

## 1 Logo

The Nebraska Medicine logo is a distinctive visual representation of our role as a leader in the world of medical education, discovery and health care.

*Files can be requested on the Brand Wise site.\**



## Approved Logo Color Combinations

The following are the ONLY approved logo color combinations.



## 2 Font Families

To keep a unified look on all our materials across campus we limit font use. You can use light/bold/italic styles from any of the fonts listed to the right.

Arial

Merriweather

## 3 Color Palette

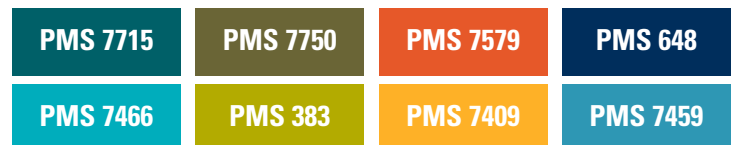
Using a limited color palette also helps unify our look across campus. Please only use these colors.

*Full color formulas can be found on the Brand Wise site\**

### Primary colors



### Secondary colors



## 4 Office Supplies

Letterhead, envelopes, business cards, forms, etc. are ordered from the Staples Easy Print site at [Stapleseasyprint.com](http://Stapleseasyprint.com). *If you do not have an account already you can email [purchasing@nebraskamed.com](mailto:purchasing@nebraskamed.com) to set one up.*

## 5 Templates

*Templates can be accessed on the Brand Wise site.\**

### Templates are available for:

- Fax coversheet
- Letterhead
- Meeting agenda
- Memo
- Nameplates
- PowerPoint presentations
- Scientific posters
- Temporary signage
- Wallpapers

## 6 Apparel and Merchandise

Apparel and merchandise bearing the Nebraska Medicine brand must be ordered and approved through Corporate Communications.

### Nebraska Medicine Shirts

Apparel will follow these specifications:

Shirt Front: The Nebraska Medicine logo without tagline will be 3.75 inches wide and placed on the front left chest.

Shirt Back: The tagline on the back will be the stacked version, placed at 10 inches wide. Using only the approved graphic; no substitute alternative typesetting.

**Contact Kara Haworth at [khaworth@nebraskamed.com](mailto:khaworth@nebraskamed.com) for more information on guidelines and how to order.**



## We are here to help you.

The Marketing, Corporate Communications and Media Relations departments' role within the organization is to coordinate all branding and corporate identity that promotes and represents Nebraska Medicine on the web, in print, advertising, internal and external communications and media, including social media. Our team helps with a variety of projects which may include: written communication, photography, video, graphic design, web communications, advertising campaigns, and print, radio, broadcast and social media. Departments are asked to contact us for all branded materials through the Marketing Work Request (MWR) system.

**For more information go to our intranet page: <http://newintranet.nebraskamed.com/mwr/default.aspx>**