



NCTA

IDENTITY GUIDE

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LOGOS

These are the official marks of the University of Nebraska NCTA campus. At NCTA, we maintain a consistent use of the NU System Logo in conjunction with the NCTA Lockup, found in the next few pages.

Visit ncta.unl.edu/identity-guide/logos for more information on how to obtain these logos and lockups for your college.

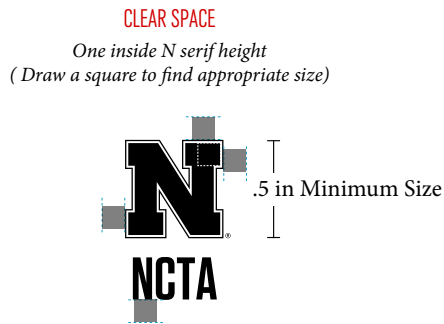


NCTA Logo
(wordmark)

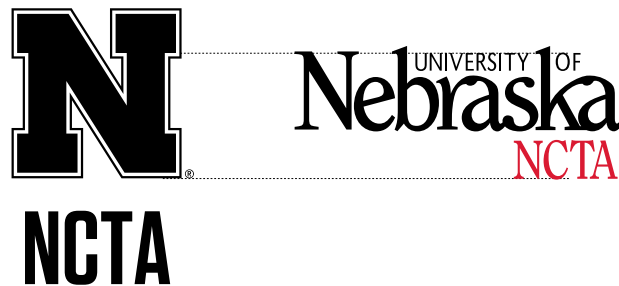


NCTA Lockup
(Campus Icon)

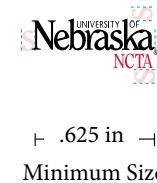
These are the clear space rules and proportions. The wordmark/icon proportion must not exceed proportions below, but the wordmark CAN be smaller than the proportions shown here but not be reduced below minimum size.



Don't exceed these proportions:*



CLEAR SPACE**
*One s from wordmark (horizontal spacing)
 One s turned sideways (vertical spacing)*



NOTE

*If you have a multiple-page publication
 (or front and back) place NCTA lockup on
 the front and the wordmark on the back.*

* Must use these two marks on communication, unless there are space limitations.

** Always base clear space and minimum size from inside the serifs.



PMS, 4-c and HEX



Black



Reversed



Don't stretch the wordmark.



Don't change the size of the "NCTA" designation.



Don't recreate the wordmark.



Don't place the wordmark on busy backgrounds.

**Never attempt to switch the color of a downloaded file.*



NCTA



1-c Black



4-c (C2 M100 Y85 K6)
PMS 186CP
HEX (#d00000)
R208 G0 B0



Reversed



NCTA

Use the black NCTA lockup as much as possible on applications.



Don't change the "N" color.



Don't delete the outline.



Don't stretch the icon.



Don't recreate the icon.



Don't write out a word with icon.



Don't place icon on busy backgrounds.



*Don't remove the white outline or print on a color background without it**



*When you can't print in 2-c on a dark background, fill the white outline with the icon color.***

* The outline should always be white, except in light metal and other select merchandise items where it could be transparent.

** The registration mark has a white fill for most applications within a color background, but that can be removed on 1-c jobs.

TYPEFACES

The University of Nebraska system has selected two typefaces as its institutional typefaces, shown here. Both of these typefaces are to be used in any material desired, including official documents, stationery materials, marketing materials and signage.

Aa

Aa

URW GROTESK

URW Grotesk Light Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

URW Grotesk 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 Bold Oblique

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890**

URW Grotesk Bold Oblique

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890**

MINION

Minion Pro

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Minion Pro Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890*

Minion Pro Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890**

Minion Pro Bold Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890*

For situations where documentation or other non-marketing pieces need alternative typefaces, these are the selections available.

Aa

ARIAL

Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Aa

TIMES

Times Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Aa

HELVETICA

Helvetica Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

UNL has selected a set of typefaces for the 4.0 Website framework from Hoefler & Co. type foundry. They are now made available for marketing purposes ONLY. Feel free to utilize these typefaces for any marketing-related material, including magazines, brochures, and posters.

You may not create any stationery materials, signage or official documents with these typefaces.

Visit ncta.unl.edu/identity-guide-typefaces for more information on how to obtain these typefaces for your college or department.

Aa

TUNGSTEN

Tungsten Thin

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Tungsten Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Tungsten Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Tungsten Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Tungsten Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Tungsten Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Tungsten Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Aa

GOTHAM

Gotham Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Gotham Light Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Gotham Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Gotham Book Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Gotham Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Gotham Medium Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Gotham Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Gotham Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Aa

MERCURY

Mercury Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Mercury Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Mercury Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Mercury Semibold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Mercury Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Mercury Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Mercury Semibold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

In order to expand our library of typefaces to include every major type style, there are also two additional type styles: a script and a slab serif.

Because of their uniqueness and intricate design, the usage of such typefaces should be limited to headlines and subheads.

Contact Tina Smith for more information on how to obtain these typefaces for your college or department.

HEADLINE TYPEFACES

Lettering, custom typography or different typefaces may be used for headline purposes ONLY. As a general rule, and in order for the UNL brand to maintain a consistent visual tone, such typefaces should be restricted to special materials, events and occasions.



To the best of my KNOWLEDGE fast food is not that healthy **HOWEVER** did you eat hamburgers? **Because** they can make you happier **MAKING** a good time!

MUSEO SLAB

typography*
This cheesecake is really forbidden
MUSEO
100 300 500 700 900 1000
Typographer and type design do need each other for sure
biformity
DRUNKEN HORSES
weeping camels.
unmachinated mesocardium
Neurologic unfeminizing preinspection does no damage

*Do not use for body copy or any longer text options.

Qa

SANT'ELIA SCRIPT*

Sant'Elia Script

Sant'Elia Script Line

*QaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPp
QqRrSsTtUuVvWwXxYyZz0123456789*

Sant'Elia Script Ex Light

*QaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPp
QqRrSsTtUuVvWwXxYyZz0123456789*

Sant'Elia Script Light

*QaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPp
QqRrSsTtUuVvWwXxYyZz0123456789*

Sant'Elia Script Regular

*QaBbCcDdEeFfGgHhIiJjKkLlMmNnOo
QqRrSsTtUuVvWwXxYyZz0123456789*

Sant'Elia Script Bold

*QaBbCcDdEeFfGgHhIiJjKkLlMmNnOo
QqRrSsTtUuVvWwXxYyZz0123456789*

Sant'Elia Script Black

*QaBbCcDdEeFfGgHhIiJjKkLlMmNnOo
QqRrSsTtUuVvWwXxYyZz0123456789*

Aa

MUSEO SLAB*

Museo Slab 300

ABCDEFGHIJKLMN**OP**QRSTUVWXYZ
abcdefghijklmnopqr**stuv**wxyz
1234567890

Museo Slab 300 Italic

ABCDEFGHIJKLMN**OP**QRSTUVWXYZ
abcdefghijklmnopqr**stuv**wxyz
1234567890

Museo Slab 500

ABCDEFGHIJKLMN**OP**QRSTUVWXYZ
abcdefghijklmnopqr**stuv**wxyz
1234567890

Museo Slab 500 Italic

ABCDEFGHIJKLMN**OP**QRSTUVWXYZ
abcdefghijklmnopqr**stuv**wxyz
1234567890

Museo Slab 700

ABCDEFGHIJKLMN**OP**QRSTUVWXYZ
abcdefghijklmnopqr**stuv**wxyz
1234567890




Museo Slab 700 Italic

ABCDEFGHIJKLMN**OP**QRSTUVWXYZ
abcdefghijklmnopqr**stuv**wxyz
1234567890



COLORS

The primary colors for NCTA are the official colors of the College. For complementary use, red is provided. Consistent use of these colors enhances audiences' visual interaction with our brand.




PANTONE® (PMS)*

	Process Black C
	Cool Gray 3 CP
	186 CP

CMYK

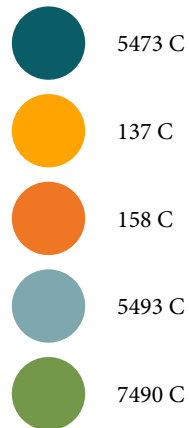
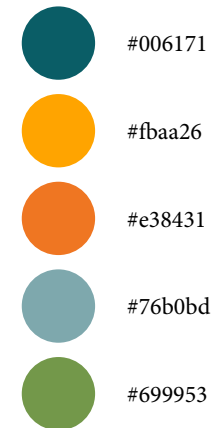
	C0 M0 Y0 K100
	C0 M0 Y0 K25
	C2 M100 Y85 K6

HEX (RGB)

	#000000
	# c7c8ca
	#d00000

**The new PMS Plus Series Color Bridge is the new color set selected for the University. It's the best option when converting to a 4-c process. The rest of the color breakdowns reflect this change.*

In order to expand our breadth of design options and add variety to communications, a set of accent colors is now available. These colors are our secondary (accent) color set. They are not meant to be the lead colors on any publication; you must not use large floods of these colors on communication pieces.

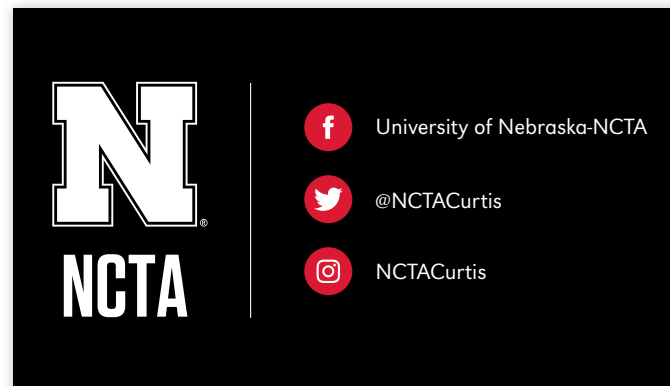
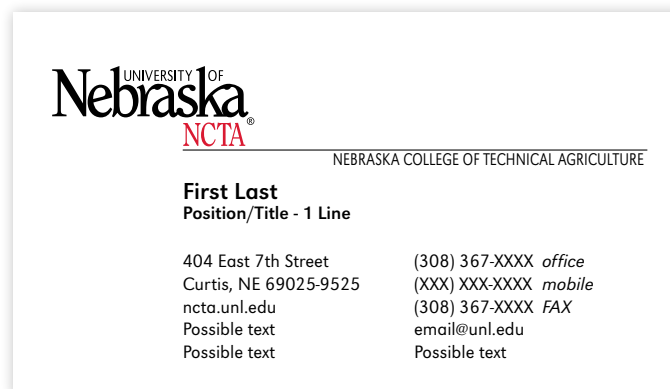
PMS**CMYK****HEX (RGB)**

STATIONERY SYSTEM

BUSINESS CARDS

This is the official setup for business cards to be used by NCTA. This is the official layout approved by the Board of Regents. You may not create your own business cards.

A representative at Print & Copy Services is available to answer questions and assist with placing your business card order. Contact Penny Thompson at [402-472-2146](tel:402-472-2146) or pthompson2@unl.edu.



*Options are available for additional positions/titles.

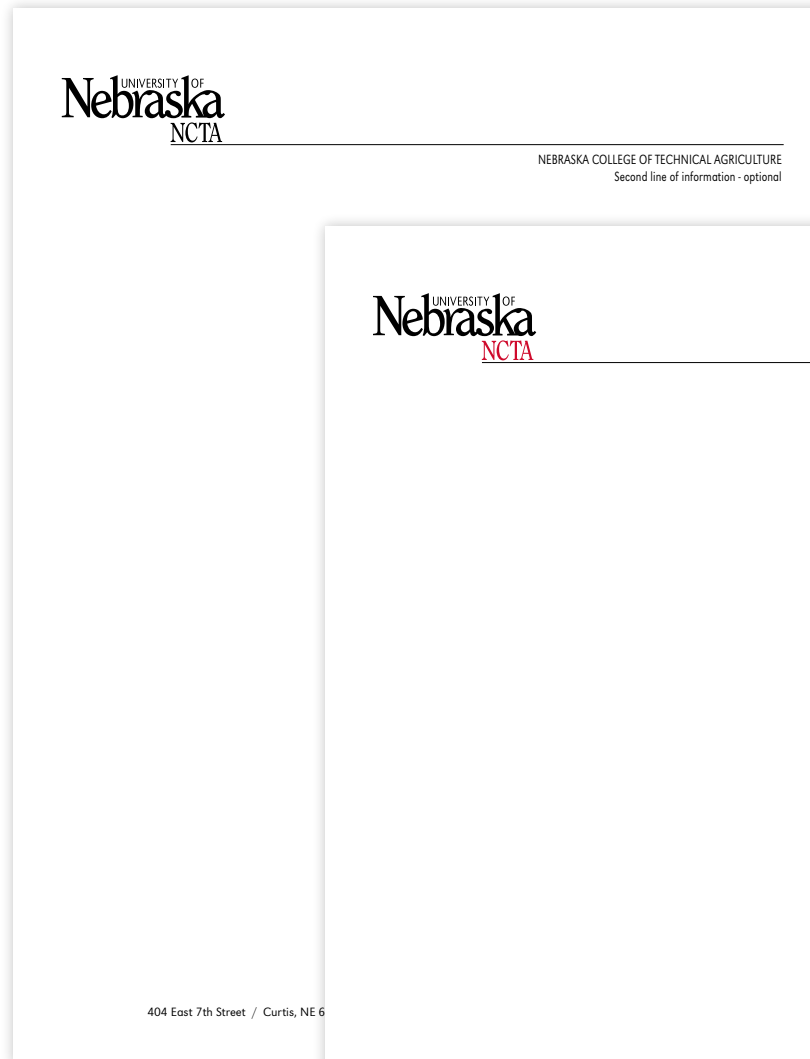
LETTERHEAD

This is the official setup for letterhead to be used by NCTA. This is the official layout approved by the Board of Regents. You may not create your own letterhead.

A representative at Print & Copy Services is available to answer questions and assist with placing your letterhead order. Contact Penny Thompson at 402-472-2146 or pthompson2@unl.edu.

NOTE

The recommended format for the letter content is flush left. It is recommended to be set in 12 point Times New Roman, 2 tracking, with 14 point leading. The margin is 1 inch from the left and right sides and 2 inches from the top of the page.

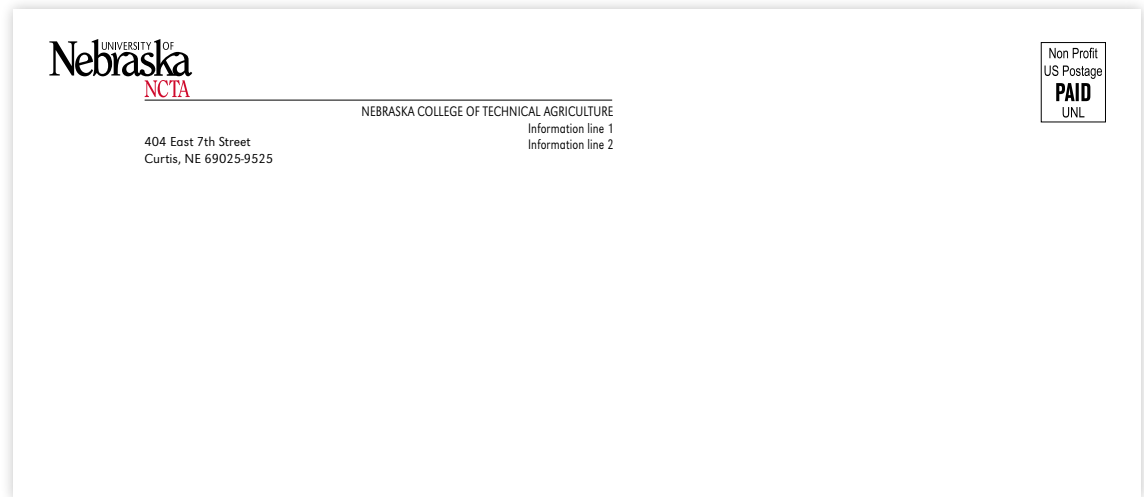
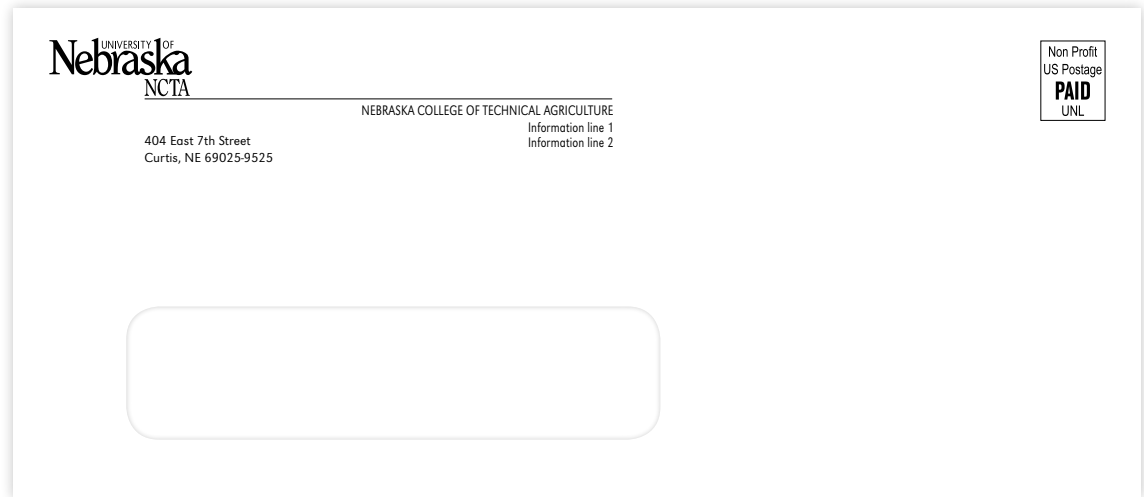


*Letterhead is available in black and red ink or black ink only.

ENVELOPES

This is the official setup for #10 standard and window envelopes to be used by NCTA. This is the official layout approved by the Board of Regents. You may not create your own envelopes.

A representative at Print & Copy Services is available to answer questions and assist with placing your envelope order. Contact Penny Thompson at [402-472-2146](tel:402-472-2146) or pthompson2@unl.edu.



*Envelopes are available in black and red ink or black ink only.

TEMPLATES

If you are not a designer and need a set of templates for small runs of flyers, these templates are available in InDesign.

You are able to switch typefaces and headline/copy blocks. If you need more customization, please contact University Communication to help manage your project from beginning to end. Contact Lauren Becwar at 402-472-1112 or lbecwar2@unl.edu.

To download these templates, visit ncta.unl.edu/identity-guide-templates.



N
NEBRASKA COLLEGE OF
TECHNICAL AGRICULTURE

Month XX, 20XX
1:00 pm
123 Building Address

Curtis, NE 69025
308-367-XXXX
contact@unl.edu

Visit
webaddress.unl.edu
for more information

Main Headline Goes Here

Subhead Me doloreperum quiam dolutem incitam is secea dia

ncta.unl.edu

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N
NEBRASKA COLLEGE OF
TECHNICAL AGRICULTURE

Main Headline Goes Here

Subhead Me doloreperum quiam dolutem incitam is secea dia

Aximolo eosam quibus reratin reperibera nus pore quos non eos evel magnistium valor aped eaturis dolupta temqui venimporpos quatur? Tes acimaxim quam verem. Am facea verunt. Epudae sint volum is sim quis quibus et et odit quiant amet fugias esequoessime ni tet maio. Itatures cum elis res dolorum ea quam ent ulpa qui del iducalitia consequi sit mosant, quos ad erum, cumquatat mos ma que nulpa eaqatquia volestet fugita solupta ssimil is voluptatibus denimpor res moluptatur sed maximet autemporiote vitas alit min con pelti, simus. Ecte as ut quo ipicto earuptasi bere vent intem. Ut lam et magnimus el am sum quias evelibus. Soloraectus. Cum conseriae cullaborerum hic tem et es quatur adigendem vitisit miliquatis.

Month XX, 20XX
1:00 pm | 123 Building Address

Curtis, NE 69025, 308-367-XXXX, contact@unl.edu

Visit **webaddress.unl.edu** for more information

ncta.unl.edu

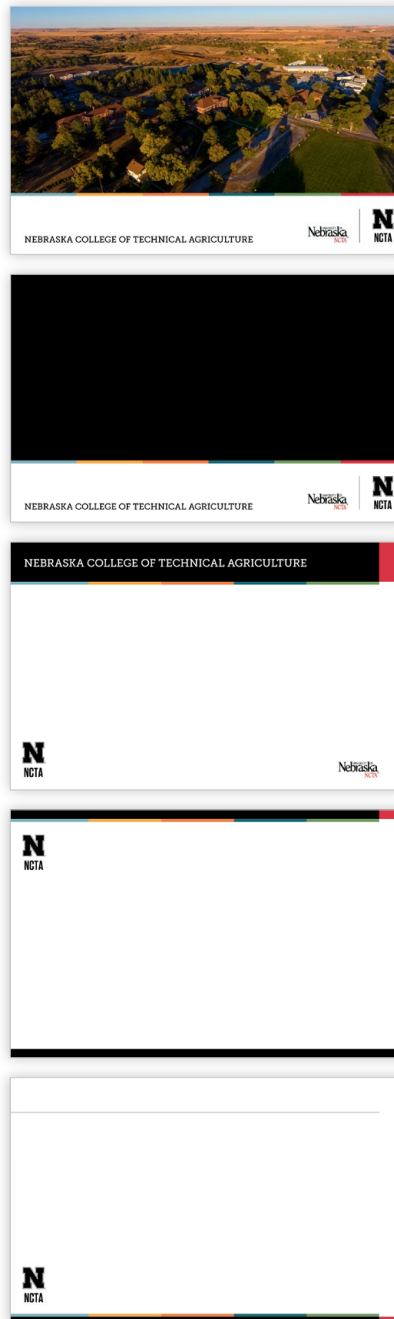
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POWERPOINT PRESENTATION

This is the approved powerpoint presentation template. If you choose to design your own presentation, it must contain:

- NCTA Lockup
- NCTA logo on first slide
- Nondiscrimination Statement

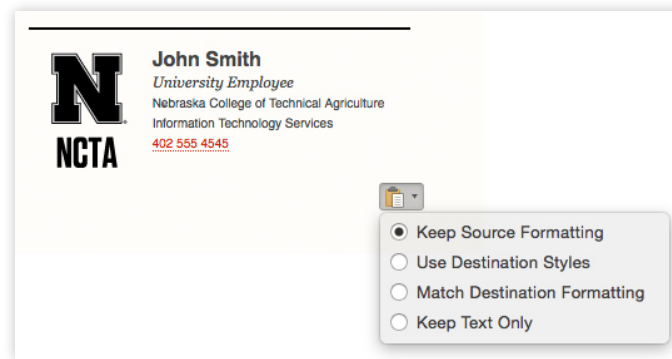
For an updated list of PowerPoint and other templates, visit ncta.unl.edu/identity-guide-templates.



SERVICES

To generate your signature, visit <http://ncta.unl.edu/signature-generator>.

1. Enter your My.UNL username to start.
2. Edit your information in the boxes on the right. Make sure mailto: is added before all email addresses and http:// is added before all web addresses. Reorder the boxes by clicking and dragging them up and down. Click anywhere on the page after making changes to update the signature preview.
3. Click the “copy your signature” button and your signature will be automatically copied.
4. Copy and paste the highlighted signature into the signature preferences in your mail client (i.e. Outlook, Mac Mail, etc.). Be mindful that many mail clients will reformat text pasted into them. Make sure your client is set to “Keep Source Formatting.”



“Keep Source Formatting” example, Outlook for Mac.



NCTA