



UNIVERSITY OF NEBRASKA-LINCOLN  
**TOOLBOX**

**TOOLBOX VERSION: 1.2**  
**RELEASE DATE: 5.13.05**

# INTRODUCTION AND CONTENTS

## UNIVERSITY IDENTITY

The University of Nebraska–Lincoln communicates with many and diverse audiences. Part of the goal of every University communication, regardless of the audience, is to identify consistently and positively with the University. The guidelines in this Toolbox were designed to assist University communicators in the process of implementing a simple, attractive and economical identity system that is flexible enough for campus units to retain individuality within the University framework.

## A SINGLE REFERENCE

The University of Nebraska–Lincoln Toolbox, developed by the ad hoc University Marketing Design Team, is a single reference for all aspects of the University graphic identity: University of Nebraska policies regarding the official logo and use of the seal; University of Nebraska–Lincoln policies regarding the use of the Academic N (campus icon) and required and/or recommended graphic design standards; information on the University’s website design; trademark and licensing guidelines for University products; and the application of the graphic look to collateral materials.

## HOW TO USE THIS BOOK

Campus communicators, those who develop print, web and related pieces, can use this Toolbox as a reference when developing any project. Depending on the project, communicators may only refer to relevant sections. In addition to guidelines, the Toolbox contains an applications section with examples of ways to apply the guidelines. This Toolbox also offers a policy section with background information describing the reasons for specific guidelines. The guidelines and policies are based on requirements and/or recommendations from the University of Nebraska–Lincoln and the University of Nebraska system.



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## GRAPHIC AND PRINT GUIDELINES

Meg Lauerman  
Director, University Communications  
mlauerman1@unl.edu  
(402) 472-0296

Judy Nelson  
Coordinator of Marketing, CIT  
jnelson5@unl.edu  
(402) 472-3031

Jon Humiston  
Art Director,  
Publications & Photography  
jhumiston2@unl.edu  
(402) 472-7026

Renee' Lanik  
Communications Associate, CIT  
rlanik1@unl.edu  
(402) 472-2860

## WEB GUIDELINES

Robert Crisler  
Manager, Web and Media  
rcrisler1@unlnotes.unl.edu  
(402) 472-9878

## NEWS MEDIA CONTACT

David Fitzgibbon  
Manager, News and Video  
dfitzgibbon1@unl.edu  
(402) 472-8520

Dan Moser  
IANR News Service  
dmoser3@unl.edu  
(402) 472-3030

## CAMPUS SIGNAGE

Robert Crisler  
Manager, Web and Media  
rcrisler1@unlnotes.unl.edu  
(402) 472-9878

## CAMPUS BANNERS

Viann Schroeder  
Manager, Publications & Photography  
vschroeder1@unl.edu  
(402) 472-3543

## TRADEMARKS AND LICENSING: MERCHANDISE, PROMOTIONAL ITEMS

Michael Stephens  
Director, Athletic Licensing  
mstephens@huskers.com  
(402) 472-9446

## SPECIAL EVENTS

Annette Wetzel  
Special Events Coordinator  
awetzel1@unl.edu  
(402) 472-8524

## LETTERHEAD, ENVELOPE, AND BUSINESS CARD ORDERING

**Printing Services**  
(402) 472-2146

## USE OF CAMPUS NAME AND IMAGERY SECONDARY LOGO

Viann Schroeder  
Manager, Publications & Photography  
vschroeder1@unl.edu  
(402) 472-3543

## COPYRIGHT RESOURCES

Turan Odabasi  
Associate General Counsel  
todabasi@nebraska.edu  
(402) 472-1201

## ADMISSIONS MATERIALS: UNDERGRADUATE RECRUITMENT

Andrew Schadwinkel  
Marketing Specialist  
aschadwinkel2@unl.edu  
(402) 472-1683

## GRADUATE RECRUITMENT

Michelle Howell  
Director Graduate Recruitment  
mhowell2@unl.edu  
(402) 472-4458



## CREATING A BRAND

A brand is not a name or a logo. Instead, it is a promise and perception derived from both the communications received concerning the product, service or company, and the experiences a person had with it. For a brand to communicate this perception and promise effectively, every communicated element needs to be carefully crafted. With these detailed efforts set forth, a brand can become an established and highly effective entity within its market. This is the goal of the University of Nebraska brand.

## PROTECTING THE BRAND

Once a brand is created, standards must be developed to keep the brand message consistent and strong. Every font, color, word, point size, and design on everything communicated needs to match the established guidelines.

It is important for the colleges, departments and programs at the University of Nebraska–Lincoln to adopt these standards. While it is crucial for the University to achieve a unified voice, it is equally important for the colleges, departments and programs not to lose theirs. Therefore, a versatile design system has been established that enables both to occur. Colleges, departments and programs can retain individuality and recognition while combining the resources of the entire campus under one brand.

## UNIVERSITY OF NEBRASKA

The University Identification Handbook contains the branding guidelines for the University of Nebraska that will strengthen its brand while elevating its national academic reputation. Through consistent use and repetition, the University of Nebraska will realize the value and potential of a national brand that is united on all fronts of communication. The handbook contains information about the University's branding identity system including guidelines for business correspondence, business cards, and primary and optional configurations for the logo with college and department information. The University Identification Handbook is on the University of Nebraska (Central Administration) website: [www.nebraska.edu/news/news\\_identity.shtml](http://www.nebraska.edu/news/news_identity.shtml).

Questions regarding the use of the logo, outside of what is covered in the handbook and the guidelines in this Toolbox, should be directed to the campus identity coordinator:

Vi Schroeder, Manager  
Publications and Photography  
(402) 472-3543  
[vschroeder1@unl.edu](mailto:vschroeder1@unl.edu)

## UNIVERSITY OF NEBRASKA–LINCOLN

Permissible uses of the University of Nebraska–Lincoln's name, logo, and campus icon are stated in this Toolbox. These guidelines apply to all media, including, but not limited to, print, radio, television, video, motion pictures, and all forms of electronic media, including websites.

The name "University of Nebraska–Lincoln" is the property of the State of Nebraska. No person may use the name of any abbreviation to designate a business, social, political, religious, or any other organization, or to imply, indicate, or otherwise suggest the University's endorsement, support, favor, association with, or opposition to, any organization, product, or service without permission of the University.



## USE OF THE UNIVERSITY NAME

The University of Nebraska–Lincoln (UNL) is one of four campuses of the University of Nebraska system. Campuses include: Lincoln, Kearney, Medical Center, and Omaha.

Consistent use of the brand for the University is fundamentally important locally, statewide, nationally, and internationally.

### APPROVED DESIGNATIONS FOR THE CAMPUS ARE:

1. University of Nebraska–Lincoln
2. UNL

### UNACCEPTABLE USAGE OF CAMPUS REFERENCE:

1. NU
2. UN-L
3. University of Nebraska at Lincoln

## UNIVERSITY OF NEBRASKA–LINCOLN PREFERRED

University of Nebraska–Lincoln is preferred when referring to the University.

In written communication, the full name, University of Nebraska–Lincoln, should be spelled out when the university is first mentioned or cited. Thereafter, references should cite “the University” or “Nebraska”.

If, for space reasons, you will use “UNL”, the full name, “University of Nebraska–Lincoln”, should be spelled out the first time, and “UNL” should immediately follow in parentheses (UNL). Thereafter, references should cite “UNL”.

### Examples:

1. *Founded in 1869, the University of Nebraska–Lincoln (UNL) is the state’s land-grant university and the only comprehensive university in Nebraska. Through its three primary missions of learning, discovery and engagement, UNL is the state’s intellectual center and has been recognized by the Legislature as the primary research and doctoral-degree granting institution in the state.*
2. *The University of Nebraska–Lincoln’s tradition of academic excellence is recognized and respected by educators and employers worldwide. The University is 18th of 63 members of the prestigious Association of American Universities.*
3. *Follow your interest at the University of Nebraska–Lincoln. There are more than 140 academic programs of study at Nebraska.*

*The University of Nebraska–Lincoln is a leader in helping students achieve excellence. At Nebraska, you will be challenged to learn and given access to the world-class guidance and resources.*

## Dash Information

There are different dashes for different meanings.

**ALWAYS use the en dash for University of Nebraska–Lincoln.**

dash -

**Mac/PC: plain dash**  
first-ever, Hixson-Lied

en dash –

**Mac: OPT dash**  
University of Nebraska–Lincoln

em dash —

**Mac: OPT shift dash**  
phrase break—phrase break (Preferred style is no space between—the—words)

**PC: en & em dash**

Insert / Symbol / Special Characters

Control / Dash (on key pad)

Control / Dash Dash (click twice)



# BRANDING

## UNIVERSITY OF NEBRASKA–LINCOLN PUBLICATIONS REQUIREMENTS

**ALL PUBLICATIONS ARE REQUIRED TO CONTAIN THESE ELEMENTS:**

University of Nebraska–Lincoln logo  
University of Nebraska–Lincoln Academic N (campus icon)  
Full University name (University of Nebraska–Lincoln)  
Nondiscrimination statement

**FRONT COVERS (FACE) OF PUBLICATIONS SHOULD CONTAIN EITHER:**

- (1) the University of Nebraska–Lincoln logo **OR**
- (2) the Academic N (campus icon) and the full University name.

If the Academic N (campus icon) and the full University name appear on the face, then the University of Nebraska–Lincoln logo must appear on the back cover.

On one-sided pieces (e.g. poster), the University of Nebraska–Lincoln logo, Academic N, and nondiscrimination statement are the minimum elements that must appear.

**ON ALL UNIVERSITY RECRUITMENT MATERIALS, THE WORDS UNIVERSITY OF NEBRASKA–LINCOLN AND THE ACADEMIC N MUST APPEAR ON THE COVER.**

When typesetting the words University of Nebraska–Lincoln it is required to use one of the required type faces. URW Grotesk T Bold Condensed is recommended for this use.

UNIVERSITY OF  
**Nebraska**  
Lincoln

**University of Nebraska–Lincoln**



Please refer to minimum size and clear space requirements when using the University of Nebraska–Lincoln logo (pg. 11) and the Academic N (pg. 13).

## THIS IS OUR LOGO

1. The logo may appear in either an all-black version or with an approved color as indicated on this page.
2. All University campus designations, except Kearney, appear in PMS 186 C (red).
3. The typefaces used in the logo are modified versions of ITC Clearface for the word “Nebraska” and URW Grotesk for the words “UNIVERSITY OF”.
4. Always use original drawings of the logos as shown to the right. Download the logo from Central Administration’s website: [www.nebraska.edu/news/news\\_identity.shtml](http://www.nebraska.edu/news/news_identity.shtml)

**DO NOT ATTEMPT TO RESET OR RECREATE THE LOGO.**

5. The logo may not be reduced any smaller than 1 inch in width.



6. When the logo is reversed, all type should appear in white only.
7. There is only one official tagline used with the logo for the University of Nebraska, “Pioneering new frontiers.” You are encouraged to evaluate your target market and use the tagline whenever appropriate. Use of the tagline is optional; however, departments and colleges cannot use other taglines in conjunction with the logo. If you use the tagline with the logo, use the artwork available from Central Administration’s website: [www.nebraska.edu/news/news\\_identity.shtml](http://www.nebraska.edu/news/news_identity.shtml)

**DO NOT ATTEMPT TO RESET OR RECREATE THE TEXT.**

8. For specialty printing, the logo may appear in red, black or silver foil.

Official University of Nebraska artwork available at:  
[www.nebraska.edu/news/news\\_identity.shtml](http://www.nebraska.edu/news/news_identity.shtml)  
 It is also available at: [www.unl.edu/pr](http://www.unl.edu/pr)

## APPROVED LOGO VARIATIONS:

UNIVERSITY OF  
**Nebraska**  
 Lincoln

UNIVERSITY OF  
**Nebraska**  
 Lincoln

UNIVERSITY OF  
**Nebraska**  
 Lincoln

UNIVERSITY OF  
**Nebraska**  
 Lincoln

*Pioneering new frontiers.*

# BRANDING

## THIS IS NOT OUR LOGO

### INCORRECT USES OF THE LOGO IS UNACCEPTABLE.

The University of Nebraska–Lincoln logo should never be condensed, expanded, or altered in any fashion.

**NOTE:** Regardless of the size of the headline type and imagery, use good spatial judgement when placing the campus identification and Academic N so they do not overpower or become overpowered by the headline type and imagery.

When scaling the logo or the Academic N, always scale in proportion.



Never change the color of the logo.



Never screen back the campus designation.



Never enlarge the campus designation.



Never condense the logo.



Never expand the logo.



Never try to "recreate" the logo with different sets of fonts.



Never apply the logo to a bold pattern or dark screen unless it is reversed.

## THIS IS OUR ACADEMIC N (campus icon)

The approved icon for the University of Nebraska–Lincoln is the Academic N.

Colleges, departments, and programs are required to use this icon on publications, websites, and other electronic media in addition to the logo. Guidelines for the use of the Academic N include:

1. It is the only campus icon to be used to represent the Lincoln campus.
2. Always use original drawings of the Academic N as shown to the right. Download the Academic N from the University Communications website: [www.unl.edu/pr](http://www.unl.edu/pr)

### DO NOT RESET OR RECREATE THE ACADEMIC N.

3. It is to be printed in PMS 186 C (red), Process–0c/100m/81y/4k, black, reversed out of color (white stroke), 5% black screen to appear as a watermark, or varnish.

4. The minimum width is 5/8" (0.625").



Minimum size: 0.625"

5. It cannot be used on business cards or letterhead except as a watermark.
6. It cannot be used with the name of campus unit in such a way that a logo for the unit is created.
7. There must be a clear space (1/2 of the x height of entire icon) on all sides of the icon when setting with type.
8. There must be a clear space (1/2 of the x height of serif) on all sides of the icon from other graphic elements (e.g., circles, boxes, rules).
9. It cannot be used as part of a word or acronym.
10. It cannot be distorted (e.g., stretched, twisted).
11. It can be used alone (in place of the logo) in certain situations where space is an issue (e.g., banners, merchandise, awards). For approval contact:  
Viann Schroeder  
Manager, Publications & Photography  
[vschroeder1@unl.edu](mailto:vschroeder1@unl.edu)  
(402) 472-3543
12. For specialty printing, the Academic N may appear in red, black or silver foil, varnish, and embossed.

## APPROVED ACADEMIC N VARIATIONS

### PMS 186 C



N\_186c\_05.eps

### UNL 4c Red

0c/100m/81y/4k



N\_4c\_05.eps

### BLACK



N\_Black\_05.eps



N\_186c\_R\_05.eps



N\_4c\_R\_05.eps



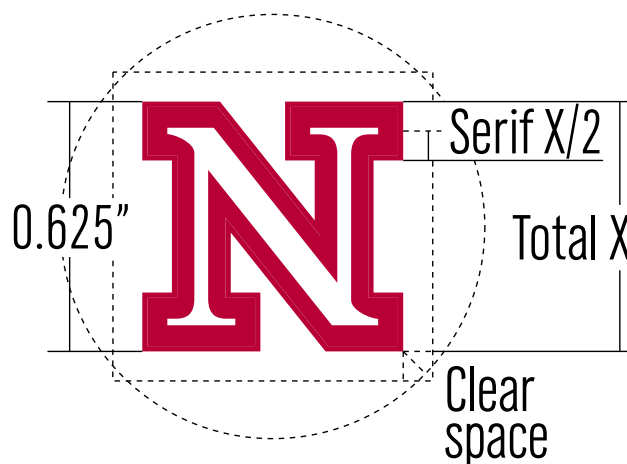
N\_Black\_R\_05.eps

### GHOST 5%



N\_Ghost\_5k\_05.eps

Files will import at their minimum size. They can be enlarged proportionately.



Official Academic N artwork is available at:  
[www.unl.edu/pr](http://www.unl.edu/pr)

# BRANDING

## SECONDARY LOGOS

The University of Nebraska–Lincoln has only 11 approved secondary logos. Each of these logos represents an enterprise that has developed significant equity in its logo as a marketing tool to external audiences.

Any university unit seeking use of a secondary logo must apply for approval prior to making use of the secondary logo on university print materials, websites or other electronic media. Approval must be granted by the Chancellor of the University of Nebraska–Lincoln, the systemwide Identity Committee, and the President of the University of Nebraska.

For secondary logo review process information and forms, contact:  
Viann Schroeder  
Manager, Publications & Photography  
vschroeder1@unl.edu  
(402) 472-3543

## APPROVED SECONDARY LOGOS

The following secondary logos have been approved by the University and are to be appropriated only with the endorsement of those entities which maintain guidelines for their use. Secondary logos must be used in conjunction with the University of Nebraska–Lincoln logo of at least equal size.

## CONTACTS

Specific questions regarding the approved logo, contact:

### BISON BOOKS

Amy Feriozzi  
University of Nebraska Press  
1111 Lincoln Mall  
Lincoln, NE 68588-0630  
(402) 472-3588  
aferiozzi@unl.edu

### LENTZ

Maria Hansen  
Lentz Center  
for Asian Culture  
1155 Q  
UNL 68588-0252  
(402) 472-5841  
mhansen5@unl.edu

### THE ROSS

Danny Ladely  
Mary Riepma Ross  
Media Arts Center  
128 RVB  
UNL 68588-0253  
(402) 472-9100  
dladely1@unl.edu

### E.N. THOMPSON

Annette Wetzel  
Office of University  
Communications  
202 ADM  
UNL 68588-0424  
(402) 472-8524  
awetzel1@unl.edu

### LIED CENTER

Brenda Weyers  
Lied Center  
for Performing Arts  
301 N 12th St LIED  
UNL 68588-0151  
(402) 472-5928  
bweyers2@unl.edu

### SHELDON

Jessica Kennedy  
Sheldon Art Gallery  
SMAG  
UNL 68588-0300  
(402) 472-1197  
jkennedy7@unl.edu

### IANR

Renee' Lanik  
CIT  
102 ACB  
UNL 68583-0918  
(402) 472-2860  
rlanik1@unl.edu

### NET

Diana Fujan  
University Television  
MS 216 TELC  
UNL 68583-0747  
(402) 472-9333  
dfujan2@unl.edu

### STATE MUSEUM

Angie Fox  
University Museum  
W430 NH  
UNL 68588-0514  
(402) 472-2657  
afox@unlserve.unl.edu

### IQSC

Marin Hanson  
International Quilt  
Study Center  
HE 234  
UNL 68583-0838  
(402) 472-5418  
mhanson4@unl.edu

### REP THEATRE

Julie Hagemeyer  
Theatre Arts  
215 TEMP  
UNL 68588-0201  
(402) 472-1619  
jhagemeyer1@unl.edu



Lentz  
Center for  
Asian  
Culture

LIED CENTER  
FOR PERFORMING ARTS



## THE UNIVERSITY SEAL

It is the only official seal for the University of Nebraska, as approved by the Board of Regents. The seal of the University is *not* the official University of Nebraska–Lincoln logo or campus icon. It has been appropriated by Central Administration and represents the University of Nebraska, not the University of Nebraska–Lincoln. The seal can be used on formal documents and certificates, but it cannot be changed in any way. It may be printed in black, a screen of black, or foil stamped.

Departments, colleges and other units of the University of Nebraska–Lincoln should use the Academic N (campus icon) and not the University seal on all publications, invitations, websites and other electronic media.



# BRANDING

## ATHLETIC LOGOS AND ICONS

Use of athletic logos and icons is forbidden unless specific consent is obtained from Athletic Licensing. All rules and regulations must be adhered to when using licensed artwork.

**Contact:**

Michael Stephens  
Director Athletic Marketing  
117 SSTD  
UNL 68588-0154  
2-9446  
mstephens@huskers.com

No use of current players' name, image, or likeness is permitted on commercial products in violation of NCAA rules and regulations. No references to alcohol, drugs, or tobacco related products may be used in conjunction with University marks.

**Contact:**

Gary Bargaen  
Director Compliance/Athletics  
300 WSTD  
UNL 68588-0219  
2-2042  
gbargaen@huskers.com

## TYPOGRAPHIC IDENTITY

This section is intended to identify typography considered primary to University of Nebraska–Lincoln’s identity. These type requirements will assist communicators in developing visually consistent materials.

The fonts listed provide an overview of typographic presence on campus. Alternate fonts can be used; however, use of the required fonts in key areas of a publication will contribute to successful and effective implementation of the University of Nebraska–Lincoln identity system.

**TIER 1: REQUIRED TYPEFACES**  
 URW Grotesk and Minion are the typefaces for the University of Nebraska–Lincoln (UNL).

**TIER 1 FONTS ARE REQUIRED FOR ALL UNIVERSITY RECRUITMENT MATERIALS.**

URW Grotesk T Light Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz 1234567890

URW Grotesk T Bold Condensed

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz 1234567890**

URW Grotesk Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 1234567890

URW Grotesk Regular Oblique

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz*  
*1234567890*

URW Grotesk Medium

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890**

URW Grotesk Medium Oblique

***ABCDEFGHIJKLMNOPQRSTUVWXYZ***  
***abcdefghijklmnopqrstuvwxyz***  
***1234567890***

URW Grotesk T Light Condensed

Aa 23

URW Grotesk T Bold Condensed

**Aa 123**

URW Grotesk Regular

**Aa 123**

URW Grotesk Regular Oblique

***Aa 123***

URW Grotesk Medium

**Aa 123**

URW Grotesk Medium Oblique

***Aa 123***

Minion

Aa 123

Minion Italic

*Aa 123*

Minion Bold

**Aa 123**

Minion Bold Italic

***Aa 123***

**SUGGESTED LEADING**  
 The minimum leading for body text is 1 pt. over text size.

Example: 11 pt. text size with 12 pt. leading (11/12).

Minion

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz 1234567890

Minion Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz 1234567890*

Minion Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz 1234567890**

Minion Bold Italic

***ABCDEFGHIJKLMNOPQRSTUVWXYZ***  
***abcdefghijklmnopqrstuvwxyz 1234567890***

Minion can be manually condensed to 90% or 80% if consistently manipulated throughout the entire document.  
 Example:

Minion (90% Manually Condensed)

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz 1234567890

Minion (80% Manually Condensed)

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz 1234567890

# BRANDING

## TYPOGRAPHIC IDENTITY

### TIER 2: ALTERNATIVE TYPEFACES

When URW Grotesk is unavailable, the typefaces Arial or Helvetica may be substituted for URW Grotesk Regular.  
When Minion Pro is unavailable, use Times.

Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

Helvetica

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

Times

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890

DISPLAY HEADLINE FONTS ARE ACCEPTABLE AS A GRAPHIC ELEMENT, BUT DO NOT USE THEM AS THE FONT IN BODY TEXT.



## COLOR PALETTE

NAME	PMS (Spot)	C/M/Y/K (Process)	WEB
UNL Red	PMS 186 C	0/100/81/4	CC0000
Black	Process Black	0/0/0/100	000000
Rich Black		40/20/40/100	
Light Cream		1/3/4/0	F5F3EB
Medium Cream		5/9/13/0	
Dark Cream		10/23/29/0	F8F5EA
Gray		0/0/0/40	
Ghost		0/0/0/5	

PANTONE® is a registered trademark of Pantone, Inc. It is also called the PANTONE MATCHING SYSTEM (PMS).

### NO PMS 186 C TINT VARIATIONS

The color palette may not be expanded by using tint variations of the primary color PMS 186 C.

## Spot or CMYK/Process...Confused?

It's very simple. The term spot color is referencing a print piece that is designed using specific colors...like the University logo, PMS 186 C and Black (yes, black is considered a color). Now CMYK or process color is used when you have four or more colors in a piece...like a photograph of the University. Process color is always made up of four colors, hence the name 4c process: 1. cyan (C), 2. magenta (M), 3. yellow (Y), 4. black (K). Make sure when designing your piece that you use the correct logo for a spot or process printed piece.

## What Graphics Should Be Process?

A color photograph means you'll be using process color. There's no way you could reproduce a photograph in color using only PMS colors, without incurring enormous expenses. You can scan the photo in RGB, and you can even color correct in RGB if you wish—but before you get film, make sure you've changed your photograph to CMYK, unless the service bureau specifically tells you not to.

If you create a logo that uses four or more spot colors, you may find it's more cost efficient to use process color than spot colors. Talk to your printer; they can tell you how best to prepare your files.

## Color Spaces (Lab, RGB, and CMYK)

A color space is a range of colors in the visible spectrum. Lab, RGB, and CMYK are all color spaces. Lab is what people see. RGB is the space used by cameras, scanners and color monitors. CMYK is what most printers lay on paper. Lab is the largest color space, and CMYK is the smallest of these three. The colors in

## COLOR PROJECT CHECKLIST

- All RGB color files are converted to CMYK format.
- Large areas of black use a 'rich black' of 40C/20M/40Y/100K.
- Color palettes in job files & EPS files have all unused colors removed.
- If job is CMYK – All Spot colors used in a job are set to process and any duotone, tritone or quadtone images are converted to CMYK format in the original application.
- Spot colors used in EPS files and in the document have identical naming conventions. Example: Pantone 186 C = Pantone 186 C, not Pantone 186 CV or CVC.

one color space that are not in another color space are called "out of gamut".

At the very least, you should be aware that your image may be in RGB (red, green, blue), but your image will print in CMYK. Because of this difference in color space and gamut (range of colors), the image you see on your computer monitor may not match a 4-color press.

## Monitor Calibration

The main purpose of calibrating is to set white and black points, contrast, brightness, and gamma (midtone density).

Since monitors differ from one to the next (even same brand and models), no two will respond in exactly the same way. The older your monitor is, the more likely it will lessen in both brightness and clarity. For color-critical work, most monitors are dependable up to only two years. Some are better. Some are worse. You will have to be the judge. Calibrating your monitor is very important for color-critical work. Do this a minimum of once a week. Even high-end soft proof workstations require frequent recalibrations.

You will need software to calibrate your monitor. Adobe Gamma (supplied with the Windows version of Photoshop) and Monitor Calibrator (Mac OS only) are simple to use. Both programs have "wizards" that can guide you, step by step, through the process. There are also a variety of more sophisticated software that can be purchased from third party developers, as well as high-end software that is included with the purchase of a monitor that is specifically designed for color-critical applications.

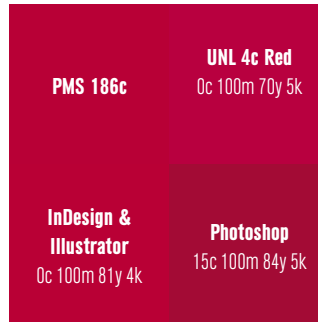


# COLOR PALETTE

## PMS 186 Red & 4c UNL Red



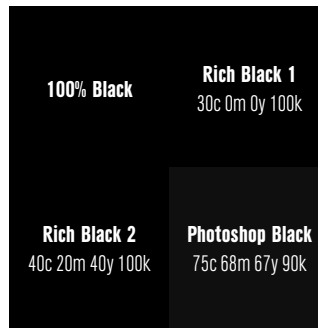
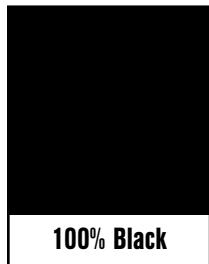
IT IS DISCOURAGED TO USE THE REVERSED ACADEMIC N WHEN PRINTING A TWO-COLOR PIECE.



## PMS 186 Red Forced to 4c



## 100% Black & 4c Black Mixes



If using an outside printing vendor, please ask for their Rich Black build.

PMS 186c

UNIVERSITY OF  
**Nebraska**  
Lincoln



UNL 4c Red

0c 100m 81y 4k

UNIVERSITY OF  
**Nebraska**  
Lincoln



BLACK

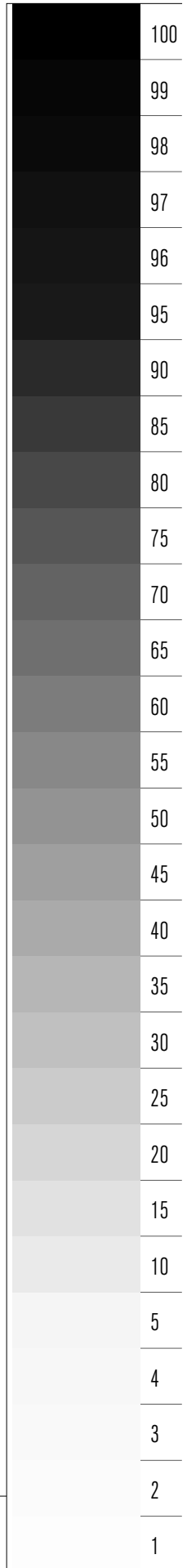
UNIVERSITY OF  
**Nebraska**  
Lincoln



Tints of Black

% of pure black

1%–100%



Toolbox Print Test 02.23.05 – 150 Line Screen  
Proof: Digital Epson 9600  
Press: Man Roland R302C/DL 6c

# DESIGN BASICS

## PRINT ESSENTIALS

Branding essentials in print are: campus identification (University of Nebraska–Lincoln), University logo, Academic N (campus icon), color palette, typography, imagery, print size, and grid system.

When used appropriately and creatively in design, these elements will help to convey a consistent image for the University.

## TYPOGRAPHY-ONLY LAYOUT

Typography can be used in a graphic way to capture the reader’s attention and emphasize key points. Communicators can also use other elements of design to create a compelling layout—including, but not limited to, white space, color and scale.

**NOTE:** Regardless of the size of the headline type and imagery, use good spatial judgement when placing the campus identification and Academic N so they do not overpower or become overpowered by the headline type and imagery.

## NONDISCRIMINATION STATEMENTS

### NONDISCRIMINATION STATEMENTS ARE REQUIRED ON ALL UNIVERSITY PUBLICATIONS.

If a question arises concerning the statement’s inclusion, contact the Publications and Photography office, 2-3145. The long version of the statement is to be used for most publications; the short version is reserved for posters, postcards, and other print materials with limited space.

#### **Long Version (preferred)**

The University of Nebraska–Lincoln does not discriminate based on gender, age, disability, race, color, religion, marital status, veteran’s status, national or ethnic origin, or sexual orientation.

#### **Short Version (for space consideration)**

The University of Nebraska–Lincoln is an equal opportunity educator and employer with a comprehensive plan for diversity.

**NOTE:** Some official documents and publications may be required to contain a more detailed explanation of Affirmative Action/Equal Opportunity policies and regulations. Please contact the office of Equity, Access and Diversity Programs for information.

Equity, Access & Diversity Programs  
128 Canfield Administration Building  
UNL 68588-0437  
Phone: 2-3417  
Fax: 2-9440  
equity2@unl.edu

When placing the nondiscrimination statement in a publication, it should be kept separate from the official University of Nebraska–Lincoln logo and Academic N. Do not group them as one unit.

#### Like this:

The University of Nebraska–Lincoln is an equal opportunity educator and employer with a comprehensive plan for diversity.



#### Not like this:



The University of Nebraska–Lincoln is an equal opportunity educator and employer with a comprehensive plan for diversity.

## PRINT SIZE REQUIREMENTS

When designing print collateral materials for the University, there should be consistency in their size. The following pages describe publication sizes and their corresponding grid; mandatory for recruitment materials and recommended for all other University materials.

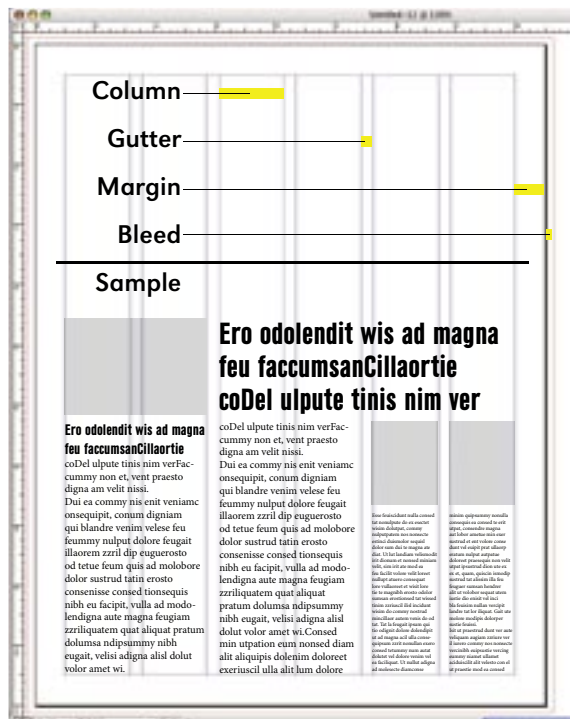
## USING GRIDS

The grid system provides order with margins and baselines and flexibility with a column structure.

Images can be positioned across all columns.

Body text should not cross more than four columns unless set in a large point size, as the line length would be very long and difficult to read.

If your images or graphics bleed off the page, make sure they actually bleed off is 1/8".



## DESIGN PROGRAMS

The grid examples are shown using Adobe InDesign. InDesign and QuarkXPress are the recommended programs for graphic design. Both are licensed and available through the Site License Coordinator in Computer Sales: Alain Boucher, 2-9960.

Word, Word Perfect, Publisher and other desktop publishing programs are highly discouraged for use when creating a publication to be printed using digital offset technology. Please contact Printing Services if you have a question regarding your software before starting your project.

## CATALOG BROCHURE –PORTRAIT

**Size:** 8-1/2 x 11" (sheet fed)  
8-3/8 x 10-7/8" (web fed)  
**Grid:** 6 Columns  
**Margins:** 0.5  
**Gutters:** 0.2"

## CATALOG BROCHURE –LANDSCAPE

**Size:** 11 x 8-1/2" (sheet fed)  
10-7/8 x 8-3/8" (web fed)  
**Grid:** 8 Columns  
**Margins:** 0.5"  
**Gutters:** 0.2"

## COMMON LETTER

**Size:** 11 x 8-1/2"  
**Panels:** 3  
**Grid:** 3 Columns per panel  
**Margins:** 0.375"  
**Gutters:** 0.15"

## NO. 10 BROCHURE

**Size:** 4 x 9"  
**Grid:** 3 Columns  
**Margins:** 0.375"  
**Gutters:** 0.15"

## SQUARE BROCHURE

(RECOMMENDED FOR ANNUAL REPORTS)

**Size:** 9 x 9"  
**Grid:** 6 Columns  
**Margins:** 0.5"  
**Gutters:** 0.2"

**Size:** 8 x 8"  
**Grid:** 6 Columns  
**Margins:** 0.375"  
**Gutters:** 0.15"

## POSTCARDS

(MUST ALLOW 5/8" CLEARANCE ON THE BOTTOM OF BOTH SIDES OF CARD)

**Size:** 9 x 6"  
or 8-1/2 x 5-1/2"  
**Grid:** 6 Columns  
**Margins:** 0.375", 0.625" on bottom  
**Gutters:** 0.2"

**Size:** 6 x 4-1/4"  
**Grid:** 6 Columns  
**Margins:** 0.25", 0.625" on bottom  
**Gutters:** 0.15"

*When using a 3-hole punch for binding, the left margin must be increased to 3/4".*

*All sizes listed are the finished size.*

# DESIGN BASICS

## CATALOG BROCHURE –PORTRAIT

**Size:** 8-1/2 x 11" (sheet fed)  
8-3/8 x 10-7/8" (web fed)

**Grid:** 6 Columns

**Margins:** 0.5"

**Gutters:** 0.2"



### Binding Adjustments:

When spiral binding, comb binding, or using a 3-hole punch, increase the left margin to 0.75". If using facing pages in your layout, increase the inside margin to 0.75".

**File Name:** Catalog\_Portrait.indt

**Download:** [www.unl.edu/pr](http://www.unl.edu/pr)

*All sizes listed are the finished size.*

### ALL PUBLICATIONS ARE REQUIRED TO CONTAIN THESE ELEMENTS:

University of Nebraska–Lincoln logo

University of Nebraska–Lincoln  
Academic N (campus icon)

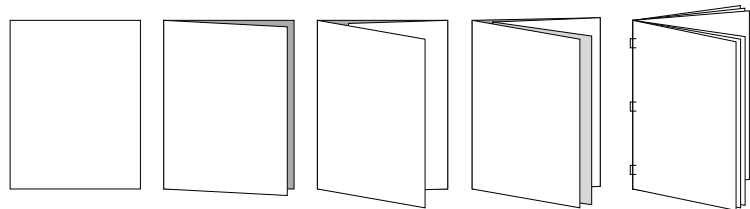
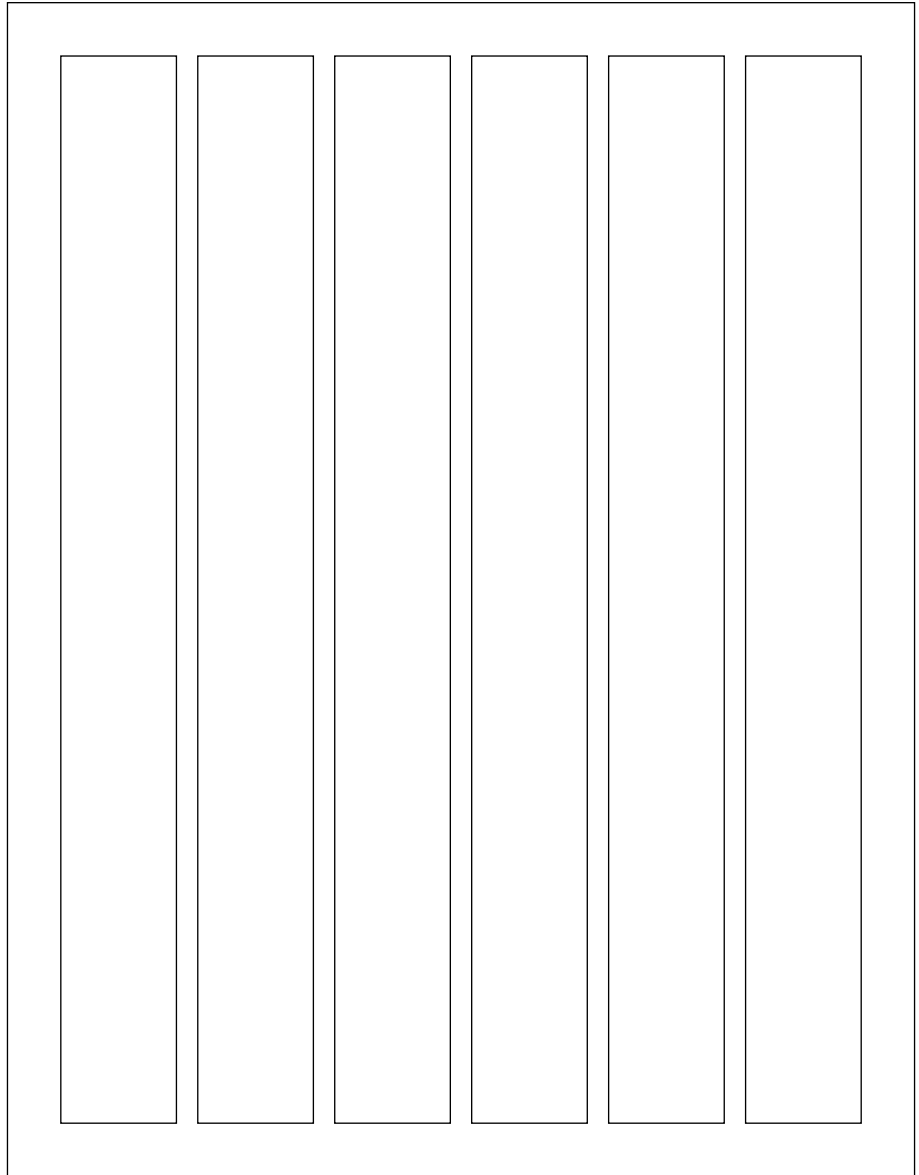
Full University name  
(University of Nebraska–Lincoln)

Nondiscrimination statement

### FRONT COVERS (FACE) OF PUBLICATIONS SHOULD CONTAIN EITHER:

- (1) University of Nebraska–Lincoln logo OR
- (2) the Academic N (campus icon) and the full University name.

ON ALL UNIVERSITY RECRUITMENT  
MATERIALS, THE WORDS  
UNIVERSITY OF NEBRASKA–LINCOLN  
AND THE ACADEMIC N  
MUST APPEAR ON THE COVER.



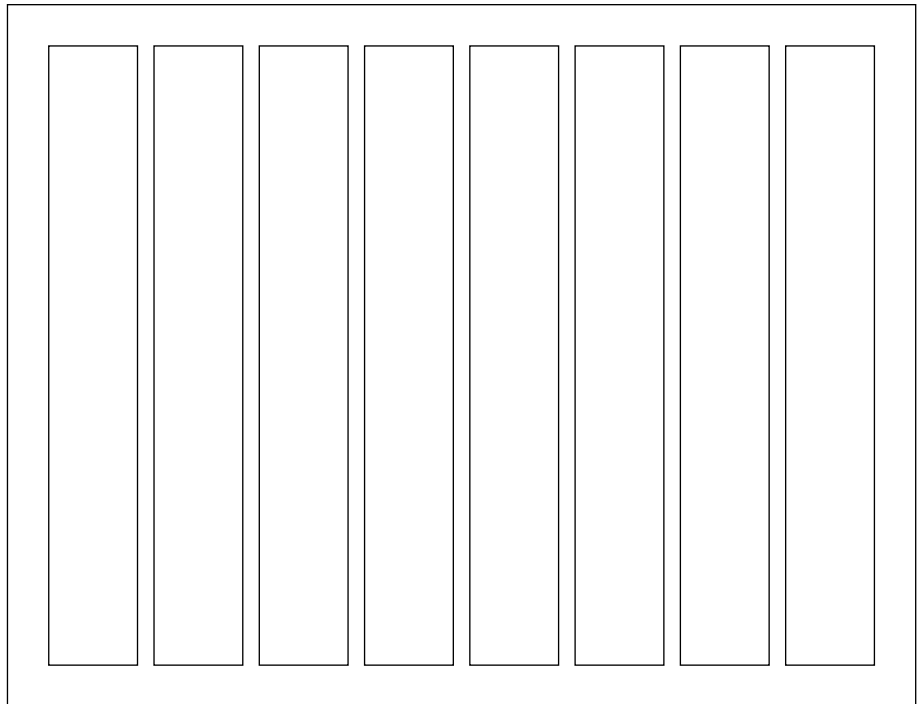
## CATALOG BROCHURE –LANDSCAPE

**Size:** 11 x 8-1/2" (sheet fed)  
10-7/8 x 8-3/8" (web fed)

**Grid:** 8 Columns

**Margins:** 0.5"

**Gutters:** 0.2"



### Binding Adjustments:

When spiral binding, comb binding, or using a 3-hole punch, increase the left margin to 0.75". If using facing pages in your layout, increase the inside margin to 0.75".

**File Name:** Catalog\_Landscape.indt

**Download:** [www.unl.edu/pr](http://www.unl.edu/pr)

*All sizes listed are the finished size.*

### ALL PUBLICATIONS ARE REQUIRED TO CONTAIN THESE ELEMENTS:

University of Nebraska–Lincoln logo

University of Nebraska–Lincoln  
Academic N (campus icon)

Full University name  
(University of Nebraska–Lincoln)

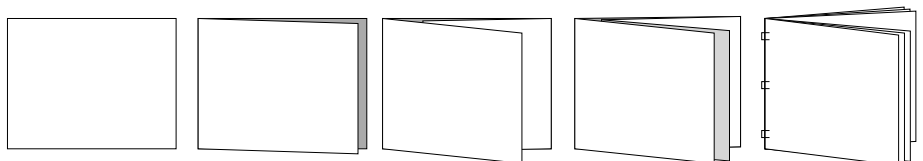
Nondiscrimination statement

### FRONT COVERS (FACE) OF PUBLICATIONS SHOULD CONTAIN EITHER:

(1) University of Nebraska–Lincoln  
logo OR

(2) the Academic N (campus icon)  
and the full University name.

**ON ALL UNIVERSITY RECRUITMENT  
MATERIALS, THE WORDS  
UNIVERSITY OF NEBRASKA–LINCOLN  
AND THE ACADEMIC N  
MUST APPEAR ON THE COVER.**



# DESIGN BASICS

## COMMON LETTER

Size: 11 x 8-1/2"

Panels: 3

Grid: 3 Columns per panel

Margins: 0.375"

Gutters: 0.15"



File Name: Com\_Letter\_Portrait.indt  
Com\_Letter\_Landscape.indt

Download: [www.unl.edu/pr](http://www.unl.edu/pr)

All sizes listed are the finished size.

ALL PUBLICATIONS ARE **REQUIRED**  
TO CONTAIN THESE ELEMENTS:

University of Nebraska–Lincoln logo

University of Nebraska–Lincoln  
Academic N (campus icon)

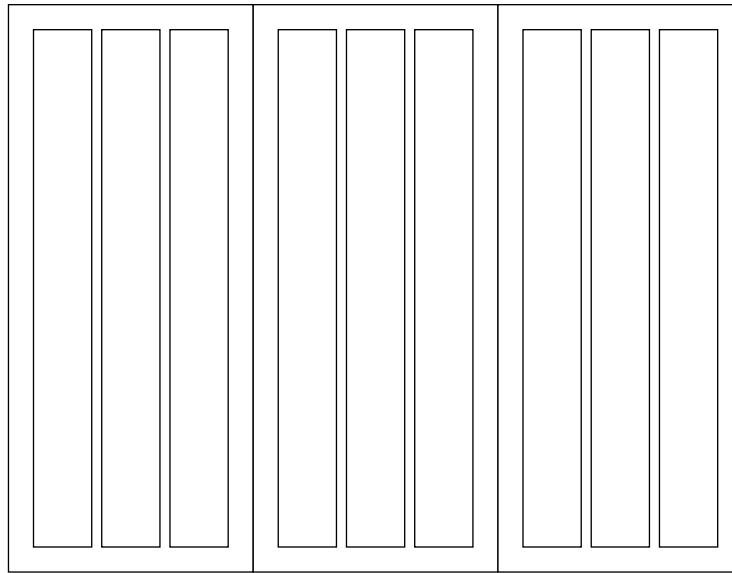
Full University name  
(University of Nebraska–Lincoln)

Nondiscrimination statement

FRONT COVERS (FACE) OF  
PUBLICATIONS SHOULD  
CONTAIN EITHER:

- (1) University of Nebraska–Lincoln logo **OR**
- (2) the Academic N (campus icon) and the full University name.

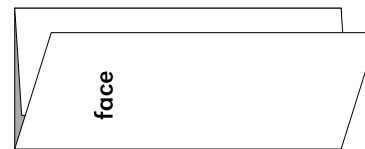
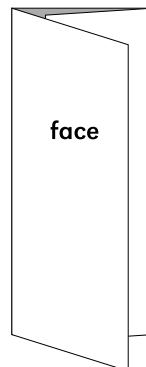
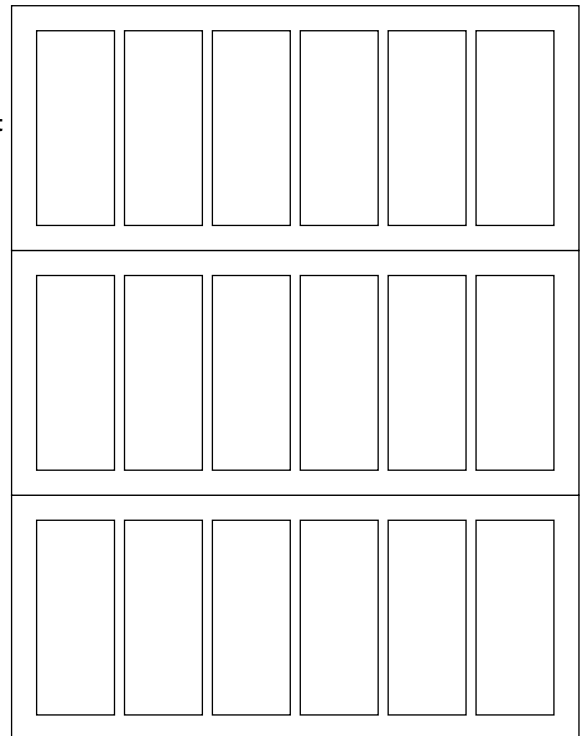
ON ALL UNIVERSITY RECRUITMENT  
MATERIALS, THE WORDS  
UNIVERSITY OF NEBRASKA–LINCOLN  
AND THE ACADEMIC N  
MUST APPEAR ON THE COVER.



Common Letter Landscape

Common Letter Portrait

*This layout is commonly  
referred to as a tri-fold  
brochure or flyer.*



Fold must be  
on bottom of  
mailing panel  
for postal  
machines.

## NO. 10 BROCHURE

**Size:** 4 x 9"

**Grid:** 3 Columns

**Margins:** 0.375"

**Gutters:** 0.15"



**File Name:** No10\_Brochure.indt

**Download:** [www.unl.edu/pr](http://www.unl.edu/pr)

*All sizes listed are the finished size.*

**ALL PUBLICATIONS ARE REQUIRED TO CONTAIN THESE ELEMENTS:**

University of Nebraska–Lincoln logo

University of Nebraska–Lincoln Academic N (campus icon)

Full University name (University of Nebraska–Lincoln)

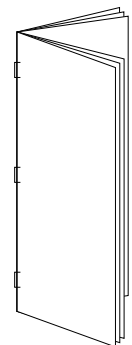
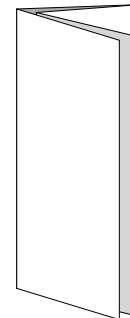
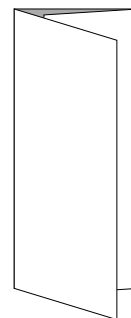
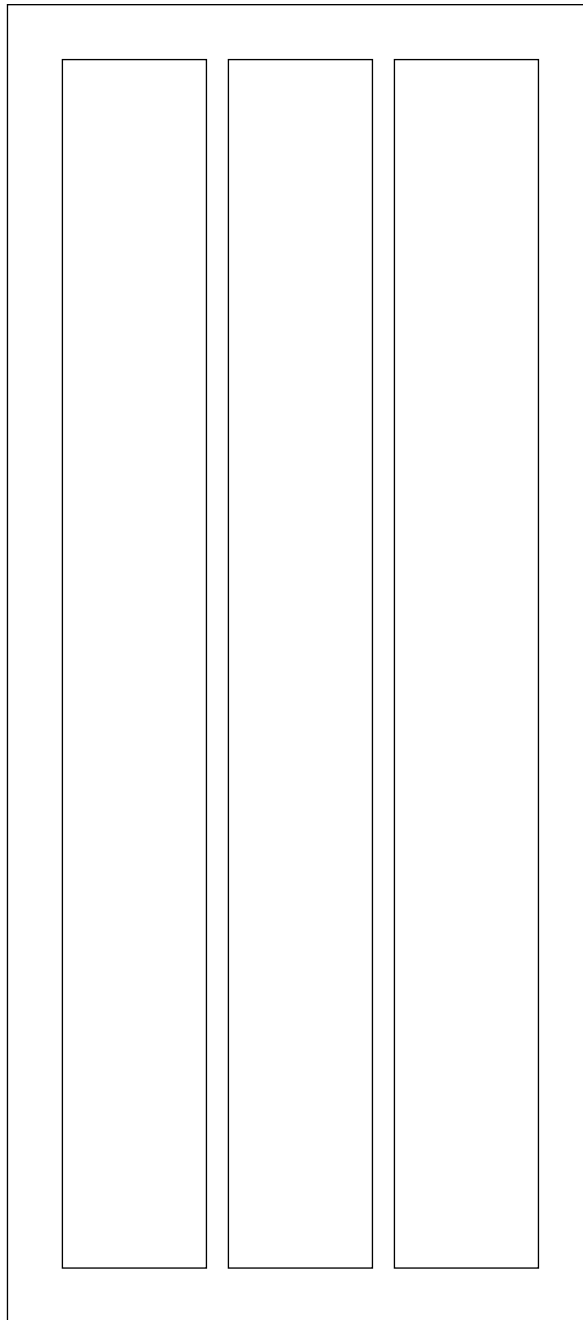
Nondiscrimination statement

**FRONT COVERS (FACE) OF PUBLICATIONS SHOULD CONTAIN EITHER:**

(1) University of Nebraska–Lincoln logo OR

(2) the Academic N (campus icon) and the full University name.

**ON ALL UNIVERSITY RECRUITMENT MATERIALS, THE WORDS UNIVERSITY OF NEBRASKA–LINCOLN AND THE ACADEMIC N MUST APPEAR ON THE COVER.**



# DESIGN BASICS

## SQUARE BROCHURE

(RECOMMENDED FOR ANNUAL REPORTS)

**Size:** 9 x 9"

**Grid:** 6 Columns

**Margins:** 0.5"

**Gutters:** 0.2"



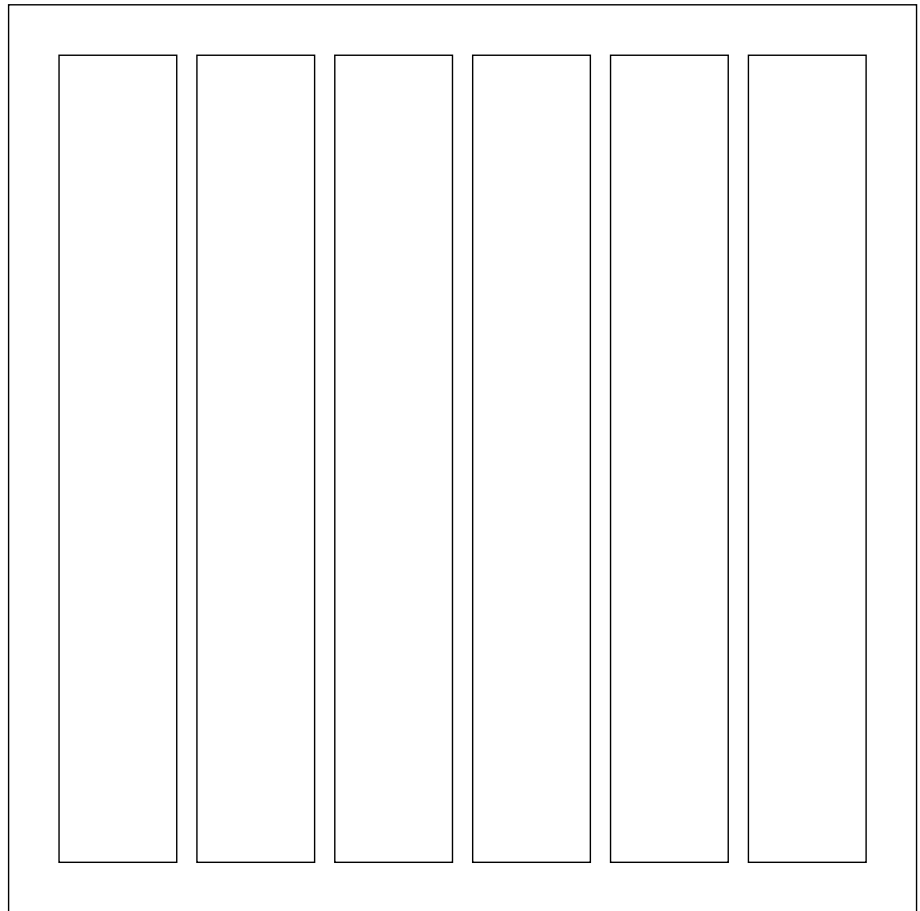
### Binding Adjustments:

When spiral binding, comb binding, or using a 3-hole punch, increase the left margin to 0.75". If using facing pages in your layout, increase the inside margin to 0.75".

**File Name:** 9x9.indt

**Download:** [www.unl.edu/pr](http://www.unl.edu/pr)

*All sizes listed are the finished size.*



### ALL PUBLICATIONS ARE REQUIRED TO CONTAIN THESE ELEMENTS:

University of Nebraska–Lincoln logo

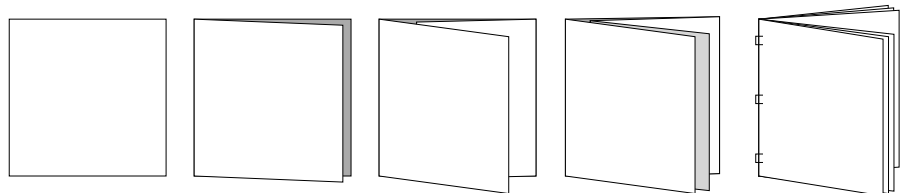
University of Nebraska–Lincoln Academic N (campus icon)

Full University name (University of Nebraska–Lincoln)

Nondiscrimination statement

### FRONT COVERS (FACE) OF PUBLICATIONS SHOULD CONTAIN EITHER:

- (1) University of Nebraska–Lincoln logo OR
- (2) the Academic N (campus icon) and the full University name.



ON ALL UNIVERSITY RECRUITMENT MATERIALS, THE WORDS UNIVERSITY OF NEBRASKA–LINCOLN AND THE ACADEMIC N MUST APPEAR ON THE COVER.

## SQUARE BROCHURE

(RECOMMENDED FOR ANNUAL REPORTS)

**Size:** 8 x 8"

**Grid:** 6 Columns

**Margins:** 0.375"

**Gutters:** 0.15"



### Binding Adjustments:

When spiral binding, comb binding, or using a 3-hole punch, increase the left margin to 0.75". If using facing pages in your layout, increase the inside margin to 0.75".

**File Name:** 8x8.indt

**Download:** [www.unl.edu/pr](http://www.unl.edu/pr)

*All sizes listed are the finished size.*

### ALL PUBLICATIONS ARE REQUIRED TO CONTAIN THESE ELEMENTS:

University of Nebraska–Lincoln logo

University of Nebraska–Lincoln Academic N (campus icon)

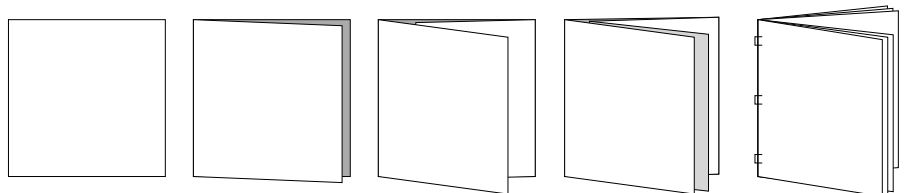
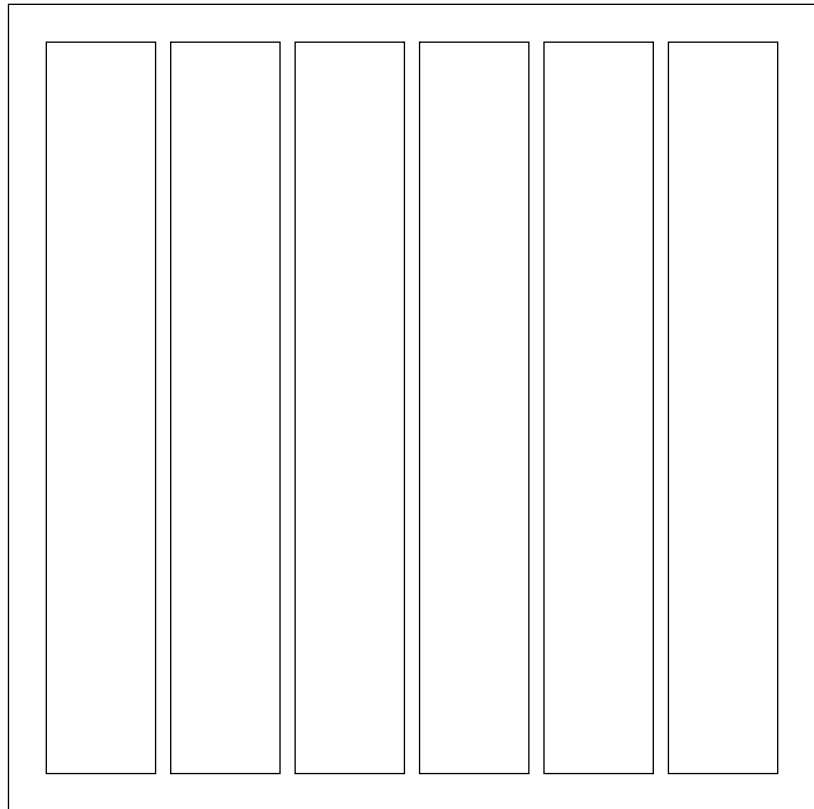
Full University name (University of Nebraska–Lincoln)

Nondiscrimination statement

### FRONT COVERS (FACE) OF PUBLICATIONS SHOULD CONTAIN EITHER:

- (1) University of Nebraska–Lincoln logo OR
- (2) the Academic N (campus icon) and the full University name.

**ON ALL UNIVERSITY RECRUITMENT MATERIALS, THE WORDS UNIVERSITY OF NEBRASKA–LINCOLN AND THE ACADEMIC N MUST APPEAR ON THE COVER.**



# DESIGN BASICS

## POSTCARDS

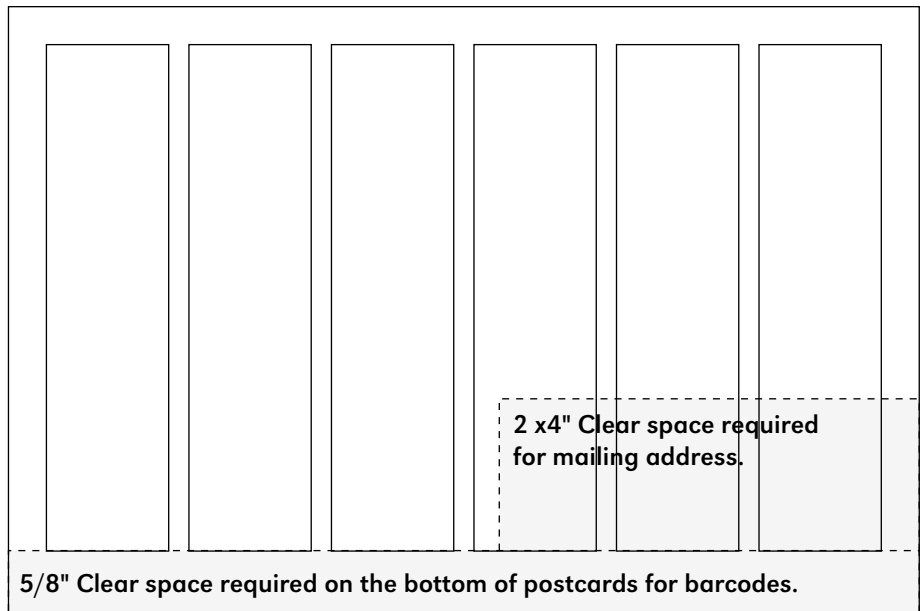
(MUST ALLOW 5/8" CLEARANCE ON BOTTOM OF BOTH SIDES OF CARD)

**Size:** 9 x 6"

**Grid:** 6 Columns

**Margins:** 0.375"

**Gutters:** 0.2"



**File Name:** 9x6\_postcard.indt

**Download:** [www.unl.edu/pr](http://www.unl.edu/pr)

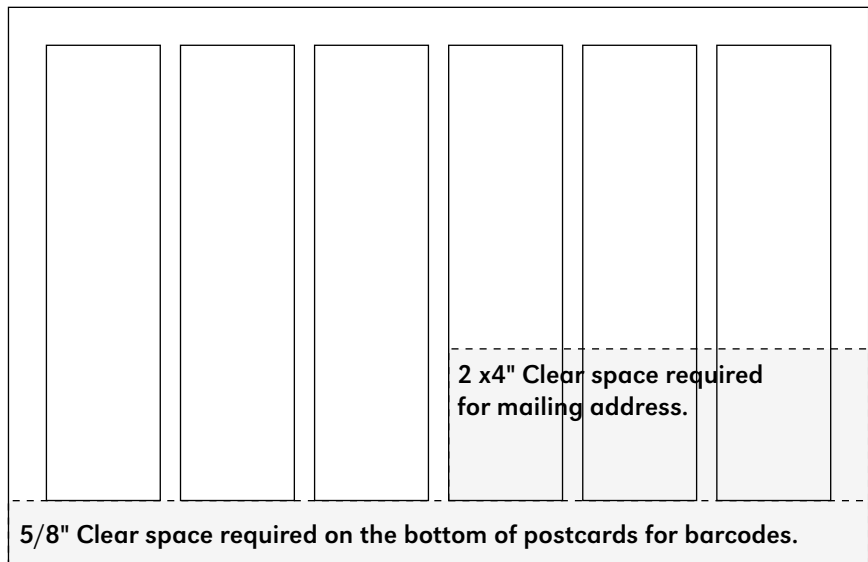
*All sizes listed are the finished size.*

**Size:** 8-1/2 x 5-1/2"

**Grid:** 6 Columns

**Margins:** 0.375"

**Gutters:** 0.2"



**File Name:** 8.5x5.5\_postcard.indt

**Download:** [www.unl.edu/pr](http://www.unl.edu/pr)

*All sizes listed are the finished size.*

**ALL PUBLICATIONS ARE REQUIRED TO CONTAIN THESE ELEMENTS:**

University of Nebraska–Lincoln logo

University of Nebraska–Lincoln Academic N (campus icon)

Full University name (University of Nebraska–Lincoln)

Nondiscrimination statement

**FRONT COVERS (FACE) OF PUBLICATIONS SHOULD CONTAIN EITHER:**

(1) University of Nebraska–Lincoln logo OR

(2) the Academic N (campus icon) and the full University name.

**ON ALL UNIVERSITY RECRUITMENT MATERIALS, THE WORDS UNIVERSITY OF NEBRASKA–LINCOLN AND THE ACADEMIC N MUST APPEAR ON THE COVER.**

## POSTCARDS

(MUST ALLOW 5/8" CLEARANCE ON BOTTOM OF BOTH SIDES OF CARD)

**Size:** 6 x 4-1/4"

**Grid:** 6 Columns

**Margins:** 0.25"

**Gutters:** 0.15"



**File Name:** 6x4.25\_postcard.indt

**Download:** [www.unl.edu/pr](http://www.unl.edu/pr)

*All sizes listed are the finished size.*

**ALL PUBLICATIONS ARE REQUIRED TO CONTAIN THESE ELEMENTS:**

University of Nebraska–Lincoln logo

University of Nebraska–Lincoln Academic N (campus icon)

Full University name (University of Nebraska–Lincoln)

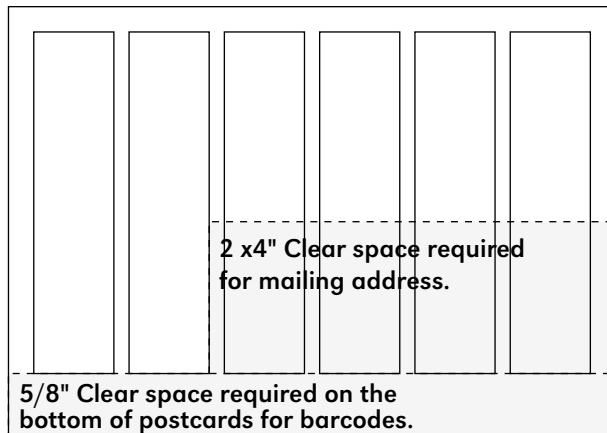
Nondiscrimination statement

**FRONT COVERS (FACE) OF PUBLICATIONS SHOULD CONTAIN EITHER:**

(1) University of Nebraska–Lincoln logo OR

(2) the Academic N (campus icon) and the full University name.

**ON ALL UNIVERSITY RECRUITMENT MATERIALS, THE WORDS UNIVERSITY OF NEBRASKA–LINCOLN AND THE ACADEMIC N MUST APPEAR ON THE COVER.**



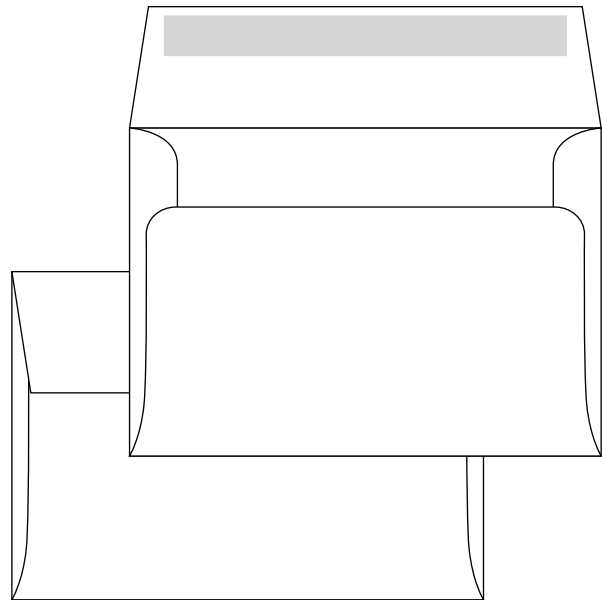
2 x 4" Clear space required for mailing address.

5/8" Clear space required on the bottom of postcards for barcodes.

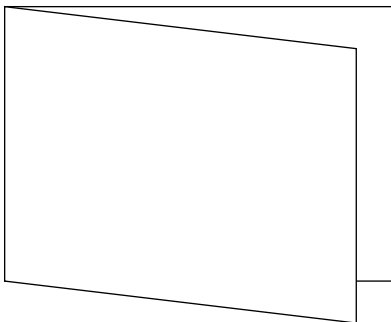
# DESIGN BASICS

## A-STYLE SQUARE FLAP ENVELOPES AND ANNOUNCEMENTS

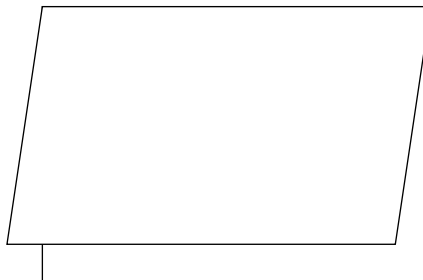
For use with announcements and invitations. This style envelope is enhanced by the use of matching text paper. Use the chart to determine the most appropriate A-Style envelope and enclosure size.



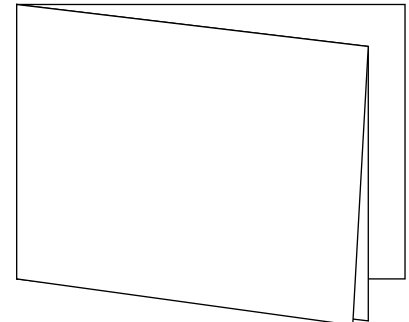
**Narrowfold Card**



**Broadfold Card**



**French Fold Sheet**



Item	Envelope Size	Single Card	Narrowfold Card	Broadfold Card	French Fold Sheet
A-2	4-3/8 x 5-3/4	4-1/4 x 5-1/2	4-1/4 x 11	5-1/2 x 8-1/2	8-1/2 x 11
A-6	4-3/4 x 6-1/2	4-1/2 x 6-1/4	4-1/2 x 12-1/2	6-1/4 x 9	9 x 12-1/2
A-7	5-1/4 x 7-1/4	5-1/8 x 7	5 x 14	7 x 10	10 x 14
A-8	5-1/2 x 8-1/8	5-3/8 x 7-7/8	5-1/4 x 15-1/2	7-3/4 x 10-1/2	10-1/2 x 15-1/2
A-9	5-3/4 x 8-3/4	5-5/8 x 8-5/8	5-1/2 x 17-1/2	8-1/2 x 11	11 x 17-1/2
A-10	6 x 9-1/2	5-7/8 x 9-1/4	5-3/4 x 18-1/2	9-1/4 x 11-1/2	11-1/2 x 18-1/2
Slimline	3-7/8 x 8-7/8	3-3/4 x 8-5/8	3-3/4 x 17-1/4	8-5/8 x 7-1/2	7-1/2 x 17-1/4

HALVES	FOURTHS	EIGHTHS	SIXTEENTHS	THIRTYSECONDS	SIXTYFOURTHS	DECIMAL
0 / 2	0 / 4	0 / 8	0 / 16	0 / 32	0 / 64	0.0000
					1 / 64	0.0156
				1 / 32	2 / 64	0.0313
					3 / 64	0.0469
			1 / 16	2 / 32	4 / 64	0.0625
					5 / 64	0.0781
				3 / 32	6 / 64	0.0938
					7 / 64	0.1094
		1 / 8	2 / 16	4 / 32	8 / 64	0.1250
					9 / 64	0.1406
				5 / 32	10 / 64	0.1563
					11 / 64	0.1719
			3 / 16	6 / 32	12 / 64	0.1875
					13 / 64	0.2031
				7 / 32	14 / 64	0.2188
					15 / 64	0.2344
	1 / 4	2 / 8	4 / 16	8 / 32	16 / 64	0.2500
					17 / 64	0.2656
				9 / 32	18 / 64	0.2813
					19 / 64	0.2969
			5 / 16	10 / 32	20 / 64	0.3125
					21 / 64	0.3281
				11 / 32	22 / 64	0.3438
					23 / 64	0.3594
		3 / 8	6 / 16	12 / 32	24 / 64	0.3750
					25 / 64	0.3906
				13 / 32	26 / 64	0.4063
					27 / 64	0.4219
			7 / 16	14 / 32	28 / 64	0.4375
					29 / 64	0.4531
				15 / 32	30 / 64	0.4688
					31 / 64	0.4844
1/2	2 / 4	4 / 8	8 / 16	16 / 32	32 / 64	0.5000
					33 / 64	0.5156
				17 / 32	34 / 64	0.5313
					35 / 64	0.5469
			9 / 16	18 / 32	36 / 64	0.5625
					37 / 64	0.5781
				19 / 32	38 / 64	0.5938
					39 / 64	0.6094
		5 / 8	10 / 16	20 / 32	40 / 64	0.6250
					41 / 64	0.6406
				21 / 32	42 / 64	0.6563
					43 / 64	0.6719
			11 / 16	22 / 32	44 / 64	0.6875
					45 / 64	0.7031
				23 / 32	46 / 64	0.7188
					47 / 64	0.7344
	3 / 4	6 / 8	12 / 16	24 / 32	48 / 64	0.7500
					49 / 64	0.7656
				25 / 32	50 / 64	0.7813
					51 / 64	0.7969
			13 / 16	26 / 32	52 / 64	0.8125
					53 / 64	0.8281
				27 / 32	54 / 64	0.8438
					55 / 64	0.8594
		7 / 8	14 / 16	28 / 32	56 / 64	0.8750
					57 / 64	0.8906
				29 / 32	58 / 64	0.9063
					59 / 64	0.9219
			15 / 16	30 / 32	60 / 64	0.9375
					61 / 64	0.9531
				31 / 32	62 / 64	0.9688
					63 / 64	0.9844
2 / 2	4 / 4	8 / 8	16 / 16	32 / 32	64 / 64	1.0000

# MAILING LIST

## USPS REGULATIONS

Visit [www.usps.gov](http://www.usps.gov) with questions regarding US Postal Service regulations.

## UNIVERSITY OF NEBRASKA–LINCOLN POSTAL REGULATIONS

Contact Mark Porter, 2-7029, with questions regarding UNL Postal Regulations.

## MAILING LIST

Use the mailing list below to determine the quantity of pieces to mail on campus.

QTY.	LIST NAME	DESCRIPTION
250	1 (ON CAMPUS)	VICE CHANCELLORS, DEANS, DIRECTORS, DEPARTMENT HEADS (INCLUDES CASNR)
15	1 (OFF CAMPUS)	
180	2 (ON CAMPUS)	MANAGERIAL/PROFESSIONAL DIRECTORS, ASSOCIATE DIRECTORS, ASSISTANT DIRECTORS (INCLUDES CASNR)
6	2 (OFF CAMPUS)	
1650	3 (ON CAMPUS)	FACULTY (INCLUDES CASNR)
275	3 (OFF CAMPUS)	
1665	5 (ON CAMPUS) *	MANAGERIAL/PROFESSIONAL (* ALL B-LINE EMPLOYEES ON LIST 5 ALSO INCLUDES ALL NAMES FROM LIST 2 AND CASNR)
175	5 (OFF CAMPUS)	
1705	6 (ON CAMPUS)	OFFICE SERVICE (INCLUDES CASNR)
260	6 (OFF CAMPUS)	
5260	1-6 (ON CAMPUS)	ALL EMPLOYEES (INCLUDES CASNR) EXCEPT ALUMNI, CREDIT UNION, AND FOUNDATIONS
710	1-6 (OFF CAMPUS)	
5435	7 (ON CAMPUS)	ALL EMPLOYEES (INCLUDES CASNR) INCLUDING CENTRAL ADMINISTRATION (AKA: SCARLET LIST)
486	7 (OFF SITES)	
715	7 (OFF CAMPUS)	
130	9 (ON CAMPUS)	CENTRAL ADMINISTRATION
1	9 (OFF CAMPUS)	
410	PLEASE POST	PLEASE POST, ONE PER CAMPUS DEPARTMENT
950	CASNR ON	ALL CASNR
600	CASNR OFF	
40	11 (ON CAMPUS)	CASNR VICE CHANCELLORS, DEANS, DIRECTORS, DEPARTMENT HEADS
10	11 (OFF CAMPUS)	
380	33 (ON CAMPUS)	CASNR FACULTY
210	33 (OFF CAMPUS)	

This list is current as of 11/04. Please visit the website for the most current data.



PROJECT:

**GRANT TO USE IMAGE**

The undersigned hereby grants to the University of Nebraska–Lincoln (UNL) and any of its successors or assigns, the right to reproduce, use, exhibit, display, broadcast, distribute and create derivative works of the undersigned’s image, name and any accompanying descriptive language set forth on Exhibit “A” attached hereto and incorporated herein by this reference (the “Image”), for use in connection with the activities of UNL or any element of UNL’s mission, including but not limited to promoting, publicizing or explaining UNL or its activities. The grant includes, without limitation, the right to publish the Image in UNL newspapers, alumni publications, advertisements, fundraising materials, and non-print promotional items, such as cups and glassware, playing cards, tee-shirts and similar sorts of “logo” items.

The Image may appear in any of the wide variety of formats and media now available to UNL and that may be available in the future, including but not limited to print, broadcast, videotape, CD-Rom, and electronic/online/internet media.

The undersigned releases UNL and any of its employees, representatives, associates or assigns from any and all claims for damages for libel, slander, invasion of privacy or any other claim based on use of the image.

The undersigned releases and discharges UNL and any of its employees, representatives, associates, successors or assigns from any liability by virtue of any blurring, distortion, alternation, optical illusion, or use in composite form whether intentional or otherwise, that may occur or be produced in the use of the Image, unless it can be shown that the damage was maliciously caused. The Undersigned further waives any right that he/she may have to inspect or approve the finished product or the use to which it may be applied.

The undersigned represents that he/she is at least 19 years of age, and that this Grant shall be construed and enforced according to the laws of the State of Nebraska.

\_\_\_\_\_  
Signature Date

\_\_\_\_\_  
Printed Name

\_\_\_\_\_  
Street Address

\_\_\_\_\_  
City, State, Zip

\_\_\_\_\_  
Social Security Number (Only needed if being paid)

photouse.ckmphotouse.ckm

# IMAGE RELEASE



PROJECT:

## GRANT TO USE MINOR'S IMAGE

The undersigned parent hereby grants to the University of Nebraska–Lincoln (UNL) and any of its successors or assigns, the right to reproduce, use, exhibit, display, broadcast, distribute and create derivative works of the undersigned's child's image, name and any accompanying descriptive language set forth on Exhibit "A" attached hereto and incorporated herein by this reference (the "Image"), for use in connection with the activities of UNL or any element of UNL's mission, including but not limited to promoting, publicizing or explaining UNL or its activities. The grant includes, without limitation, the right to publish the Image in UNL newspapers, alumni publications, advertisements, fundraising materials, and non-print promotional items, such as cups and glassware, playing cards, tee-shirts and similar sorts of "logo" items.

The Image may appear in any of the wide variety of formats and media now available to UNL and that may be available in the future, including but not limited to print, broadcast, videotape, CD-Rom, and electronic/online/internet media.

The undersigned parent releases UNL and any of its employees, representatives, associates or assigns from any and all claims for damages for libel, slander, invasion of privacy or any other claim based on use of the image.

The undersigned parent releases and discharges UNL and any of its employees, representatives, associates, successors or assigns from any liability by virtue of any blurring, distortion, alternation, optical illusion, or use in composite form whether intentional or otherwise, that may occur or be produced in the use of the Image, unless it can be shown that the damage was maliciously caused. The undersigned parent further waives any right that he/she may have to inspect or approve the finished product or the use to which it may be applied.

The undersigned parent represents that he/she is at least 19 years of age, and that this Grant shall be construed and enforced according to the laws of the State of Nebraska.

\_\_\_\_\_  
Signature of Parent Date

\_\_\_\_\_  
Printed Parents Name

\_\_\_\_\_  
Street Address

\_\_\_\_\_  
City, State, Zip

\_\_\_\_\_  
Printed Student Name

\_\_\_\_\_  
Students Social Security Number (Only needed if being paid)

photouse.ckmphotouse.ckm

## Section 508

Many UNL websites do not meet federal requirements for accessibility as spelled out in Section 508 of the Rehabilitation Act.

### WHY SHOULD I CARE?

While interpretations of this law differ, and some hold that universities are not required to comply with it, it is our ethical responsibility to provide equal access in all of our university accommodations.

University Communications provides a template set that is in full compliance with the Web Accessibility Initiative (WAI) of the World Wide Web Consortium (W3C). The templates are compliant with Section 508, and the WAI's Web Content Accessibility Guidelines, Priorities 1, 2 and 3.

## USE OF UNIVERSITY IDENTIFIERS

### UNIVERSITY OF NEBRASKA–LINCOLN LOGO AND ACADEMIC N (CAMPUS ICON)

All upper-level University of Nebraska–Lincoln (UNL) web pages **must include** the UNL logo at a size **no smaller than 88 pixels wide x 42 pixels high**. It is a web interface convention that this University identifier be **placed at the upper-left of the page**. On these pages, the UNL Academic N may be used in the document footer at a size of 16 x 16 pixels, but such placement does not negate the requirement to display the UNL logo prominently on the page.

Popup pages with no external navigation may include the Academic N, at a minimum size of 24 x 24 pixels. Whenever used, these identifiers must be linked to <http://www.unl.edu/>.

**UNL LOGO OR ACADEMIC N MUST BE LINKED TO <http://www.unl.edu/>**

### FAVICON

A website's favicon is displayed in the address field and history lists of most modern browsers. UNL supplies a favicon for any official UNL sites. Include the following line of code in between the <head> and </head> tags in your document markup:  
`<link rel="shortcut icon" href="http://www.unl.edu/unlpub/favicon.ico"/>`

**USE OF OTHER FAVICONS IS DISCOURAGED.**

## CONTENT: ORGANIZATION AND STYLE

### ORGANIZE BY SUBJECT AREA

UNL websites should, in their primary navigation, be organized by subject. Secondly, some redundant navigation within the page might link to a secondary navigation page which provides links relevant to an audience segment, such as 'Prospective Students.' Organizing your navigation based on institutional structure is discouraged. Audience testing has shown users do not know, nor do they want to know, how an institution is organized to get the information and services they want.

### USE A COMMON 'VOICE'

UNL websites should use the same 'voice' as their associated printed publications.

### INCLUDE RELATED LINKS

No website is a world unto itself. Include links to related areas of the University, or outside the University, that might be helpful to your site's audience.

### INCLUDE 'BREADCRUMBS'

Always include a set of links that traces the path to this page back through the most logical information hierarchy. All breadcrumbs lines begin with 'UNL' and a link to <http://www.unl.edu>.

## ACCESSIBILITY, STANDARDS-COMPLIANCE

### SECTION 508

Although it is understood that currently-existing web content cannot, with current resources, be recoded to meet Section 508 accessibility standards, any new pages should be tested for both accessibility and web-standards compliance. The HTML validator at <http://validator.w3.org/>, and the accessibility checker at <http://www.cynthiasays.com/> are recommended.

# WEB GUIDELINES

## COPYRIGHT

Include a copyright notice on all pages. The University of Nebraska–Lincoln (UNL) site templates use the format © YYYY University of Nebraska–Lincoln. In HTML/XHTML, that's `&copy; YYYY University of Nebraska–Lincoln`.

## PAGE COMMENTS

All pages should allow an opportunity for user comment. The ‘comments?’ link should be at the bottom, ideally in the footer of the page, and should link to an email address (`<a href="mailto:your_email_address">`), a web form designed for handling page comments, or a web page providing additional user assistance.

## ROLE OF WEB DEVELOPERS NETWORK

The Web Developer Network is a group of UNL web developers who are engaged in the adoption and advancement of a common look and feel on the UNL website. This group meets monthly, and is involved in the ongoing refinement of the template set upon which they are basing their web coding. Future redesigns of UNL site templates will be researched, designed and tested through this group. A website, <http://www.unl.edu/webdevnet>, publishes resources and provides a bulletin board for UNL site developers.

## ROLE OF TEMPLATES

Use of the common set of templates originated by the UNL Office of University Communications’ Internet and Interactive Media unit will allow developers to leverage a common navigation system, common user interface, compliance with accessibility statutes and standards, and a foundation of valid XHTML code.

Since the UNL website can be thought of as a single publication, and the coherence of that publication depends on the consistency of its navigation and presentation, use of the UNL templates must be coordinated among departments to maintain and strengthen the usability and consistency of the entire UNL website. Users of the UNL templates are asked to participate in the UNL Web Developer Network. All modifications to the templates will be coordinated through the UNL Web Developer Network.

## LIQUID-WIDTH TEMPLATE

Designed for maximum flexibility on a wide range of screen sizes and resolutions, this template resizes its content proportionally to fit the window size that the user chooses. It includes current weather conditions for Lincoln, links to the UNL campus tour, the UNL PlazaCam webcam, a weather forecast, and the UNL calendar. The UNL logo at upper left links to <http://www.unl.edu/>.

This template also includes, in the sidebar, user preference controls for contrast setting and homepage type (splash or UNL Today), and a link to a site FAQ. The footer includes the UNL Academic N and the ‘Pioneering new frontiers.’ tagline.

A variant of this template is available that excludes the weather and the right-margin random ‘success story’ image and link; another excludes the weather and the sidebar.



## FIXED-WIDTH TEMPLATE

Designed to display content in a fixed, consistent presentation, the fixed-width template provides controlled line lengths, and is compatible with screen resolutions of 800 x 600 or higher.

The fixed-width template uses the standard University of Nebraska–Lincoln (UNL) navigation bar which includes site navigation, Quicklinks to commonly-referenced UNL sites (customizable for each site to display local links at the top of the list), UNL Web, UNL Peoplefinder and Worldwide web search (customizable to begin with a local site search), a click-through promo box (customizable to include local promo libraries), and graphical links to global content resources, including full search, the UNL online calendar, the UNL Virtual Tour, UNL webcams, as well as a link to the National Weather Service forecast and conditions for Lincoln. The UNL logo at upper left links to <http://www.unl.edu/>.

Also includes, in the sidebar, user preference controls for contrast setting and homepage type (splash or UNL Today), and a link to a site FAQ. The footer includes the UNL Academic N and the 'Pioneering new frontiers.' tagline.

A variant of this template is available that excludes the sidebar.

## SPLASH TEMPLATE

Designed to provide a number of obvious graphical navigation targets at first-entry point of site; targeted for an external audience. A large image, when clicked, starts a slideshow that cycles through all of the images in the image library. This template uses the standard UNL navigation bar, and an UNL logo in the upper left corner which links to <http://www.unl.edu/>.

User preference controls for contrast setting and homepage type (splash or internal), and a link to a site FAQ.

## POPOPUP TEMPLATE

Designed as a 'container' for diverse content types, this template is limited to use as a popup window due to its lack of navigational tools. It is to be used only as a container for self-contained pieces of content which either navigate within themselves (calendar, bulletin board, Campus Tour, Peoplefinder in the examples above) or contain no navigation at all (eg., the UNL PlazaCam webcam). The Academic N in the upper left corner links to <http://www.unl.edu/>.

Common elements are the UNL Academic N and a consistent title style.

## DOCUMENT TEMPLATE

Designed for pages whose primary purpose is to be printed, this template uses CSS techniques to drop backgrounds and swap several elements to provide a layout optimized for printing, saving toner and ink. This template is designed to be used as a single document only. Navigation is allowed in situations where the document content is lengthy and needs to be broken up among several pages. The UNL logo in the upper left corner links to <http://www.unl.edu/>.

Common elements are the UNL logo and a consistent typographical style.

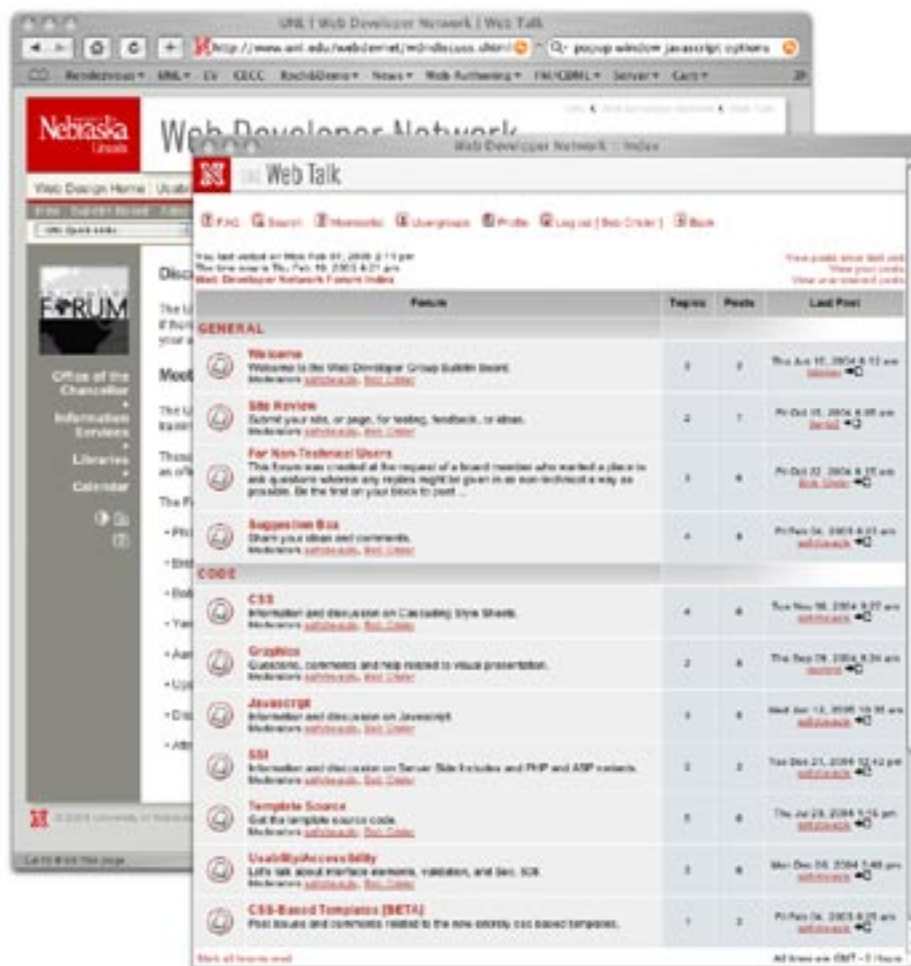


# WEB GUIDELINES

## GETTING INVOLVED

The UNL Web Developer Network meets the second Tuesday of each month. Consult the WDN website at <http://www.unl.edu/webdevnet> for information on upcoming meetings.

Register on the Web Developer Network bulletin board, UNL Web Talk, to post questions regarding implementation of the UNL web templates on your site.





# UNL COMPUTER SALES

UNIVERSITY OF  
**Nebraska**  
Lincoln

## *Information Services*

**INDESIGN CS 3.0 (MAC) LICENSE**  
\$75.00

UNL PART #: 116498 (DEPARTMENTAL PURCHASE ONLY)

**INDESIGN CS 3.0 (MAC) MEDIA**  
\$6.00

UNL PART #: 116497 (DEPARTMENTAL PURCHASE ONLY)

**INDESIGN CS 3.0 (WIN) MEDIA**  
\$6.00

UNL PART #: 116499 (DEPARTMENTAL PURCHASE ONLY)

**INDESIGN CS 3.0 (WIN) LICENSE**  
\$75.00

UNL PART #: 116500 (DEPARTMENTAL PURCHASE ONLY)

**System requirements**

Windows

Intel® Pentium® II, III, or 4 processor

Microsoft Windows 2000/XP Professional

128MB of RAM

312MB of available hard-disk space\*

CD-ROM drive

**INDESIGN CS 3.0 (WIN)**  
\$170.00

UNL PART #: 116285

**INDESIGN CS 3.0 (MAC)**  
\$170.00

UNL PART #: 116284



**Macintosh**

PowerPC® G3, G4, or G5 processor

Mac OS X v.10.2 through v.10.3

128MB of RAM

350MB of available hard-disk space

CD-ROM drive

**CREATIVE SUITE 1.3 PREMIUM (MAC) MEDIA**  
\$28.00

UNL PART #: 118974 (DEPARTMENTAL PURCHASE ONLY)

**CREATIVE SUITE 1.3 PREMIUM (MAC) LICENSE**  
\$180.00

UNL PART #: 118975 (DEPARTMENTAL PURCHASE ONLY)

**CREATIVE SUITE 1.3 PREMIUM (WIN) MEDIA**  
\$28.00

UNL PART #: 118976 (DEPARTMENTAL PURCHASE ONLY)

**CREATIVE SUITE 1.3 PREMIUM (WIN) LICENSE**  
\$180.00

UNL PART #: 118977 (DEPARTMENTAL PURCHASE ONLY)

**System requirements**

Windows

Intel® Pentium® III or 4 processor

Microsoft® Windows® 2000/XP

192MB of RAM to run any one component (256MB recommended)

2.7 GB of available hard-disk space to install the entire suite

CD-ROM drive

**CREATIVE SUITE 1.3 PREMIUM (WIN)**  
\$375.00

UNL PART #: 117422

**CREATIVE SUITE 1.3 PREMIUM (MAC)**  
\$375.00

UNL PART #: 117423



**Macintosh**

PowerPC® G3, G4, or G5 processor

Mac OS X v.10.2.8 through v.10.3

192MB of RAM to run any one component (256MB recommended)

2.1 GB of available hard-disk space to install the entire suite

CD-ROM drive

**501 STADIUM DRIVE  
472-5787**

**LOWER LEVEL CITY UNION  
472-0505**

**EAST CAMPUS UNION  
310-0021**

**HTTP://SALES.UNL.EDU**



# UNL COMPUTER SALES

*Information Services*

**QuarkXPress v6.0 (MAC)**

**\$199.00**

UNL Part #:

110515

## Mac OS System Requirements

### Software

- Mac OS X v10.3 or later

### Hardware

- CD-ROM drive for installation
- Minimum 128MB total RAM
- 230MB available hard disk space

**QuarkXPress v6.0 (WINDOWS)**

**\$199.00**

UNL Part #:

112776

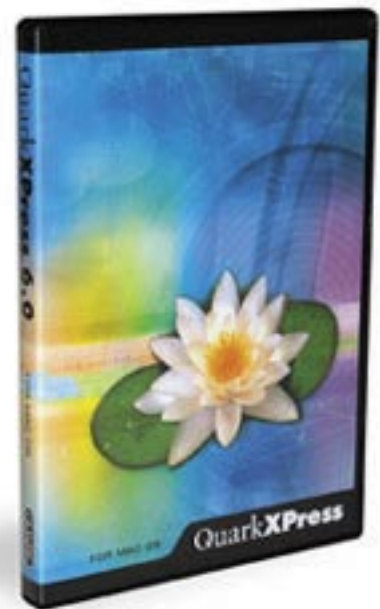
## Windows System Requirements

### Software

- Microsoft Windows 2000 or Windows XP

### Hardware

- CD-ROM drive for installation
- Minimum 128MB total RAM
- 190MB available hard disk space for installation



**501 STADIUM DRIVE  
472-5787**

**LOWER LEVEL CITY UNION  
472-0505**

**EAST CAMPUS UNION  
310-0021**

**[HTTP://SALES.UNL.EDU](http://sales.unl.edu)**