

Get set
Nebraska

BRAND BOOK



**NEBRASKA CENTER FOR RESEARCH ON
CHILDREN, YOUTH, FAMILIES & SCHOOLS**

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LOGO

Our logo is the visual representation of Get SET Nebraska. It encompasses the main goal of the project, which is to support and empower special education teachers.

The preferred way to use the Get SET Nebraska logo is on a white background. If the logo must be placed on a color, it should be the Get SET Nebraska blue, and the reversed version of the logo should be used.



LOGO: *b/w*

There will be times when the full color logo will not work well.

Use of the black-and-white versions should be limited; whenever possible, use the color version.

Get SET
Nebraska



LOGO: *clearspace*

The logo should have a clear space that is equal to the height of “Nebraska.” Nothing should intrude into this space to ensure visual effectiveness.

The clear space should be free from other logos, text and graphics.

SIZE RESTRICTIONS:

| .5 in | Minimum height



LOGO: *usage*

DON'T:

1. Change the logo orientation
2. Add drop shadows or other effects to the logo
3. Place the logo on busy photography
4. Change the logo colors
5. Use the logo without "Nebraska"
6. Stretch or scale the logo disproportionately



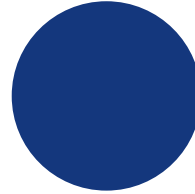
COLORS

The color scheme for Get SET Nebraska is designed to be playful and engaging, while also providing a visual cue for training opportunities. The orange, yellow and green help reinforce stages of implementation and important milestones throughout the program.

The primary colors should be used on all materials: website, printed material, PowerPoint, etc.

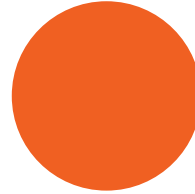
*Secondary colors should only be used for graphs and charts.

PRIMARY



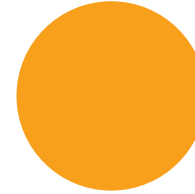
BLUE

CMYK 100, 85, 5, 22
HEX #14377d



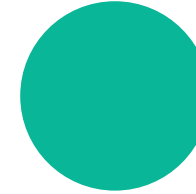
ORANGE

CMYK 0, 82, 94, 2
HEX #f06022



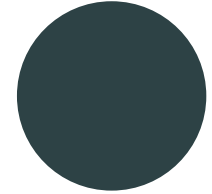
YELLOW

CMYK 0, 45, 94, 0
HEX #f89f1b



GREEN

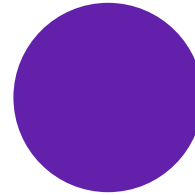
CMYK 90, 0, 52, 0
HEX #09b698



DARK GREY
(TEXT)

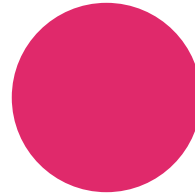
CMYK 52, 23, 30, 74
HEX #2d4245

SECONDARY*



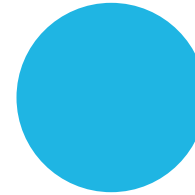
PURPLE

HEX #6321aa



PINK

HEX #e02a6a



LIGHT BLUE

HEX #1eb6e2

TYPOGRAPHY:

print

Proxima Nova is to be used for all Get SET Nebraska materials.

The Extrabold and Medium Italic weights should be used for headers and Condensed Regular for body copy.

*When Proxima Nova Extrabold is not available, use Avenir Next Bold.

**When Proxima Nova Condensed is not available, use Arial Narrow.

HEADLINES

Proxima Nova Extrabold*

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Proxima Nova Medium Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

BODY COPY

Proxima Nova Condensed**

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

TYPOGRAPHY:

web

Montserrat Bold and Heebo will be used for all web/online resources.

HEADLINES

Montserrat Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

BODY COPY

Heebo

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

PHOTOGRAPHY

Photography for Get SET Nebraska should convey a positive atmosphere. Whenever possible, photography of current participants should be used, such as mentors/mentees and administrators.

It is important to include adult subjects and not solely children and youth because teachers and administrators are the target audience.

Images of children and youth should feature different abilities, diverse backgrounds and a range of ages from Pre-K to Grade 12 (approximately ages 3-21).



VOICE & TONE

Get SET Nebraska’s voice should be supportive and engaging for special education teachers and administrators. Effective language to reach the target audience should be clear and conversational, while emphasizing the “why” behind the suggested practices.

VOICE:

- Caring
- Positive and empowering
- Responsive

TONE:

- Informative and evidence-based
- Conversational
- Simple and concise – leading with the “why”

EDITORIAL

It is important to present a cohesive editorial style in all written communications for Get SET Nebraska, including web copy, news releases, handouts, PowerPoints and more.

Get SET Nebraska’s editorial style will align with the Associated Press Stylebook, or AP Style.

EDITORIAL STYLE

- All written materials for Get SET Nebraska should be clear, concise and consistent with AP Style.
- Content should always be written with intended audience in mind.
- For assistance with editorial style, please refer to the University of Nebraska–Lincoln’s online style guide: unlcms.unl.edu/ucomm/styleguide

NAME USAGE

- In body copy, use Get SET Nebraska.
- Always capitalize the letters in SET.
- Do not abbreviate Nebraska.
- Please use the acronym SET in parentheses upon first mention of “special education teachers” in body copy that is not referencing the formal program name. This will help reinforce its meaning.
 - **For example:** Our mission is to develop, mentor and support Nebraska’s special education teachers (SET) and administrators to improve student outcomes.



Get *s* *e* *t*
Nebraska