



THE BRAND

NEBRASKA ATHLETICS



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THE POWER OF COLOR

Brands and color are inextricably linked because color offers an instantaneous method for conveying meaning and message without words. Color is the visual component people remember most about a brand followed closely by shapes/symbols then numbers and finally words. People see color before they absorb anything else.

Our brand colors should generally be used in the following proportions to properly differentiate Nebraska from other institutions.

SCARLET · PRIMARY (50%)

Pantone 186C CMYK 2, 100, 85, 6
RGB 208, 0, 0 HEX #d00000

CREAM · SECONDARY (20%)

Pantone 4545CP 25% CMYK 3, 3, 8, 0
RGB 245, 241, 231 HEX #f5f1e7

Cream is historically half of Nebraska's primary color palette. When using cream, use these specific formulations. For most purposes, including uniforms and print and digital media, what we have historically referred to as "cream" can be treated as white.

WHITE · SECONDARY (20%)

Pantone White C CMYK 0, 0, 0, 0
RGB 255, 255, 255 HEX #ffffff

White is more consistent with Nebraska's current brand identity and reproduces better in most media. Avoid using both cream and white in the same application, as they do not provide enough contrast between one another.

BLACK · ACCENT (10%)

Pantone Black C CMYK 50, 50, 50, 100
RGB 0, 0, 0 HEX #000000

It is critical to our brand strategy to use black and gray sparingly to differentiate Nebraska's brand from that of other institutions.

GRAYS · ACCENT (10%)

Pantone Black C 80%
CMYK 40, 40, 40, 80
RGB 51, 51, 51
HEX #333333

60%
30, 30, 30, 60
102, 102, 102
#666666

40%
20, 20, 20, 40
153, 153, 153
#999999

20%
10, 10, 10, 20
204, 204, 204
#cccccc

10%
5, 5, 5, 10
229, 229, 229
#e5e5e5

TYPOGRAPHY

Typography is the visual system through which we communicate via the written word. It is critical to our brand to use these fonts and only these fonts in all situations when communicating on behalf of Nebraska Athletics. Using these distinct, recognizable fonts reinforces the visual identity of Nebraska Athletics.

The limited use of other display fonts can be acceptable in specific instances. Please reach out to the Licensing and Branding department for more information.

The following font families are licensed by Nebraska Athletics for use within our brand.

DISPLAY FONT FAMILIES

These font families are intended for use in headlines and short, high-impact phrases. Do not use these highly characteristic display fonts for more than two lines of text or ten consecutive words.

Lubalin Graph ITC for UNL

Extra Light • *Extra Light Oblique*
Book • *Book Oblique*
Medium • *Medium Oblique*
Demi • *Demi Oblique*
Bold • *Bold Oblique*

Huskers Script*

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

*For limited use only. Set no more than three consecutive words in Huskers Script.

GOBOLD

THIN LIGHT • *THIN LIGHT ITALIC*
THIN • *THIN ITALIC*
REGULAR • *ITALIC*
BOLD • *BOLD ITALIC*
HIGH THIN • *HIGH THIN ITALIC*
HIGH • *HIGH ITALIC*
HIGH BOLD • *HIGH BOLD ITALIC*

BODY FONT FAMILIES

When setting multiple sentences, always select a simple typeface from this body font category for maximum readability. For body text, always use a legible and formal typeface.

Adobe Garamond Pro

Regular • *Italic*
Bold • *Bold Italic*

Avenir LT Std

Light • *Light Oblique*
Book • *Book Oblique*
Roman • *Oblique*
Medium • *Medium Oblique*
Heavy • *Heavy Oblique*
Black • *Black Oblique*

Trade Gothic LT

Light • *Light Italic*
Regular • *Italic*
Bold • *Bold Italic*
Cond. 18 Regular • *Cond. 18 Italic*
Cond. 18 Bold • *Cond. 18 Bold Italic*
Extended*
Extended Bold*

*Extended width fonts should only be used in headlines or subheadlines. Do not set more than 3 lines of text in Trade Gothic Extended or Extended Bold.

TYPOGRAPHY



Headline

Typefaces have personality and should be used with intention. Legibility and readability are critical for a reader to receive your message.



Headline

Typefaces have personality and should be used with intention. Legibility and readability are critical for a reader to receive your message.

LEGIBILITY & COLOR

Red and black generally do not provide enough contrast to one another to set type, especially in print. Never set body text in red on black or vice versa. This color combination can be used in certain cases, such as headlines and display text. Increase the size of your text when setting it in red on black or black on red for best legibility.



Do not alter proportions.



CHOOSE THE RIGHT FONT.



Do not use Huskers Script for more than five words.



Huskers Headline

Typefaces have personality and should be used with intention. Legibility and readability are critical for a reader to receive your message.



Huskers Headline

Typefaces have personality and should be used with intention. Legibility and readability are critical for a reader to receive your message.



HUSKERS HEADLINE

Typefaces have personality and should be used with intention. Legibility and readability are critical for a reader to receive your message.



HUSKERS HEADLINE

TYPEFACES HAVE PERSONALITY AND SHOULD BE USED WITH INTENTION. LEGIBILITY AND READABILITY ARE CRITICAL FOR A READER TO RECEIVE YOUR MESSAGE.

DISPLAY FONT FAMILIES

Nebraska Athletics has invested in licensing our font families to cultivate a strong brand. It is critical to maintain their integrity as designed.

Never alter the vertical or horizontal scales (e.g. do not stretch). Instead, choose a different font or adjust the font size.

Do not over-use decorative fonts, such as Huskers Script. They are designed for emphasis, rather than maximum legibility.

BODY FONT FAMILIES

When using two or more fonts in our repertoire, select two with enough contrast to distinguish the headline from the body text. This can be achieved by increasing the size and/or weight of the headline, setting it in all caps, and/or changing the color of the text.

Avoid setting body text in all caps.

Never alter the vertical or horizontal scales (e.g. do not stretch). Instead, choose a different font or adjust the font size.

PRIMARY LOGO

NEBRASKA N

The Nebraska N is the chief visual component of the Nebraska Athletics brand identity. Our logo anchors our brand and is the single most visible manifestation of the Nebraska Athletic Department.



COLOR VARIATIONS

The logo is approved to be used in the following color variations:



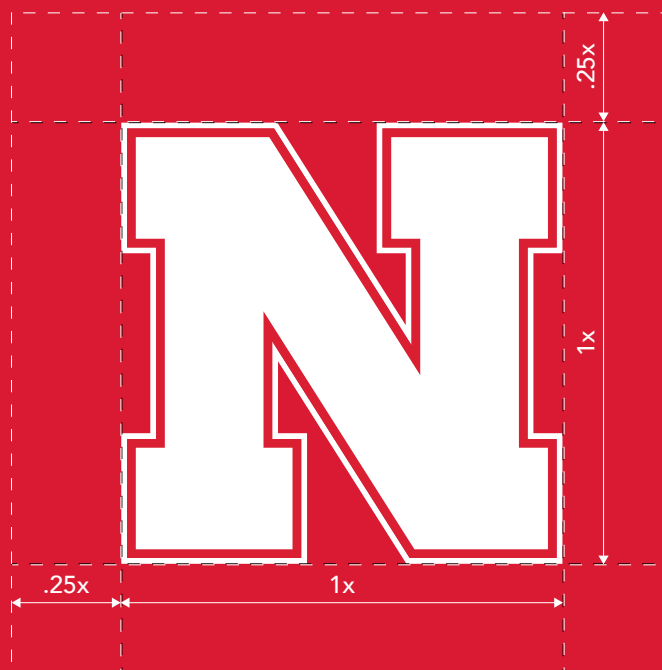
* when the logo is white on a black background, the inner stroke should simulate being transparent rather than a single black stroke around a white N.

PROTECTED AREA

The protected area or clearspace around the logo ensures that no other graphic elements interfere with clarity and integrity. It shall not be co-mingled or integrated with other marks or elements without prior written approval.

No other elements, text, or color transitions should overlap with the clearspace.

The clearspace minimum is equal to 25% of the width of the Nebraska N at any scale. At least this amount of clearspace must surround the Nebraska N in all applications.



PRIMARY LOGO USE

In order to maintain the integrity of the identity system, specific usage standards should be adhered to. The examples below provide a quality control system to ensure that each individual component is used correctly. By following these guidelines in all of our communications, we each contribute to the University of Nebraska's reputation of historical excellence across the country.

The Nebraska N logo should generally be placed unaltered on a solid background. When using photographic backgrounds, the logo must be positioned against areas that offer sufficient contrast for legibility. The examples on the following pages illustrate some of the most common application errors. Alterations and deviations from the below guidelines may be permissible with prior approval.



Do not combine or overlay two logos or wordmarks nor add elements or text to the primary logo. Do not use the logo to replace the letter N in a line of text.



Do not crop, rotate, skew, shear, warp, stretch, or alter the proportions of the logo.



Do not add to, remove, or alter the strokes around the logo. Do not alter or mismatch colors within the logo.



Do not feather, distress, bevel, emboss, or apply any other visual effects or patterns to obscure the logo.



Do not place the logo over high-contrast areas of photographs or graphic elements or areas that do not offer sufficient contrast from the logo. Do not use the logo in unapproved color combinations.

LOGO INTEGRITY

The Nebraska N should be no smaller than 0.5 inches in height to maintain legibility. Do not reproduce the logo by scanning a previously printed version or by downloading one from the Internet. Do not attempt to reconstruct the logo yourself.

SECONDARY LOGOS & WORDMARKS

To build a strong brand you must have a brand identity that translates well online, in print, and on merchandise. It is rare that one logo style can meet all of our needs. We have expanded our brand to include secondary logos and wordmarks. This gives variety, while keeping our brand design cohesive and intact.

The following marks are approved to be used in the color combinations below. Other color variations can

be used with prior approval from the Licensing and Branding department. Many of the same guidelines for use of the primary logo also apply to the secondary marks, but more flexibility is afforded to use of the secondary marks.

Contact the department for a complete art sheet of all athletics marks, logos, colors, and language as well as approval for use of the marks.



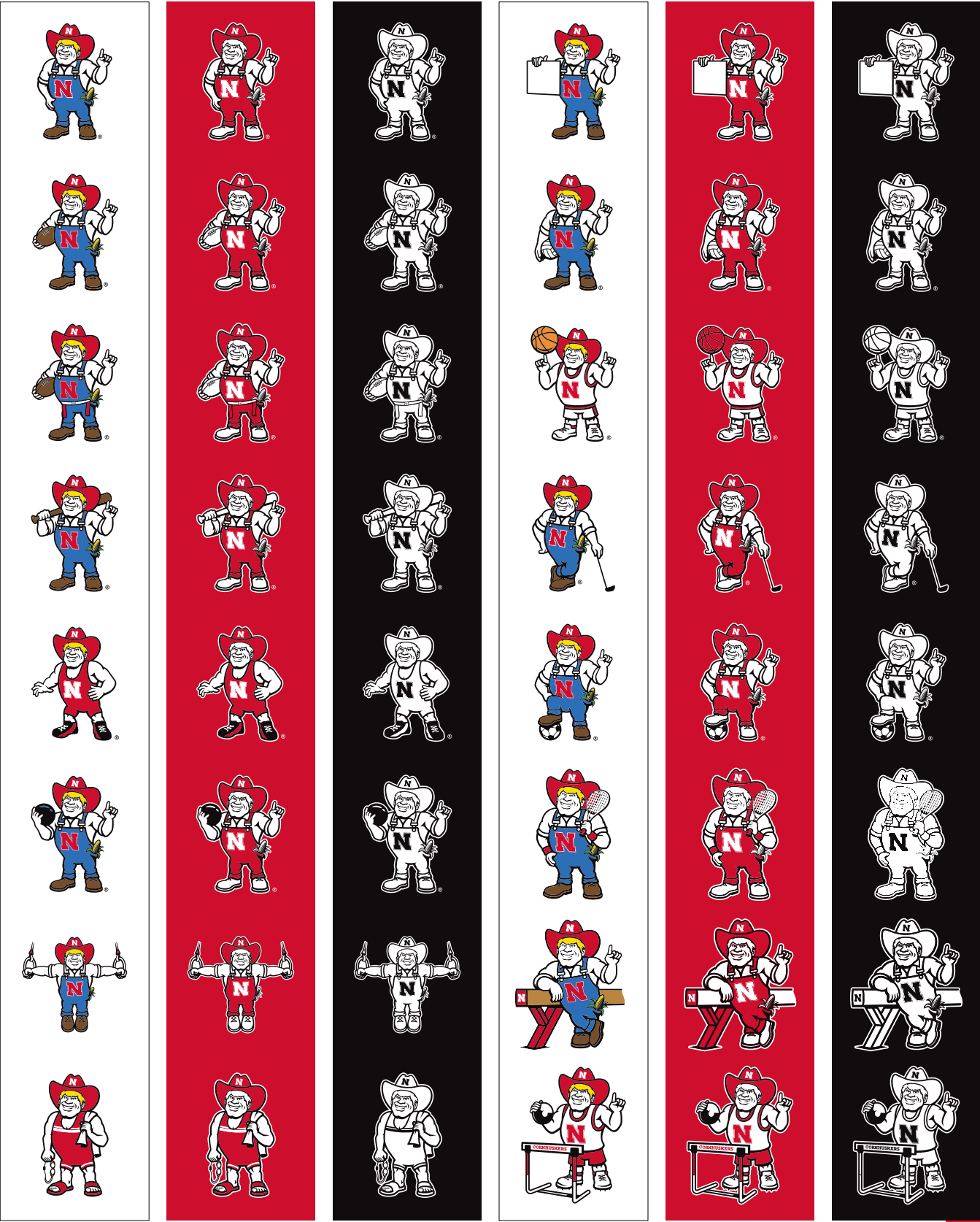
SIGNATURE TERMS & PHRASES

Nebraska's rich athletics history has birthed countless traditions, including the unique lexicon of cheers, chants, songs, and mottos. This list includes many of these phrases for use in our branded communications.

Please take note of which words, phrases, and acronyms that are trademarked or registered with the US Patent and Trademark Office. Always use the appropriate trademark symbols.

University of Nebraska® | Nebraska® | NU® | Huskers®
Cornhuskers® | Go Big Red™ | GBR™ | Herbie Husker™
Blackshirts® | Throw the Bones™ | Husker Power™
Memorial Stadium™ | Tom Osborne Field | Sea of Red
Football National Champions 1970, 1971, 1994, 1995, 1997
Bob Devaney Sports Center™ | John Cook Arena
Terry Pettit Court | Black Shorts | Nebrasketball™
There is no place like Nebraska | Can you feel it? | Day by Day
We'll all stick together, in all kinds of weather
Through these gates pass the greatest fans in college football
Not the victory but the action; Not the goal but the game;
In the deed the glory.
Destiny is not a matter of chance. It is a matter of choice. It is not a thing to be waited for, it is a thing to be achieved.

HERBIE HUSKER MARKS



COLLEGE VAULT

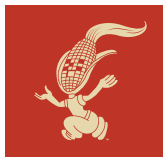
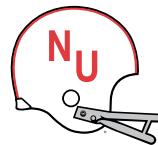
Legacies live on. Rituals grow richer. Traditions take root. True fandom never goes out of style. School pride passes on from generation to generation. The purpose of the College Vault is to give new life to the retired logos, icons and images of Nebraska.

Select approved vendors have access to produce these logos. Please contact the Licensing and Branding Department before use.

NOTE: VAULT MARKS ARE RETIRED LOGOS, ICONS, AND IMAGES INTENDED TO ONLY BE USED IN CONNECTION WITH THROWBACK EVENTS AND MEMORABILIA. THESE ARE NOT TO BE USED IN PLACE OF CURRENT MARKS WITHOUT PERMISSION.



Go Big Red



HUSKERS

GO BIG RED!

NEBRASKA

NEBRASKA CORNHUSKERS

NEBRASKA HUSKERS

NEBRASKA CORNHUSKERS

NEBRASKA CORNHUSKERS

BUGEATERS



AFFILIATE LOGOS

NCAA LOGOS



BIG TEN LOGOS

The following color combinations are approved by the conference. The use of Big Ten logo is freely permitted in published material. Use with discretion (only when emphasis on Big Ten membership is appropriate). Any

use of the Big Ten logo on merchandise and apparel is prohibited without permission.

Contact branding@bigten.org for more information.



BIG TEN INSTITUTION LOGOS



Illinois
Fighting Illini



Minnesota
Golden Gophers



Rutgers
Scarlet Knights



Indiana
Hoosiers



Northwestern
Wildcats



UCLA
Bruins



Iowa
Hawkeyes



Ohio State
Buckeyes



USC
Trojans



Maryland
Terrapins



Oregon
Ducks



Washington
Huskies



Michigan
Wolverines



Penn State
Nittany Lions



Wisconsin
Badgers



Michigan State
Spartans



Purdue
Boilermakers

IN-STATE INSTITUTION LOGOS



Nebraska-Omaha
Mavericks



Nebraska-Kearney
Lopers



Creighton
Bluejays

LOCKUPS

These standardized departmental marks have been approved by Administration and can be used on appropriate items. In order to avoid a cluttered representation of the Athletics brand, no department or program is allowed to have a unique and distinct logo or wordmark. Instead, these lockups were created in order to maintain unity and consistency. Below are some current examples of lockups.

For consistency purposes and in order to limit the number of lockups, please work with the Nebraska Athletics Licensing and Branding Department to get your master list approved. If your area needs a lockup, please contact the Licensing and Branding Department. Do not attempt to modify or change lockups.



All existing University of Nebraska-Lincoln departmental lockups can be found at www.lockups.unl.edu.

CORPORATE & SPONSORSHIP LOCKUPS

Partner logos and the Nebraska N logo should be equal in visual proportion and separated by a vertical line. Partner logos should be on the left hand side of the vertical line, and the Nebraska N should be on the right. The designation language should sit below, to the left, or fully across the bottom of the lockup, if needed.



OFFICIAL SPONSOR
OF NEBRASKA ATHLETICS

STATIONERY & EMAIL SIGNATURES

Nebraska Athletics maintains standards for written and digital communications. Nebraska University Printing Services provides the standard production for our stationery. Please contact University Printing Services via printing.unl.edu to order stationery and business cards.

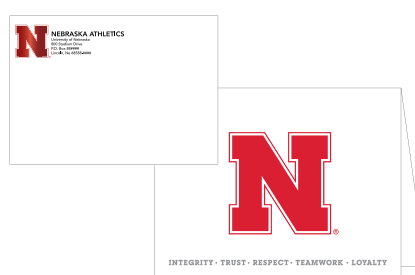
BUSINESS CARDS



LETTERHEAD



THANK YOU CARD



EMAIL SIGNATURE

We standardize our electronic communication to present our department as one team on one unified goal and message. Please use these signature formats for all official emails. Never alter the fonts or colors of the text or logo.

The template to follow is located in a Microsoft Word document on the All Staff drive, in the Logos and Style Guide folder. Please copy the template, paste it to your email software's signature field, and replace the placeholder information with your own.

Two phone numbers



Herbie Husker | Mascot

Nebraska Athletics, 800 Stadium Drive, Lincoln, Neb. 68588-####

W: (402) 472-#### | X: (402) ###-#### | hhusker@huskers.com

One phone number



Herbie Husker | Mascot

Nebraska Athletics, 800 Stadium Drive, Lincoln, Neb. 68588-####

W: (402) 472-#### | hhusker@huskers.com

Replies and forwarded messages



Herbie Husker | Mascot

W: (402) 472-#### | hhusker@huskers.com

CONTACTS

All images, logos and other marks in this standards manual are trademarks owned by the University of Nebraska. By accessing and using any of the images, logos, designs or marks in this standards manual, you are agreeing not to reproduce or otherwise use any of the images, logos, designs or marks, except in accordance with the terms of your contact with the University or as otherwise expressly permitted by an authorized University representative.

The University of Nebraska-Lincoln Licensing and Branding Department exists to protect and promote the indicia (marks, names and logos) of the University of Nebraska. Through a partnership with CLC, Licensing and Branding monitors commercial and internal use of the University of Nebraska indicia and is responsible for managing licensees producing Nebraska's indicia.

Below are contacts for questions regarding any of the contents within this document.

LONNA HENRICHS

Senior Associate A.D. –
Licensing & Business Development
lhenrichs@huskers.com
(402) 472-7693

SCOTT BRUHN

Director of Photography
sbruhn@huskers.com
(402) 472-3290

JASON RATHE

Playfly Sports General Manager
jrathe@huskers.com
(402) 472-2385

BIG TEN BRANDING & MARKETING

branding@bigten.org

BRANDON MEIER

Deputy A.D. – External Affairs
bmeier@huskers.com
(402) 472-9446

SAM RICE

Assistant A.D. – Creative & Emerging Media
srice@huskers.com
(402) 472-0342

KEITH MANN

Senior Associate A.D. – Communications
kmann@huskers.com
(402) 472-0237

THANH TRAN

Director of Capital Planning & Facilities
ttran72@huskers.com
(402) 472-1062

FAQ

Please direct all inquiries not outlined below to the Licensing and Branding department.

COMMERCIAL FILMING ON CAMPUS

All commercial filming inquiries should be directed to the Licensing & Branding Department. For more information about commercial filming on campus, see the Athletics Facilities Use Policy on the University of Nebraska-Lincoln's website.

PROFESSIONAL PHOTOS IN NEBRASKA VENUES

All professional photography inquiries should be directed to the Special Events Department. For more information about professional photos in athletics' venues, see the Special Events page at huskers.com/photo-ops.

HOSTING EVENTS IN NEBRASKA VENUES

All requests for events to be held in any Nebraska Athletics venue should be directed to the Special Events Department. For more information, see the Special Events page at huskers.com/specialevents.

NEBRASKA ATHLETICS PHOTOS & IMAGES

Permissions for use and access to Nebraska Athletics photos and images depends on many factors. Please contact the Communications department for more information.

INTERNAL ACCESS TO BRAND ASSETS

Nebraska brand assets, including business cards, letterheads, and email signature templates, vector logos, wordmarks, and mascot marks, conference logos, and NCAA logos are accessible on the All Staff network drive.

CO-BRANDING PRODUCTS WITH ATHLETICS MARKS

The Nebraska brand guidelines do not permit co-branded logo lock-ups without prior permission from Licensing and Branding for commercial partnerships. Please email licensing@unl.edu if you have any questions about logo usage or co-branding guidelines.

UNIQUE DEPARTMENT LOGOS & WORDMARKS

Do not create a unique logo or wordmark for your department. In order to strengthen the value of the Nebraska brand and, in turn, elevate the reputation of all departments, all department logos should be created using the lock-up system on page 13.

EXTERNAL USE OF NEBRASKA MARKS

Only those who have been approved through the licensing process are permitted to use Nebraska Athletics' indicia. Visit the Licensing and Branding Department's website for more information on that process.