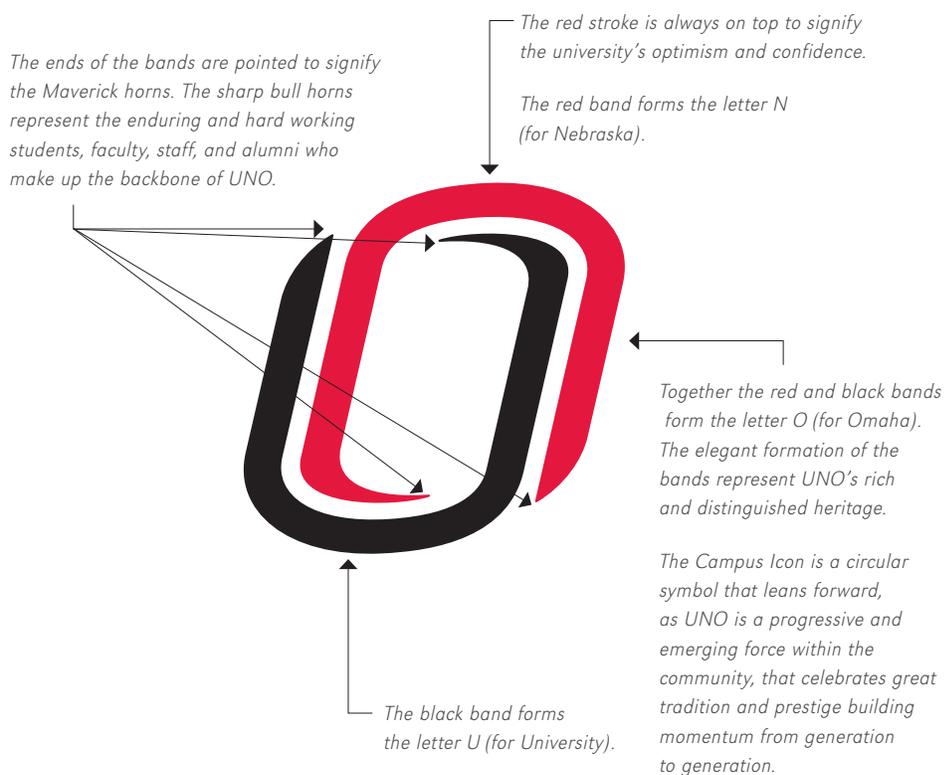
Also referred to as the “O,” the Campus Icon is a symbol that has several layers of meaning. The Campus Icon is designed to suggest momentum and innovation, as well as celebrate our campus mascot. It also symbolically represents the letters U, N, and O.

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

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

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

However, the Campus Icon is not a substitute for the official University Logo. When the Campus Icon is used, the University Logo must still be present on publications and other communication materials.



When the “O” icon was introduced in the fall of 2011, campus communicators were asked to use either an “Academic O” or an “Athletic O” based on the audience. We received feedback that this method was confusing and inconvenient. As a result we have revised the strategy.

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

THE “O”

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



The Campus Icon as it appears on white or light backgrounds.



The Campus Icon as it appears on black or dark backgrounds.

THE ATHLETIC “O”

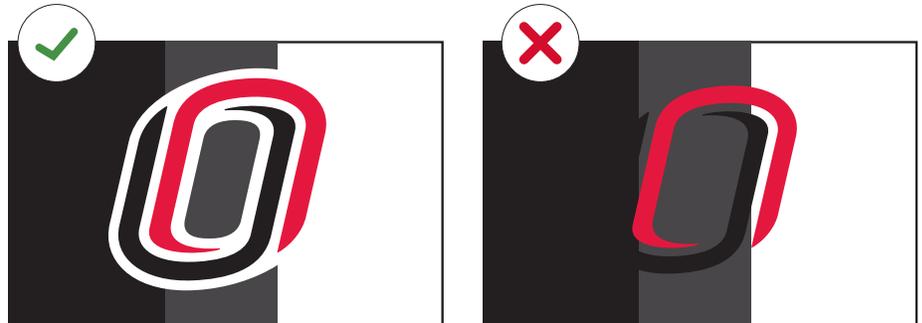
The Athletic O may only be used by the Athletic Department.



For more information refer to Section 2 Athletic Brand Guide.

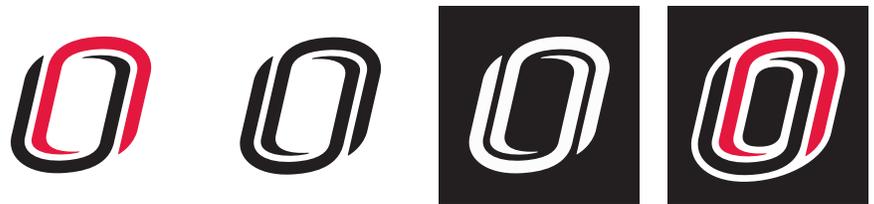
GUIDELINES

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

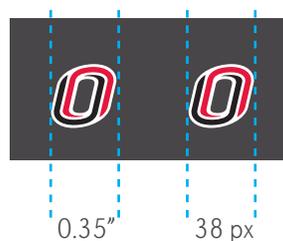


The Campus Icon always has a white outline. It may not be visible on white and light backgrounds. Do not attempt to remove the white outline. Do not outline the white outline.

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



3. Do not skew, distort, or attempt to re-create the Campus Icon in any way.
4. Always use original files or graphics of the Campus Icon. Download the Campus Icon from the university website (ucomm.unomaha.edu/brand).
5. The Campus Icon should not be reduced to any size smaller than .35" wide in print, and no smaller than 38 px wide in digital communications.
6. The Campus Icon should not be placed over artwork or photographs that do not have enough contrast to make the Campus Icon legible.
See examples below.



The Campus Icon should not appear in any size smaller than .35" wide on printed communication pieces and 38 px in digital communication pieces.

- The Campus Icon must appear on all UNO printed academic materials, preferably on the front cover.



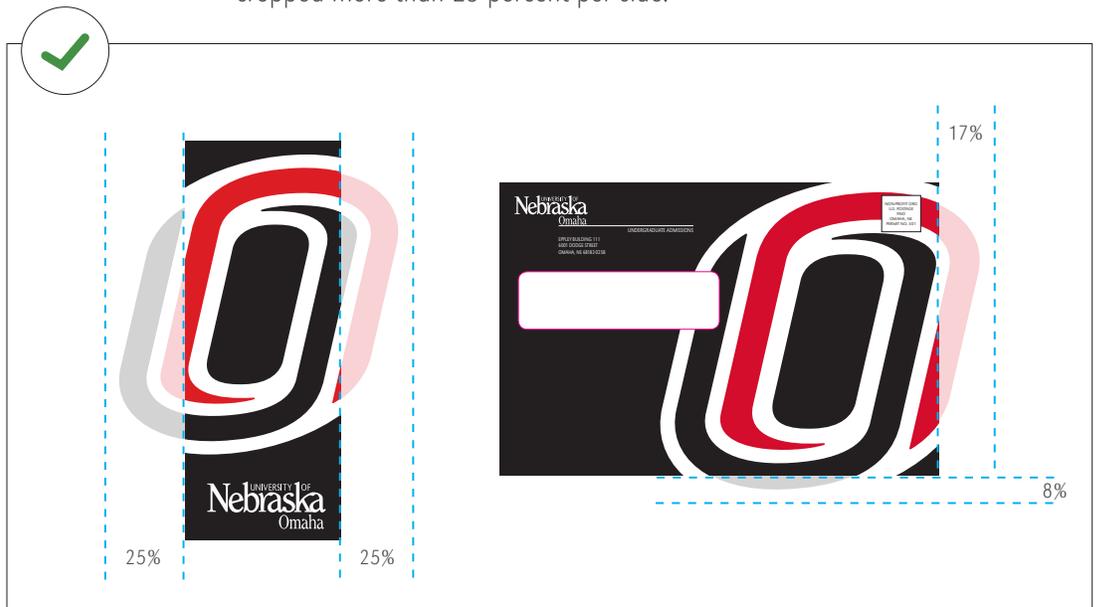
The Campus Icon on a background that has enough contrast to make the Campus Icon legible.



The Campus Icon on a background that does not have enough contrast to make the Campus Icon legible.

- 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.

Planning on cropping the Campus Icon? Please contact Office of University Communications (ucomm@unomaha.edu) for assistance.





IMPROPER USE OF CAMPUS ICON:



Do not change colors.



Do not swap colors.



Do not skew or distort.



Do not change opacity.



Do not add stroke.



Do not alter for event or program.



Do not create inner effect.



Do not use as a letter in a word.



Do not reverse incorrectly.



Do not rotate.



Do not recreate.

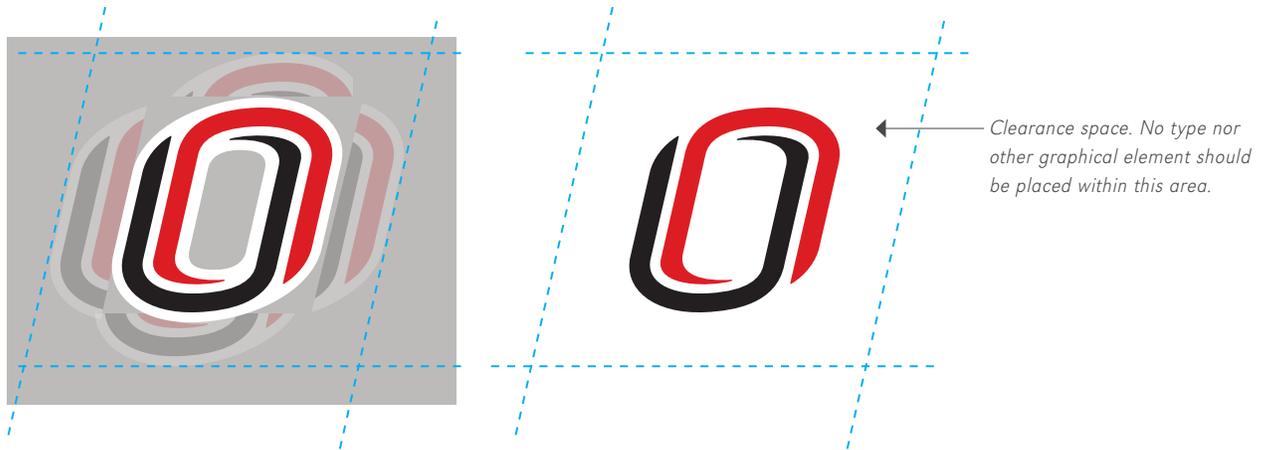


Do not reverse incorrectly.



Icon may not lean left.

12. Be aware of proper clearance space. The following diagram shows the amount of clearance that should be allotted for the Campus Icon. No type nor other graphical element should be placed within the bounding box.



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



Example of 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 Communication when using gold or any other metallic color.

1.2.3 LOCK-UP

The Lock-up is the arrangement of both the University Logo and the Campus Icon together. The Lock-up is recommended whenever your material does not allow sufficient room for the logo and icon to exist separately.

GUIDELINES

1. Use only the approved Lock-up as seen on the next page.
2. Always use original files of the Lock-up. The Lock-up can be downloaded from the university website (ucomm.unomaha.edu/brand).
3. Do not attempt to recreate the Lock-up of the two marks manually.
4. Do not attempt to use any mark, other than the Campus Icon or University Logo, within the Lock-up.
5. Both the University Logo and Campus Icon must not be reduced past their minimum size requirements outlined in the previous pages. Therefore, the minimum size of the Lock-up (including divider line) must not be reduced any smaller than 1.75" wide.
6. The Lock-up should not be placed over artwork or photographs that do not have enough contrast to make the Lock-up legible. See examples below.



The Lock-up on a background that has enough contrast to make the Lock-up legible.



The Lock-up on a background that does not have enough contrast to make the Lock-up legible.



PROPER LOCK-UP:



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



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



1.75"

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



IMPROPER 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 ATHLETIC ICON

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

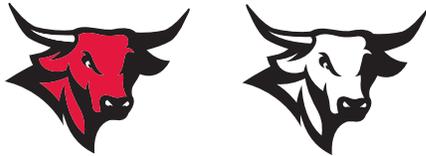
Academic units choosing to use the Athletic Icon must also have the Campus Icon and University Logo present in their publications and other materials.

GUIDELINES

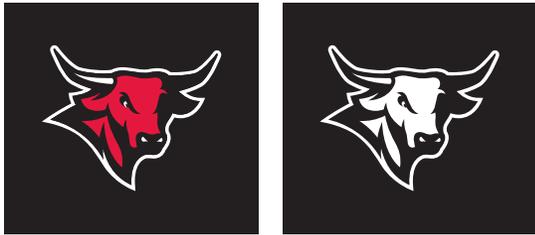
1. Do not remove the Maverick's white outline.
2. Always use original drawings of the Athletic Icon. Download the Athletic Icon from the university website (ucomm.unomaha.edu/brand).
3. Do not attempt to recreate the icon.
4. The Athletic Icon should not be reduced to any size smaller than 1" wide.
5. The Athletic Icon should never be combined with or overlap the Campus Icon.



PROPER USE OF ATHLETIC ICON:



The Athletic Icon as seen on white or light backgrounds.



The Athletic Icon as seen on black or dark backgrounds.



1"

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



IMPROPER USE OF ATHLETIC ICON:



Do not combine Athletic Icon with the Campus Icon.



Do not alter colors.



Do not incorrectly reverse out.



Do not remove the white border when the Athletic Icon is placed on black or dark backgrounds.



Do not add inner effects.

1.2.5 SECONDARY LOGOS

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

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

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

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

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

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

- a. Contractual or legal agreements,
- b. Gift agreements in which a donor has required certain identification as a condition of the gift (note that it is strongly discouraged to permit this level of donor involvement) –or–
- c. Revenue-generating enterprises that have developed or may develop significant equity in their logo as a marketing tool to external audiences or whose existence depends on external public support (i.e. funds, external board of directors or advisers). The applicant must demonstrate a commitment to investing in the development of the organization's brand as a marketing tool – not just a mark or logo.

If at least one of the above tests has been met and there is a compelling need to produce a unique logo, you must contact the Office of University Communications to discuss your needs and obtain the secondary logo application. It is recommended to contact the Office of University Communications prior to any monetary investment into the creation of the proposed logo.

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

1. Submission of the secondary logo request form to the Creative Director with rationale to initiate use of a secondary logo or to change a previously approved secondary logo. The request includes the following questions:
 - a. Please include a detailed explanation of how the logo will appear in a range of executions including color, black, and reverse; print materials; web sites; and any proposed stand-alone uses.
 - b. Explain how the logo will conform with secondary logo standards (i.e., size relationship to official University Logo and confirmation that the University Logo will be on all materials).
 - c. Indicate other executions not noted above, if expected.
 - d. Include market research about the target audience and why a secondary mark is needed for this audience.
 - e. Include your cost analysis of implementing the logo (i.e., logo creation, cost of adding it to materials, etc).
 - f. If legal or contractual agreements are a factor for the need for the secondary mark, please include relevant information.
2. The Creative Director may consult with the Director of Marketing and Executive Director of the Office of University Communications to determine if appropriate information has been provided. If adequate information and justification has been provided, the Office of University Communications will consult with the Chancellor's Office to confirm endorsement of the secondary mark.
3. If endorsed, the Office of University Communications will forward its recommendation to the Universitywide Identity Committee, which has representatives from each of the four University of Nebraska (NU) campuses.
4. The Universitywide Identity Committee reviews proposals per its guidelines.
5. The Universitywide Identity Committee then notifies the Office of University Communications if the request has been approved or denied based on a majority vote by the members, and the decision will be communicated to the original requester.
6. If approved, please retain the written approval for your records.

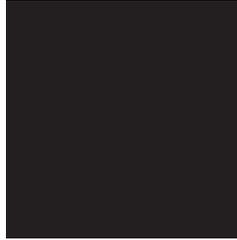
Please note: If your organization or department is currently using a secondary logo, please contact the Office of University Communications.

1.3 GRAPHIC STYLES

1.3.1 COLORS

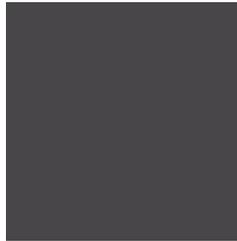
PRIMARY COLORS

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



BLACK

Pantone	Black or Black #6
CMYK	60/40/40/100
RGB	10/10/10
Monochrome	100% black



DARK GRAY

Pantone	Cool Gray 11
CMYK	5/5/5/85
RGB	99/101/104
Monochrome	75% black



WHITE

Pantone White	
CMYK	0/0/0/0
RGB	255/255/255
Monochrome	0% black

ACCENT COLORS

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



LIGHT GRAY

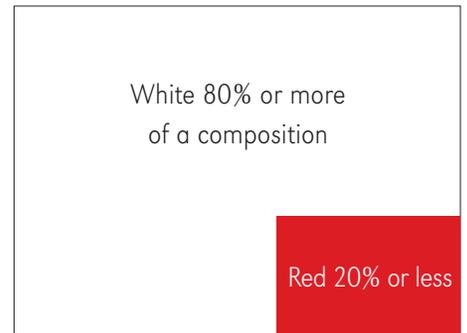
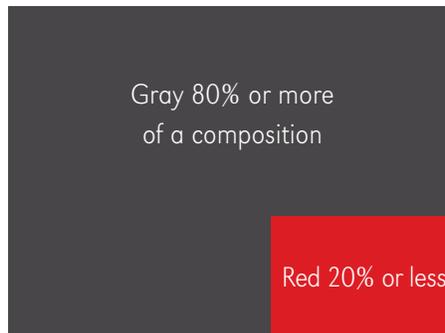
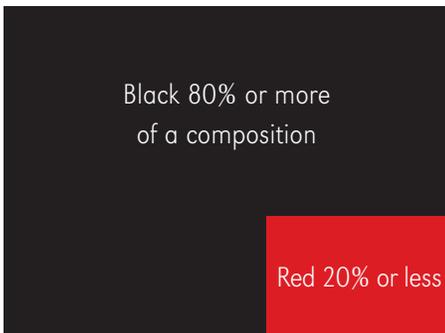
Pantone Cool Gray 4
 CMYK 0/1/2/30
 RGB 188/187/186
 Monochrome 30% black



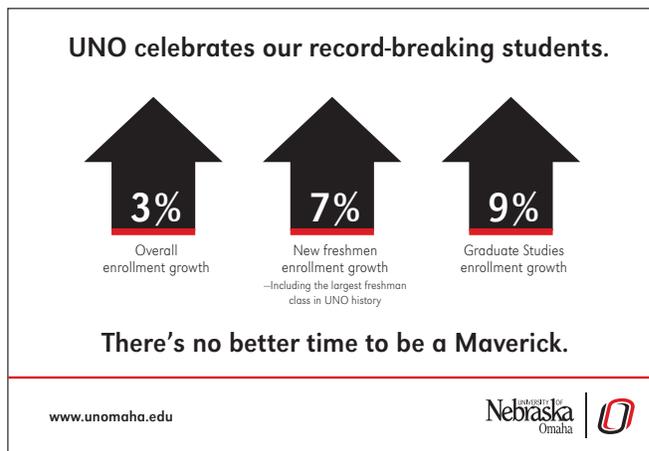
RED

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

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



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

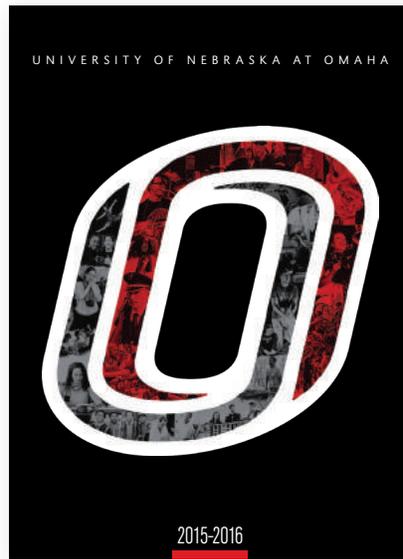


Examples of compositions that use red sparingly.

USE OF COLORS

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

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



Example of an undergraduate brochure cover.



Example of a graduate brochure cover.

1.3.2 TYPOGRAPHY

1.3.2.1 TYPEFACES

For information on obtaining
this typeface, contact
the Office of University
Communications at
ucomm@unomaha.edu.

PRIMARY TYPEFACE

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

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

URW Grotesk Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

URW Grotesk Light Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

URW Grotesk Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

URW Grotesk Regular Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

URW Grotesk Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

URW Grotesk Medium Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

SECONDARY TYPEFACE

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

1. The university website: ucomm.unomaha.edu/brand.
2. Other font websites such as: dafont.com or fontsqirrel.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***

ALTERNATIVE TYPEFACES

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

URW GROTESK REPLACEMENTS:

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

1.3.2.2 TYPESETTING THE UNIVERSITY NAME

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

UNIVERSITY OF NEBRASKA AT OMAHA

COLLEGE OF EDUCATION

OFFICE OF FINANCIAL SUPPORT AND SCHOLARSHIPS

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

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

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

USE OF THE AMPERSAND (&) IN COLLEGE NAMES

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

College of Arts and Sciences

College of Business Administration

College of Communication, Fine Arts and Media

College of Education

College of Information Science & Technology

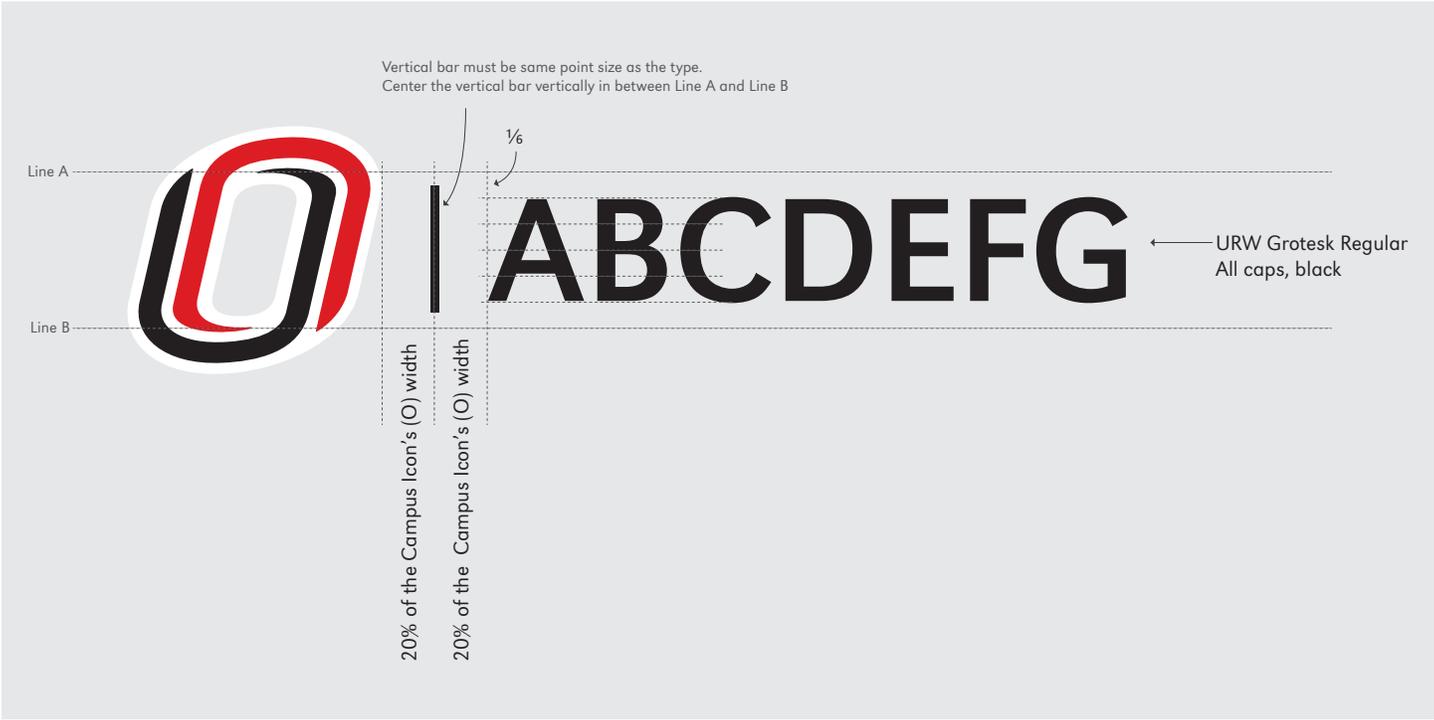
College of Public Affairs and Community Service

1.3.2.3 TYPESETTING WITH THE CAMPUS ICON

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

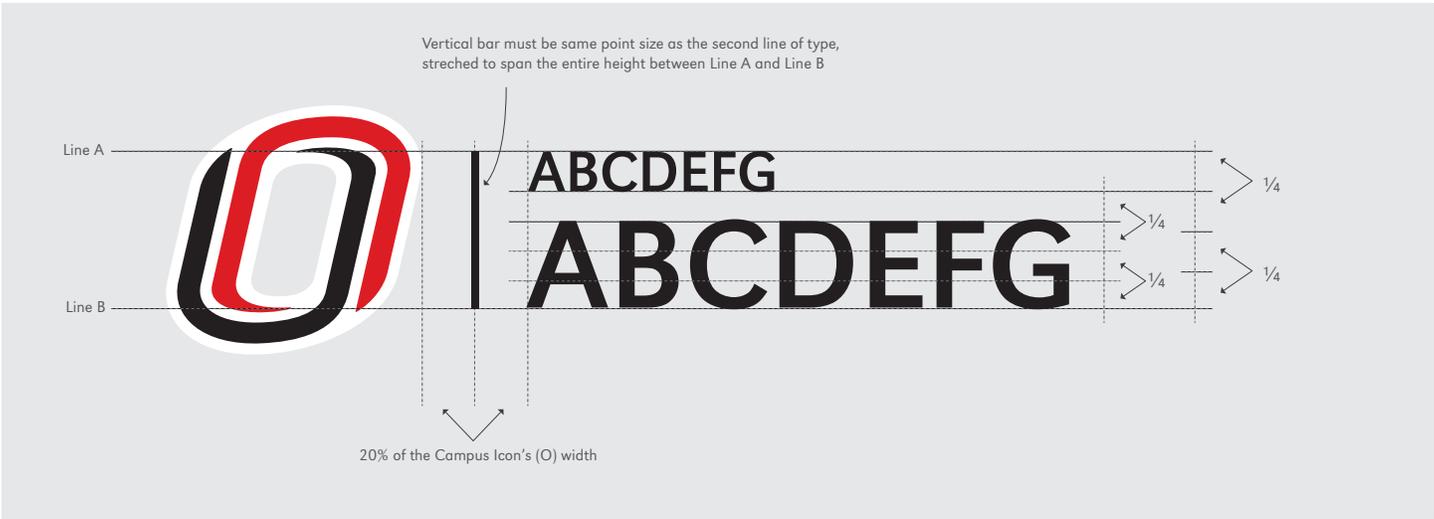
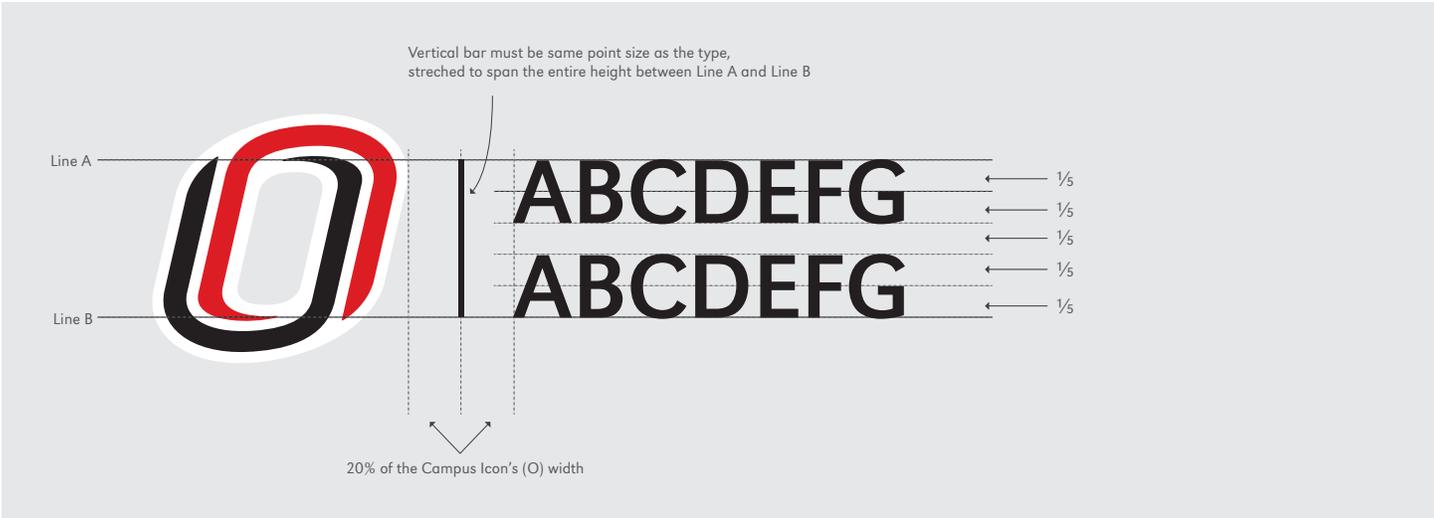
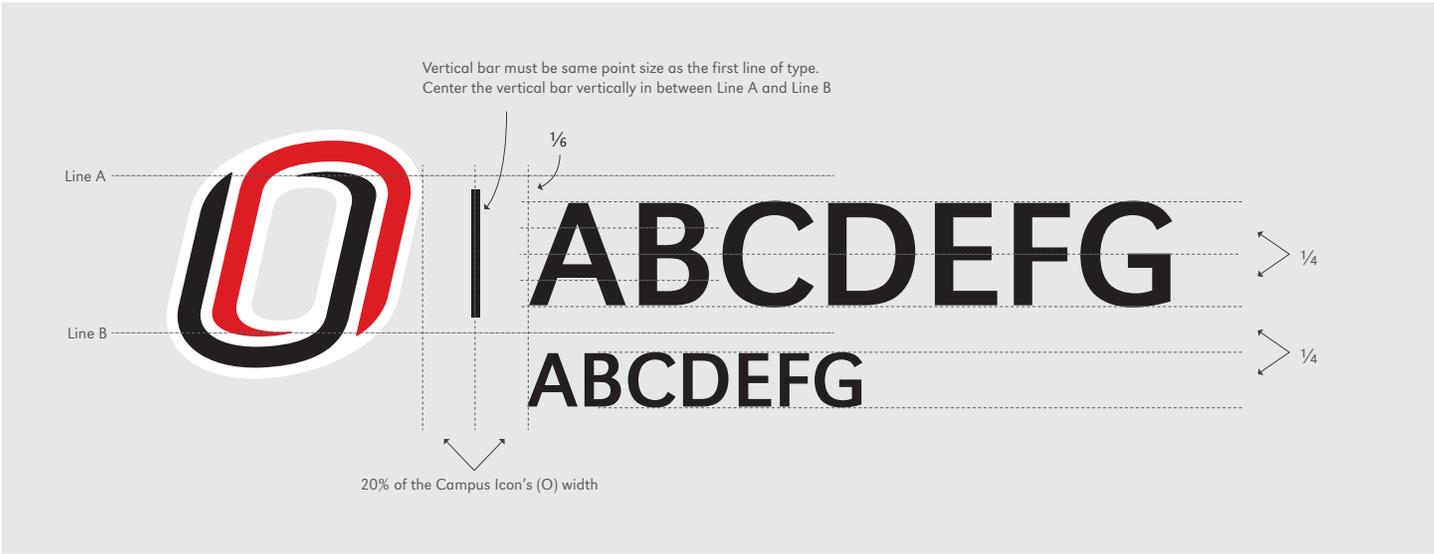
GUIDELINES

1. The Campus Icon should always be placed either to the left of or above the text.
2. A vertical bar should always be placed in between the Campus Icon and the text.
3. URW Grotesk is the only typeface that should be used when typesetting with the Campus Icon.
4. The vertical bar and all text should be in black or white only.
5. All text must be in all caps. The only exception is if the name is preceded by “Mav” (i.e. MavSYNC, MavLINK, MavLIFE, MavRIDE, MavTRACK, etc.).
6. The following are options on how to typeset:
 - a. You can download an editable file from the university website (ucomm.unomaha.edu/brand). You must have the URW Grotesk font to be able to edit the file. Please contact the Office of University Communications (ucomm@unomaha.edu) to obtain a URW Grotesk license.
 - b. Contact the Office of University Communications (ucomm@unomaha.edu), and let us know your needs. We can typeset your name, title, or official event for you.
 - c. You can follow the guides on the following pages to typeset your own name, title, or official event.



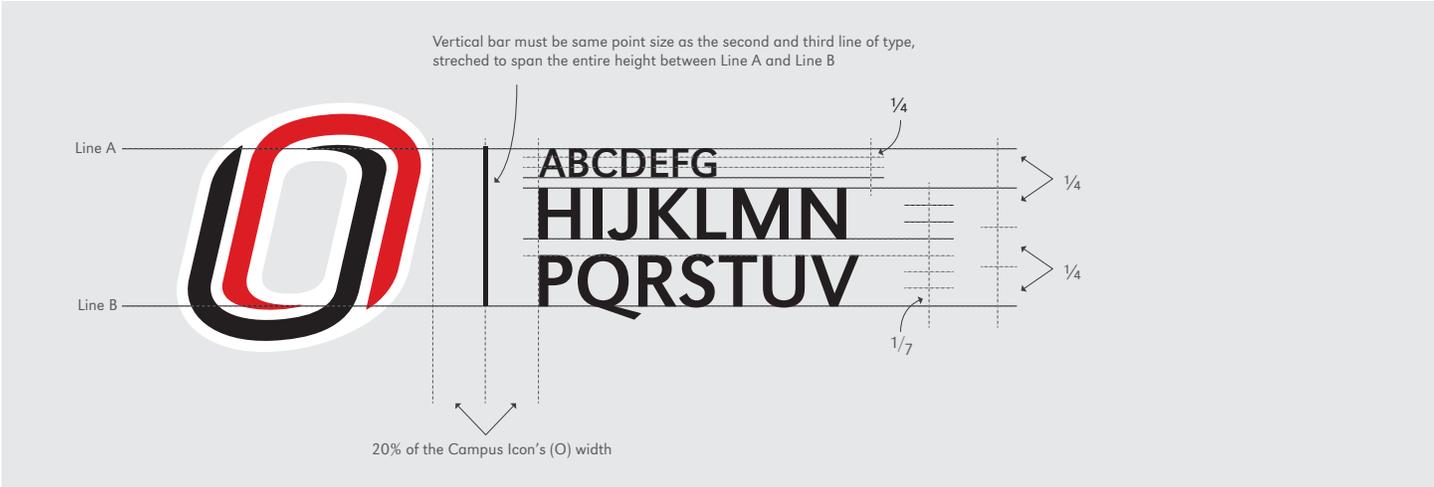
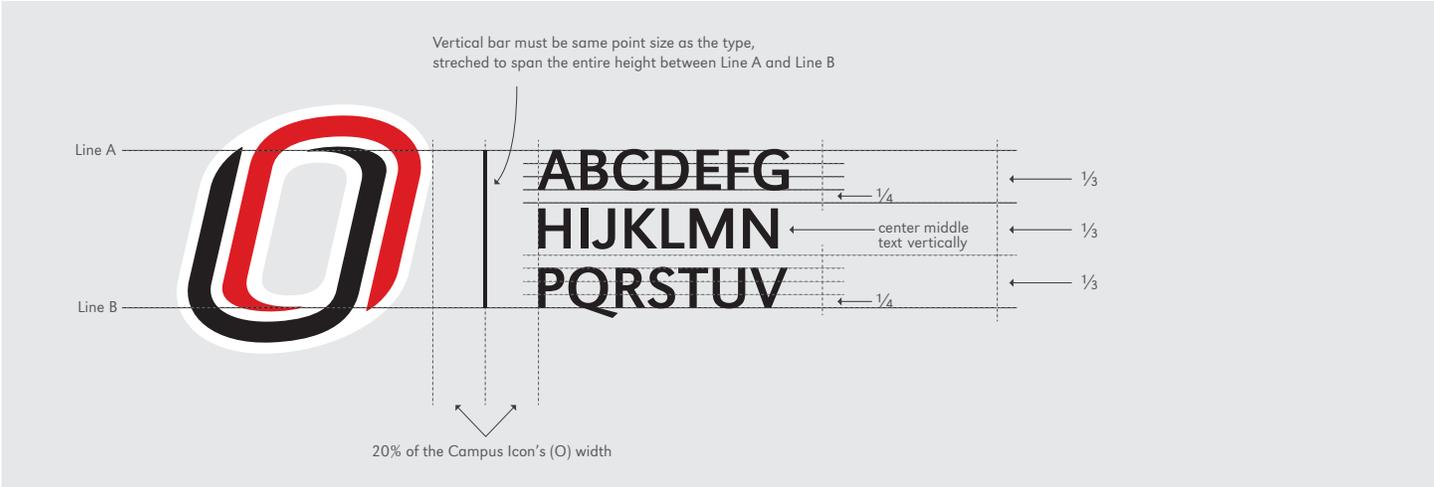
Basic horizontal typesetting

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



Horizontal typesetting options for two lines of text

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



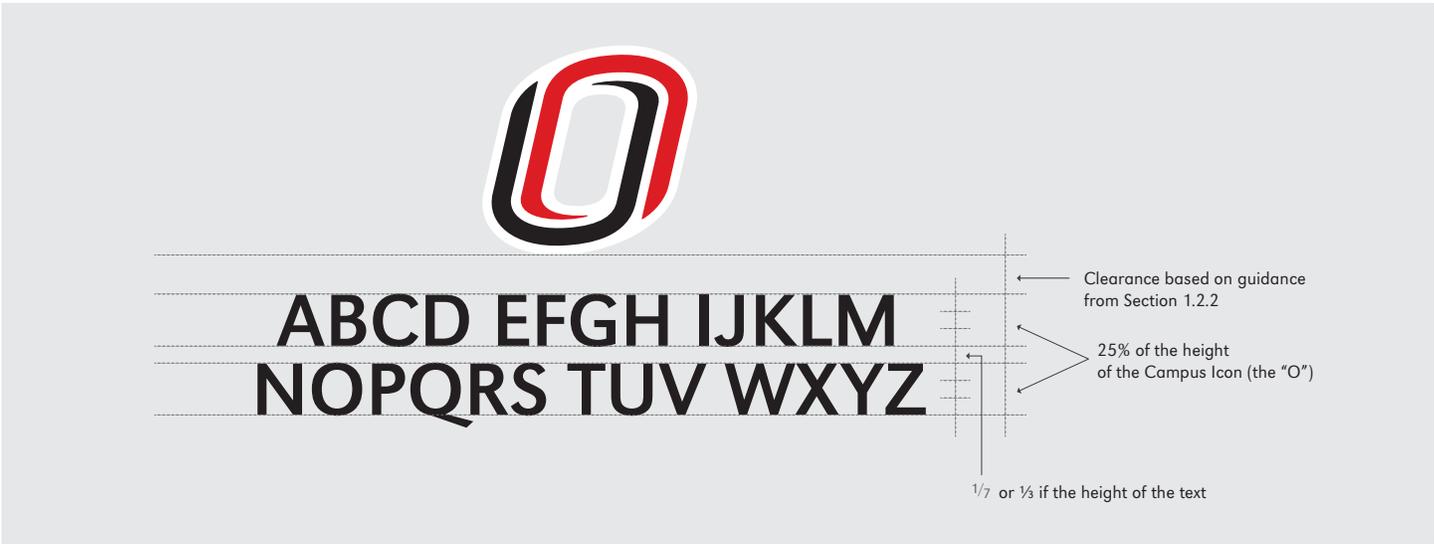
Horizontal typesetting options for three lines of text

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



Stacked typesetting options for one line of text

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

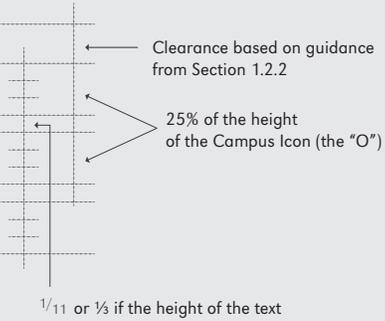


Stacked typesetting options for two lines of text

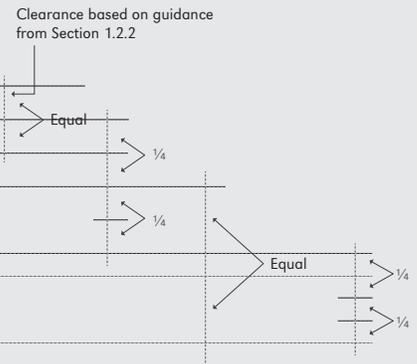
These diagrams are guides for those who are knowledgeable in desktop publishing or illustration software and wish to create their own typesetting with the Campus Icon. If you do not wish to create your own typesetting, contact the Office of University Communications (ucomm@unomaha.edu), and we will help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



ABCD EFGH IJKLM
NOPQRS TUV WXYZ
JKL MNOP STAB



UNIVERSITY OF NEBRASKA AT OMAHA
ABCDE FGHIJK LMN
MNOPQ RST UVWX



Stacked typesetting options for three lines of text

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



UNIVERSITY OF NEBRASKA AT OMAHA

ABCDE FGHIJK LMN

MNOPQ RST UVWX

FGHI MNORS TUVYZ

Clearance based on guidance from Section 1.2.2

Equal

1/4

1/4

Equal

1/4

1/4

1/4

1/4

Stacked typesetting option for four lines of text

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



Example of basic horizontal typesetting



Example of horizontal typesetting for two lines of text



Example of horizontal typesetting for two lines of text

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



Example of horizontal typesetting for two lines of text



Example of horizontal typesetting for three lines of text



Examples of horizontal typesetting on black

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



CAREER FAIR

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



**POLITICAL
SCIENCE**

Example of typesetting with the
Campus Icon stacked vertically
with two lines of text

1.3.3 PHOTOGRAPHY

One of the most effective and compelling tools for expressing the character of the University of Nebraska at Omaha (UNO) brand is the use of dynamic photography. Through careful planning, execution, and application of photography we have the opportunity to raise our visibility within a competitive market. On the next page are a few examples of the mood and ambitions of photography used for university publications.

UNO has a library of photos that can be used by departments, colleges, and programs. The Office of University Communications has created a website (unophotos.photoshelter.com) to share photos with the UNO community for use in publications, web pages, and other materials.

To obtain photos or access to the photo website, complete the photography request form on the university website (ucomm.unomaha.edu/brand). If you are the lead communicator or designer for your unit, contact the Office of University Communications (ucomm@unomaha.edu) directly.

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



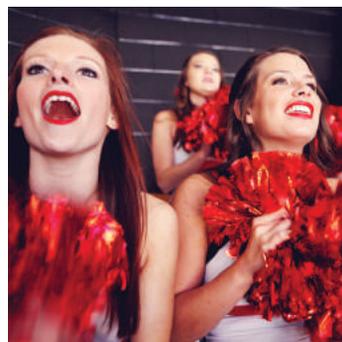
PEOPLE



LIFE ON CAMPUS



MAVERICK SPIRIT



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

 BEaMAV.com

 twitter.com/UNO_Admissions

 facebook.com/ApplyUNO

 instagram.com/ApplyUNO

 6001 Dodge St | Omaha, NE 68182

 260 Arts and Sciences Hall

1.4 DIGITAL COMMUNICATIONS

1.4.1 WEBSITE

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

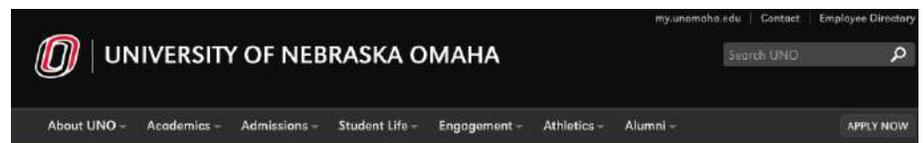
All University of Nebraska at Omaha web template code is the property of the Office of University Communications at UNO. You may not copy, reproduce, transmit, display, distribute, alter, reverse-engineer, or create derivative works based on any site elements without express authorization.

1.4.1.1 HEADERS & FOOTERS

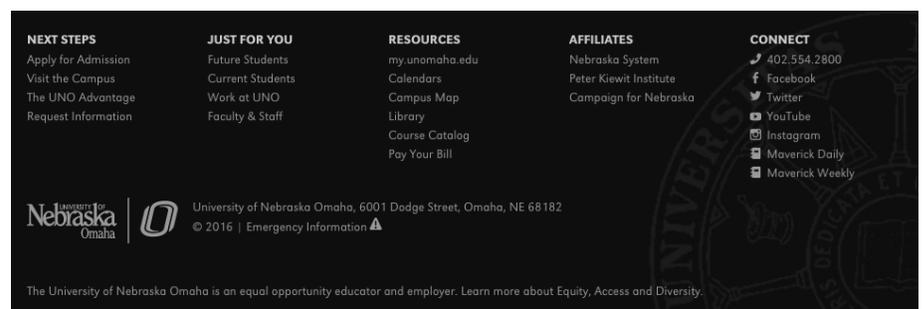
HEADERS & FOOTERS

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

UNIVERSAL TEMPLATES



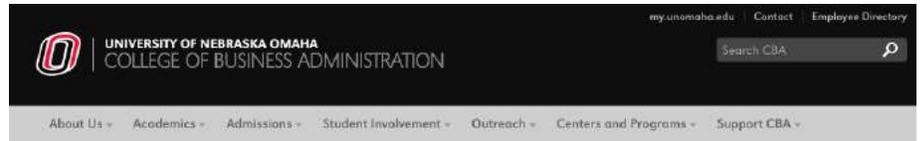
Header Example (Universal)



Footer Example (Universal)

COLLEGE/ORGANIZATIONAL TEMPLATES

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



Header Example (College of Business Administration)

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

1.4.1.2 LINK BUTTONS

LINK BUTTONS

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

GUIDELINES FOR BUTTON CONSTRUCTION:

- Rounded rectangle with 5px radius.
- 30px high.
- Length of the type with a 12px margin on each side.
- Color is #B9B9B9, #CCCCCC on rollover.
- Hard-edged drop shadow 2px to the right and 2px down, #9C9C9C.



Colors:
Type #FFFFFF
Button #B9B9B9, #CCCCCC on rollover
Drop shadow #9C9C9C

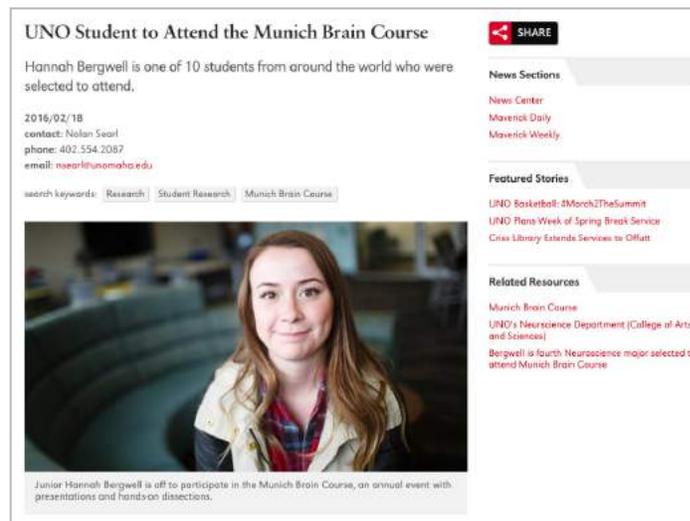
1.4.1.3 IMAGE SIZES

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 photos in UNO Digital Communications, contact the Office of University Communications.

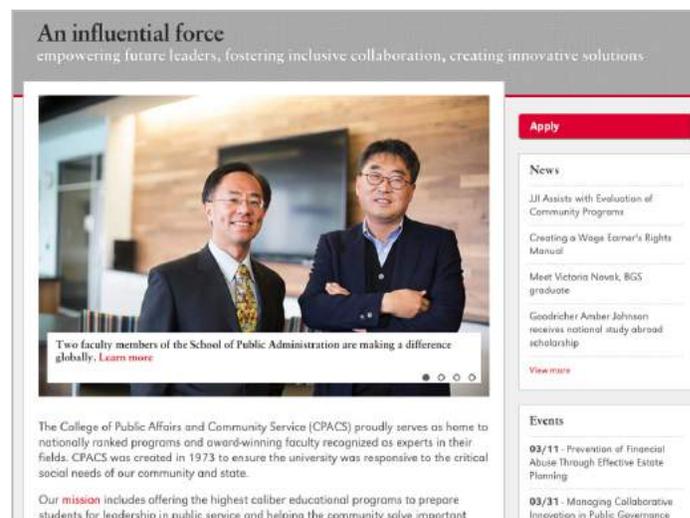
FEATURE PHOTO (800 PIXELS X 533 PIXELS)

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



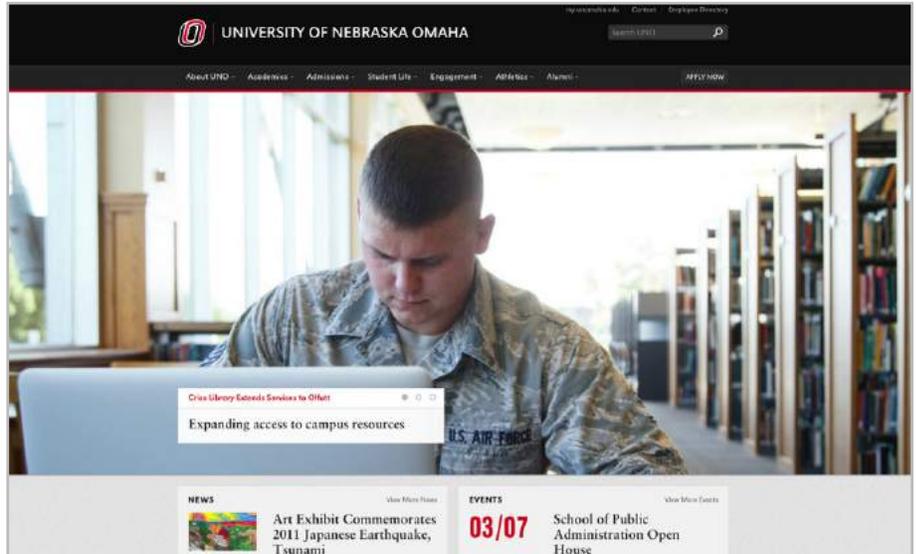
CAROUSEL (645 PIXELS X 430 PIXELS)

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



HERO (1920 PIXELS X 650 PIXELS)

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



DIRECTORY PROFILES (300 PIXELS X 450 PIXELS)

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



SIDEBAR (300 PIXELS WIDE)

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

Directory

[University Communications](#)

[Digital Communications](#)

[Marketing & Branding](#)



Our Services

Our staff provides a variety of critical university communication services and we are available to help with your project.

1.4.2 EMAIL

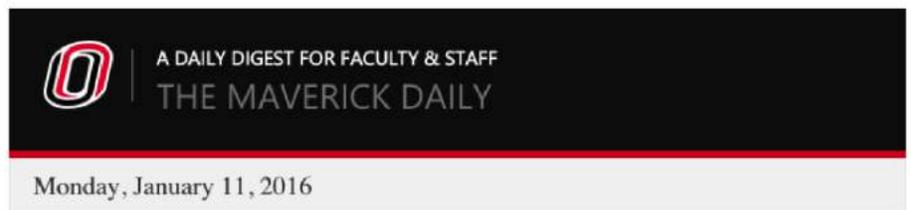
It is critical that email sent from unomaha.edu follow UNO's email and messaging policy. Email follows the brand guide regulations for logos and lockups. It is important to keep all emails clean, ideally one column or one wide column with a teaser image to optimize on mobile.

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

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

MAVERICK DAILY

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



MAVERICK WEEKLY

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



UNO ANNOUNCE

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

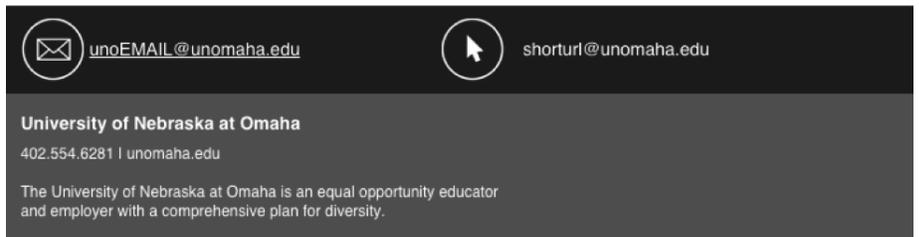


DEPARTMENT/UNIT MARKETING TEMPLATES

The campus has preferred tools for sending mass emails. Please contact the Office of 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 Services.

1.4.3 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 university-wide usage. Following these guidelines will ensure you're representing the university on third-party social media platforms appropriately.

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

USERNAME

1. When choosing a username, you should always add "UNO" before your department, school, or organization.
2. Establish a consistent naming convention, for example: [twitter.com/unomaha](#), and [facebook.com/unomaha](#). This can never be changed, so choose carefully.
2. Avoid the use of dashes, underscores, or special characters.
3. Do not use "UNO" or "University of Nebraska Omaha" alone. This is reserved for UNO's main institutional social media accounts.

BIO/INFO

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

Link to your website on [unomaha.edu](#).

OPTIONS FOR CREATING AVATARS, COVER PHOTOS, AND BACKGROUND GRAPHICS

1. Download an editable template file from the university website (ucomm.unomaha.edu/brand). You must have the URW Grotesk font to be able to edit the file. Please contact the Office of University Communications (ucomm@unomaha.edu) to obtain a URW Grotesk 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 the Office of University Communications (ucomm.unomaha.edu/start), and let us know your needs.
3. Create your own social media avatar, cover photo, and background image by following the guidelines outlined in 1.4.3.1 and 1.4.3.2.

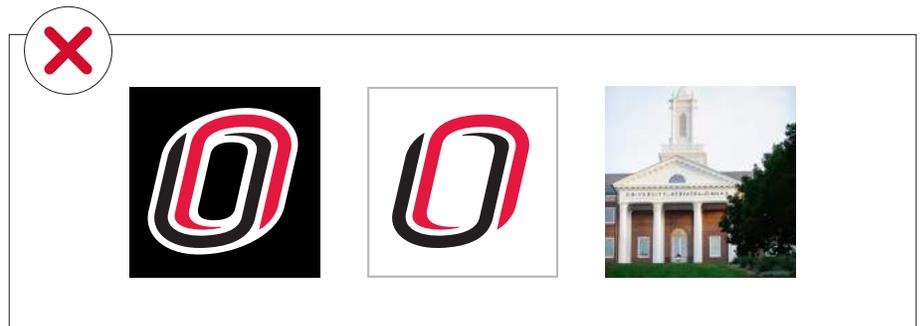
1.4.3.1 AVATARS

AVATAR GUIDELINES

1. Include the Campus Icon and the name/acronym of the group running the page.
2. Establish a single consistent avatar across all of your social media channels.



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



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

1.4.3.2 COVER PHOTOS & BACKGROUNDS

COVER PHOTO & BACKGROUND GUIDELINES

1. Avoid busy or repeating backgrounds. The simpler, the better.
 2. Cover images should be the same across ALL platforms.
 3. Use an iconic and identifiable photograph from the UNO photo library as your graphical representation. Consider using a photo of your location. See section 1.3.3 regarding photography guidelines and access to PhotoShelter.
 4. When using graphics in place of a photo, keep text to a minimum. See section 1.3.1 regarding graphic style guidelines.
3. Do not hide content and graphics behind your avatar/profile icon, page name, or buttons.



Facebook Cover Examples



Twitter Cover Example

1.4.4 THIRD PARTY APPLICATIONS

THIRD PARTY APPLICATIONS (PEOPLEADMIN.UNOMAHA.EDU)

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

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

1.5 BRANDING ON MERCHANDISE

1.5.1 LICENSED VENDORS

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

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

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

1.5.2 UNO MARKS APPEARING ON MERCHANDISE

GUIDELINES

- Guidelines for UNO marks (colors, sizes, etc.) must still be followed when used on merchandise.
- Order black, white, or gray merchandise only. An exception would be branding on metallic finishes (i.e. USB drive). If choosing a metallic finish, order silver.
- When including a red accent in the design and spot color is available, use PMS 186 for red. If PMS 186 is not available, use PMS 185.
- When including a red accent in the design of a four-color process, the vendor should color match red to PMS 186.



EXAMPLES OF PROPERLY BRANDED MERCHANDISE



Silk screened (two colors)



Embroidered (two or three colors)



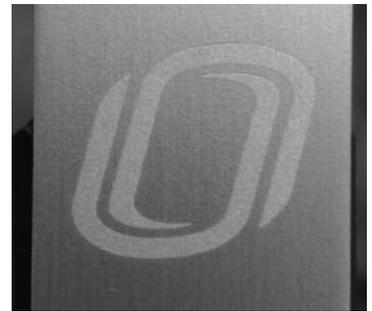
Metal-casted (three colors)



Silk screened (one color)



Metal-casted (no color)



Laser-engraved (no color)



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

1.6 OFFICIAL UNO DOCUMENTS

1.6.1 EMAIL SIGNATURES

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

GUIDELINES

1. Signatures should be set in Arial, 12-pt or 14-pt size, black (no additional colors).
2. There should be no color, picture, or pattern used in the background. The email background should be white only.
3. There should be no personal inspirational quotes.
4. There is one line space between the upper text block (with your name, title, and department) and the bottom text block (with your contact information). If you choose to use the Lock-up in your signature, there is one line space between the Lock-up and the text block containing contact information. See examples on the following pages.
5. The Lock-up is the only approved graphical element in email signatures.

Block 1 [**John Smith, Sr.**
Administrative Assistant
Department of Research | Eppley 123
University of Nebraska at Omaha | unomaha.edu

Block 2 [402.554.1234
402.554.5678 (fax)
jsmith@unomaha.edu

Block 3 [**UNIVERSITY OF**
Nebraska | 
Omaha

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

BLOCK 1: IDENTIFICATION

NAME

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

TITLE

List only official titles relating to UNO. Use only official UNO titles.

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

DEPARTMENT AND LOCATION

List the official name of your department. If including a college or sub-organization, list the college or sub-organization on a separate line before the department (see example 2). List the location of your office on the same line as your department separated by a single vertical bar (|) (see examples 1, 2, and 3).

When there are multiple titles and departments, list the location of your office on a separate line under all the titles and department listings (see examples 4 and 5). The room number should be listed before the building name.

For official building names, refer to:

unomaha.edu/facilities/documents/UNO_Building_Information.pdf

BLOCK 2: CONTACT INFORMATION

PHONE NUMBERS

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

EMAIL ADDRESS/ES

List only official UNO email address(es)

SOCIAL MEDIA

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

BLOCK 3: MARK (OPTIONAL)

THE UNIVERSITY LOCK-UP

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

Example 1: a basic signature

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

402.554.1234
402.554.5678 (fax)
jsmith@unomaha.edu

Example 2: a signature with the Lock-up

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

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

402.554.1234
402.554.5678 (fax)
jsmith@unomaha.edu

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

An email template containing the properly sized Lock-up can be downloaded from the university website (unomaha.edu/ucomm/brand), or you can contact the Office of University Communications (ucomm@unomaha.edu) and we will email you the properly sized Lock-up.



Example 3: a signature with social media information

Note: Any URL and social media information must be official to UNO.

Jane Smith

Professor of English

English Department | 123 Arts & Sciences

unomaha.edu/english

facebook.com/unoenglish

twitter.com/unoenglish

University of Nebraska at Omaha | unomaha.edu

402.554.1234 ext. 5678

402.554.4567 (fax)

402.236.1234 (cell)

jdoe@unomaha.edu



Example 4: a signature with multiple titles

Note: Use only official UNO titles.

John Doe, Ph.D.

Associate Vice Chancellor, Department Name

Dean, Department Name

Professor of English

123 Arts and Sciences

University of Nebraska at Omaha | unomaha.edu

402.554.1234

402.554.5678 (fax)

jsmith@unomaha.edu



Example 5: a signature with multiple titles, multiple web URL information and multiple social media information:

Jane Doe, Ph.D.

Associate Vice Chancellor, Department Name

Dean, Department Name

Adviser and Professor of Special Education

123 Roskens

coe.unomaha.edu

unomaha.edu/special-ed

facebook.com/UNO-COE

facebook.com/UNOspecial-ed

twitter.com/UNOspecial-ed

University of Nebraska at Omaha | unomaha.edu

402.554.1234

402.554.5678 (fax)

402.335.1234 (cell)

jsmith@unomaha.edu

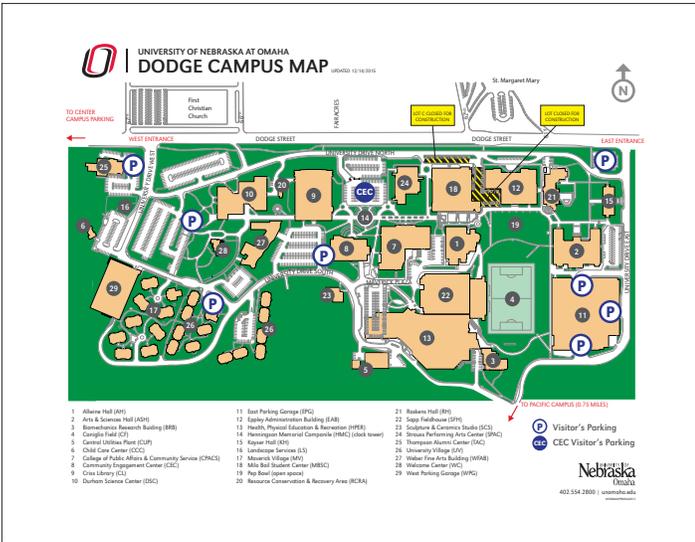
coe@unomaha.edu



1.6.2 CAMPUS MAPS

There are two official campus maps for campus use: the visitor's map and the parking map. Both can be downloaded from unomaha.edu/maps.

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

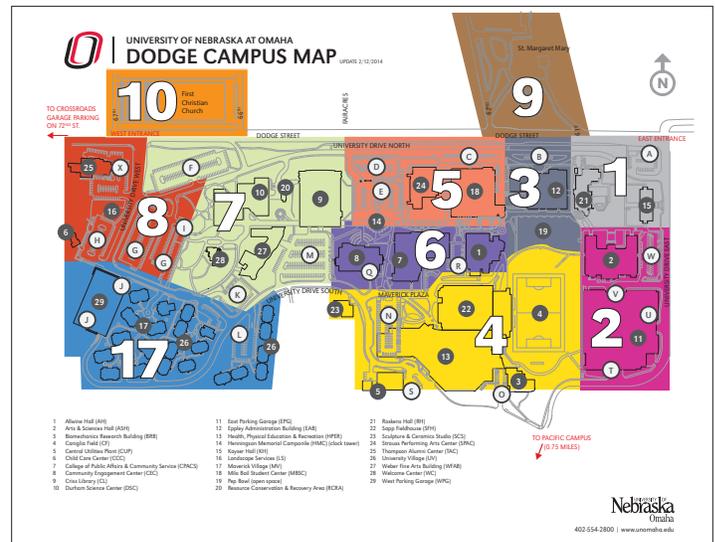
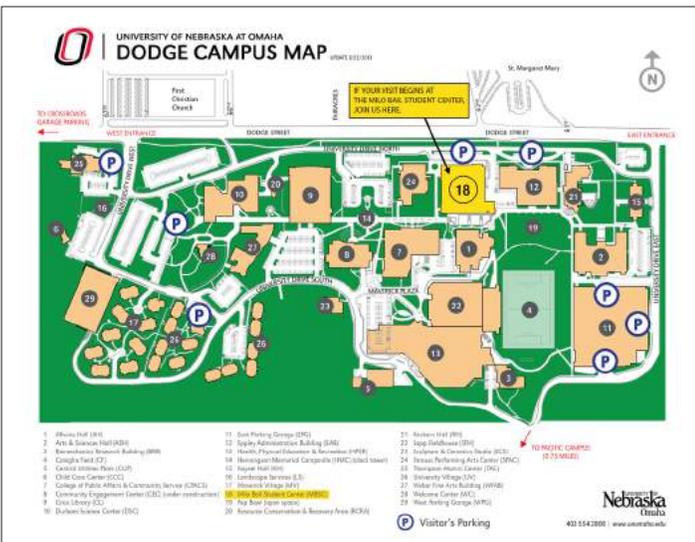


Visitor's map of Dodge Campus



Parking map of Dodge Campus

Examples of custom maps:



1.6.3 TEMPLATES

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

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

The screenshot shows a web browser window displaying the 'Templates' page on the University of Nebraska Omaha brand website. The page features a navigation menu with links for 'About UNO', 'Academics', 'Admissions', 'Student Life', 'Engagement', 'Athletics', and 'Alumni'. The main content area is titled 'Templates' and includes a sidebar with 'Downloadables' (containing 'Templates'), 'Logos', and 'Additional Resources' (containing 'UNO Brand Guide' and 'UNO Publications'). The main text explains that University Communications will continue to add templates and provides information on re-printing old materials and where to find UNO publications. A section titled 'Stationery' lists various templates with preview images, document names, and file formats.

Preview	Document	Downloadable File/s
	Official Letterhead	idml doc
	#10 Business Envelope	idml
	Business Card	idml
	5x7 Notecard	idml ppt
	Email Signature	doc

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

1.7 OFFICE OF UNIVERSITY COMMUNICATIONS

1.7.1 ABOUT OUR SERVICES

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

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

SERVICES

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

Office of University Communications

102 Eppley Administration Building
402-554-2358 | unomaha.edu/ucomm
ucomm@unomaha.edu

1.7.2 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. The most updated version can be downloaded from the university website.

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

1.7.3 SUBMIT REQUEST FOR UCOMM SERVICES

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

1. Start your project by visiting ucomm.unomaha.edu/request.
2. Complete the online form to let us know how we can help you with a communications task or a project. Please note the following deadlines:

DIGITAL COMMUNICATIONS

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

- Maverick Daily: Items must be submitted at least three days in advance of first posting.
- Maverick Weekly: Items must be submitted by 3 P.M. Thursdays.

MARKETING

All marketing projects and timelines are prioritized in accordance with the UNO priority areas. The in-house design team serves the needs of the university priorities, and other areas of the university on an as-available basis. If the internal team is unavailable to complete design, copy, or photography work due to scheduling or workload conflicts, the Office of 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.

1.7.3 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.

2. ATHLETIC BRAND GUIDE

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

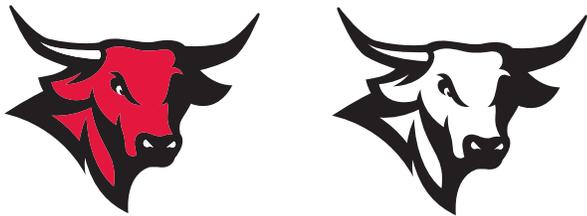
For questions or guidance related to the use of Athletic marks please contact the Athletic Department at the University of Nebraska at Omaha.

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

2.1 ATHLETIC MARKS

2.1.1 PRIMARY ATHLETIC MARKS

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



The 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. Mike Amundson, Assistant Athletic Director - Advancement at mamundson@unomaha.edu.
2. Do not attempt to re-create any of the marks.
3. All artwork must remain within a legible size. When scaling down any of these marks, the minimum scale is one that scales the Athletic Icon (or the Maverick) into 1 inch in width, and the university icon (or the "O") into .35 inch in width. (Reference sections 1.2.2 and 1.2.4.)



UNIVERSITY OF NEBRASKA
OMAHA

UNIVERSITY OF NEBRASKA
OMAHA

UNIVERSITY OF NEBRASKA
OMAHA

UNIVERSITY OF NEBRASKA
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