When designing apparel, always use an approved UNMC logo or emblem. Do not use a scanned, recreated, re-proportioned, re-colored or otherwise modified version. To request an approved logo, contact Public Relations at unmcpr@unmc.edu.

Offensive language or images, or any content that endorses behavior in violation of UNMC’s policies, are not permitted.

All apparel utilizing the UNMC logo must be pre-approved by Public Relations.
The 6 colors shown to the right are the approved primary color apparel options for the University of Nebraska Medical Center.

When selecting your color, please select the best possible match based on the vendor.

Color selections may be solids or heathered cottons, as long as they are still the best possible match to the following colors shown.
Secondary Apparel Colors

The nineteen colors shown to the right are the approved secondary color apparel options for the University of Nebraska Medical Center.

When selecting your color, please select the best possible match based on the vendor.

Color selections may be solids or heathered cottons, as long as they are still the best possible match to the following colors shown.
Restricted Apparel Patterns and Colors

Any type of pattern or dark and royal blue hues are restricted apparel color options. Examples of such variations are demonstrated on the right. These examples are meant to be representative and do not encompass all possible cases.

If you have any questions or concerns based upon limited selection please contact Public Relations at unmcpr@unmc.edu.
The color palette for the University of Nebraska Medical Center is the current standard to be used for both screenprint ink and embroidery thread.

These specific colors are to be used as the preferred primary and secondary color palettes for any artwork on apparel.

Other colors in the spectrum are allowed to be used as long as they are not the dominate color in the design.

The colors shown on this page and throughout this manual have not been evaluated by Pantone Inc., for accuracy and may not match the PANTONE® color standards. PANTONE® is a registered trademark of Pantone Inc.
Clear Space

Our logo should never be lost on the design of the apparel. It should not be crowded against other elements on the item of clothing. A minimum clear space must be maintained around the logo at all times, equal to the height of the “Emblem” to ensure its visibility and protect its integrity. This clean space differentiates the logo from other graphic elements such as text, images and graphics.

\[ x = \frac{1}{2} \text{ the height of the emblem} \]
On student apparel, our logo should only be reproduced in 4 color variations shown to the right. 1-color white, 1-color black, 2 color PMS 187, black and 2 color PMS 187, white.

The UNMC logo shown is the acronym primary without tagline. Our logo has a large family that has been strategically designed. In no way should the artwork be altered.

Please contact Public Relations to request the appropriate logo needed for your apparel design at unmcpr@unmc.edu. You will need to provide the color of shirt you will be ordering, so the appropriate color combination(s) can be provided.
1-Color White Logo

The 7 colors shown at right should only be screenprinted or embroidered using the 1-color white logo shown below.

The Emblem can be used in color PMS 187 if used by itself and not part of the wordmark.
Logo Apparel Color Options

1-Color White Logo and 2-Color PMS 187, White Logo

The 2 colors shown at right should only be screenprinted or embroidered using the 1-color white or the 1-color white logo shown below.

The Emblem can be used in color PMS 187 if used by itself and not part of the wordmark.

1 COLOR
WHITE

2 COLOR
PMS 187 AND WHITE
1-Color White Logo and 1-Color Black Logo

The 8 colors shown at right should only be screenprinted or embroidered using the 1-color white or the 1-color black logo shown below.

The Emblem can be used in color PMS 187 if used by itself and not part of the wordmark.
Logo Color on Apparel Color

1-Color White Logo, 1-Color Black Logo, 2-Color PMS 187, White Logo and 2-Color PMS 187, Black Logo

The 7 colors of shirts shown at right should only be screenprinted or embroidered using the 1-color white, 1-color black, 2-color PMS 187, white or 2-color PMS 187, black logo shown below.

1 COLOR
WHITE
PMS 187 AND WHITE

1 COLOR
BLACK
PMS 187 AND BLACK

2 COLOR
PMS 7459 15%

2 COLOR
PMS 7409 50%

2 COLOR
PMS 7409 25%

2 COLOR
PMS 383 25%

1 COLOR
BLACK
PMS 425 10%

1 COLOR
WHITE
PMS 7409 25%

1 COLOR
WHITE
PMS 7466 10%

1 COLOR
WHITE
PMS 7409 50%

1 COLOR
WHITE
PMS 7409 15%

1 COLOR
WHITE
PMS 182

1 COLOR
WHITE
PMS 383 25%
1-Color Black Logo and 2-Color PMS 187, Black Logo

The white colored shirt shown at right should only be screenprinted or embroidered using the 1-color black or 2-color PMS 187, black logo shown below.

1 COLOR
WHITE

1 COLOR
BLACK
Approved Usage Examples

COLLEGE OF PUBLIC HEALTH

UNMC

University of Nebraska Medical Center

DENTISTRY

FIGHTING FOR A CURE
Restricted Usage Examples