



UNIVERSITY OF NEBRASKA–LINCOLN EXTENSION TOOLBOX STANDARDS CHECKLIST

Traditional Print Materials (flyers/newsletters, brochures, or postcards)

The University of Nebraska–Lincoln established a Toolbox of publications design standards to keep our University brand message consistent and strong. Chancellor Perlman often states his commitment to the enforcement of the Toolbox design standards to further strengthen a consistent yet flexible University image. In order to communicate with our stakeholders the connection between the University of Nebraska–Lincoln Extension and the 4-H Youth Development Program, it is important to follow these design standards.

The attached publication does not follow the University of Nebraska–Lincoln Toolbox design standards in the areas checked below. Please refer to the Toolbox at <http://www.unl.edu/ucomm/ucomm> and make the appropriate changes before distributing, reprinting, or updating this piece. Please review the Toolbox design standards before producing other printed material. Also, to assist you with the design of printed materials, utilize the UNL Extension and 4-H Flyer/Newsletter/Brochure/Postcard Templates located at <http://www.extension.unl.edu/marketing/templates>.

TEMPLATES FOR UNL EXTENSION 4-H TRADITIONAL PRINTED MATERIALS:

(all templates can be downloaded at <http://www.extension.unl.edu/marketing/templates>;
none of the graphics on these templates should be recreated)

- 8.5x11 (Letter) Flyer OR 8.5x14 (Legal) Flyer



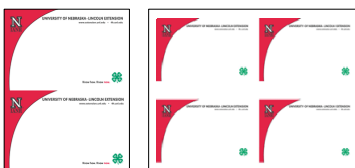
- 5.5x8.5 Flyer (Half Size Letter)



- 8.5x11 Tri-fold Brochure



- 8.5x5.5 Postcard OR 5.5x4.25 Postcard



UNACCEPTABLE USES OF UNIVERSITY OF NEBRASKA–LINCOLN EXTENSION:

- NU
- University of Nebraska
- UN-L
- Incorrect dash between Nebraska and Lincoln (must use en-dash)
- Cooperative Extension

OTHER:

- Use of incorrect fonts
- Use of unapproved secondary or programmatic logo (national logos, such as NEP, are approved)

4-H EMBLEM:

(download: <http://www.national4-headquarters.gov>)

- 18 USC 707 not included on emblem
- Incorrect use of color
- Emblem recreated
- Emblem condensed or expanded (not scaled in proportion)
- Emblem applied over a bold pattern or dark screen



STILL HAVE QUESTIONS?

If you have any questions regarding the design Toolbox or the specific design standard(s) checked, please contact Renee in the UNL Communications and Information Technology Department:

Renee Lanik
(402) 472-2860 or <mailto:rlanik1@unl.edu>

If an item is being printed out of your office (ex. newspaper, printing company, etc.), please remember to take revision time into consideration and contact CIT immediately!