DWFI 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 preferable to use the horizontal Main logo or ColorWhite logo.

ColorWhite Configurations

Black Configurations

White Configurations
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)

<table>
<thead>
<tr>
<th>HORIZONTAL</th>
<th>VERTICAL</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image" alt="Horizontal Logo" /></td>
<td><img src="image" alt="Vertical Logo" /></td>
</tr>
</tbody>
</table>

**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

| ![ColorWhite Horizontal Logo](image) | ![ColorWhite Vertical Logo](image) |

Black Configurations

| ![Black Horizontal Logo](image) | ![Black Vertical Logo](image) |

White Configurations

| ![White Horizontal Logo](image) | ![White Vertical Logo](image) |
**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)

**DWF Neutral Colors**

- **PMS P 179-1 C**
  - C0 M0 Y0 K10
  - 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

**DWF 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]

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

Nebraska Water Center Secondary Colors

![Color Swatches]

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]

DWFI / NWC Preferred Text Background Colors

![Color Swatches]

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.
Headlines

Arial Black

cdefghijklmnopqrstuvwxyz 0123456789
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Arial Bold

cdefghijklmnopqrstuvwxyz 0123456789
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Body Text

Calibri Regular

cdefghijklmnopqrstuvwxyz 0123456789
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Calibri Italic

cdefghijklmnopqrstuvwxyz 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.
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
**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/](http://waterforfood.nebraska.edu/identity-standards/)