LOGO AND COLOR STANDARDS
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
Droplet Only

**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.

**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.
NWC LOGO OPTIONS

Spot or 4 - C Process Logo (Main Logo)

**HORIZONTAL**

**VERTICAL**

**DO NOT**
- Restack type
- Reposition droplet
- Change typeface
- Add effect to logo
- Distort logo
- Add drop shadow

**USAGE**
- It is preferred to use the horizontal Main logo or ColorWhite logo.

ColorWhite Configurations

Black Configurations

White Configurations
Spot or 4 - C Process Logo (Main Logo)

**Horizontal**

**Vertical**

**Color White 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 Y6 K0
  - R219 G241 B253
  - HTML DBF1FD

- **PMS 344 C @ 20%**
  - C6 M0 Y6 K0
  - R240 G255 B240
  - HTML F0FFF0
COLOR PALETTE (continued)

**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 1 C**
  - 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**
  - CS 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

![Color swatch](Color Swatch.png)

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

Nebraska Water Center Secondary Colors

![Color swatches](Color Swatches.png)

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

![Color swatches](Color Swatches.png)

DWFI / NWC Preferred Text Background Colors

![Color swatches](Color Swatches.png)

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.
### 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.

---

#### Headlines

<table>
<thead>
<tr>
<th>Font Style</th>
<th>Example</th>
</tr>
</thead>
<tbody>
<tr>
<td>Arial Black</td>
<td>abcdefghijklmnopqrstuvwxyz 0123456789 ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
</tr>
<tr>
<td>Arial Bold</td>
<td>abcdefghijklmnopqrstuvwxyz 0123456789 ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
</tr>
</tbody>
</table>

#### Body Text

<table>
<thead>
<tr>
<th>Font Style</th>
<th>Example</th>
</tr>
</thead>
<tbody>
<tr>
<td>Calibri Regular</td>
<td>abcdefghijklmnopqrstuvwxyz 0123456789 ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
</tr>
<tr>
<td>Calibri Italic</td>
<td>abcdefghijklmnopqrstuvwxyz 0123456789 ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
</tr>
</tbody>
</table>
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
```

**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.

**Body Text**

Calibri Regular

```
abcdefghijklmnopqrstuvwxyz 0123456789
ABCDEFGHIJKLMNOPQRSTUVWXYZ
```

Calibri Italic

```
abcdefghijklmnopqrstuvwxyz 0123456789
ABCDEFGHIJKLMNOPQRSTUVWXYZ
```

---

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
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**Body Text**

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abcdefghijklmnopqrstuvwxyz 0123456789
ABCDEFGHIJKLMNOPQRSTUVWXYZ
```

Calibri Italic

```
abcdefghijklmnopqrstuvwxyz 0123456789
ABCDEFGHIJKLMNOPQRSTUVWXYZ
```

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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/