



## UNIVERSITY OF NEBRASKA-LINCOLN TOOLBOX STANDARDS CHECKLIST

The University of Nebraska-Lincoln established a Toolbox of publications design standards to keep our University brand message consistent and strong. Chancellor Perlman often states his commitment to the enforcement of the Toolbox design standards to further strengthen a consistent yet flexible University image.

The attached publication does not follow the University of Nebraska-Lincoln Toolbox design standards in the areas checked below. Please refer to the Toolbox at [www.ucomm.unl.edu](http://www.ucomm.unl.edu) and make the appropriate changes before reprinting or updating this publication. Also, please review the Toolbox design standards before producing other publications.

If you have questions regarding the design Toolbox or the specific design standard(s) checked below, please contact Craig Chandler, 2-7022.

### REQUIRED FOR ALL FRONT/BACK UNIVERSITY PUBLICATIONS

- University of Nebraska-Lincoln logo (wordmark)
- University of Nebraska-Lincoln Academic N (icon)
- Full University name (University of Nebraska-Lincoln)
- Diversity statement

### REQUIRED FOR FRONT COVER OF ALL UNIVERSITY PUBLICATIONS

- Academic N (icon)
- Full University name (University of Nebraska-Lincoln)

### REQUIRED FOR BACK COVER OF ALL UNIVERSITY PUBLICATIONS

- University of Nebraska-Lincoln logo (wordmark)

### REQUIRED FOR ONE-SIDED UNIVERSITY PUBLICATIONS

- University of Nebraska-Lincoln Academic N (icon)
- University of Nebraska-Lincoln logo (wordmark)
- Diversity statement

### REQUIRED FOR ALL UNIVERSITY RECRUITMENT PUBLICATIONS

- University of Nebraska-Lincoln set in one of the required typefaces on front cover
- Tier 1 type fonts (URW Grotesk and Minion) used for copy
- Standard sizes
- Design grid system

### COLOR

- Red is not PMS 186c at 100% tint and/or transparency
- Red as dominant color on 4+ color front cover
- Red and black on 2 color front cover
- Red, black or reversed icon 1 color front cover

### UNIVERSITY SEAL

- Replace with Academic N (icon)

### SECONDARY LOGO

- Not approved (see Toolbox p. 16 for review process)

### UNIVERSITY OF NEBRASKA-LINCOLN LOGO

- "Lincoln" not included in logo
- Logo recreated or reset. Download from [www.ucomm.unl.edu](http://www.ucomm.unl.edu)
- Incorrect use of color
- Logo smaller than 1" wide
- Logo screened back
- Logo condensed or expanded (not scaled in proportion)
- Logo applied over a bold pattern or dark screen instead of reversed
- Logo and icon placed together graphically
- Registered trademark symbol missing ®

### UNIVERSITY OF NEBRASKA-LINCOLN ACADEMIC N (ICON)

- Icon recreated or reset. Download from [www.ucomm.unl.edu](http://www.ucomm.unl.edu)
- Incorrect use of color
- Icon smaller than 5/8" wide
- Icon used with unit name to create a logo
- Logo condensed or expanded (not scaled in proportion)
- Icon used as part of a word or acronym
- Icon distorted (e.g., stretched, twisted)
- Icon applied over a bold pattern or dark screen instead of reversed
- Incorrect use of ghost icon
- Clear space surrounding icon:
  - When icon is 5/8" - 1" wide, minimum clear space is 1/4"
  - When icon is greater than 1" wide, minimum clear space is the height of the serif, or 1/4 the height of the "N"
- Registered trademark symbol missing ®

### UNIVERSITY NAME-UNACCEPTABLE USES

- NU
- University of Nebraska
- UN-L
- Incorrect dash between Nebraska and Lincoln (-)

### DIVERSITY STATEMENT

- No diversity statement
- Incorrect statement for publication type
- Diversity statement not separate from logo and/or icon