

## 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. **We recommend Arial and Merriweather for most people because they are free fonts. Only professional designers will need Univers.**

**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



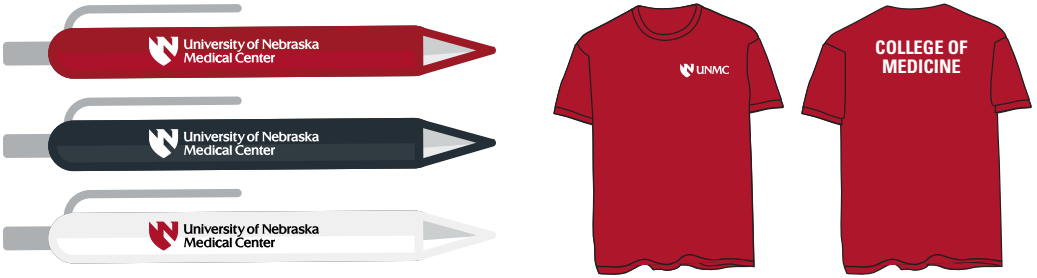
## 5 Dynamic Photography

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

## 6 Apparel & Giveaways

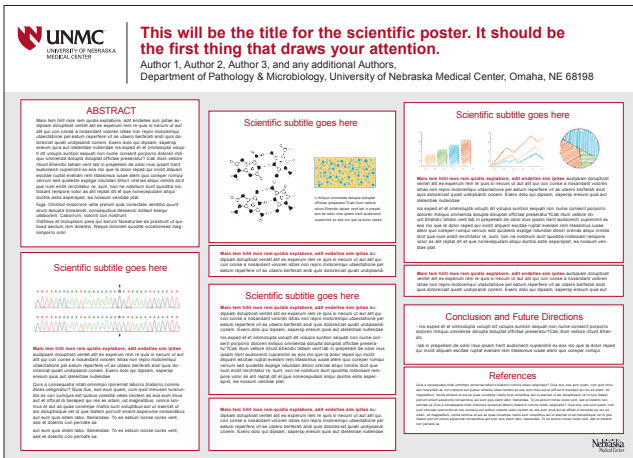
Apparel and giveaway items are highly visible forms of advertising that we want to make sure they represent UNMC well. **Contact Amber Dib from the UNMC Bookstore for help with ordering apparel and swag items. Her email is [amber.dib@unmc.edu](mailto:amber.dib@unmc.edu).**

### Examples:



## 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:

- Word
- PowerPoint
- Scientific posters
- Flyers
- Certificates
- Brochures
- Newsletters and more

Strategic Communications is here to help you.

\*Resources available at: [unmc.edu/brandwise](http://unmc.edu/brandwise)

Have any questions or need design approval?

Contact Tom Waples at [tom.waples@unmc.edu](mailto:tom.waples@unmc.edu).

