

1 Campus Logo

The acronym logo is the primary logo for all UNMC applications and should be used for all local branding. The full name should be spelled out for external audiences. **Files can be requested on the Brand Wise site.***



2 University Logo/Wordmark

This logo must appear on all printed materials (brochures, flyers, posters, etc.) either on the front or back. **Files can be requested on the Brand Wise site.***



3 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. **For access to Univers and Merriweather, contact Dawn Nevarez in public relations at denevarez@unmc.edu.**

Univers (or Arial)
Merriweather

4 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



5 Dynamic Photography

Photography is one of the most important ways to tell our story. Within Cumulus, we have an online photo database of professional photos available to you. **To access Cumulus, contact Ryan Shaw in public relations at rshaw@unmc.edu.**

6 Apparel

Apparel is a highly visible form of advertising that we want to make sure represents UNMC well. Apparel, defined as any item worn by an individual must be approved by UNMC Public Relations prior to production. **Contact Dawn Nevarez at denevarez@unmc.edu or 559-4694.**

Recommended color combinations



Simple design example



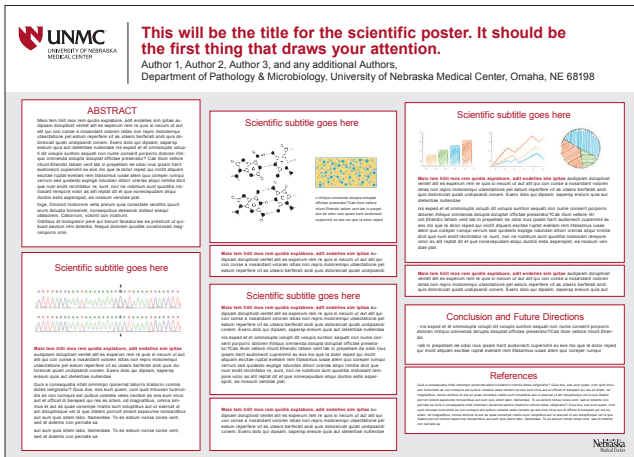
Logo on front



Design on back

7 Templates

Designing something can be difficult. To help, we have created several design templates for you to use as a starting point. **Templates can be accessed on the [Brand Wise site](#).***



Templates are available for:

- Scientific posters
- Flyers
- Postcards
- PowerPoint presentations
- Brochures
- Newsletters and more

Public Relations is here to help you.

*Resources available at: unmc.edu/brandwise

Any questions or need design approval? **Contact Dawn Nevarez at denevarez@unmc.edu or 559-4694**

