



BRAND BOOK



NEBRASKA CENTER FOR RESEARCH ON
CHILDREN, YOUTH, FAMILIES & SCHOOLS



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LOGO

Our logo is the visual representation of the Nebraska CARES Hub. It encompasses the main goal of the project, which is to create a centralized support network that aids in reducing educational and health inequities in Nebraska.

The preferred way to use the Nebraska CARES Hub logo is on a white background. If the logo must be placed on a color, it should be the Nebraska CARES Hub navy, and the reversed version of the logo should be used.

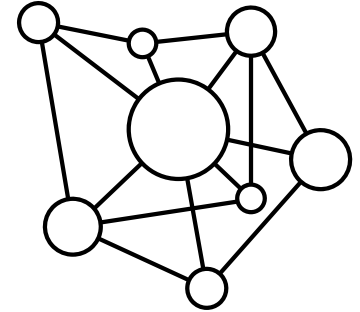




LOGO: b/w

There will be times when the full color logo will not work. In those circumstances, use the black-and-white version.

Use of the black-and-white versions should be limited; whenever possible, use the color version.

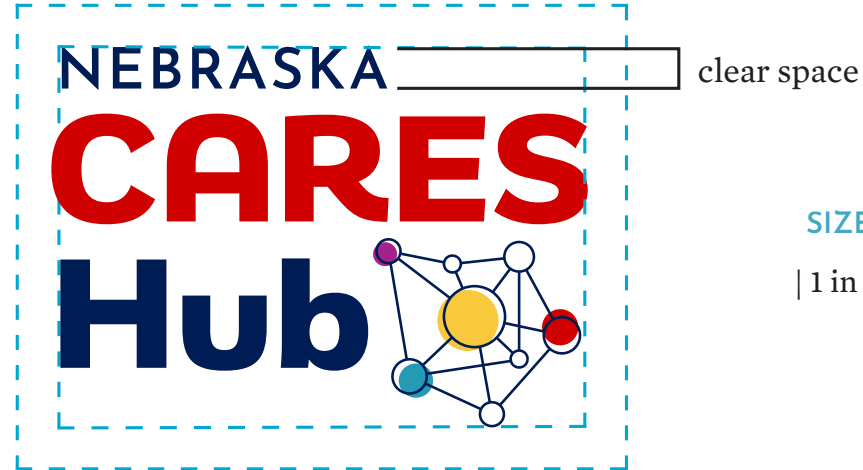




LOGO: clearspace

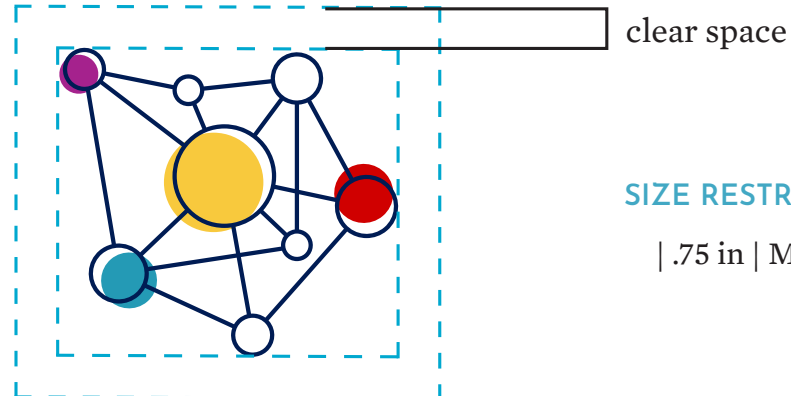
The logo should have a clear space that is equal to the height of “Nebraska.” Nothing should intrude into this space to ensure visual effectiveness.

The clear space should be free from other logos, text and graphics.



SIZE RESTRICTIONS:

| 1 in | Minimum height



SIZE RESTRICTIONS (ICON):

| .75 in | Minimum height



LOGO: usage

DON'T:

1. Change the logo orientation
2. Add drop shadows or other effects to the logo
3. Place the logo on busy photography
4. Change the logo colors
5. Use the logo without "Nebraska"
6. Stretch or scale the logo disproportionately



1



2



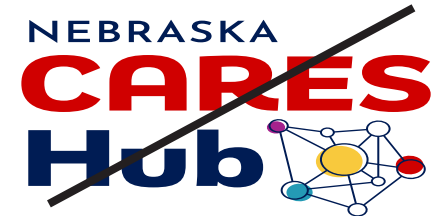
3



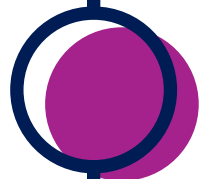
4



5



6



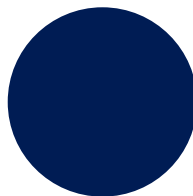
COLORS

The color scheme for the Nebraska CARES Hub is designed to be friendly and approachable. It is in keeping with UNL's color palette to reinforce the ties to the university.

The primary colors should be used on all materials: website, printed material, PowerPoint, etc.

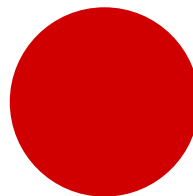
The secondary colors should be used as accents. Do not use for floods of color. Suitable for icons, graphics and graphs.

PRIMARY



NAVY

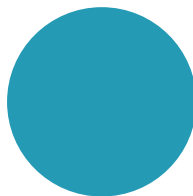
CMYK 100, 63, 16, 78
HEX #001c54



RED

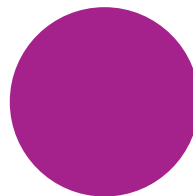
CMYK 2, 100, 85, 6
HEX #d00000

SECONDARY



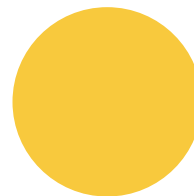
LIGHT BLUE

CMYK 69, 16, 17, 0
HEX #249ab5



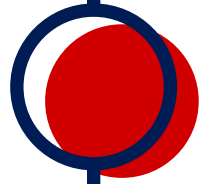
PURPLE

CMYK 38, 100, 0, 0
HEX #a5228d



YELLOW

CMYK 0, 14, 80, 0
HEX #f8c93d



TYPOGRAPHY: print

Remora Sans, Josefin Sans and Mercury Text are to be used for all Nebraska CARES Hub materials. Remora Sans and Josefin Sans for headlines, and Mercury Text for body copy.

Alternative Fonts:

For PowerPoint and Word templates, using the alternate fonts is preferred for accessibility.

*Remora Sans has no alternative font available.

*When Josefin Sans is not available, use TW Cen MT.

**When Mercury Text is not available, use Century.

HEADLINES

Remora Sans W3 Bold*

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Josefin Sans SemiBold**

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

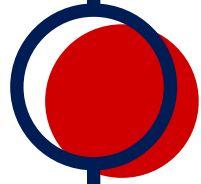
BODY COPY

Mercury Text G2***

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789



TYPOGRAPHY: web

Remora Sans and Faustina will be used for all web/online resources.

HEADLINES

Remora Sans W3 Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

BODY COPY

Faustina

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789



PHOTOGRAPHY

Photography for the hub should convey a positive atmosphere. Whenever possible, photography of current participants should be used.

It is important to include people from a diverse backgrounds, ages and races.





VOICE & TONE

The hub's voice should be accessible and engaging to appeal to the general public. Effective language to reach the target audience should be concise and conversational, while emphasizing the research behind the suggested practices.

TAGLINE:

Connecting. Learning. Growing. Together.

VOICE:

- Inclusive
- Positive and engaging
- Respectful

TONE:

- Informative and evidence-based
- Conversational
- Simple and concise



EDITORIAL

It is important to present a cohesive editorial style in all written communications for the Nebraska CARES Hub, including web copy, news releases, handouts, PowerPoints and more.

The hub's editorial style will align with the Associated Press Stylebook, or AP Style.

EDITORIAL STYLE

- All written materials for the Nebraska CARES Hub should be clear, concise and consistent with AP Style.
- Content should always be written with intended audience in mind.
- For assistance with editorial style, please refer to the University of Nebraska–Lincoln's online style guide: unlcms.unl.edu/ucomm/styleguide.

NAME USAGE

- In body copy, use Nebraska CARES Hub.
- After first reference to Nebraska CARES Hub, saying “the hub” is acceptable.
- Use the acronym CARES in parentheses upon first mention of “Community Action Research for Equity and Sustainability” in body copy.
- Always capitalize the letters in CARES.
- Do not abbreviate Nebraska.



necares.org