



### **University Logo**

On June 23, 2001, the University of Nebraska Board of Regents adopted a new common logo for the University of Nebraska and each of the four campuses. The University logo is set forth below:



This handbook includes the requirements for interim use of this logo only on letterheads, envelopes, and business cards.

Official usage standards for the University logo will be published at a later date.

This handbook is available on the Web, at [www.uneb.edu/LogoStandards](http://www.uneb.edu/LogoStandards).

## Logo

1. The logo may appear in either an all-black version or with color as indicated below.
2. When used in color, the University of Nebraska “Kearney” campus designation appears in PMS 294 blue. All of the other University campus designations appear in PMS 186 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 below or the camera-ready art provided in the back of this handbook. Do not reset or recreate the logo.
5. The logo may not be reduced any smaller than .625 inch.
6. When the logo is reversed, all type should appear in white only as indicated below.
7. Secondary logos are not authorized at this time.

## Approved logo usage variations:

UNIVERSITY OF  
**Nebraska**  
Lincoln

UNIVERSITY OF  
**Nebraska**  
Lincoln

UNIVERSITY OF  
**Nebraska**  
Omaha

UNIVERSITY OF  
**Nebraska**  
Omaha

UNIVERSITY OF  
**Nebraska**  
Medical Center

UNIVERSITY OF  
**Nebraska**  
Medical Center

UNIVERSITY OF  
**Nebraska**  
Kearney

UNIVERSITY OF  
**Nebraska**  
Kearney



Project coordinators, editors, graphic designers, the University of Nebraska printing and duplicating services staff, and any other personnel involved in the production of letterheads, envelopes, and business cards should follow the guidelines set forth in this interim handbook. Any questions regarding the use of the logo outside of what is covered in this handbook should be directed to the campus publication coordinator or to:

Joe Rowson  
Director of Communications  
University of Nebraska  
Varner Hall  
3835 Holdrege Street  
Lincoln, NE 68583-0745  
(402) 472-2111  
jrowson@uneb.edu

## Logo

1. The logo measures 1.25 inches from the serif on the left side of the "N" to the right edge of the "a."
2. The logo is located in the upper left corner, .8 inch from the top and .5 inch from the left edge of the page.
3. The black rule is .4 point.
4. The rule aligns with the left side of the campus designation or the word "UNIVERSITY" when no campus designation is used. The rule is .02 inch below the baseline of the logo.

## College, Departmental, Secondary Unit or Additional Information

1. The first line of information is set flush right in 9 point URW Grotesk Light, 10 tracking, all caps, 80 percent horizontal scale. If URW Grotesk Light is unavailable, Arial Narrow or Helvetica Regular may be substituted in its place with the same specifications stated above. The baseline of the type is positioned .2 inch below the rule and ends .5 inch from the right edge (lines up with office information in the lower right corner of the page).
2. The secondary unit (second line) or additional information (when needed) should be set flush right in 9 point URW Grotesk Light, auto leading, 10 tracking, initial caps, 80 percent horizontal scale. See page 6 of this handbook. If URW Grotesk Light is unavailable, Arial Narrow or Helvetica Regular may be substituted in its place with the same specifications stated above.

## Address Information

1. Address information is in the lower right corner, .5 inch from the right edge and .5 inch from the bottom of the page. It is set flush right in 7.5 point URW Grotesk Light, 0 tracking with 13 point leading. If URW Grotesk Light is unavailable, Arial Narrow or Helvetica Regular may be substituted in its place with the same specifications stated above.
2. In order to contain costs, the printing of personal names is not recommended.

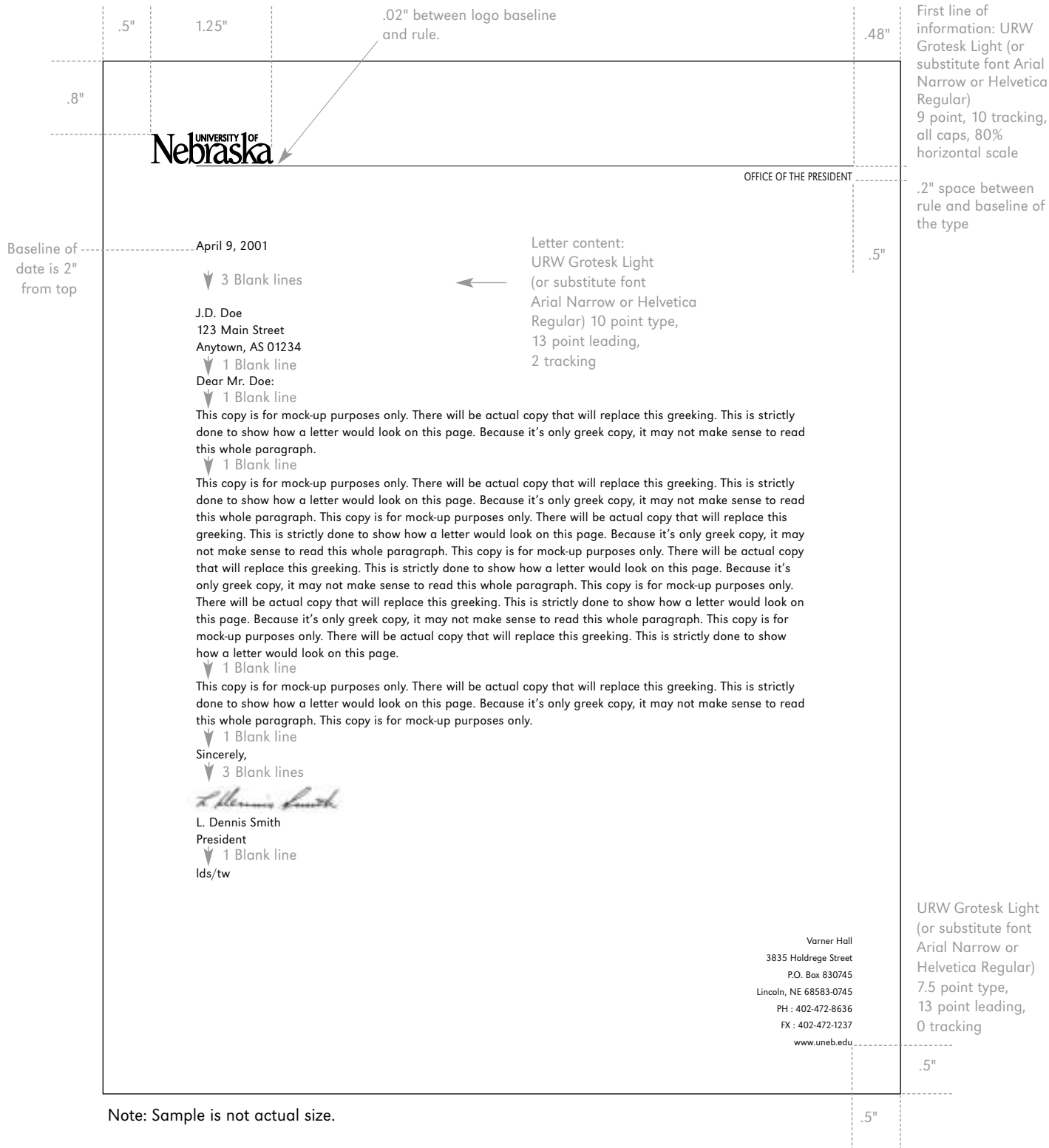
## Letter Content

1. The recommended format for the letter content is block style. The margin is 1 inch from the left and right sides and 2 inches from the top of the page.

## Other Issues

1. Usage of the paper stock with the watermark is optional.
2. In certain cases, the logo may be used without the campus designation with the appropriate approvals at your campus location.

# Exhibit A: LETTERHEAD (8.5" x 11")



Note: Sample is not actual size.

Exhibit A: LETTERHEAD (8.5" X 11"), cont.

Diagram illustrating the layout of a letterhead page with dimensions and content.

**Dimensions:**

- Top margin: .5"
- Left margin: .8"
- Right margin: .48"
- Bottom margin: .5"
- Text block width: 1.25"
- Space between logo baseline and rule: .02"
- Space between rule and baseline of date: .5"

**Content:**

**Logo:** UNIVERSITY OF Nebraska Medical Center

**Text:**

COLLEGE OF MEDICINE  
Department of Pathology and Microbiology

Baseline of date is 2" from top

April 9, 2001

▼ 3 Blank lines

J.D. Doe  
123 Main Street  
Anytown, AS 01234

▼ 1 Blank line

Dear Mr. Doe:

▼ 1 Blank line

This copy is for mock-up purposes only. There will be actual copy that will replace this greeking. This is strictly done to show how a letter would look on this page. Because it's only greek copy, it may not make sense to read this whole paragraph.

▼ 1 Blank line

This copy is for mock-up purposes only. There will be actual copy that will replace this greeking. This is strictly done to show how a letter would look on this page. Because it's only greek copy, it may not make sense to read this whole paragraph. This copy is for mock-up purposes only. There will be actual copy that will replace this greeking. This is strictly done to show how a letter would look on this page. Because it's only greek copy, it may not make sense to read this whole paragraph. This copy is for mock-up purposes only. There will be actual copy that will replace this greeking. This is strictly done to show how a letter would look on this page. Because it's only greek copy, it may not make sense to read this whole paragraph. This copy is for mock-up purposes only. There will be actual copy that will replace this greeking. This is strictly done to show how a letter would look on this page.

▼ 1 Blank line

This copy is for mock-up purposes only. There will be actual copy that will replace this greeking. This is strictly done to show how a letter would look on this page. Because it's only greek copy, it may not make sense to read this whole paragraph. This copy is for mock-up purposes only.

▼ 1 Blank line

Sincerely,

▼ 3 Blank lines

*Nick Black*

Nick Black, M.D., Ph.D.  
Professor, Department of Pathology and Microbiology  
Associate Dean, College of Medicine  
President, Faculty Senate

▼ 1 Blank line

tw

**Text:**

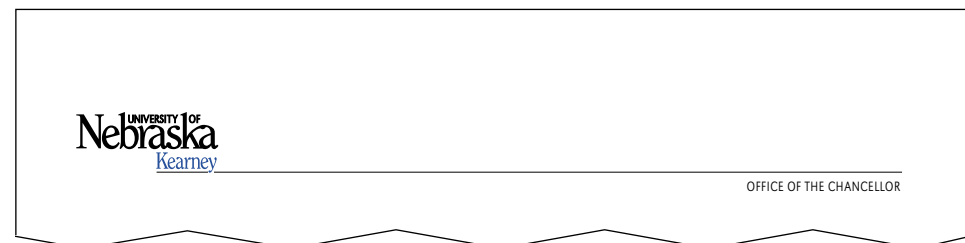
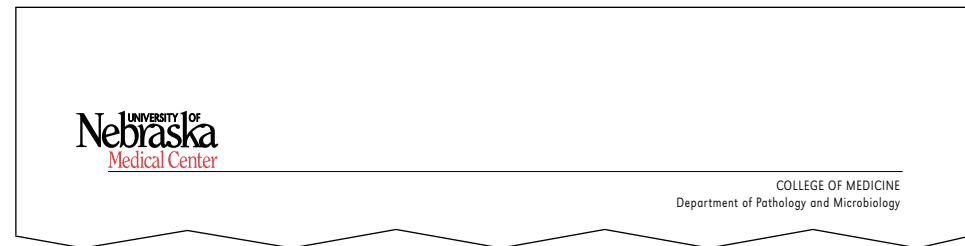
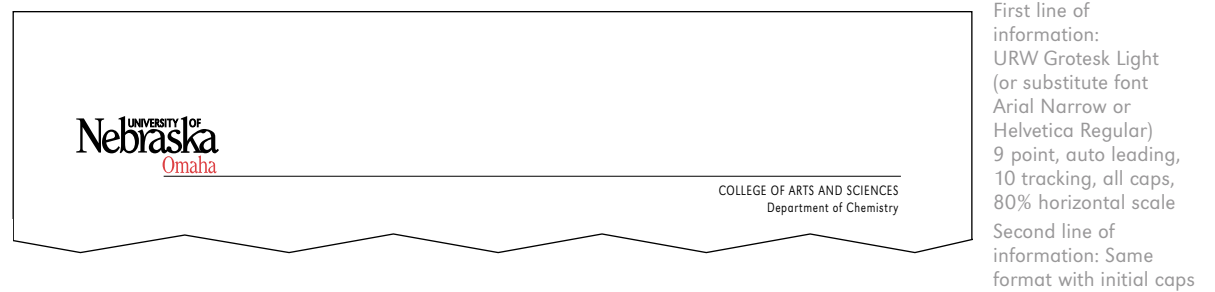
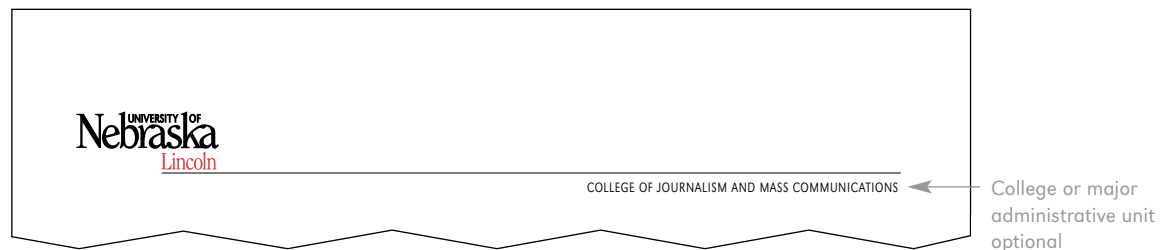
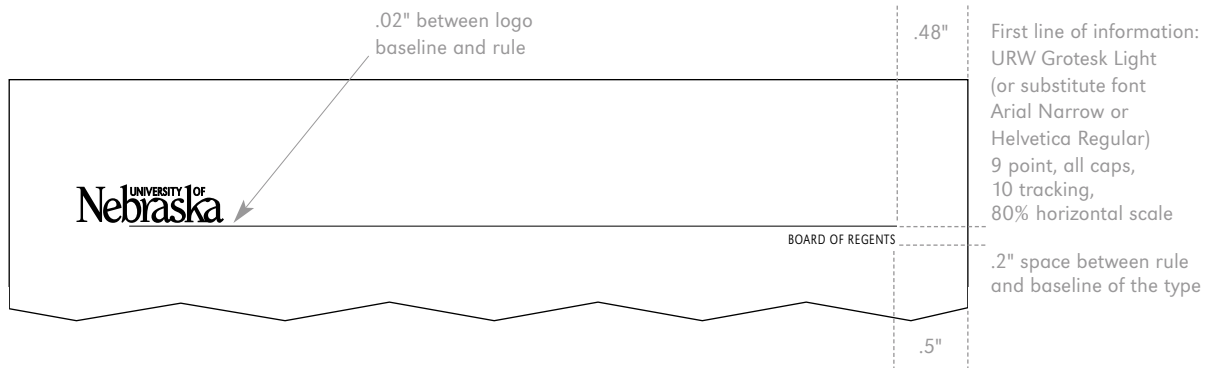
983135 Nebraska Medical Center  
Omaha, NE 68198-3135  
PH : 402-559-1234  
FX : 402-559-1235  
www.unmc.edu

**Font Information:**

- First line of information: URW Grotesk Light (or substitute font Arial Narrow or Helvetica Regular) 9 point, auto leading, 10 tracking, all caps, 80% horizontal scale
- Second line of information: Same format with initial caps
- .2" space between rule and baseline of the type
- URW Grotesk Light (or substitute font Arial Narrow or Helvetica Regular) 7.5 point type, 13 point leading, 0 tracking

Note: Sample is not actual size.

Exhibit A: LETTERHEAD (8.5" X 11"), cont.



Note: Samples are not actual size.



**Logo**

1. The logo measures 1 inch from the serif on the left side of the "N" to the right edge of the "a."
2. The logo is located in the upper left corner, .7 inch from the top and .5 inch from the left edge of the page.
3. The black rule is .4 point.
4. The rule aligns with the left side of the campus designation or the word "UNIVERSITY" when no campus designation is used. The rule is .02 inch below the baseline of the logo.

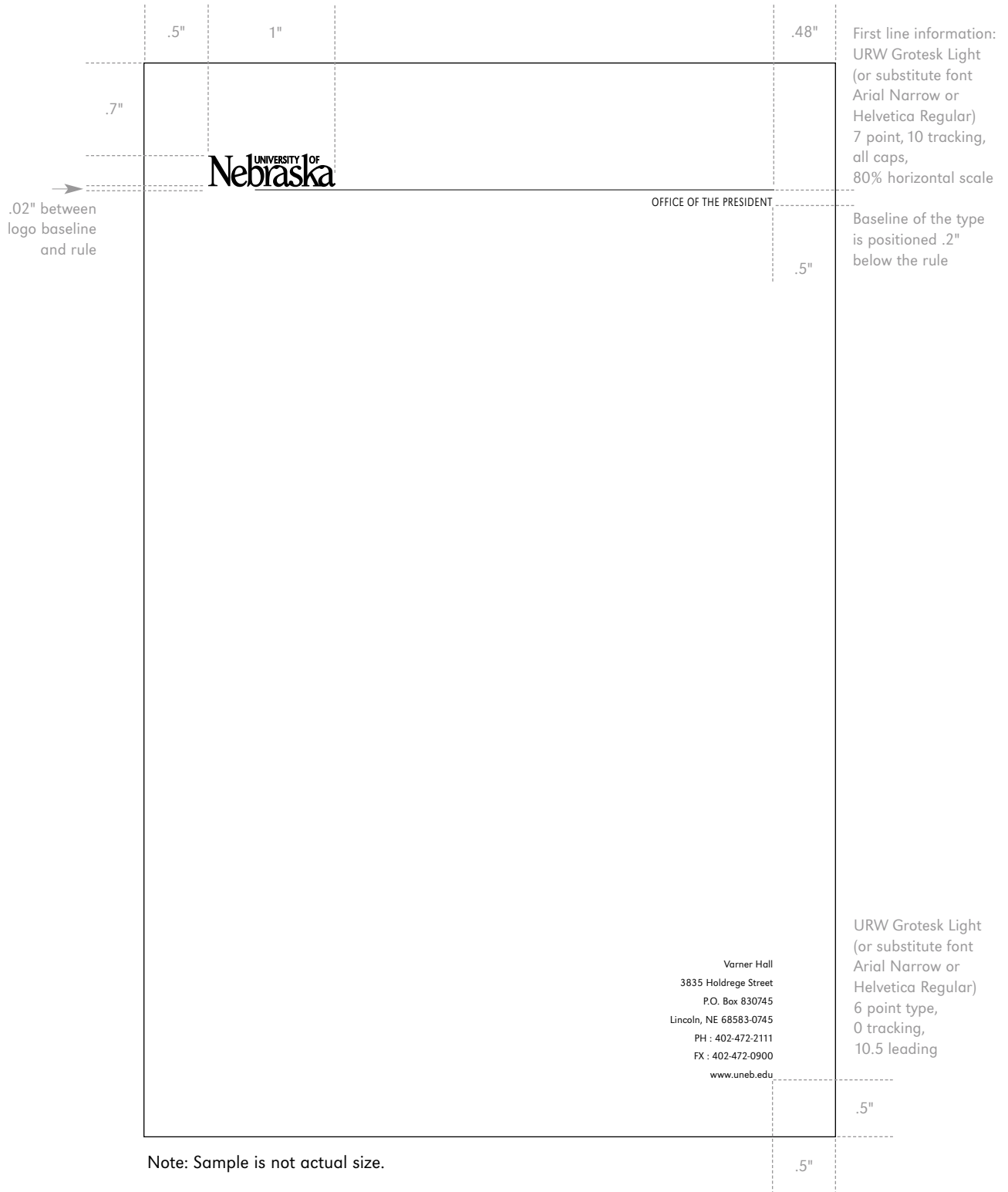
**College, Departmental, Secondary Unit or Additional Information**

1. The first line of information is set flush right in 7 point URW Grotesk Light, 10 tracking, all caps, 80 percent horizontal scale. The baseline of the type is positioned .2 inch below the rule and ends .4 inch from the right edge of the page.
2. The secondary unit (second line) or additional information (when needed) should be set flush right in 7 point URW Grotesk Light, auto leading, 10 tracking, initial caps, 80 percent horizontal scale. See page 10 of this handbook.

**Address Information**

1. Address information is in the lower right corner, .5 inch from the right edge of the page and .5 inch from the bottom. It is set flush right in 6 point URW Grotesk Light, 0 tracking with 10.5 point leading.
2. In order to contain costs, the printing of personal names is not recommended.

# Exhibit B: LETTERHEAD - HALF SHEET (5.5" X 8.5")



First line information:  
URW Grotesk Light  
(or substitute font  
Arial Narrow or  
Helvetica Regular)  
7 point, 10 tracking,  
all caps,  
80% horizontal scale

Baseline of the type  
is positioned .2"  
below the rule

URW Grotesk Light  
(or substitute font  
Arial Narrow or  
Helvetica Regular)  
6 point type,  
0 tracking,  
10.5 leading

Note: Sample is not actual size.

Exhibit B: LETTERHEAD - HALF SHEET (5.5" X 8.5"), cont.

The image displays five examples of letterhead templates for the University of Nebraska. Each example features a logo on the left and departmental information on the right, separated by a horizontal line. The logos vary by campus: Lincoln, Omaha, Medical Center, and Kearney. The departmental information also varies, including the Board of Regents, College of Journalism and Mass Communications, College of Arts and Sciences (Department of Chemistry), College of Medicine (Department of Pathology and Microbiology), and Office of the Chancellor. Dashed lines and text on the right side provide specific layout instructions for the first and second lines of information.

**Example 1: Board of Regents**

- Logo: UNIVERSITY OF Nebraska
- Text: BOARD OF REGENTS
- Annotations: .48" (height of first line), .5" (height of second line), Baseline of the type is positioned .2" below the rule.
- Text description: First line of information: URW Grotesk Light (or substitute font Arial Narrow or Helvetica Regular) 7 point, 10 tracking, all caps, 80% horizontal scale.

**Example 2: College of Journalism and Mass Communications**

- Logo: UNIVERSITY OF Nebraska Lincoln
- Text: COLLEGE OF JOURNALISM AND MASS COMMUNICATIONS
- Annotation: ← College or major administrative unit optional

**Example 3: College of Arts and Sciences, Department of Chemistry**

- Logo: UNIVERSITY OF Nebraska Omaha
- Text: COLLEGE OF ARTS AND SCIENCES  
Department of Chemistry
- Text description: First line of information: URW Grotesk Light (or substitute font Arial Narrow or Helvetica Regular) 7 point, auto leading, 10 tracking, all caps, 80% horizontal scale. Second line of information: Same format with initial caps.

**Example 4: College of Medicine, Department of Pathology and Microbiology**

- Logo: UNIVERSITY OF Nebraska Medical Center
- Text: COLLEGE OF MEDICINE  
Department of Pathology and Microbiology

**Example 5: Office of the Chancellor**

- Logo: UNIVERSITY OF Nebraska Kearney
- Text: OFFICE OF THE CHANCELLOR

Note: Samples are not actual size.

**No. 10 Envelopes or Smaller**

1. The logo measures 1 inch from the serif on the left side of the “N” to the right edge of the “a.”
2. The logo is located in the upper left corner, .4 inch from the top and .3 inch from the left edge of the page.
3. The black rule is .4 point.
4. The rule aligns with the left side of the campus designation or the word “UNIVERSITY” when no campus designation is used. The rule is .02 inch below the baseline of the logo. The length of the rule is 3.25 inches.

**Envelopes Larger Than No. 10**

1. For envelopes larger than No. 10, see example on the bottom of page 12 of this handbook.

**College, Departmental, Secondary Unit or Additional Information**

1. The first line of information is set flush

right in 6.8 point URW Grotesk Light, 10 tracking, all caps, 80 percent horizontal scale. The baseline of the type is positioned .1 inch below the rule.

2. The secondary unit (second line) or additional information (when needed) should be set flush right in 6.8 point URW Grotesk Light, auto leading, 10 tracking, initial caps, 80 percent horizontal scale.
3. The return address is set flush left in 6.5 point URW Grotesk Light, 0 tracking, 80 percent horizontal scale. The baseline of the address is positioned .3 inch below the rule aligned with the word “UNIVERSITY” or the campus designation.

4. No less than .5 inch should separate the address and the first and second lines of information.
5. To meet U.S. Postal Service automation regulations, there must be at least 2.75 inches clear zone from the bottom of the envelope. All printing must be above the clear zone.

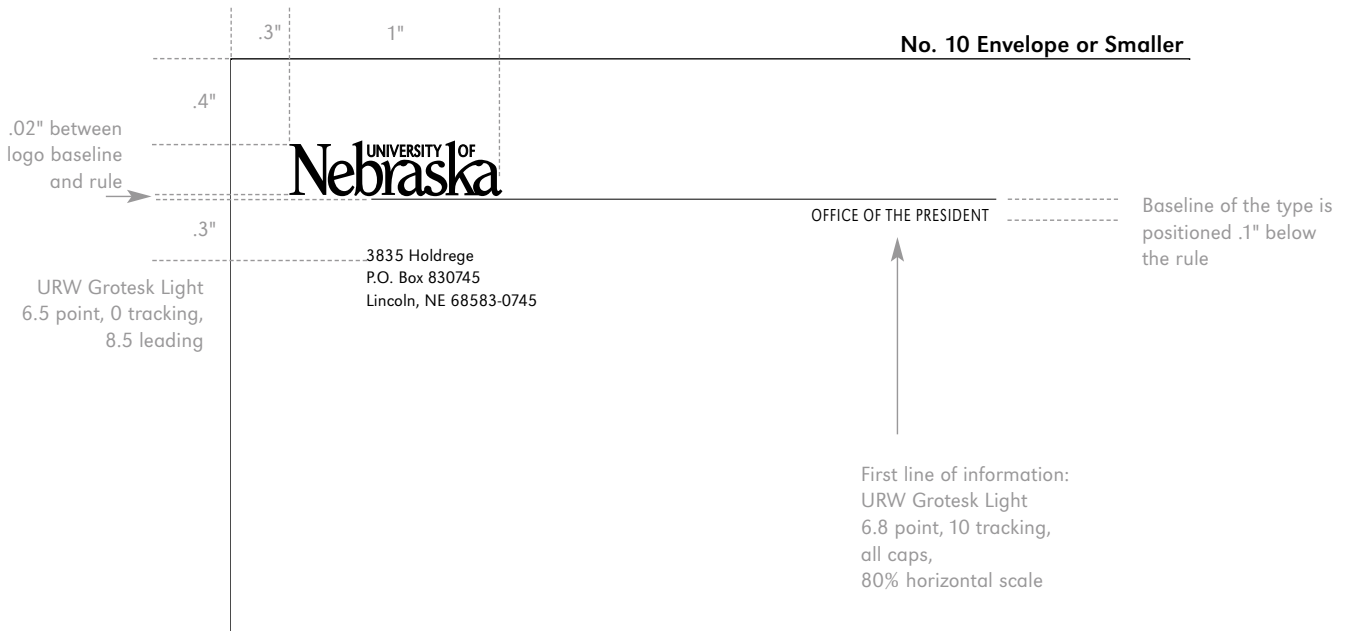
**No. 10 Envelope**



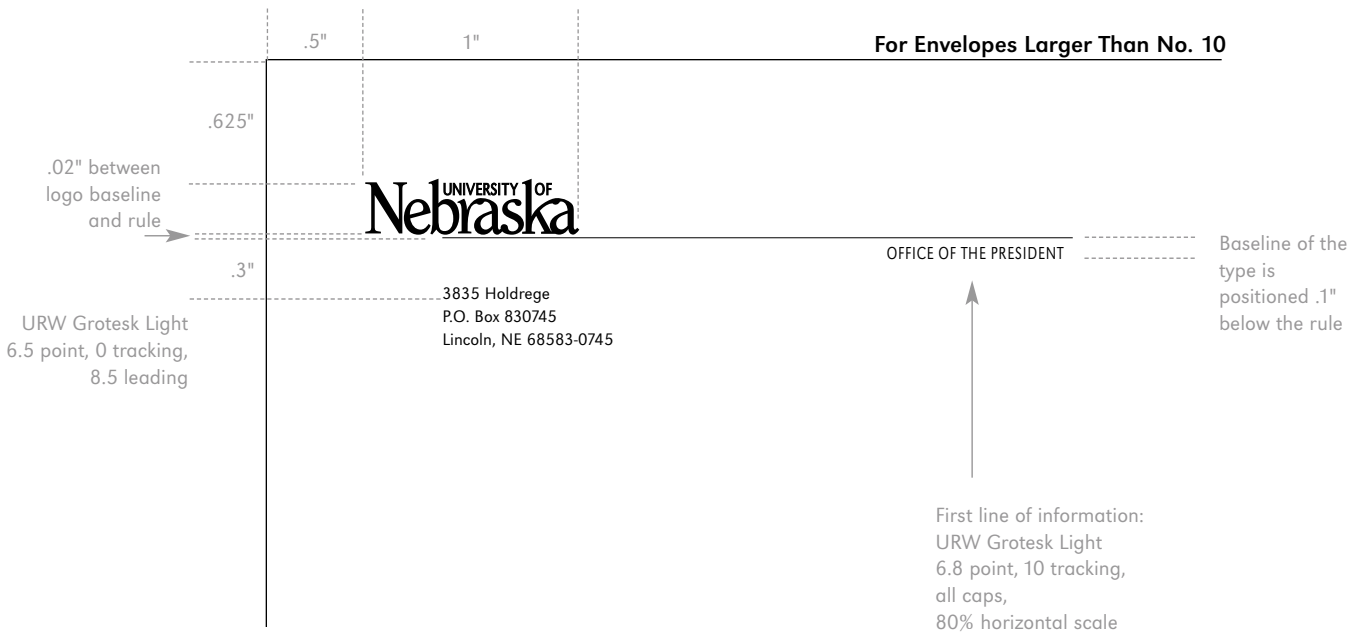
Note: Sample is not actual size.

# Exhibit C: ENVELOPES

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Note: Sample is actual size of corner.



Note: Sample is actual size of corner for a 9" x 12" envelope.

No. 10 Envelope or Smaller

UNIVERSITY OF  
**Nebraska**

OFFICE OF THE PRESIDENT

3835 Holdrege  
P.O. Box 830745  
Lincoln, NE 68583-0745

UNIVERSITY OF  
**Nebraska**  
**Lincoln**

COLLEGE OF JOURNALISM AND  
MASS COMMUNICATIONS

206 Avery Hall  
P.O. Box 880417  
Lincoln, NE 68588-0410

When the first line of information requires two lines, stacking is permitted.

UNIVERSITY OF  
**Nebraska**  
**Omaha**

COLLEGE OF ARTS AND SCIENCES  
Department of Chemistry

Arts and Sciences Hall  
6001 Dodge Street  
Omaha, NE 68182

First line of information: URW Grotesk Light 6.8 point, auto leading, 10 tracking, all caps, 80% horizontal scale  
Second line of information: Same format with initial caps

UNIVERSITY OF  
**Nebraska**  
**Medical Center**

COLLEGE OF MEDICINE  
Department of Pathology  
and Microbiology

983135 Nebraska Medical Center  
Omaha, NE 68198-3135

When the department name is significantly longer than the college name, stacking is permitted to two lines.

No less than .5" should separate the address and the first and second lines of information.

UNIVERSITY OF  
**Nebraska**  
**Kearney**

OFFICE OF THE CHANCELLOR

Founders Hall  
905 West 25th Street  
Kearney, NE 68849-1201

Note: Samples are actual size of corner.

**Logo**

1. The logo measures 1 inch from the serif on the left side of the “N” to the right edge of the “a.”
2. The logo is located in the upper left corner, .3 inch from the top and .2 inch from the left edge of the page.
3. The black rule is .4 point.
4. The rule aligns with the left side of the campus designation or the word “UNIVERSITY” when no campus designation is used. The rule is .02 inch below the baseline of the logo.

**Name, Title, College, or Department**

1. The name is set flush left in 9 point URW Grotesk Regular, 0 tracking with 7.5 leading. The name and all other information is aligned to the left side of the word “UNIVERSITY.” When the campus designations appear in the logo, the name and all other information is aligned with the beginning of the word. The baseline of the name is positioned .9 inch from the top of the card.
2. The title is set flush left in 7 point URW Grotesk Regular, 0 tracking with 7.5 point leading.

3. The usage of appointment card, mission statement, or other extra information on the back of the business card is optional.

**College, Departmental, Secondary Unit or Additional Information**

1. In most cases, it is not recommended to use the college or major administrative unit information since it is defined in the title and also due to space limitations. If used, the first line of information is set flush right in 6.6 point URW Grotesk Light, 10 tracking, all caps, 80 percent horizontal scale. The baseline of the type is positioned .1 inch below the rule and ends .3 inch from the right edge of the card.

**Address Information**

1. Address information is set flush left 7 point URW Grotesk Light, 0 tracking with 8.5 leading. The baseline of the address is positioned 1.25 inches from the top of the card unless noted otherwise.
2. See pages 15-18 of this handbook for additional authorized business card designs and recommended placements of address lines when cards have multiple lines of titles.

**Recommended business card designs:**

**Chuck Hassebrook**  
Regent

250 North 3rd Street  
Lyons, NE 68038  
PH : 402-846-5428  
FX : 402-846-5420

BOARD OF REGENTS

First line of information:  
URW Grotesk Light  
6.6 point, 10 tracking,  
all caps,  
80% horizontal scale

Baseline of the type is positioned .1" below the rule

Note: Sample is actual size.

**L. Dennis Smith, Ph.D.**  
President

3835 Holdrege Street  
P.O. Box 830745  
Lincoln, NE 68583-0745  
PH : 402-472-8636  
FX : 402-472-1237  
ldsmith@uneb.edu

Name: URW Grotesk Regular  
9 point, 0 tracking,  
7.5 leading

Title: URW Grotesk Regular  
7 point, 0 tracking,  
7.5 leading

Address information:  
URW Grotesk Light  
7 point, 0 tracking,  
8.5 leading

Note: Sample is actual size.

**Mary Johnson, D.M.A.**  
Assistant Director  
School of Music

100 Westbrook Music Building  
Lincoln, NE 68588-1234  
PH : 402-472-1234  
FX : 402-472-1244

COLLEGE OF FINE AND  
PERFORMING ARTS

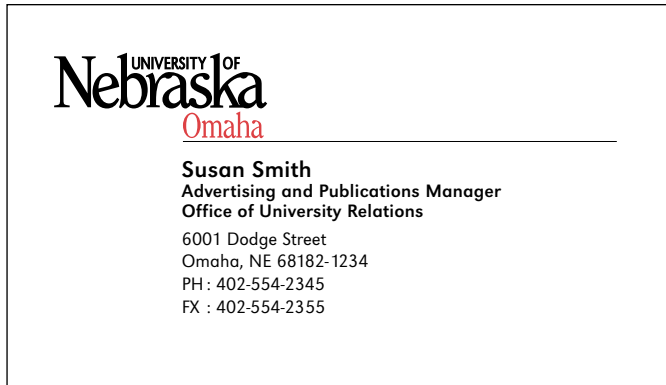
Note: Sample is actual size.



## Exhibit D: BUSINESS CARDS, cont.

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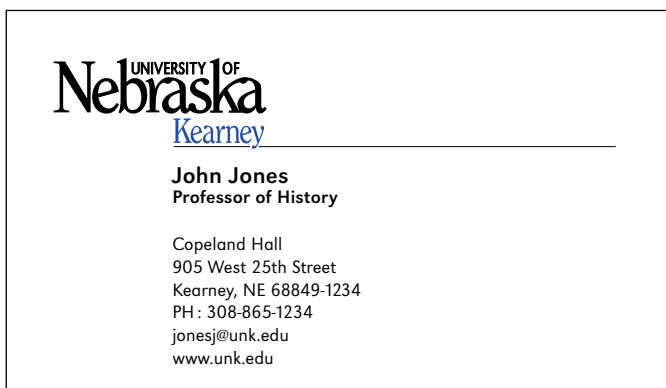
### Recommended business card designs:



Note: Sample is actual size.



Note: Sample is actual size.



Note: Sample is actual size.

**Optional business card designs:**

.02" between logo baseline and rule

.3"

.2"

1"

.28"

First line of information:  
URW Grotesk Light  
6.6 point, 10 tracking,  
all caps,  
80% horizontal scale

BOARD OF REGENTS

Baseline of the type is positioned .1" below the rule

Name and title are centered and baseline of name is .9" from the top of the card

Baseline of address is 1.25" from the top of the card

250 North 3rd Street  
Lyons, NE 68038

PH : 402-846-5428  
FX : 402-846-5420

**Nebraska**

**UNIVERSITY OF**

**Chuck Hassebrook**  
Regent

Note: Sample is actual size.

.28"

Baseline of address is 1.45" from the top of the card

Name: URW Grotesk Regular  
9 point, 0 tracking,  
7.5 leading

Title: URW Grotesk Regular  
7 point, 0 tracking,  
7.5 leading

Address information:  
URW Grotesk Light  
7 point, 0 tracking,  
8.5 leading

3835 Holdrege Street  
P.O. Box 830745  
Lincoln, NE 68583-0745

PH : 402-472-8636  
FX : 402-472-1237  
ldsmith@uneb.edu

**Nebraska**

**UNIVERSITY OF**

**L. Dennis Smith, Ph.D.**  
President

Note: Sample is actual size.

Baseline of address is 1.45" from the top of the card

100 Westbrook Music Building  
Lincoln, NE 68588-1234

PH : 402-472-1234  
FX : 402-472-1244

**Nebraska**

**UNIVERSITY OF**

**Lincoln**

**Mary Johnson, D.M.A.**  
Assistant Director  
School of Music

COLLEGE OF FINE AND  
PERFORMING ARTS

Note: Sample is actual size.

## Exhibit D: BUSINESS CARDS, cont.

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### Optional business card designs:

Baseline of address is 1.45"  
from the top of the card

<b>UNIVERSITY OF Nebraska</b> <i>Omaha</i>	
<hr/>	
<b>Susan Smith</b> Advertising and Publications Manager Office of University Relations	
6001 Dodge Street Omaha, NE 68182-1234	PH : 402-554-2345 FX : 402-554-2355

Note: Sample is actual size.

Baseline of name is  
.9" from top of card

Baseline of address is 1.45"  
from the top of the card

<b>UNIVERSITY OF Nebraska</b> <i>Medical Center</i>	
<hr/>	
<b>Nick Black, M.D., Ph.D.</b> Professor, Dept. of Pathology and Microbiology Associate Dean, College of Medicine President, Faculty Senate	
983135 Nebraska Medical Center Omaha, NE 68198-3135	PH : 402-559-1234 FX : 402-559-1244 nblack@unmc.edu

Note: Sample is actual size.

<b>UNIVERSITY OF Nebraska</b> <i>Kearney</i>	
<hr/>	
<b>John Jones</b> Professor of History	
Copeland Hall 905 West 25th Street Kearney, NE 68849-1234	PH : 308-865-1234 jonesj@unk.edu www.unk.edu

Note: Sample is actual size.

**Recommended typeface:**

URW Grotesk Light and Regular are the preferred typefaces for the University of Nebraska.

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890  
URW Grotesk Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890  
URW Grotesk Regular

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**Alternative typefaces:**

When URW Grotesk is unavailable, the typefaces Arial Narrow and Helvetica Regular may be substituted.

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890  
Arial Narrow

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890  
Helvetica Regular

Notes:

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UNIVERSITY OF  
Nebraska

UNIVERSITY OF  
Nebraska

UNIVERSITY OF  
Nebraska

UNIVERSITY OF  
Nebraska

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UNIVERSITY OF  
Nebraska  
Lincoln

UNIVERSITY OF  
Nebraska  
Lincoln

UNIVERSITY OF  
Nebraska  
Lincoln

UNIVERSITY OF  
Nebraska  
Lincoln

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UNIVERSITY OF  
Nebraska  
Omaha

UNIVERSITY OF  
Nebraska  
Omaha

UNIVERSITY OF  
Nebraska  
Omaha

UNIVERSITY OF  
Nebraska  
Omaha



UNIVERSITY OF  
**Nebraska**  
Medical Center

UNIVERSITY OF  
**Nebraska**  
Medical Center

UNIVERSITY OF  
**Nebraska**  
Medical Center

UNIVERSITY OF  
**Nebraska**  
Medical Center

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UNIVERSITY OF  
**Nebraska**  
Kearney

UNIVERSITY OF  
**Nebraska**  
Kearney

UNIVERSITY OF  
**Nebraska**  
Kearney

UNIVERSITY OF  
**Nebraska**  
Kearney





