



Graphics Standards & Logos
University of Nebraska at Kearney

06 | 2024



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.

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.

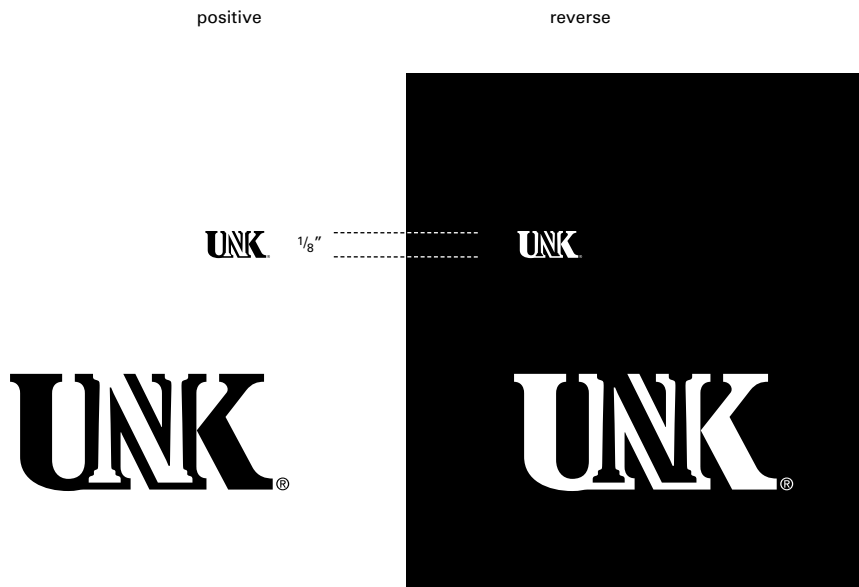
Example applications of the various signatures accompany each, and are meant to illustrate the signature's versatility, not address specific situations.



Minimum Size

The campus icon should never be reproduced smaller than $\frac{1}{8}$ " high. If the icon is used alone as a graphic device, a complete signature should appear elsewhere 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

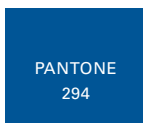
The preferred identification color for the University of Nebraska Kearney is blue Pantone Matching System 294 (PMS 294)

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).

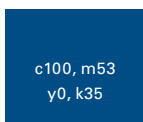
The “reverse” version of each signature should be used on dark or complex backgrounds to optimize the strength of the signatures and eliminate poor contrast situations.

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

URW Grotesk Family

Tt

Utopia Family

Tt

Minion Family

Tt

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

URW Grotesk TOT Bold Condensed

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890**

URW Grotesk TOT Lig Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

URW Grotesk TOT Extended Wide Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

URW Grotesk TOT Extended Wide Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890**

URW Grotesk TOT Extended Wide Oblique

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890*

URW Grotesk TOT Extended Wide Bold Oblique

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890**

Utopia, regular ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz1234567890

utopia, expert abcdefghijklmnopqrstuvwxyz1234567890

Utopia, italic *ABCDEFGHIJKLMNOPQRSTUVWXYZ*
abcdefghijklmnopqrstuvwxyz1234567890

Utopia, semibold ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz1234567890

Utopia, semibold italic *ABCDEFGHIJKLMNOPQRSTUVWXYZ*
abcdefghijklmnopqrstuvwxyz1234567890

Utopia, bold ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz1234567890

Utopia, bold italic *ABCDEFGHIJKLMNOPQRSTUVWXYZ*
abcdefghijklmnopqrstuvwxyz1234567890

Utopia, black ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz1234567890

Minion, regular	A B C D E F G H I J K L M N O P Q R S T U V W X Y Z a b c d e f g h i j k l m n o p q r s t u v w x y z 1 2 3 4 5 6 7 8 9 0
MINION, EXPERT	A B C D E F G H I J K L M N O P Q R S T U V W X Y Z 1 2 3 4 5 6 7 8 9 0 <i>A B C D E F G H I J K L M N O P Q R S T U V W X Y Z</i> <i>a b c d e f g h i j k l m n o p q r s t u v w x y z 1 2 3 4 5 6 7 8 9 0</i>
Minion, italic	A B C D E F G H I J K L M N O P Q R S T U V W X Y Z a b c d e f g h i j k l m n o p q r s t u v w x y z 1 2 3 4 5 6 7 8 9 0
Minion, semibold	A B C D E F G H I J K L M N O P Q R S T U V W X Y Z a b c d e f g h i j k l m n o p q r s t u v w x y z 1 2 3 4 5 6 7 8 9 0
Minion, semibold italic	A B C D E F G H I J K L M N O P Q R S T U V W X Y Z a b c d e f g h i j k l m n o p q r s t u v w x y z 1 2 3 4 5 6 7 8 9 0
Minion, bold	A B C D E F G H I J K L M N O P Q R S T U V W X Y Z a b c d e f g h i j k l m n o p q r s t u v w x y z 1 2 3 4 5 6 7 8 9 0
Minion, bold italic	A B C D E F G H I J K L M N O P Q R S T U V W X Y Z a b c d e f g h i j k l m n o p q r s t u v w x y z 1 2 3 4 5 6 7 8 9 0
Minion, black	A B C D E F G H I J K L M N O P Q R S T U V W X Y Z a b c d e f g h i j k l m n o p q r s t u v w x y z 1 2 3 4 5 6 7 8 9 0

Primary Color

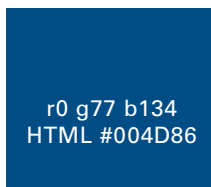
COATED PAPER



CMYK FOUR-COLOR PROCESS, COATED PAPER



RGB & HTML FOR COATED PANTONE COLORS



Secondary Color

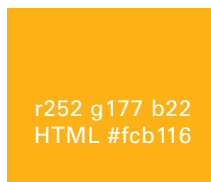
COATED PAPER



CMYK FOUR-COLOR PROCESS, COATED PAPER



RGB & HTML FOR COATED PANTONE COLORS



Institutional Marks

UNK[®]



UNK[®]





UNIVERSITY OF NEBRASKA KEARNEY™



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UNIVERSITY *of* NEBRASKA *at* KEARNEY

UNIVERSITY *of* NEBRASKA *at* KEARNEY

UNIVERSITY *of* NEBRASKA *at* KEARNEY



Athletic Marks







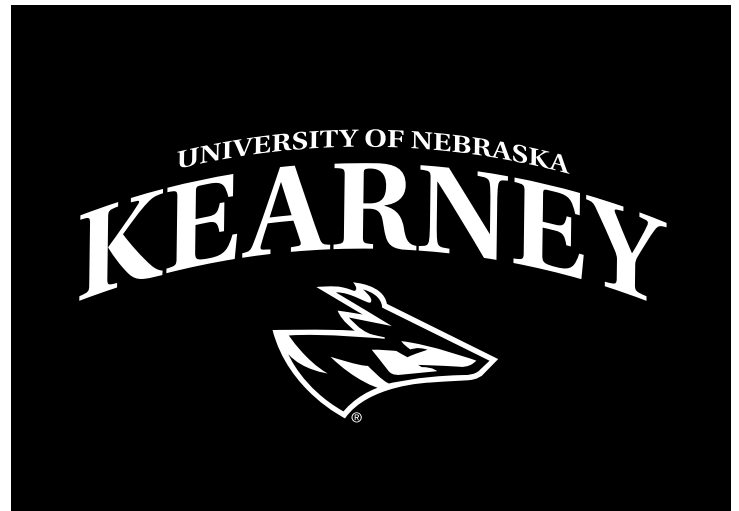


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LOPERS[®]

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***LOPER
ATHLETICS™***

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ATHLETICS™***

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Mascot & Vintage Marks









Sport Specific Marks











2024 Brand Campagin Marks



POWER* of the *HERD ™

POWER* of the *HERD ™