



# THE BRAND

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UNIVERSITY OF NEBRASKA® ATHLETICS



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# 01

## MISSION STATEMENT

The mission of the University of Nebraska Athletic Department is to serve our student-athletes, coaches, staff and fans by:

- *Displaying Integrity in every decision and action*
- *Building and maintaining Trust with others*
- *Giving Respect to each person we encounter*
- *Pursuing unity of purpose through Teamwork*
- *Maintaining Loyalty to student-athletes, co-workers, fans and the University of Nebraska*





# INTEGRITY

DISPLAYING INTEGRITY IN EVERY  
DECISION AND ACTION



# TRUST

BUILDING AND MAINTAINING  
TRUST WITH OTHERS





# RESPECT

GIVING RESPECT TO EACH  
PERSON WE ENCOUNTER



# TEAMWORK

PURSuing UNITY OF PURPOSE  
THROUGH TEAMWORK





# LOYALTY

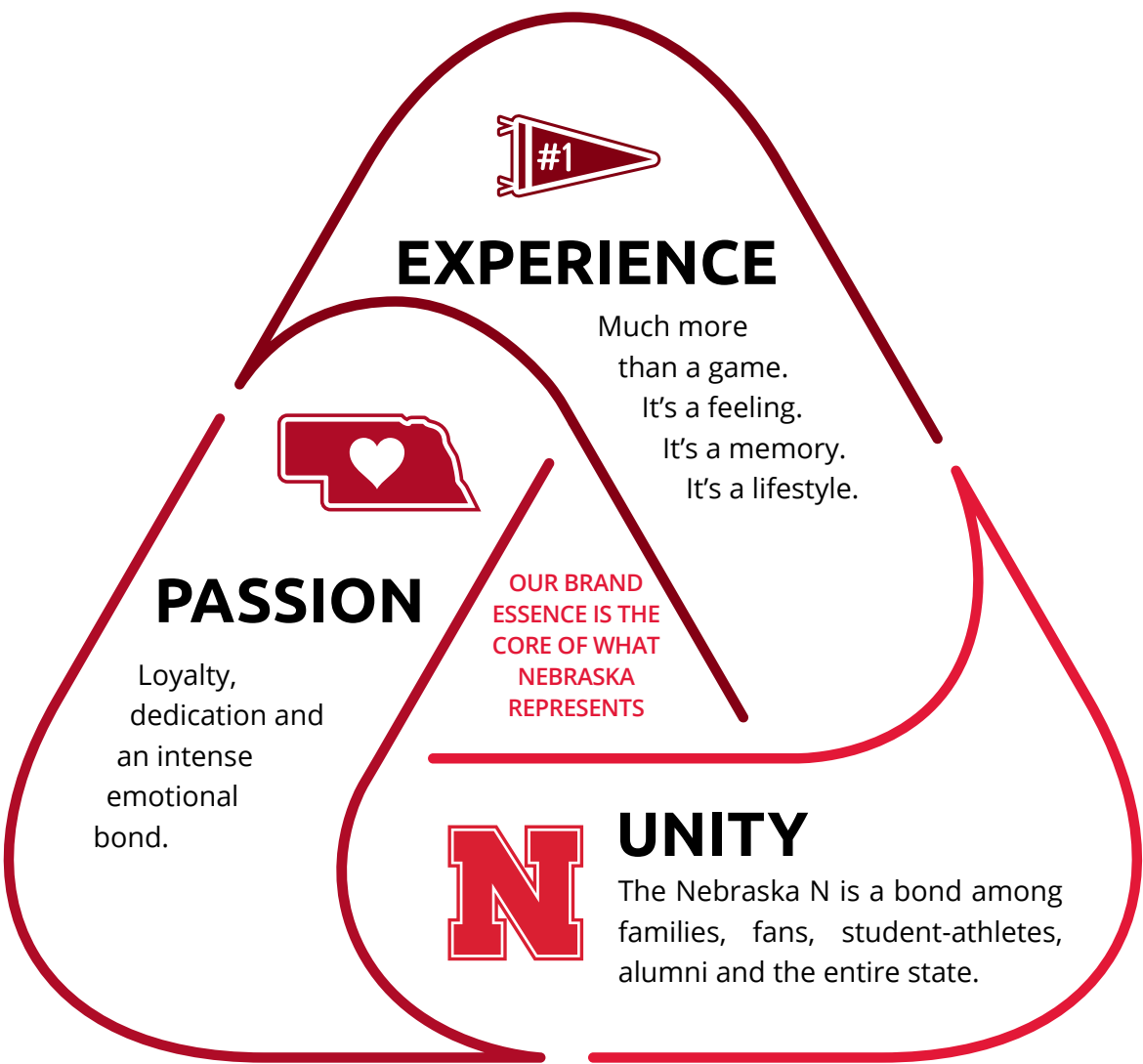
MAINTAINING LOYALTY TO  
STUDENT-ATHLETES, CO-WORKERS, FANS  
AND THE UNIVERSITY OF NEBRASKA

# THERE IS NO PLACE LIKE NEBRASKA



# BRAND ESSENCE

The Nebraska brand essence is composed of three words that communicate our qualities, personality, and unique values to our fans and partners. It is our DNA. It drives our expression of the brand, communications and decision-making process across all touchpoints.



# LICENSING DEPARTMENT

**OUR MISSION:** The mission of the University of Nebraska–Lincoln Licensing and Branding Department is to protect, promote and generate revenue from the correct use of the University's name and symbols. The department strives daily to ensure the public can identify with and trust the quality of any product bearing an official University of Nebraska mark.

**WHAT WE DO:** The Licensing and Branding Department protects the reputation and goodwill of the University through the control of the appearance of its name and indicia in the marketplace and elsewhere. We promote and advance the University by keeping its name and indicia in the public eye and through association with only quality goods and services.



## UNL TRADEMARKS

The University of Nebraska Board of Regents has registered trademarks with the United States Patent and Trademark Office (USPTO) and with the Nebraska Secretary of State's Office. UNL's protected trademarks are listed and displayed on the trademark licensing official logo sheet. As indicated on the logo sheet, any use of the UNL trademarks requires licensing approval from the Licensing & Branding Department and CLC.



## TM/®

Many of the University of Nebraska–Lincoln's trademarks are registered with the USPTO. If a trademark bears the ®, then it is a federally registered trademark. If a trademark bears the ™, then it is not federally registered but is still a recognized University trademark. Use of the proper trademark designation symbols in connection with the goods and services associated with the University will assist in effectively protecting the rights that the University has developed in its marks.



## CLC

In 1995, UNL entered into a partnership with IMG College Licensing (CLC) to increase exposure in the marketplace and to help ensure the continued growth of all facets of UNL's licensing program. CLC is a division of the global sports and entertainment company WME|IMG and is the nation's leading collegiate trademark licensing and marketing company. CLC acts as UNL's exclusive trademark licensing agent. More information can be found at [www.clc.com](http://www.clc.com)





## 02 BRANDING

Nebraska maintains a tradition of success in every aspect of the student-athlete experience by displaying integrity in everything we do. We are the intersection of an old-school value system and a new-school understanding of the world. With the most passionate and respectful fans in college sports behind the Nebraska brand, there is nothing we cannot do.



**"IT WAS ONE OF THE MOST CORDIAL FAN BASES I CAN EVER REMEMBER. TO THIS DAY, I RESPECT THEM SO MUCH. THEY WERE PATTING US ON THE BACK AS WE WALKED OFF THE FIELD. I REMEMBER IT WAS ONE OF THE COOLEST GAMES I'VE EVER BEEN A PART OF."**

- JOEL KLATT,  
FOX SPORTS ANALYST,  
FORMER UNIVERSITY  
OF COLORADO  
QUARTERBACK

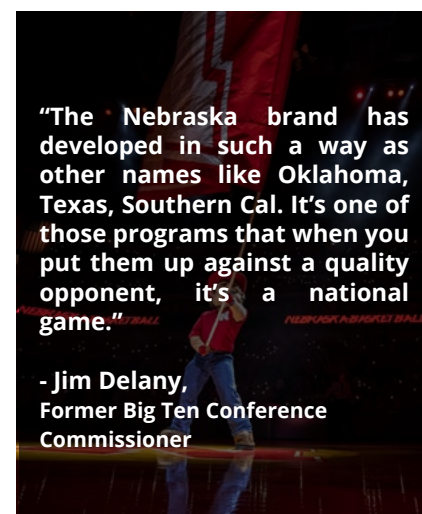


**"It's toughness, it's dedication, it's work ethic, and that's what Nebraska is, that's what the people of Nebraska are, and that's what this place is going to stand for while I'm here."**

-Scott Frost,  
Nebraska  
Football  
Head Coach

**"I think Nebraska fans are the greatest fans in college football, no question in my mind. The enthusiasm here is as good as any place, but the integrity here of the fans is the best in America."**

- Lee Corso,  
ESPN College Football Analyst

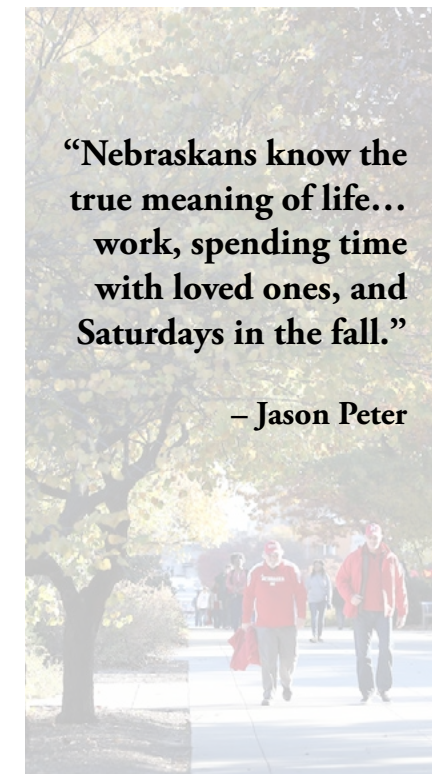


**"The Nebraska brand has developed in such a way as other names like Oklahoma, Texas, Southern Cal. It's one of those programs that when you put them up against a quality opponent, it's a national game."**

- Jim Delany,  
Former Big Ten Conference  
Commissioner

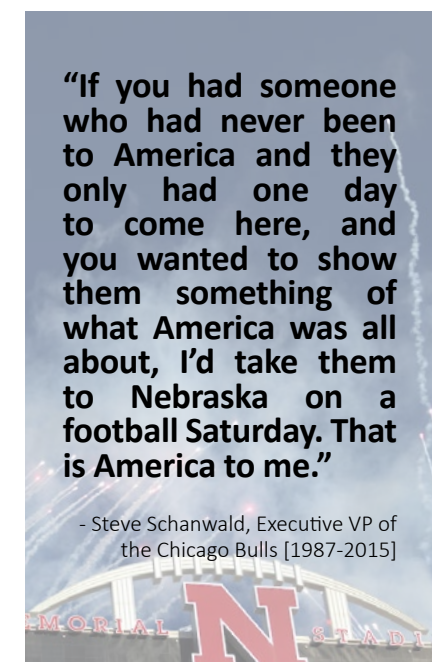
**"If we wanted a model on how sports should be. You go to Nebraska and experience that."**

- Merrill Hoge,  
ESPN Commentator



**"Nebraskans know the true meaning of life... work, spending time with loved ones, and Saturdays in the fall."**

- Jason Peter



**"If you had someone who had never been to America and they only had one day to come here, and you wanted to show them something of what America was all about, I'd take them to Nebraska on a football Saturday. That is America to me."**

- Steve Schanwald, Executive VP of  
the Chicago Bulls [1987-2015]

**"You don't have to be from Nebraska to be of Nebraska."**

- Gabrielle Union, Actress



# PRIMARY LOGO

The Nebraska N is the chief visual component of the Nebraska Athletics overall brand identity. Our logo anchors our brand and has become one of the single most visible manifestations of the Nebraska Athletic Department. Reinforcement of the primary identity will build equity in the brand. Logos are registered and licensed by Nebraska Athletics. Please do not send our logos to anyone for reproduction purposes. You may send our logo to corporate sponsors and other universities for opponent purposes. Please direct questions regarding the policy to those on page 40.



## LOGO INTEGRITY

**FOR ALL PURPOSES WE WILL ALWAYS USE THE NEBRASKA N.**

Do not alter the orientation of the Nebraska N.

Use good judgment to ensure legibility.

A mark that is too small to be legible does not serve any purpose. Approximately .5 inches is the smallest the Nebraska N should be.

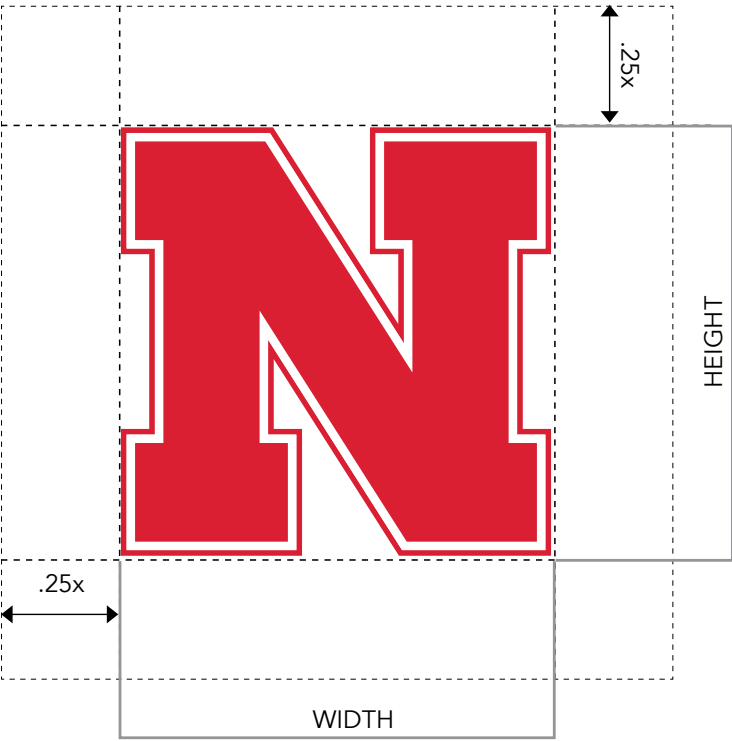
It is very important that designers or desktop publishers do not attempt to build the logo themselves.

Do not reproduce the logo by scanning a previously printed version or pulling one from the Internet.

Second generation logos will degrade the quality of the image and will alter the scale of the elements.

# NEBRASKA N

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



## COLOR VARIATION

The logo can be used in the following color variations:





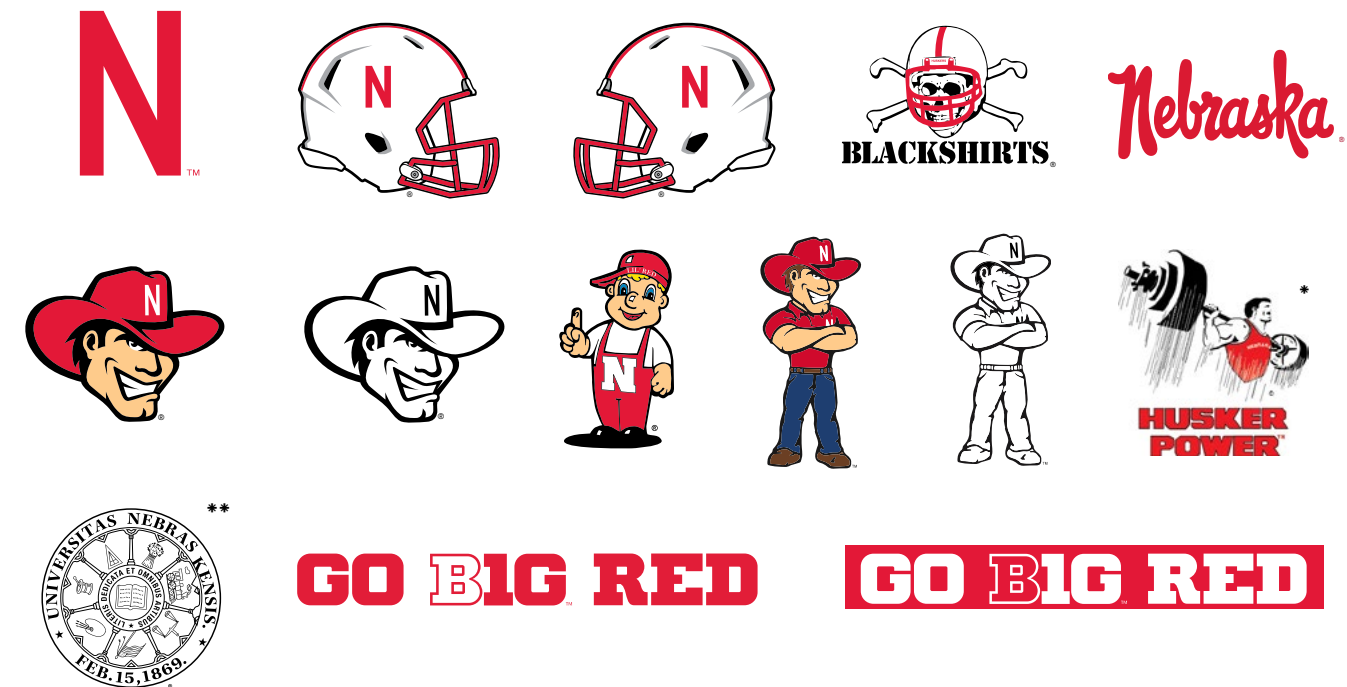
## SECONDARY LOGOS & WORDMARKS

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. All rules that apply to the primary logo also apply to the secondary logos and wordmarks.



## OTHER REGISTERED TRADEMARKS

These additional marks are to be used only in relation to their corresponding source. Please direct any questions regarding these marks to the Licensing and Branding Department.



University of Nebraska ®

Nebraska ®

Huskers®

**NU®**

**Cornhuskers®**

**Go Big Red™**

**GBR™**

**Blackshirts®**

**Bob Devaney Sports Center™**

**Memorial Stadium™**

**Football National Champions:**

**1970, 1971, 1994, 1995, 1997**

\* For internal use only. Please contact the Licensing and Branding Department for approval prior to use.

*\*\* The University Seal is reserved for Trustee, Presidential, ceremonial, or commemorative use. It is not designed for use on commercial or promotional products. Use of the seal on commercial or promotional products must be approved through the Licensing and Branding Department.*



# 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.**



# 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.

Many of the most recognizable brands in the world rely on color as a key factor in their instant recognition. The effective use of color is one of the most powerful tools to establish and communicate brand identity. Color needs to be used consistently in combination with our message in order for the brand to evoke immediate recognition and response.

When you think Nebraska Cornhuskers, you think red. Red is the primary color that should be used on all brand applications, both internally and externally.

**PANTONE 186C**

CMYK C2 M100 Y85 K6

RGB R227 G25 B55

HEX #e41c38

**BLACK**

CMYK C40 M20 Y0 K100

RGB R0 G0 B0

HEX #000000

**WHITE**

CMYK C0 M0 Y0 K0

RGB R255 G255 B255

HEX #ffffff

**PANTONE 7401C (AT 35%)**

CMYK C1 M3 Y12 K0

RGB R253 G242 B217

HEX #fdf2d9

## THE CORE

At times, there may be an opportunity to expand the color palette or colors outside of the core palette. This is typically seen, for example, in alternate uniforms or military appreciation days. This is acceptable for special occasions, but is not intended for long-term use. Also, color plays a large part in retail. Retail brands will have a seasonal flexibility that will complement our core palette.



# LOGO USE

Specific usage standards have been established for application of our identity, providing a quality control system to ensure that each individual component is used correctly. These standards should be adhered to in order to maintain the integrity of the identity system. 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 always be placed on a solid background. However, in certain cases with prior approval, usage against photographic backgrounds can also be acceptable. In these applications the logo must be positioned against areas that offer sufficient contrast for the Nebraska N's legibility. The examples on the following pages illustrate some of the most common application errors. Adhering to these guidelines will ensure proper reproduction and application of the identity. Alterations may be permissible upon approval.



The logo against a low contrast background.



The logo on a photographic background and placed in an area that offers sufficient contrast for legibility.



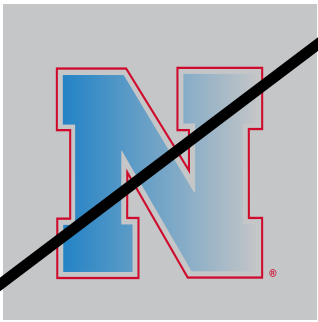
The Nebraska N set off by a highly detailed area in a photographic background.



Never place the logo against a background featuring several different solid colors.



Never place the Nebraska N against high-contrast areas in photographic backgrounds.



Do not alter the colors of the logo in any way, add gradient or pattern\*  
\*exceptions are allowed with permission



Do not combine two logos in an overlaying pattern nor lay text over the logo.



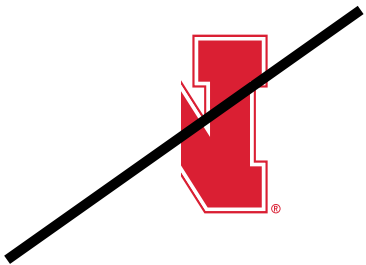
Do not alter proportions, i.e. stretch, bend, shrink, warp nor change angle of the N.



Do not add elements.



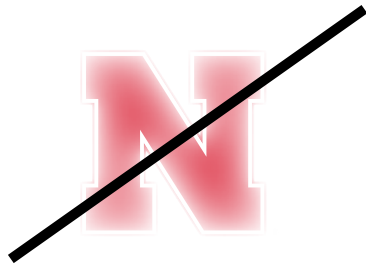
Do not eliminate the border or make it thicker.



Do not crop off a portion of the logo.



Do not use the logo to replace a letter "N" in text without permission



Do not blur, weather, distress, bevel, emboss or disintegrate.



Do not add additional outlines.



Do not mix outline colors, regardless of the color of the inside area of the "N"

## LOGOS NO LONGER USED

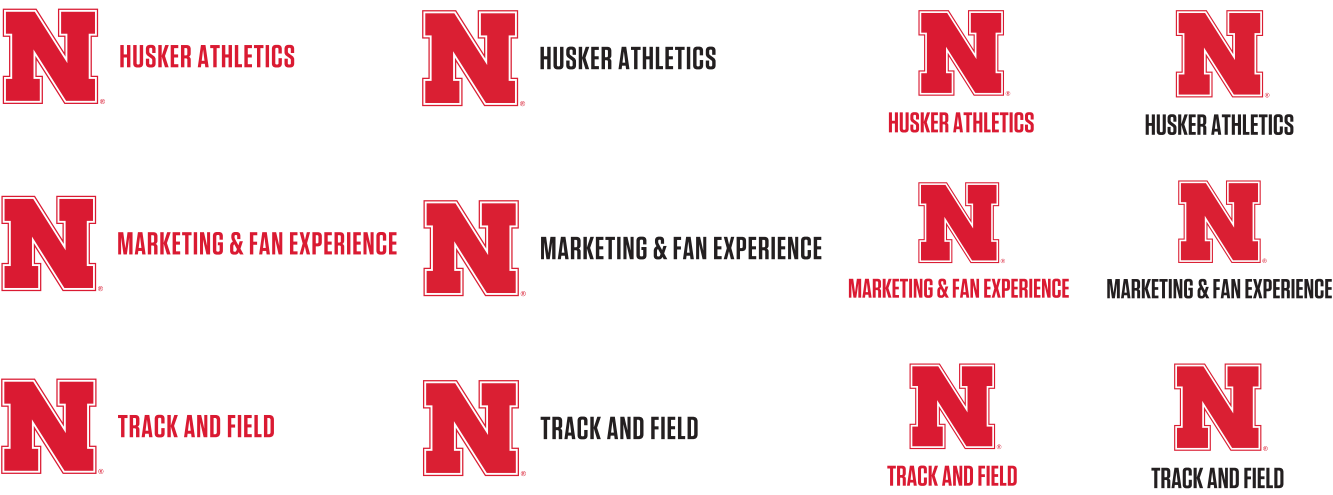
Older versions of the University's logos are shown below. Their use is no longer approved.





# DEPARTMENTAL LOCKUPS

These 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. Do not attempt to modify or change lockups. If your area needs a lockup, please contact the Nebraska Licensing and Branding Department. Below are some current examples of lockups. For consistency purposes and in order to limit the number of lockups, please work with the Nebraska Athletic Licensing and Branding Department to get your master list approved. All University of Nebraska-Lincoln departmental lockups can be found at [www.lockups.unl.edu](http://www.lockups.unl.edu).



# CORPORATE LOCKUP

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.

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.



# SPONSORSHIPS

The University recognizes that many of its activities provide potential sources of revenue through legitimate and worthwhile opportunities for sponsorship, advertising, and promotion of entities and their products and services. While this revenue can be beneficial to the University community and in turn to the State of Nebraska, UNL's reputation and image are paramount and must be protected. Each unit of the University and every University employee is responsible for protecting the integrity of the name of the University.



## ADVERTISING

The University of Nebraska has signed a contract with Learfield IMG College to sell and maintain all multi-media rights. Learfield IMG College is the nation's leading collegiate sports marketing company, offering national, regional, and local multi-platform marketing opportunities targeting 190 million college sports fans – the largest and most attractive sports fan base.

Learfield IMG College has exclusive rights that include intellectual property, experiential and promotional assets, event signage, digital, tickets, hospitality, live event radio, and shoulder programming including coaches' TV and radio shows. For sponsorship or advertising related questions, please contact Learfield IMG College (see page 40).

## ENDORSEMENTS

The University of Nebraska Board of Regents prohibits University employees from engaging in personal endorsements of commercial goods, services or businesses when such endorsements may be perceived as endorsements by the University. The Athletic Department extends this prohibition to its staff, coaches, sport programs and student-athletes as follows: They may neither endorse nor be perceived to be endorsing a commercial good, service or business, nor specific charitable or non-profit organizations unless authorized by the University, UNL policy, or Director of Athletics, and the endorsement or conduct perceived to be an endorsement is allowed by both the Big Ten Conference and the NCAA. The Athletic Department may support and participate in national awareness activities at home and away athletic contests (such as breast cancer awareness), but may not promote a particular foundation or specific charitable organization (such as the "Susan B. Komen Breast Cancer Fund").





# TYPEFACE

OUR BRAND IN LETTERS

## TYPEFACE

Typefaces have personality and should be used wisely. For body text, it is always advisable to use a legible and formal typeface. Be wary of going overboard and using highly characteristic display fonts for extensive text. When you must combine multiple typefaces on a design, they should coexist comfortably. Avoid two different faces that are too similar. While not exactly alike, these two are also not sufficiently different.

When using a decorative typeface for a header, always pair it with a simple sans-serif for maximum readability. Please do not alter the typeface you have chosen by altering the vertical or horizontal scale (e.g. do not stretch it). Choose a different typeface.

The following typefaces are recommended and have been approved by Administration.

### Avenir LT Std

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

35 Light  
35 *Light Oblique*  
45 Book  
45 *Book Oblique*  
65 Medium/Regular  
65 *Medium Oblique/Regular Oblique*  
85 Heavy  
85 *Heavy Oblique*  
95 Black  
95 *Black Oblique*

### Trade Gothic

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

Condensed No. 18  
*Condensed No. 18 Oblique*  
**Condensed No. 20**  
**Condensed No. 20 Oblique**  
Light  
*Light Oblique*  
Medium  
*Medium Oblique*  
**Condensed No. 2**  
**Condensed No. 2 Oblique**

### Adobe Garamond Pro

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

Regular  
*Italic*  
Semi bold  
**Bold**  
***Bold Italic***

### Calibri

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

Light  
Regular  
*Italic*  
**Bold**  
***Bold Italic***

### Trade Gothic LH

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
PRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

Extended (LH)  
**Extended Bold (LH)**

### Lubalin Graph ITC for UNL

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
YZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

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

### Huskers Script

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
VWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890



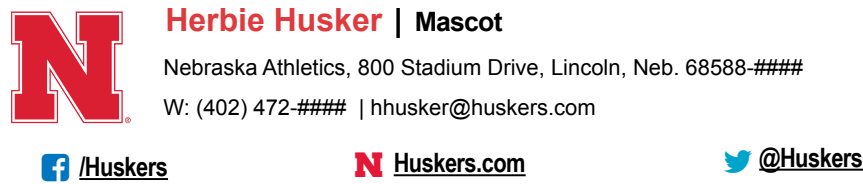
# STATIONERY

Please contact University Printing Services to order stationery and business cards.

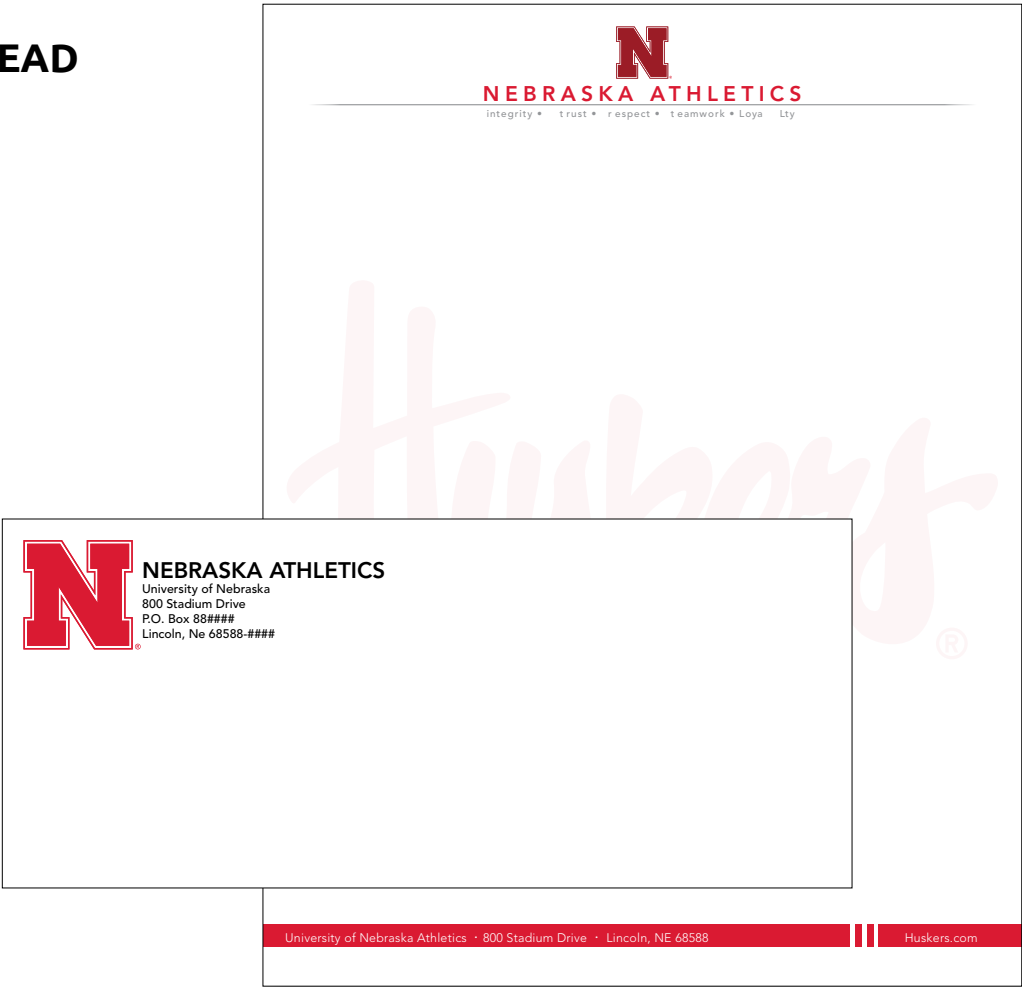
## BUSINESS CARDS



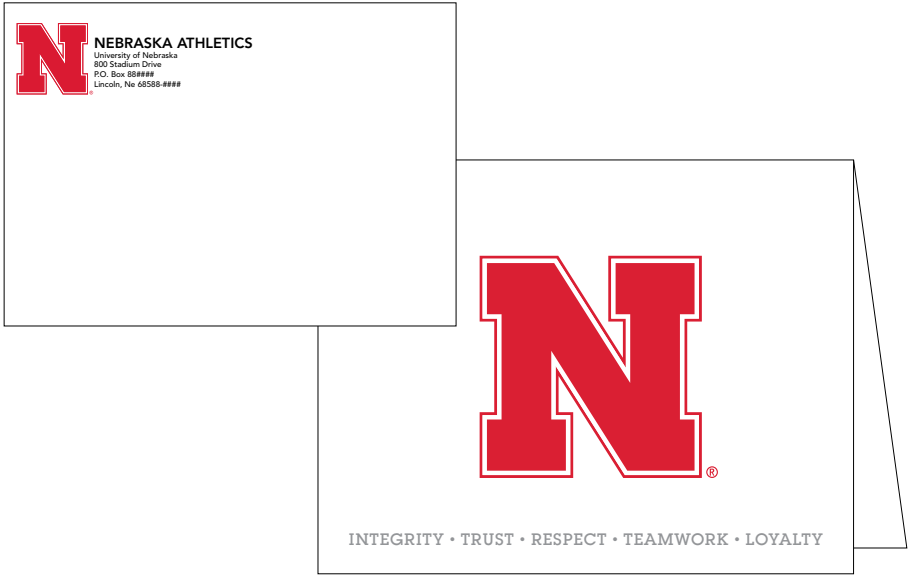
## EMAIL SIGNATURE



## LETTERHEAD



## THANK YOU CARD





# CONFERENCE LOGOS

Our Big Ten partner institutions have their own logos and colors. All Big Ten school logos can be found on the All Staff drive.  
Y:\Logos and Style Guide\Logos and Marks\Big Ten Conference\Big Ten Schools

## WEST

-  ILLINOIS FIGHTING ILLINI
-  IOWA HAWKEYES
-  MINNESOTA GOLDEN GOPHERS
-  NEBRASKA CORNHUSKERS
-  NORTHWESTERN WILDCATS
-  PURDUE BOILERMAKERS
-  WISCONSIN BADGERS

## EAST

-  INDIANA HOOSIERS
-  MARYLAND TERRAPINS
-  MICHIGAN WOLVERINES
-  MICHIGAN STATE SPARTANS
-  OHIO STATE BUCKEYES
-  PENN STATE NITTANY LIONS
-  RUTGERS SCARLET KNIGHTS

# IN-STATE LOGOS

-  UNIVERSITY OF NEBRASKA-OMAHA
-  UNIVERSITY OF NEBRASKA-KEARNEY

-  UNIVERSITY OF NEBRASKA-LINCOLN CAMPUS
-  CREIGHTON BLUEJAYS

# AFFILIATE LOGOS

The Big Ten logo was developed to symbolize the conference's future, as well as its rich heritage, strong tradition of competition and academic leadership. Its contemporary collegiate lettering includes an embedded numeral "10" in the word "BIG," which allows fans to see "BIG" and "10" in a single word.



For any questions about The Big Ten Conference, The Big Ten Network or NCAA logos, please contact the appropriate person:

- Big Ten: Robin Jentes, Assistant Commissioner, Branding | p: 847.696.1010 | [rjentes@bigten.org](mailto:rjentes@bigten.org)
- Big Ten Network: Erin Harvego, Vice President, Marketing | [erin.harvego@btn.com](mailto:erin.harvego@btn.com)
- NCAA: Stacey Osburn, NCAA Director of Public and Media Relations | p: 317.917.6222 | [sosburn@ncaa.org](mailto:sosburn@ncaa.org)
- NCAA/Big Ten Licensing: Ethan Albert, Licensing Coordinator | p: 317.660.7155 | [ealbert@learfieldlicensing.com](mailto:ealbert@learfieldlicensing.com)





# 03

## COMMUNICATION & LICENSING

A cohesive branding program conveys an image of distinction and strength, building awareness and loyalty among those connected to the University. The University of Nebraska's marks establish teamwork by effectively linking our campuses, schools, other academic units, administrative offices and athletic department under the iconic 'N'— a strong asset that we all proudly share. Every member of the University community plays an important role in bringing this cohesive identity to life and in maintaining TRUST by applying it consistently throughout all University communications, including in print, web, display, broadcast, and electronic formats.

# GO BIG RED

*We'll all stick together,  
in all kinds of weather*

## CAN YOU FEEL IT?

# HUSKER POWER

*Not the victory but the  
action; Not the goal but the  
game; In the deed the glory.*

There is No Place Like **Echo our  
NEBRASKA Loyalty**

*Destiny is not 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.*

**Through these gates pass the  
greatest fans in college football**

# GBR

**DAY BY DAY**

# IN THE DEED THE GLORY.

INTEGRITY  
TRUST  
RESPECT  
TEAMWORK  
LOYALTY

# SEA OF RED

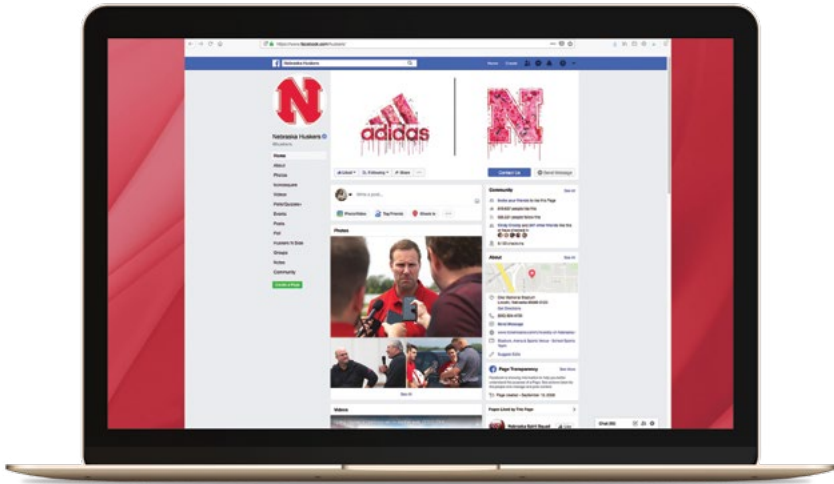


# SOCIAL MEDIA

The goals of any social media account should be to connect fans and future prospective student-athletes with the current team. Interactions and content should be genuine and authentic, and reflect the voice and demeanor of the coaches and team. Posts should be fun yet reflect the mission of Nebraska Athletics by displaying integrity, trust, loyalty, teamwork and respect.

In the event that a sport or department would like to start a social media account please follow these steps:

Contact a member of the Creative and Emerging Media team with your desire and plan for the social media account. Include which platform you intend to post to, who will be in charge of running the account on a daily basis and an idea of what type of content and interactions you hope to get from the account.



## OUR AUDIENCE

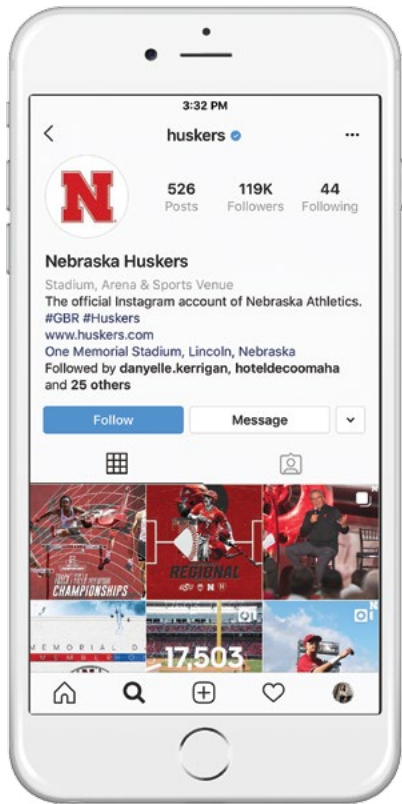
We live for the Huskers and we're not going to apologize for that. We work as hard as our teams prepare and are emotionally attached to all things "Go Big Red" including wins, losses, tailgates, tickets, coaches, athletes, recruits and most importantly, championships. The investment in our programs feels like a lifelong investment in the stock market. Our earnings in this up and down market are limitless and will be passed to loved ones for generations to come. When an opportunity presents itself, we don't shy away from it - we embrace it. Skillfully crafting images and words that demonstrate our excitement and love for the Huskers. We speak like a true fan because we are one.

**CHANNEL ROLE**

WHERE WE REACH THE TRUE FANS WITH CONTENT AIMED AT A PARTICULAR TOPIC OR EVENT WHETHER IT'S TIMELY, NOSTALGIC OR BOTH

WHERE WE REMAIN ACTIVE LISTENERS, POSTING IN REALTIME ON NEWS/ EVENTS. ENGAGING IN 1:1 CONVERSATIONS WITH OTHER FANS AND RESPONDING TO USERS

WHERE WE SHOWCASE OURSELVES THROUGH A MORE ARTISTIC LENS BY ADDING OUR OWN SPIN TO THE MEANING OF GO BIG RED



## OUR TONE

WITTY	CONFIDENT	GENUINE	BOLD
<i>We make clever observations</i>	<i>We are proud of who we are</i>	<i>We stay true to ourselves</i>	<i>Take notice, greatness lives here</i>
<b>Do:</b> <i>Make quick, relevant remarks Come off smarter to fewer Lighthearted humor</i>	<b>Do:</b> <i>Speak directly and simply Know where we don't belong Only say it if it adds value</i>	<b>Do:</b> <i>Present ourselves as a true fan Come off approachable/ relatable Be consistent</i>	<b>Do:</b> <i>Be surprising and different Think about the recruiting impact Tell our story with passion</i>
<b>Don't:</b> <i>Take ourselves too seriously Use puns, dad humor, slapstick Inside jokes or character attacks</i>	<b>Don't:</b> <i>Be cocky Seek affirmation Overthink it</i>	<b>Don't:</b> <i>Look like every other school Try to be everything to everyone Try to be something we're not</i>	<b>Don't:</b> <i>Come off mean spirited or defensive Use profanity or profanity substitutes Tear others down to build us up</i>

## OUR CONTENT

**VISUALS**

- A picture is worth 1,000 words
- Photos and videos create more engagement than text

**BEST PRACTICES**

- Designate a staff member who is responsible for managing the account
- Provide account info/passwords and contact info for account manager to Huskers social team.
- Change passwords frequently and update the Husker social team each time a change occurs.
- Respond/Engage with users who have questions or positive comments
- Ignore the trolls. Negativity and sarcastic comments are unfortunately part of social media. Engaging with such users only increases their desire to continue the negativity

**AVOID**

- Posts that don't relate to your department/area
- Coming off desperate for attention
- Being too "cute"
- Stock photos, excessive emojis, memes or GIF animations
- Using another user's content without asking for permission first
- Except where allowed, avoid posting video from a televised game, match, meet or contest

**SOCIAL GUIDE**

- Try to evoke a "Proud to be Husker" response
- Quality of posts always over quantity of posts
- Ask yourself if this is something that should be pushed from the main sport accounts and retweeted from a secondary account
- Emphasis on Brevity



# MERCHANDISING

The University owns a variety of symbols, insignias, slogans, mottos, emblems, seals, and words which have been in use for many years. The University of Nebraska–Lincoln has a long-standing policy of protecting the symbols that are associated with its name and its reputation as one of the finest universities in the country. Because registered trademarks and service marks are valuable assets, they must be used correctly to avoid loss or dilution in the marketplace. To view the University’s official logos and trademarks, see the University of Nebraska Logo Sheet. If you need a higher resolution version of the logo sheet, please contact the Licensing and Branding Department directly.



In order to safeguard the University of Nebraska’s intellectual property and satisfy the University’s graphic standards, campus departments planning to display University trademarks or specific department logos for campus merchandising programs or promotions requires review and authorization from the Licensing and Branding Department. All merchandising activity must be sourced through a company licensed with UNL. The University has a number of licensees that specialize in working with University programs and departments.

To ensure consistency in the use of UNL trademarks, all product designs must be approved by the Licensing and Branding Department before production. In most cases, the manufacturer can submit the design for approval on behalf of the organization/department. UNL departments, groups and registered student organizations may not assign trademark usage rights, or otherwise grant permission, to any other internal or external entity for any purpose without prior review and approval by the Licensing and Branding Department.



# PHOTOGRAPHY

## OUR BRAND IN IMAGES



# PHOTOGRAPHY

Photography is an essential part of Nebraska Athletics, and is a crucial tool in telling our story. Our brand benefits from a variety of photographic narratives. The Director of Photography handles all the photography needs of the Athletic Department: from marketing to editorial. He is fully capable of handling any photographic need you may have. Before hiring outside photographers please work through the photography offices.

The University and its IMG college partner own all rights to the inside of its facilities. As explained in the University’s Athletic Facilities Use Policy, it is not permitted or approved for third parties to use and sell photographs of the interior of the facilities.

The Athletic Department has established corporate partnerships. We avoid featuring the logos/marks of brands competing with Nebraska’s partner brands. Be aware of Athletics’s current partnerships—especially those with apparel and beverage brands —and do not use photos or video clips that prominently feature the logo of competing brands.

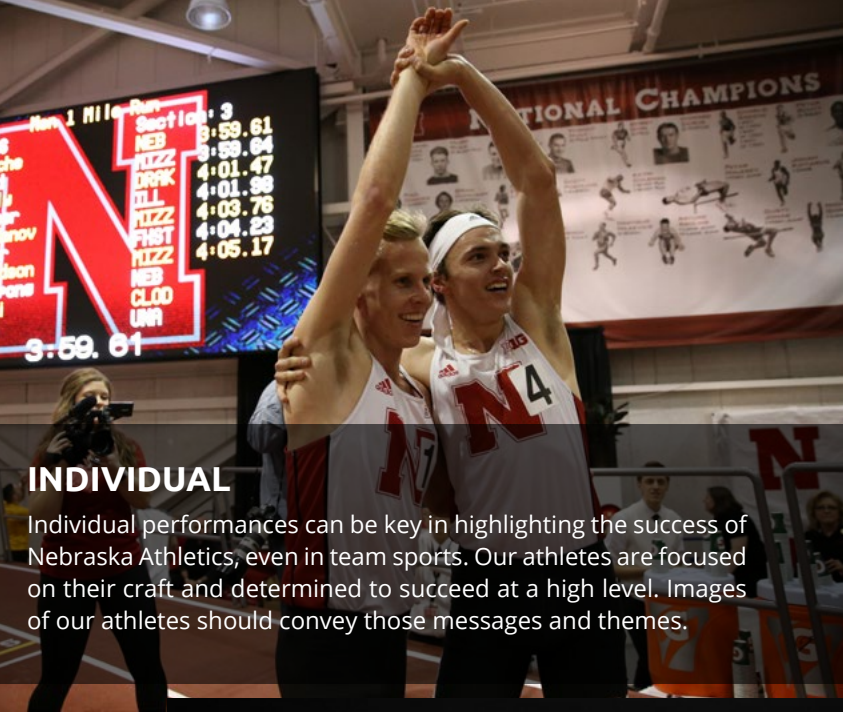
## VIDEO RECORDINGS AND PHOTOS

Memorial Stadium, a well-recognized landmark, is often used in video recordings and still photos for personal use, commercial applications, and political campaigns, among others. Such video recording and photographic uses are not prohibited, so long as the activity is conducted from the outside public areas surrounding Memorial Stadium and the resulting recordings and photos are not used so as to create confusion or deception with respect to any UNL or Athletic Department sponsorship, endorsement, or other association with the activity depicted, or its sponsor.



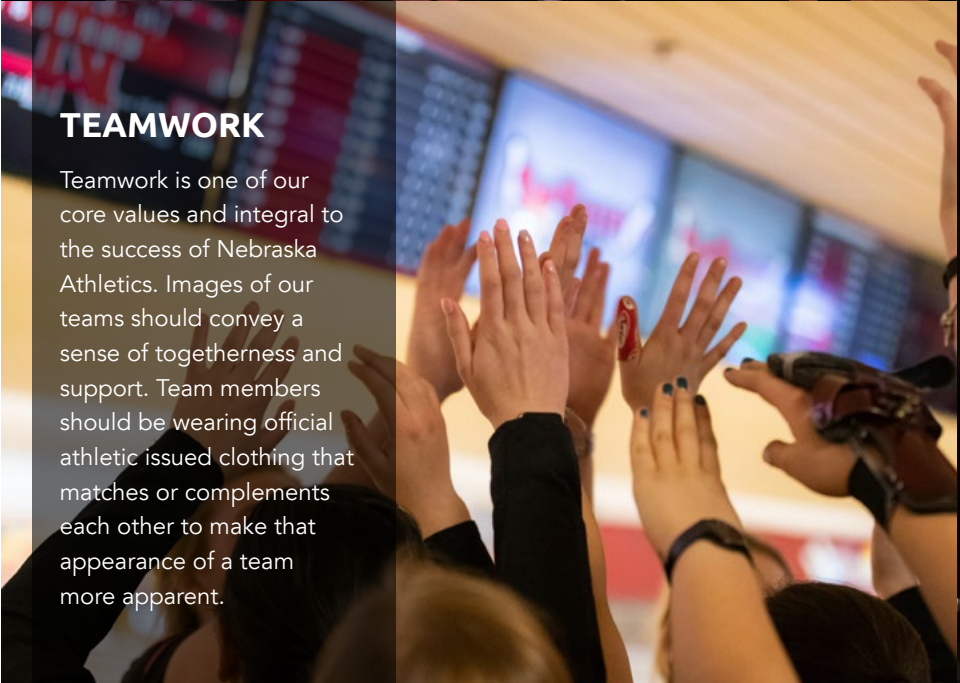
## ATMOSPHERE

Our fans are the best in the country and we want to ensure that the photography that depicts them gives them the respect they deserve. Our fans help create an atmosphere that truly emphasizes the phrase “home field advantage.” Final images of our fans and venues should show an atmosphere that is full, lively and engaged with the sports environment.



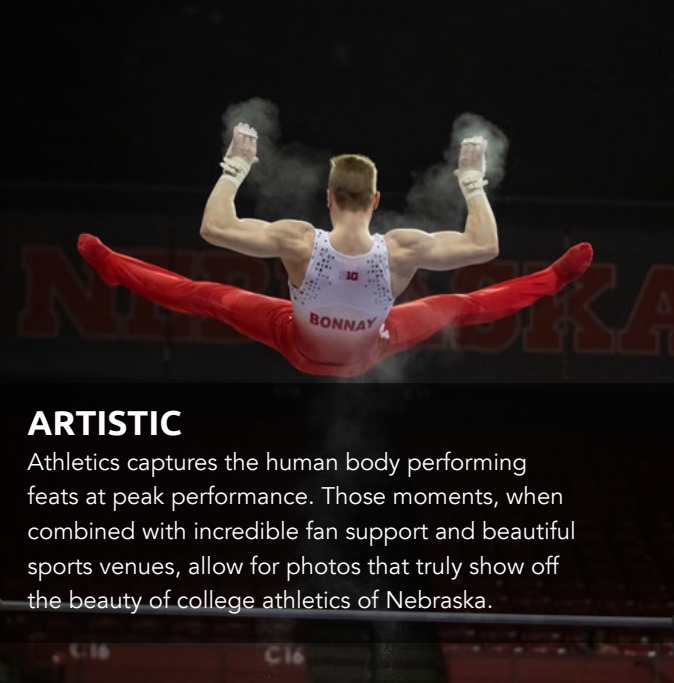
## INDIVIDUAL

Individual performances can be key in highlighting the success of Nebraska Athletics, even in team sports. Our athletes are focused on their craft and determined to succeed at a high level. Images of our athletes should convey those messages and themes.



## TEAMWORK

Teamwork is one of our core values and integral to the success of Nebraska Athletics. Images of our teams should convey a sense of togetherness and support. Team members should be wearing official athletic issued clothing that matches or complements each other to make that appearance of a team more apparent.



## ARTISTIC

Athletics captures the human body performing feats at peak performance. Those moments, when combined with incredible fan support and beautiful sports venues, allow for photos that truly show off the beauty of college athletics of Nebraska.



## CHAMPIONSHIP

For athletes who perform at the highest level, winning championships is the ultimate athletic accomplishment. The feeling of joy and pride that accompanies such a moment should be highlighted by using images that help convey the emotion of the moment. Team photos immediately preceding awarding championships should have the feeling of capturing a special moment, even if the athletes are staged together for a team photo.



# FAQS

## WHAT INFORMATION SHOULD I KNOW ABOUT UNL?

- Location: Lincoln, Nebraska
- Conference: Big Ten
- Key Rivals: Iowa, Wisconsin
- Key Sports: Football, Volleyball, Men’s Basketball
- Mascot: Cornhuskers
- Founded: 1869
- Football: 1890
- Enrollment: 25,800+
- Websites: unl.edu, huskers.com
- Licensing Agency: CLC

## WHO CAN PRODUCE PRODUCTS USING UNIVERSITY OF NEBRASKA-LINCOLN TRADEMARKS?

Only those who have been approved through the CLC licensing process. Visit the Licensing and Branding Department’s website for more information on that process.

## WHY DOES THE UNIVERSITY CARE WHO USES ITS MARKS OR HOW?

The University of Nebraska-Lincoln must control and monitor the use of its Marks or risk losing its right to use them as unique University identifiers. The University has a strong interest in controlling use of its Marks for other reasons: ensuring that any products or services that bear University Marks are of high quality and are used only in connection with products and services with which the University has chosen to be identified and which, as a result, it has assumed some level of responsibility; preventing misleading or inaccurate portrayals of the University’s relationship to others or to activities and preventing others from taking advantage of the good will the University has developed and which is symbolized by its Marks; and ensuring that products and services bearing University Marks protect the integrity and reputation of the University, maintain and build upon the good will of the University, and promote support and increase awareness of the University.

## WHY CAN'T WE ORDER FROM THE ONLINE COMPANY THAT CHARGES ONLY \$1 A SHIRT?

If you use an unlicensed vendor, there is no guarantee of quality or that the item(s) will properly promote the Nebraska brand. We have vetted the licensed vendors to be sure they meet our standards. Many times, academic units and student organization officers order products from unlicensed vendors, pay for them via personal credit cards and then learn they cannot be reimbursed due to the use of an unlicensed vendor. As a result, you might not get reimbursed through your University account. Avoid that problem from the start by only working with licensed vendors.

## WHAT HAPPENS IF I MISTAKENLY USED A VENDOR THAT IS NOT LICENSED WITH NEBRASKA?

You can avoid this problem from the start by only working with licensed vendors, which can be found on Licensing and Branding’s website or by emailing the department. If items are produced by an unauthorized vendor, the Department

will send a cease and desist letter to the company the organization used to avoid further infringement. Requests for one-time exceptions for unique orders can be made in writing via email to the Department, prior to placement of the order, and will be considered on a case-by-case basis.

## CAN I CREATE A UNIQUE LOGO FOR MY DEPARTMENT?

No. By using the Nebraska N logo and lockups in a consistent manner, you strengthen the value of the brand and, in turn, elevate the reputation of your department. Having multiple competing logos for colleges, units and offices creates brand dilution and confusion to our key stakeholders. Remember, the overall goal of our institution-wide branding effort is to align hundreds of individual identities with our powerful University of Nebraska-Lincoln core brand.

### Why not?

For several years, the University of Nebraska-Lincoln had a significant problem with brand fragmentation. Creating individual logos only adds to that problem. There are many things that can be done with graphics, colors, typography and messaging to give any group its own identity, while staying within the Nebraska brand and without the need for a new, standalone logo.

## DOES NEBRASKA ALLOW CO-BRANDING AND CAN THE NEBRASKA LOGO BE LOCKED-UP WITH ANY OTHER LOGOS OR GRAPHICS?

The Nebraska brand guidelines do not permit co-branded logo lock-ups without prior permission from Licensing and Branding, or IMG Husker Sports Marketing for commercial partnerships. When using the Nebraska N logo near another logo or graphic, the area of isolation, or minimum required clear space surrounding the mark, should be half the logotype’s height on all sides. Do not allow any other graphic elements to impede this area of isolation. Please email [licensing@unl.edu](mailto:licensing@unl.edu) if you have any questions about logo usage or co-branding guidelines.

## WHERE CAN I FIND VECTOR GRAPHICS OF THE OFFICIAL NEBRASKA ATHLETICS LOGOS?

The Licensing and Branding Department provides vector art on a case-by-case basis which can be requested via email to [licensing@unl.edu](mailto:licensing@unl.edu).

## CAN I HAVE ACCESS TO NEBRASKA ATHLETICS’ IMAGES FOR MY PRODUCT?

This depends on many factors. Please contact the Communications department for more information.

## DOES COMMERCIAL FILMING REQUIRE UNIVERISTY OF NEBRASKA-LINCOLN APPROVAL IN ADVANCE?

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



# CONTACTS

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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.

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