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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.

<table>
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<th>File</th>
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<tr>
<td>General correspondence, word processing documents</td>
<td>Color or grayscale TIFF file (see pages 4 &amp; 6)</td>
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<td>One-color publications</td>
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<td>Full color (CMYK) publications</td>
<td>CMYK EPS (see pg 6)</td>
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<td>Web sites, electronic presentations</td>
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Usage guidelines

Correct usage

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

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.
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.
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.
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 cannot 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.
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.
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.”
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: #FF66
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
ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz0123456789
abcdefgghijklmnopqrstuvwxyz0123456789

Myriad Roman Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz0123456789
abcdefgghijklmnopqrstuvwxyz0123456789

Myriad Roman Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz0123456789
abcdefgghijklmnopqrstuvwxyz0123456789

Cheltenham
ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz0123456789
abcdefgghijklmnopqrstuvwxyz0123456789

Cheltenham Light
ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz0123456789
abcdefgghijklmnopqrstuvwxyz0123456789

Cheltenham Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz0123456789
abcdefgghijklmnopqrstuvwxyz0123456789