



THE DAUGHERTY  
**WATER** *for* **FOOD**  
GLOBAL INSTITUTE  
& NEBRASKA WATER CENTER  

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*at the University of Nebraska*

## 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



## 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.

## NWC 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 perferrable to use the horizontal Main logo or ColorWhite logo.

### Black Configurations



### White Configurations



Spot or 4 - C Process Logo (Main Logo)

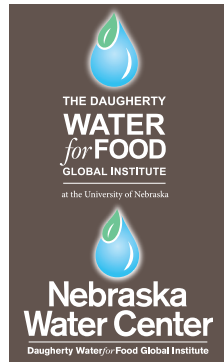
HORIZONTAL



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

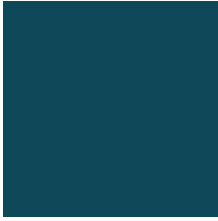
Horizontal Logo - use the small logo if the length measured from the left of the water drop to the right of the 'd' is less than 175px.

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.

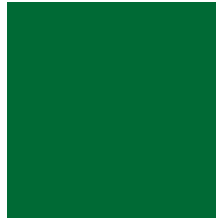
## COLOR PALETTE

### DWFI Primary Colors

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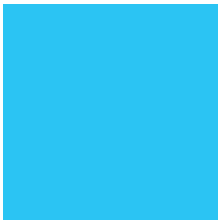
PMS P 2210 C  
C95 M62 Y47 K32  
R5 G75 B90  
HTML 05485A



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



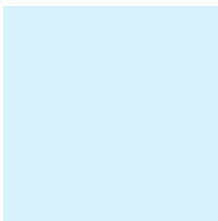
PMS Warm Gray 10 CP  
C24 M34 Y35 K60  
R99 G85 B79  
HTML 63554F



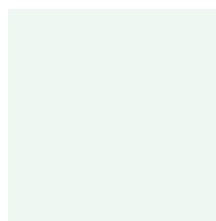
PMS 2915 C  
C65  
R94 G182 B228  
HTML 5EB6E4



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

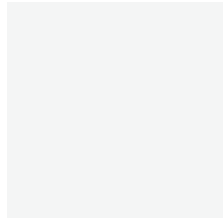
## COLOR PALETTE (continued)

### DWFI Neutral Colors

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PMS P 179-1 C  
 CO M0 Y0 K0  
 R255 G255 B255  
 HTML FFFFFFFF



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



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



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



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

### DWFI Secondary Colors

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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

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

### Nebraska Water Center Secondary Colors

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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

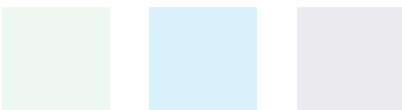
### DWFI / NWC Preferred Text Colors

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### DWFI / NWC Preferred Text Background Colors

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#### 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.

## DWFI / NWC TYPEFACE USAGE

FOR GENERAL USE  
**Primary Group**

### Headlines

Arial Black

**abcdefghijklmnopqrstuvwxy 0123456789**  
**ABCDEFGHIJKLMNPOQRSTUVWXYZ**

Arial Bold

**abcdefghijklmnopqrstuvwxy 0123456789**  
**ABCDEFGHIJKLMNPOQRSTUVWXYZ**

### Body Text

Calibri Regular

abcdefghijklmnopqrstuvwxy 0123456789  
ABCDEFGHIJKLMNPOQRSTUVWXYZ

Calibri Italic

*abcdefghijklmnopqrstuvwxy 0123456789*  
*ABCDEFGHIJKLMNPOQRSTUVWXYZ*

### 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.

## DWFI / NWC TYPEFACE USAGE

FOR WEBSITE/DESIGNED PUBLICATIONS  
**Primary Group**

### Headlines

Futura PT Book

abcdefghijklmnopqrstuvwxy 0123456789  
ABCDEFGHIJKLMNPNOPQRSTUVWXYZ

Futura PT Bold

**abcdefghijklmnopqrstuvwxy 0123456789**  
**ABCDEFGHIJKLMNPNOPQRSTUVWXYZ**

Futura PT Light

abcdefghijklmnopqrstuvwxy 0123456789  
ABCDEFGHIJKLMNPNOPQRSTUVWXYZ

Futura PT Medium

**abcdefghijklmnopqrstuvwxy 0123456789**  
**ABCDEFGHIJKLMNPNOPQRSTUVWXYZ**

Futura Book Oblique

*abcdefghijklmnopqrstuvwxy 0123456789*  
*ABCDEFGHIJKLMNPNOPQRSTUVWXYZ*

### Body Text

Calibri Regular

abcdefghijklmnopqrstuvwxy 0123456789  
ABCDEFGHIJKLMNPNOPQRSTUVWXYZ

Calibri Italic

*abcdefghijklmnopqrstuvwxy 0123456789*  
*ABCDEFGHIJKLMNPNOPQRSTUVWXYZ*

### 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.

**Alternative Group**

**Headlines**

Arial Regular  
abcdefghijklmnopqrstuvwxy 0123456789  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Arial Bold  
**abcdefghijklmnopqrstuvwxy 0123456789**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**Body Text**

Arial Regular  
abcdefghijklmnopqrstuvwxy 0123456789  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Arial Italic  
*abcdefghijklmnopqrstuvwxy 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/)