**Logo Options**

**Spot or 4-C Process Logo**

**Droplet Only**
Use only in special situations. Type mark must be present.

**Type Mark Only**
Usage without droplet is permitted at designer's discretion.

**Black & Reversed Configurations**
Applies to stacked, droplet only and type mark only versions.

**One Color Option**
Applies to stacked versions, droplet only and type mark only as well.

**Creating the Droplet Gradient (if needed)**

- **Droplet:**
  - 10% to 50% black radial gradient
  - Leaf: 50% black

- **Droplet:**
  - 10% to 100% blue radial gradient
  - Leaf: 100% of blue

**DO NOT**
- Restack type
- Reposition droplet
- Change typeface
- Add effects to logo
- Distort logo

- (Use only in instances impossible to reproduce gradient.)

- (Use only in instances impossible to reproduce gradient.)
COLOR PALETTE & TYPOGRAPHY

Water for Food Colors

<table>
<thead>
<tr>
<th>Color</th>
<th>Code</th>
</tr>
</thead>
<tbody>
<tr>
<td>PMS Warm Gray 9 C</td>
<td>C20 M29 Y28 K56</td>
</tr>
<tr>
<td>PMS 2915 C</td>
<td>C65</td>
</tr>
<tr>
<td>PMS 339 C</td>
<td>C80 M0 Y50 K0</td>
</tr>
<tr>
<td>HTML 82786F</td>
<td>R94 G182 B228</td>
</tr>
<tr>
<td>HTML 5EB6E4</td>
<td>R0 G181 B136</td>
</tr>
<tr>
<td>HTML 00B588</td>
<td></td>
</tr>
</tbody>
</table>

Typefaces

BERTHOLD AKZIDENZ GROTESK LIGHT

For occasional emphasis/accents:

HOEFLER TITLING LITROMAN
**CONFERECE LOGO VERSIONS**

**Water for Food Only**

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**Conference & Descriptors**

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**How to Build Descriptors Below Logo**

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**Descriptor Examples**

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**IMPORTANT NOTE:**
The Water for Food Institute logo and the conference logo must always be used in conjunction with the University of Nebraska logo. If there is no room for the University of Nebraska logo in the design space, use the University of Nebraska name as a descriptor below the logo following the guidelines above.