

Graphic Style Guide



Creating healthy individuals and sustainable families



The New Nebraska Family & Consumer Sciences Brand

Welcome to the future of Nebraska Family & Consumer Sciences! Our goals in developing a new logo were to modernize the image, retain familiarity, and establish an identity. The new brand took careful thought. In our eyes, the logo's modern type and clean color palette give the brand a fresh face that will maintain its appeal among current and future generations of family and consumer scientists.

Of major note is the main logo graphic icon. Anchoring the logo is a simplified version of a flame. This is a nod to the Betty Lamp, a traditional symbol of learning and of home economists. It represents the light in the home and the light of the mind.

The color palette supports the logo by positioning Nebraska Family & Consumer Sciences as friendly and fresh. We chose colors that would feel crisp and clean and fit naturally into the rich tradition of family and consumer sciences in Nebraska.

We've colorized the icon in red and black. The red swish and dot symbolize family, personal and life readiness. The black swish symbolizes community, academic and occupational readiness. The upper movement of the black swish reminds those who see it that Nebraska Family & Consumer Sciences is always moving forward. The intersection of these two colors resemble the true integration of work and family life balance.

The typography is simple and straight-forward as well, to support the friendly nature of the identity.

So, move forward with us as we take Nebraska Family & Consumer Sciences into the new millennium with a crisp new identity!

- Nebraska Family & Consumer Sciences
Visioning Board

Mission

Nebraska Family & Consumer Sciences integrates family and career readiness with technical skill instruction within a critical science perspective. As a result, our students are empowered to navigate the challenges of living and working in diverse communities, while striving for a high quality of life.

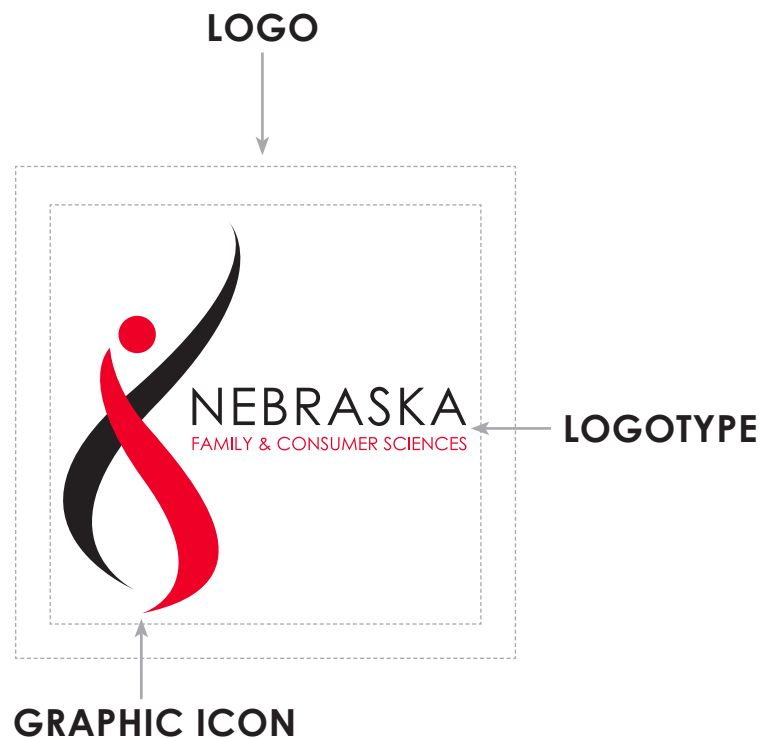
The Brand

LOGO ELEMENTS

The Nebraska Family & Consumer Sciences (FACS) logo is comprised of two components: the graphic icon and the logotype. These two components should never stand alone, but should be a packaged product that carries the identity of FACS. The logo may not be altered other than as described on the following pages. Do not attempt to recreate the logo. There are several formats and sizes available to you.

IMAGE FORMAT

When reproducing the logo, use only the official artwork. The logo is available for both PC and Macintosh platforms, in several electronic formats including tif, jpg, gif, pdf, and eps.

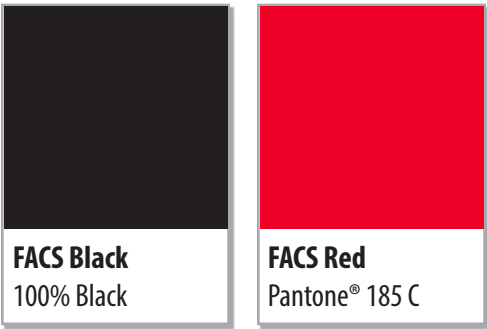


Color Palette



The foundation colors of Nebraska FACS are Black and Pantone® 185 C (Red). These colors complement each other and create the FACS unified signature look. They should make up the better part of all communications.

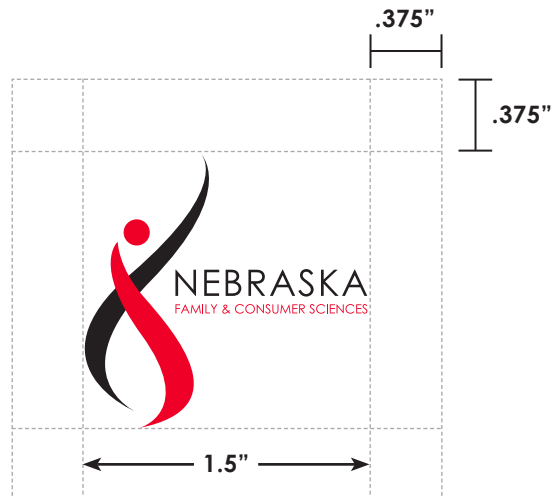
The chart below outlines the color palette with corresponding Pantone Matching System® (PMS), CMYK, RGB and Web Hex color values.



	NDE Color	PMS	CMYK	RGB	Web Hex
	FACS Black	100% Black	C0 M0 Y0 K100	R35 G31 B32	Web #231f20
	FACS Red	Pantone® 185 C	C1 M100 Y92 K0	R234 G0 B42	Web #ea002a

Logo Size and Clear Space

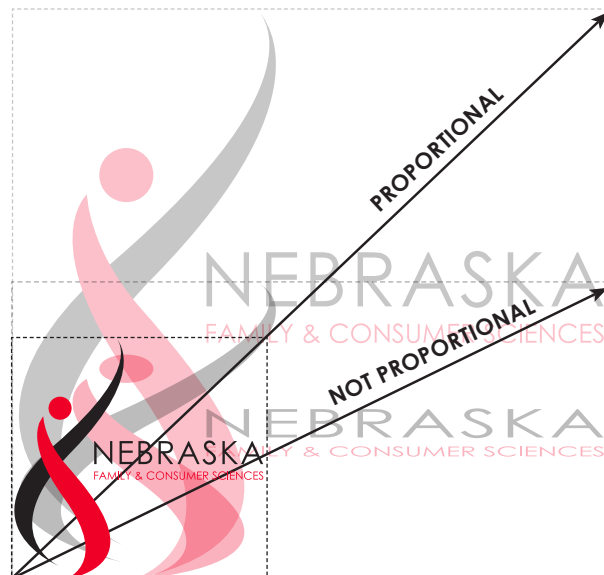
Size is a critical component of good design. The minimum size for the Nebraska FACS logo is 1.5" (one and a half inches) wide. The logo also must have a "buffer zone" or clear space around it to maintain legibility and visual impact. The clear space surrounding the logo should be a minimum of .375" (3/8 inch).



Scalability

The Nebraska FACS logo may be scaled proportionately to fit anything from banners to business cards. The logo has been constructed so that the components are always in a fixed size and relationship. It should never be altered, modified or repositioned in any way.

For the majority of computer programs used, holding shift while dragging one corner of the logo will scale it in proportion.



ALWAYS SCALE IN PROPORTION

Acceptable Logo Usage

A recognizable and memorable logo helps to distinguish a program and foster its identity. However, a logo can only reach this status with careful adherence to its attributes and implementation. As the foundation of the identity system, the Nebraska FACS logo should be used consistently. The samples below exhibit the correct way to present the logo.

PRIMARY LOGO



TWO COLOR
BLACK & PANTONE® 185 C

ALTERNATIVE LOGOS



TWO COLOR REVERSED
BLACK & PANTONE® 185 C



ONE COLOR
PANTONE® 185 C



ONE COLOR
BLACK



ONE COLOR REVERSED
BLACK

Unacceptable Logo Usage ☹

The samples below exhibit incorrect ways to present the logo.



DO NOT REARRANGE THE LOGO ELEMENTS



DO NOT ATTEMPT TO "RECREATE" THE LOGO WITH DIFFERENT FONTS



DO NOT STRETCH OR CONDENSE THE LOGO

Unacceptable Logo Usage ❌

The samples below exhibit incorrect ways to present the logo.



**DO NOT CHANGE THE
COLOR OF THE LOGO**



**DO NOT ADD EXTRA
ELEMENTS**



**DO NOT APPLY A DROP
SHADOW**



**DO NOT ROTATE THE
LOGO**



**DO NOT PLACE THE LOGO OVER A PHOTOGRAPH
OR PATTERNED BACKGROUND**



Typographic Identity

Typography plays an essential role in the identity of Nebraska FACS. Standardizing type family usage helps maintain a consistent look and feel across all media. The following typefaces are recommended for all Nebraska FACS publications.

PRINT TYPOGRAPHY

Century Gothic

The primary font for use with FACS printed and marketing materials (and the typeface used in the logotype) is Century Gothic. This open, friendly typeface creates a clean and professional impression. Century Gothic Bold should be used for all headlines.

Century Gothic Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Century Gothic Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Century Gothic Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Adobe Caslon Pro

This versatile secondary font should be used when setting large bodies of text where readability is key. There are several weights available that can be used for variety, if needed.

Adobe Caslon Pro Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Adobe Caslon Pro Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Adobe Caslon Pro Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

WEB TYPOGRAPHY

Arial

Because it is easy to read at large and small sizes and in a variety of applications, Arial has been a staple screen font for decades. For all Nebraska FACS web production, the font Arial should be used.

Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Arial Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Arial Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Arial Narrow

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Arial Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

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