THE DAUGHERTY

WATER *for* FOOD

GLOBAL INSTITUTE
& NEBRASKA WATER CENTER

at the University of Nebraska

LOGO AND COLOR STANDARDS

UNIVERSITY OF
Nebraska
System

DWFI LOGO OPTIONS

Spot or 4 - C Process Logo (Main Logo)

HORIZONTAL

VERTICAL

DO NOT

Restack type
Resposition droplet
Change typeface
Add effect to logo
Distort logo
Add Drop Shadow
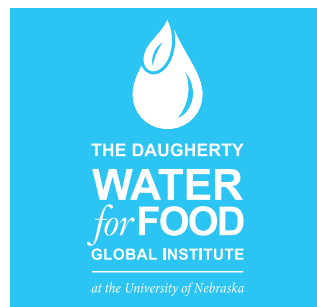
ColorWhite Configurations

USAGE

It is preferable to use the horizontal Main logo or ColorWhite logo.

Black Configurations

White Configurations

DWFI LOGO OPTIONS (continued)

Droplet Only

Color	Black	White

USAGE

Use only in special
situations. It is preferable
to use the color droplet.
If possible, be sure that
the main logo (on page 2) is
also visible to the viewer.

Water for Food Global Conference Logo

University of Nebraska Logo

DWFI & NWC Logo

IMPORTANT NOTE:

It is preferable to use the Daugherty Water for Food Global Institute logo, Conference logo, and Nebraska Water Center logo with the
University of Nebraska logo. However, if there is no room, the Daugherty Water for Food Global Institute logo can be used by itself.

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Spot or 4 - C Process Logo (Main Logo)

HORIZONTAL

VERTICAL

DO NOT

Restack type
Resposition droplet
Change typeface
Add effect to logo
Distort logo
Add drop shadow

ColorWhite Configurations

USAGE

It is perferrable to use the horizontal Main logo or ColorWhite logo.

Black Configurations

White Configurations

DWFI/NWC SMALL LOGOS

Spot or 4 - C Process Logo (Main Logo)
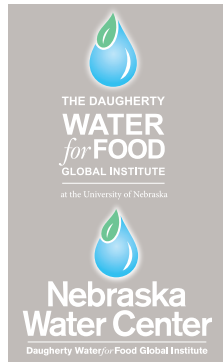
HORIZONTAL

VERTICAL

ColorWhite Configurations

Black Configurations

White Configurations

USAGE

In most situations, use the logos on the previous page. However, if any of the criteria listed below are true, the small logos should be used.

Print

Horizontal Logo - use the small logo if the length measured from the left of the water drop to the right of the 'd' is less than 1.75 inches

Vertical Logo - use the small logo if the height measured from the top of the water droplet, to the bottom of 'Nebraska' is less than 0.875 inches.

Web / Digital

Horizontal Logo - use the small logo if the length measured from the left of the water drop to the right of the 'd' is less than 175px.
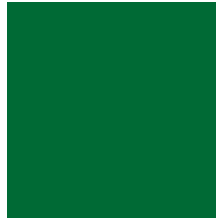
Vertical Logo - use the small logo if the height measured from the top of the water droplet, to the bottom of 'Nebraska' is less than 100px.
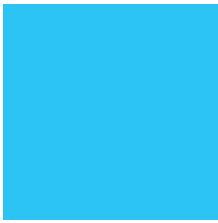
COLOR PALETTE

DWFI Primary Colors

PMS P 2210 C
C95 M62 Y47 K32
R5 G75 B90
HTML 05485A

PMS 349 C
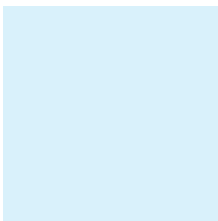C90 M12 Y95 K40
R4 G106 B56
HTML 046A38

PMS Warm Gray 10 CP
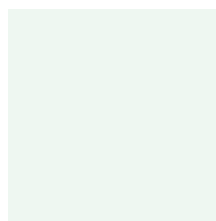C24 M34 Y35 K60
R99 G85 B79
HTML 63554F

PMS 2915 C
C65
R94 G182 B228
HTML 5EB6E4

PMS 346 C
C56 M0 Y54 K0
R110 G203 B152
HTML 6ECB98

PMS 656 C
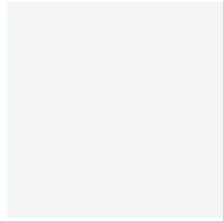C13 M0 Y0 K0
R219 G241 B253
HTML DBF1FD

PMS 344 C @ 20%
C6 M0 Y6 K0
R240 G255 B240
HTML F0FFF0

THE DAUGHERTY
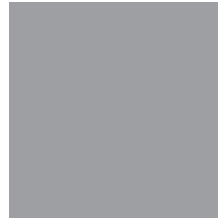WATER *for* FOOD
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DWFI Neutral Colors

PMS P 179-1 C
C0 M0 Y0 K0
R255 G255 B255
HTML FFFFFF

PMS Neu. Blk. C
C0 M0 Y0 K100
R35 G31 B32
HTML 321F20

PMS Cool Gray 1C
C0 M0 Y0 K10
R35 G31 B32
HTML E5E5E5

PMS 421 C
C0 M0 Y0 K45
R178 G180 B178
HTML B2B4B2

PMS 425 C
C0 M0 Y0 K80
R84 G88 B90
HTML 54585A

DWFI Secondary Colors

PMS 187 C
C7 M100 Y82 K26
R166 G25 B46
HTML A6192E

PMS 457 U
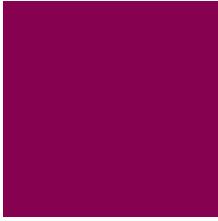C31 M35 Y88 K4
R178 G152 B68
HTML B19844

PMS 141 C
C5 M21 Y75 K0
R242 G199 B92
HTML F2C75C

USAGE

Use the secondary colors as accents, to add variety to materials. Use them sparingly.

COLOR PALETTE (continued)

Water for Food Global Conference Color

PMS 228 CP
C16 M100 Y14 K42
R135 G0 B381
HTML 870051

Nebraska Water Center Secondary Colors

PMS 7487 CP
C42 M0 Y62 K0
R154 G207 B135
HTML 9ACE87

PMS 370 CP
C62 M1 Y100 K25
R83 G149 B54
HTML 529535

PMS 2728 C
C93 M78 Y0 K0
R0 G71 B187
HTML 0047BB

DWFI / NWC Preferred Text Colors

DWFI / NWC Preferred Text Background Colors

TEXT COLOR USAGE

The colors within the 'preferred text colors' section are approved for text use on the web with a white color combination, or with the preferred text background colors. The remaining colors may not meet contrast requirements when used on the web.

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FOR GENERAL USE
Primary Group

Headlines

Arial Black
abcdefghijklmnopqrstuvwxyz 0123456789
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Arial Bold
abcdefghijklmnopqrstuvwxyz 0123456789
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Body Text

Calibri Regular
abcdefghijklmnopqrstuvwxyz 0123456789
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Calibri Italic
abcdefghijklmnopqrstuvwxyz 0123456789
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Basic Typography

Headlines are the text indicating the nature of the article below it.

Body text is the term for the text forming the main content of a book, magazine, web page or other printed matter.

Display headline fonts are acceptable as a graphic element, but do not use them as the font in body text.

A general rule of thumb: Don't use more than three fonts per publication. This includes every variation of the fonts.

Use fonts in their original, unmodified format. Outlines, shadows and any other distortions from the original fonts are generally unacceptable.

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FOR WEBSITE/DESIGNED PUBLICATIONS
Primary Group

Headlines

Futura PT Book
abcdefghijklmnopqrstuvwxyz 0123456789
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Futura PT Bold
abcdefghijklmnopqrstuvwxyz 0123456789
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Futura PT Light
abcdefghijklmnopqrstuvwxyz 0123456789
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Futura PT Medium
abcdefghijklmnopqrstuvwxyz 0123456789
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Futura Book Oblique
abcdefghijklmnopqrstuvwxyz 0123456789
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Body Text

Calibri Regular
abcdefghijklmnopqrstuvwxyz 0123456789
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Calibri Italic
abcdefghijklmnopqrstuvwxyz 0123456789
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Typefaces
The Daugherty Water for Food Global Institute has selected two typeface families as its institutional typefaces, shown here. Both of these typefaces are to be used in any web or designed material desired. If working on a formal office document, please use the fonts specified in the general use category on the previous page. If either of these typefaces are unavailable, please use the typefaces from the alternative group.

Print Typefaces
The fonts listed provide an overview of typographic presence. Secondary fonts can be used; however, use of the primary fonts in key areas of a publication will contribute to successful and effective implementation of the DWFI identity system.

If the primary typefaces are not available, please use typefaces from the secondary group.

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Alternative Group

Headlines

Arial Regular
abcdefghijklmnopqrstuvwxyz 0123456789
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Arial Bold
abcdefghijklmnopqrstuvwxyz 0123456789
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Alternative Typefaces

If none of the fonts in the primary group are available, it is acceptable to use the fonts in the alternative group.

Additional Resources

Please visit our website's identity page for additional resources, including downloadable files, contact information and additional information.

waterforfood.nebraska.edu/identity-standards/

Body Text

Arial Regular
abcdefghijklmnopqrstuvwxyz 0123456789
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Arial Italic
abcdefghijklmnopqrstuvwxyz 0123456789
ABCDEFGHIJKLMNOPQRSTUVWXYZ