WELCOME TO

Good Life.
Great Opportunity.

A brand that's extremely proud of its roots.

NEBRASKA

Good Life. Great Opportunity.

Think of **Good Life.**
Great Opportunity.
as an instant friend.

Whether you're being introduced, reintroduced, or if you've known it for years—*Good Life. Great Opportunity.* is always an unexpected delight. It speaks with a rare combination of bold wit and humble inspiration. Confidence without the fuss.

NEBRASKA
Good Life. Great Opportunity.

The brand voice is decidedly Nebraskan—and it should be.

It's personal and friendly. Smart, yet down-to-earth. It celebrates the best of us and highlights the essence of who we are. The list below isn't exhaustive, but you get the point.

Real people. Real moments. Real life.

we are **Affable.** Not Oversharing.

we are **Generous.** Not Overwhelming.

we are **Quick.** Not Terse.

we are **Self-Assured.** Not Chest-Beating.

we are **Inspiring.** Not Bossy.

we are **Determined.** Not Presumptuous.

we are **Nebraska.**

The brand essence conveys our values.

**What we stand for. What we're committed to.
The Good Life is undeniably a part of that.**

But we've become so much more, and the Nebraska state brand is evolving to reflect today's modern, forward-thinking landscape. Not leaving the good life behind, just broadening it to capture what makes Nebraska great.

The Good Life is our promise.

It's not something we usually talk about. It's just how we live. How we interact with others. How we handle business. How we admire simple moments. The Good Life is about a state of mind as much as it's about a state. It won't change what you do in life. Just how you do it.

The Great Opportunity is up to you.

Where there is Good Life, there is great opportunity. Waiting for the next person to reach a little further. Think a little broader. And work a little harder. You'll be able to make an impact here. It's up to you what it will be.

The logo is the foundation of Nebraska's brand.

The refreshed logo will visually unite all of Nebraska's state entities, creating a cohesive brand that always ties back to *Good Life. Great...*

The preferred brand logos are the blue and gold version **(a)** or white and gold version **(b)**. These are the strongest visual representations of the brand and should be used whenever possible.

Special situations may warrant the need for a one-color logo. In such situations, two single-color versions are available. The two options available are black **(c)** or white **(d)** and should be used only when necessary.

NEBRASKA

Good Life. Great Service.

a

NEBRASKA

Good Life. Great Service.

b

NEBRASKA

Good Life. Great Service.

c

NEBRASKA

Good Life. Great Service.

d

Logo spacing should be thought of like Nebraska's landscape.

We're the land of big skies with plenty of space to stretch out and move around. The same concept applies when placing the logo. Always include lots of space to avoid crowding. When space gets tight, aim to ensure minimum padding equal to the "NE" in the logo.

NEBRASKA
Good Life. Great Service.

Do

- **Use the logos provided** by the State of Nebraska.
- **Use the appropriate file type** when placing the logo. Print or digital?
- **Make the logo as large as you want,** but don't get too carried away.
- **Give plenty of space around the logo.** White space is good!
- **Scale the logo proportionally.** Hold the shift key down when resizing.
- **Place the logo over solid colors** and photographs with care.

Do Not

- **Recreate the Nebraska logo.** Care has been taken to get it right.
- **Use CMYK logos digitally** or RGB logos in print. There are differences.
- **Use the logo smaller than 1" wide.** Any smaller and it's unreadable.
- **Crowd the logo.** Be sure to give it the space it deserves.
- **Stretch or warp the logo.** Nothing's worse than stretched logos!
- **Add unnecessary effects** like drop shadows, glow effects, etc.
- **Place the logo over busy backgrounds.** It needs to stand out.

Department names can be listed three ways
when using the new brand. The variations are shown on this page.
Please do not use any other options. Remember, consistency across all
state entities will create a stronger brand.

When using the logo without a department designation **(a),** be sure the
department name is included somewhere on the same page as the logo
(see Identity Materials section for an example).

For instances when you want to include the department name with the
logo, refer to options **(b)** and **(c)**.

a | NEBRASKA
Good Life. Great Service.

b | NEBRASKA
DEPT. OF ADMINISTRATIVE SERVICES

c | NEBRASKA
Good Life. Great Service.
DEPT. OF ADMINISTRATIVE SERVICES

Example logo lockups are shown below.

When creating a lockup with an internal or partner agency, use the width of the "N" in the "Nebraska" logo to separate elements.

When creating a lockup with an external partner or agency, use the width of the "NE" in the "Nebraska" logo to separate elements.

internal

NEBRASKA
Good Life. Great Service.

| **ON-SITE CONSULTATION** PROGRAM

NN

external

NEBRASKA
Good Life. Great Service.

Firespring®

NE

Consistent brand colors will unify the various state entities. A modern twist on classic colors, the brand palette reinforces what Nebraska is all about. It's bold without being cocky. Confident without the chest-beating. Fresh yet familiar, the colors work well in complimenting our voice and tone as a state.

Color values are given for each of the brand colors. Pantone or CMYK color values are for print. RGB color values are for any non-printed, digital media (i.e. websites, TV, PowerPoint presentations, etc.).

The entire color palette can be used along with the chosen primary colors of your department's brand.

PANTONE 1225
CMYK: 0 / 22 / 84 / 0
RGB: 255 / 200 / 67

PANTONE 7425
CMYK: 21 / 100 / 55 / 6
RGB: 187 / 31 / 83

PANTONE 7707
CMYK: 100 / 55 / 35 / 12
RGB: 0 / 96 / 127

PANTONE 583
CMYK: 32 / 13 / 100 / 0
RGB: 186 / 191 / 51

PANTONE 5445
CMYK: 27 / 14 / 11 / 0
RGB: 185 / 200 / 211

DARK GRAY
CMYK: 0 / 0 / 0 / 85
RGB: 77 / 77 / 79

Brand color tints

Brand color tints can and should be used to create additinal color options. The wheel below shows 100% color on the edge of the circle and lightens by 20% for each smaller circle. Using a tint percentage of a color is usually done when using spot colors. In the instance that you aren't using spot colors, CMYK and RGB values are shown to the right.
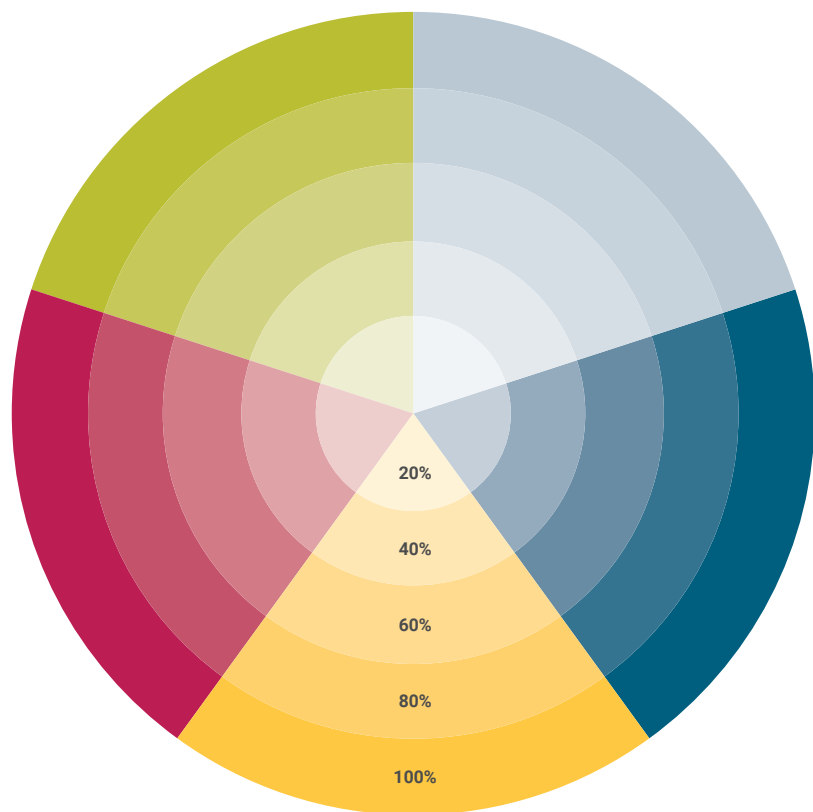
	C / M / Y / K	**R / G / B**
100%	32 / 13 / 100 / 0	186 / 191 / 51
80%	25 / 11 / 80 / 0	199 / 201 / 90
60%	19 / 8 / 60 / 0	212 / 212 / 132
40%	13 / 5 / 40 / 0	224 / 224 / 169
20%	6 / 3 / 20 / 0	238 / 236 / 208

	C / M / Y / K	**R / G / B**
100%	21 / 100 / 55 / 6	187 / 31 / 83
80%	17 / 80 / 44 / 5	197 / 84 / 105
60%	13 / 60 / 33 / 4	208 / 123 / 133
40%	8 / 40 / 22 / 2	221 / 161 / 166
20%	4 / 20 / 11 / 1	235 / 204 / 204

	C / M / Y / K	**R / G / B**
100%	100 / 55 / 35 / 12	0 / 96 / 127
80%	80 / 44 / 28 / 9	55 / 115 / 144
60%	60 / 33 / 21 / 7	104 / 140 / 165
40%	40 / 22 / 14 / 5	148 / 170 / 188
20%	20 / 11 / 7 / 2	195 / 205 / 216

	C / M / Y / K	**R / G / B**
100%	0 / 22 / 84 / 0	255 / 200 / 67
80%	0 / 18 / 67 / 0	255 / 210 / 110
60%	0 / 13 / 51 / 0	255 / 219 / 143
40%	0 / 9 / 34 / 0	255 / 231 / 179
20%	0 / 4 / 17 / 0	255 / 242 / 214

	C / M / Y / K	**R / G / B**
100%	27 / 14 / 11 / 0	185 / 200 / 211
80%	22 / 11 / 9 / 0	197 / 209 / 219
60%	16 / 8 / 7 / 0	211 / 220 / 226
40%	11 / 5 / 4 / 0	224 / 229 / 234
20%	5 / 3 / 2 / 0	237 / 240 / 242

20%
40%
60%
80%
100%

Brand Typefaces consist of Google Fonts

that are free and available for download at www.fonts.google.com.

MONTSERRAT | Headlines and display type

Hairline	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890
Ultra Light	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890
Light	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890
Regular	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890
Semi Bold	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890
Bold	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890
Extra Bold	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890
Black	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890

ROBOTO | Body copy

Thin *Thin Italic*	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890
Light *Light Italic*	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890
Regular *Italic*	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890
Medium **Medium Italic**	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890
Bold **Bold Italic**	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890
Black **Black Italic**	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890

Secondary Brand Typefaces

ROBOTO CONDENSED | Accent copy

Light *Light Italic*	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890
Regular *Italic*	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890
Bold ***Bold Italic***	**ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890**

ARIAL | Internal use

Regular *Italic*	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890
Bold ***Bold Italic***	**ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890**

ROBOTO SLAB | Accent copy

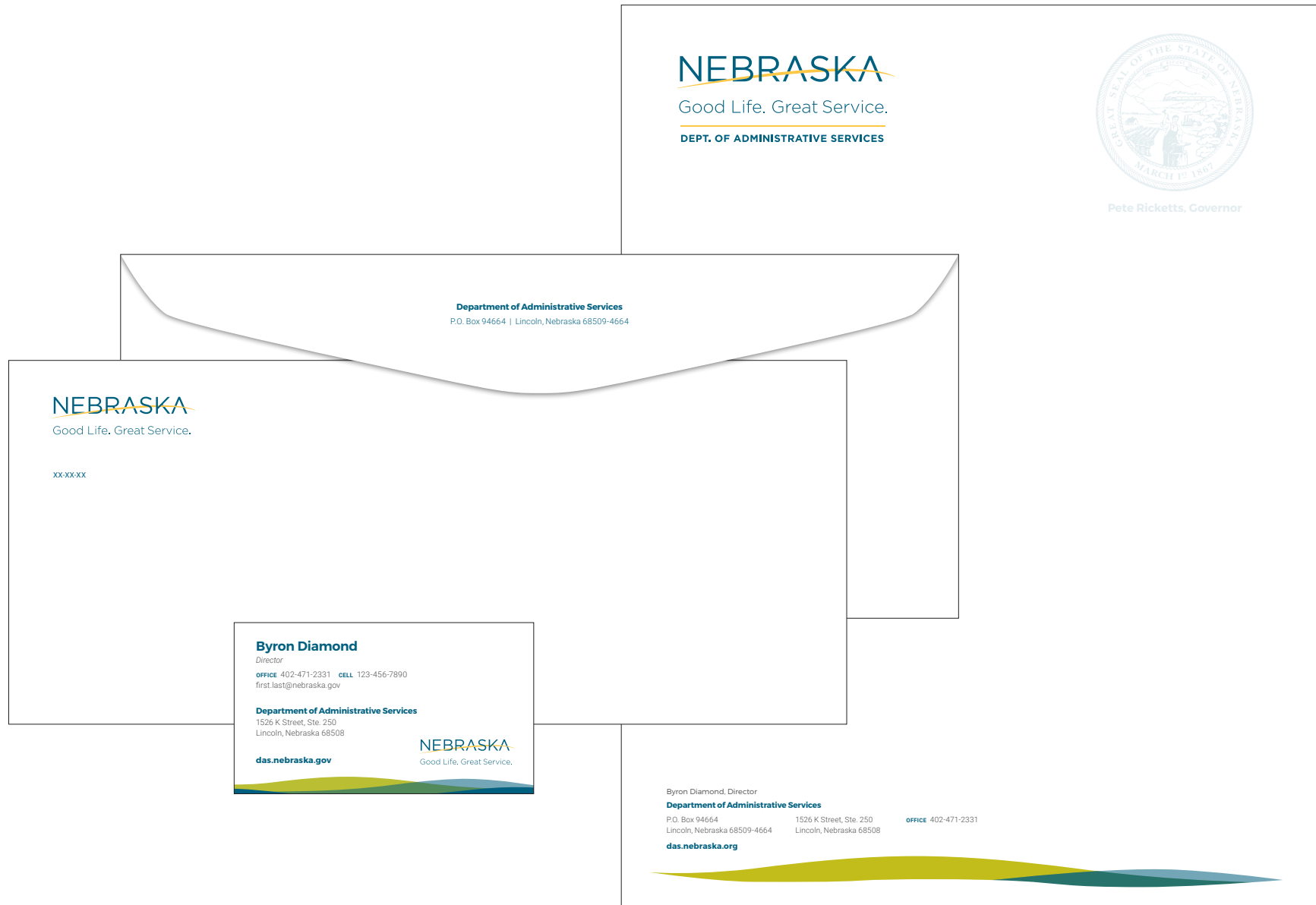| Thin	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890
Light	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890
Regular	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890
Bold	**ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890**

Identity materials

NEBRASKA
Good Life. Great Service.
DEPT. OF ADMINISTRATIVE SERVICES

Pete Ricketts, Governor

Department of Administrative Services
P.O. Box 94664 | Lincoln, Nebraska 68509-4664

NEBRASKA
Good Life. Great Service.

XX-XX-XX

Byron Diamond
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NEBRASKA
Good Life. Great Service.

Byron Diamond, Director
Department of Administrative Services

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das.nebraska.org

Branded design elements (shown below)

will add visual interest to your marketing pieces and ensure a cohesive look across all state entities. Use them. Abuse them. Get creative! Overlapping these elements with varying levels of transparency will create complex landscapes.

Email signatures should be consistent across
departments. The use of a clean, sans-serif typeface that is readily available
(Arial, Helvetica, etc.) is a safe bet in order to maintain consistency across
various email clients.

Employee Name

Employee Title | DIVISION

Nebraska Department of Economic Development

OFFICE   123-456-7890

CELL   123-456-7890

first.last@nebraska.gov

neded.gov | Facebook | Twitter

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