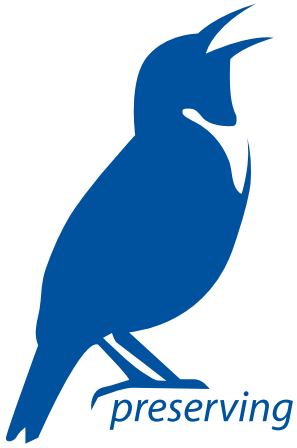
Style Manual

Revised February 2004



The Nebraska Environmental Trust

preserving NATURAL NEBRASKA™ for future generations

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Overview

The mission, history and goals of an organization are represented in its logo. The Nebraska Environmental Trust logo is the most visible expression of our identity, and it is important that established guidelines are observed. This manual provides examples of the Trust logo, recommended fonts and color combinations, and general usage guidelines.

Before using the NET logo, consider the type of media the logo will appear in and choose the correct logo for each application. The preferred file type is EPS (Encapsulated Postscript), which can be used at any resolution and scaled to any size. The chart below should aid you in your file selection.

Media type	File
General correspondence, word processing documents	Color or grayscale TIFF file (see pages 4 & 6)
One-color publications	Grayscale EPS (see pg 4)
Limited-color publications	Spot color EPS (see pg 5)
Full color (CMYK) publications	CMYK EPS (see pg 6)
Web sites, electronic presentations	Web-safe GIF (see pg 7)

For questions about this document contact:

Neil Watson
Public Information Officer,
Nebraska Environmental Trust

(402) 471-1714
nwatson@ngpc.state.ne.us

Usage guidelines

Correct usage

- Include all logo elements
- Use appropriate file type
- Maintain white space around logo

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Incorrect usage

- Modifying or deleting portions of the logo
- Placing the logo on distracting backgrounds
- Resizing logo out of proportion
- Recoloring logo

Grayscale logo

The grayscale version of the NET logo should be placed in one-color publications such as newspapers. Maintain a white space equal to the size of the lowercase N in *Environmental* all around the logo. If resizing is necessary, the logo should be resized in proportion to the original and can be no smaller than 2 inches wide.

On light colored backgrounds:
The meadowlark figure and all text is black. No variations permitted. This is the preferred usage for one-color printing.

On dark colored backgrounds:
The meadowlark figure and all text is white on a black background. No variations permitted.

NETlogo_black.eps
NETlogo_black.tif

NETlogo_revblk.eps
NETlogo_revblk.tif

Spot color logo

The spot color version of the NET logo should be placed in publications using limited colors. Maintain a white space equal to the size of the lowercase N in *Environmental* all around the logo. If resizing is necessary, the logo should be resized in proportion to the original and can be no smaller than 2 inches wide.

On light colored backgrounds:

The meadowlark figure and all text is NET blue. This is the preferred usage for spot color printing. No variations permitted.

On dark-colored backgrounds:

The meadowlark figure and all text is white on a background of NET Blue. No variations permitted.

NETlogo_color.eps

NETlogo_revblue.eps

CMYK logo

The CMYK logo should be placed in publications where 4-color reproduction is used. Maintain a white space equal to the size of the lowercase N in *Environmental* all around the logo. If resizing is necessary, the logo should be resized in proportion to the original and can be no smaller than 2 inches wide.

On light colored backgrounds:
The meadowlark figure and all text is NET blue. This is the preferred usage for CMYK printing. No variations permitted.

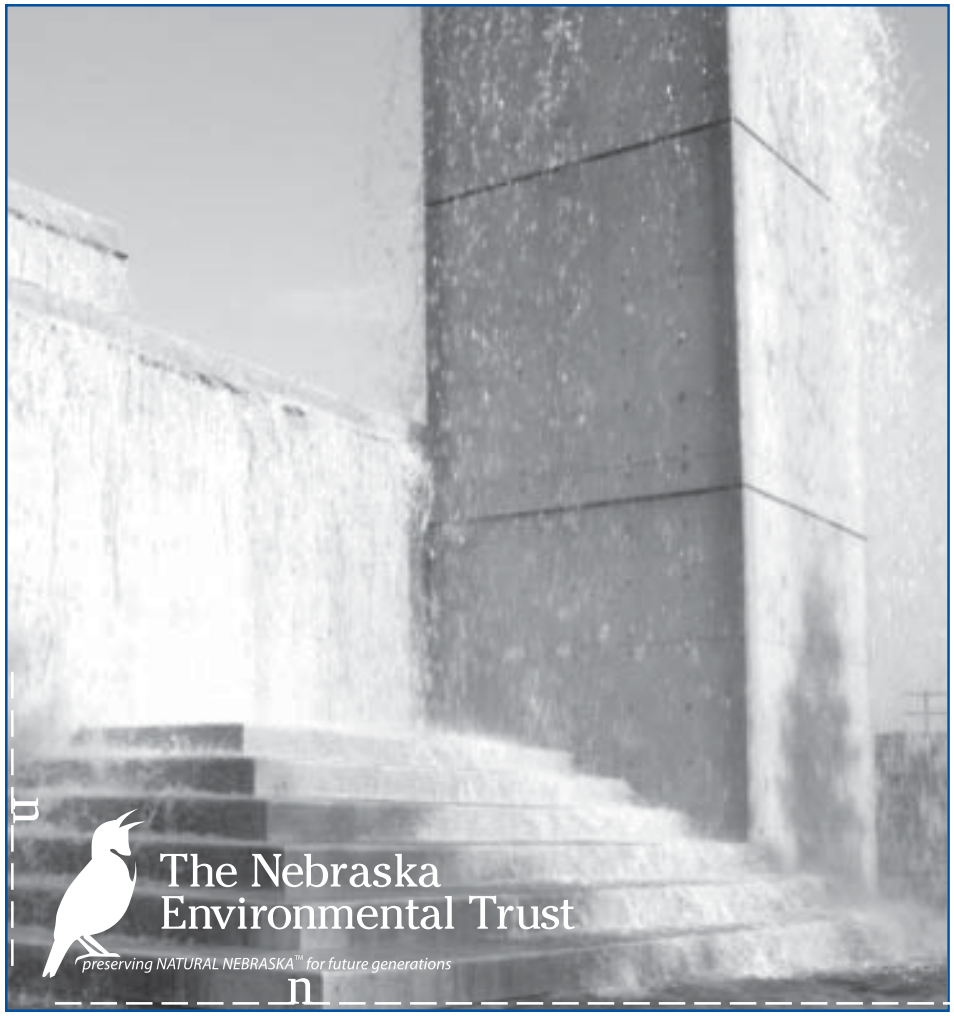
On dark colored backgrounds:
The meadowlark figure and all text is white. The background is NET blue. No variations permitted.

NETlogo_CMYK.eps
NETlogo_CMYK.tif

NETlogo_revCMYK.eps
NETlogo_revCMYK.tif

Photo Knockout

When placing the NET logo on photographic backgrounds, it is suggested that the greyscale, spot color or CMYK version be used. However, if these versions cannont be read easily, use the photo knockout logo shown here. Care should be taken to ensure that the logo remains readable in front of distracting background images. Maintain a white space equal to the size of the lowercase N in *Environmental* all around the logo. If resizing is necessary, the logo should be resized in proportion to the original and can be no smaller than 2 inches wide.



NETlogo_knockout.eps
Photo courtesy of NEBRASKAland Magazine

Web-safe logo

The web-safe logo is used for web production and electronic presentations. There are two standard sizes available. Because of the low resolution of the web-safe logo it should not be resized: contact the Nebraska Environmental Trust if you need another size of the web-safe logo. The web-safe logo is suitable for all backgrounds.

NETlogo_sml.gif
NETlogo_large.gif

Seal

The seal can be used in small-space situations where the regular Trust logo would be unreadable. It is also acceptable as a watermark.

The Trust Seal should only be used when the regular Trust logo would be unsuitable and can be resized proportionately to 1" x 1".

NETseal_CMYK.eps
NETseal_grey.eps
NETseal_spot.eps
NETseal_color.jpg

Color Scheme

These are the recommended colors for use in NET publications. Soy-based inks should be used in all pieces from the Trust.

Primary color: NET blue

PMS:	Pantone Reflex Blue
CMYK:	100, 72, 0, 6
RGB:	0, 51, 153
Hex:	#003399

Accent Color: NET yellow

PMS:	Pantone 602
CMYK:	0, 0, 51, 0
RGB:	255, 255, 125
Hex:	#FFFF66

Typography

These are suggested fonts for use in NET publications. Myriad Roman is a sans-serif font suitable for body copy and subheadings. Cheltenham is a serif font suitable for headlines, and the light variant can be used for body copy.

Every effort must be made to ensure readability of our printed materials. As such, it is recommended that no font be set less than 10 points.

Myriad Roman
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz0123456789

Myriad Roman Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz0123456789

Myriad Roman Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz0123456789

Cheltenham
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz0123456789

Cheltenham Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz0123456789

Cheltenham Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz0123456789