



QUICK GUIDE

Graphics Standards & Guidelines
University of Nebraska at Kearney

08 | 2016

Summary

The visual identity for the University of Nebraska Kearney is the “face” the school shows the public. It is representative of the University’s unique character and purpose, and is a strongly influential force, building equity through its exposure.

Any identity system can only be as strong as the means established to maintain it. It is critical that this identity, despite a wide range of possible applications, retain its integrity — continuing to convey the organization it represents. A graphics standards manual defines the visual identity system — providing a framework that will allow for proper implementation in the future. This unique and distinguishing identity system is designed to serve the University of Nebraska Kearney for years to come.

...

The following guidelines reinforce the strength of the new visual identity for the University of Nebraska Kearney. Care should be taken to adhere to the guidelines in all print, web, video, and three-dimensional applications.

The Icon

The University of Nebraska Kearney’s identity, called a signature, is a single unit composed of the icon and wordmark. Several signature configurations have been developed to ensure a versatile visual identity. The University of Nebraska System logo is also an integral part of UNK’s identity, especially for external audiences. Examples of its use with the campus icon are shown throughout this manual.

The signatures have been carefully drawn/composed and should not be manipulated in any manner.

On the following pages are each of the signatures shown in “positive” and “reverse” versions.

Whenever a signature is needed that is lighter than its background it is critical that only the “reverse” versions are used; these “reverse” versions have been specifically redrawn to appear the same as its “positive” version.

Example applications of the various signatures accompany each, and are meant to illustrate the signature’s versatility, not address specific situations.



Signature Configuration 1 - UNK-00001A



icon, positive
black
unk_icon_pos_black.eps



icon, reverse
white
unk_icon_rev_white.eps

Signature Configuration 2 - UNK-00015A

UNIVERSITY
OF NEBRASKA

UNK®

KEARNEY

signature 2, positive
black
unk_sig2_pos_black.eps

UNIVERSITY
OF NEBRASKA

UNK®

KEARNEY

signature 2, reverse
white
unk_sig2_rev_white.eps

Signature Configuration 3 - UNK-00027A

UNIVERSITY OF NEBRASKA **UNK** KEARNEY

signature 5, positive
black
unk_sig5_pos_black.eps

UNIVERSITY OF NEBRASKA **UNK** KEARNEY

signature 5, reverse
white
unk_sig5_rev_white.eps

Signature Configuration 4 - UNK-00021A



signature 6, positive
black
unk_sig6_pos_black.eps



signature 6, reverse
white
unk_sig6_rev_white.eps

Minimum Size

The campus icon or NU system logo should never be reproduced smaller than $\frac{1}{8}$ " high. If either icon is used alone as a graphic device, a complete signature should appear else-where on the printed piece.

None of the letters in the wordmark should be reproduced smaller than the height of $\frac{3}{64}$ ".



Color for Icon

The preferred identification color for the University of Nebraska Kearney is blue Pantone Matching System 294 (PMS 294)

The signature may be printed in spot-color (specific to either coated or uncoated paper), or in four-color (CMYK) process (also specific to either coated or uncoated paper).

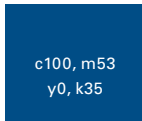
The “reverse” version of each signature should be used on dark or complex backgrounds to optimize the strength of the signatures and eliminate poor contrast situations.

Color Specifications

COATED PAPER



CMYK FOUR-COLOR PROCESS, COATED PAPER



RGB & HTML FOR COATED PANTONE 294



Typefaces

A typography palette compatible with the University of Nebraska Kearney signatures is composed of the typefaces Univers (sans-serif) Utopia (serif), and Minion (serif). These three typefaces are recommended for all print items.

Each typeface has a variety of weights and styles. When setting body text, the regular weight serif typeface is preferred, reserving the bold and italic serif or sans-serif styles for titles, headings, or emphasis within the text. Appropriate line spacing should be determined by the width of the column. The minimum line spacing should be 2 points more than the size of the type.

Univers Family

Tt

Utopia Family

Tt

Minion Family

Tt

Univers, 57 condensed	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz1234567890
<i>Univers, 57 condensed oblique</i>	<i>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz1234567890</i>
Univers, 67 bold condensed	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz1234567890
<i>Univers, 67 bold condensed oblique</i>	<i>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz1234567890</i>
Univers, 45 light	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz1234567890
<i>Univers, 45 light oblique</i>	<i>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz1234567890</i>
Univers, 55 roman	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz1234567890
<i>Univers, 55 oblique</i>	<i>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz1234567890</i>
Univers, 65 bold	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz- vwxyz1234567890
<i>Univers, 65 bold oblique</i>	<i>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz1234567890</i>
Univers, 75 black	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz1234567890
<i>Univers, 75 black oblique</i>	<i>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz1234567890</i>

Utopia, regular	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz1234567890
utopia, expert	abcdefghijklmnopqrstuvwxyz1234567890
<i>Utopia, italic</i>	<i>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz1234567890</i>
Utopia, semibold	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz1234567890
<i>Utopia, semibold italic</i>	<i>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz1234567890</i>
Utopia, bold	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz1234567890
<i>Utopia, bold italic</i>	<i>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz1234567890</i>
Utopia, black	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz1234567890

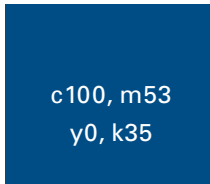
Minion, regular	<p>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz1234567890</p>
MINION, EXPERT	<p>ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890</p>
<i>Minion, italic</i>	<p><i>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz1234567890</i></p>
Minion, semibold	<p>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz1234567890</p>
<i>Minion, semibold italic</i>	<p><i>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz1234567890</i></p>
Minion, bold	<p>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz1234567890</p>
<i>Minion, bold italic</i>	<p><i>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz1234567890</i></p>
Minion, black	<p>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz1234567890</p>

Primary Color

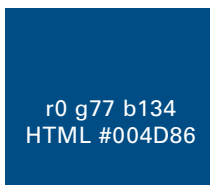
COATED PAPER



CMYK FOUR-COLOR PROCESS, COATED PAPER



RGB & HTML FOR COATED PANTONE COLORS

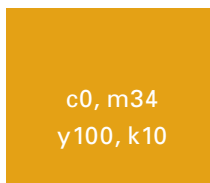


Secondary Color

COATED PAPER



CMYK FOUR-COLOR PROCESS, COATED PAPER



RGB & HTML FOR COATED PANTONE COLORS

