Water *for* **Food**
DAUGHERTY GLOBAL INSTITUTE
at the University of Nebraska

Nebraska Water Center
Daugherty Water *for* **Food Global Institute**

LOGO AND COLOR STANDARDS

UNIVERSITY OF Nebraska

DWFI LOGO OPTIONS

Spot or 4 - C Process Logo (Main Logo)

HORIZONTAL

VERTICAL

DO NOT

Restack type
Resposition droplet
Change typeface
Add effect to logo
Distort logo
Add Drop Shadow

ColorWhite Configurations

USAGE

It is perferrable to use the horizontal Main logo or ColorWhite logo.

Black Configurations

White Configurations

DWFI LOGO OPTIONS (continued)

Droplet Only

Color	Black	White

USAGE

Use only in special situations. It is perferrable to use the color droplet. If possible, Be sure that the main logo is visible to viewer before the water droplet.

Conference Logo

Water for Food
GLOBAL CONFERENCE

Water for Food
GLOBAL CONFERENCE

University of Nebraska Logo

UNIVERSITY OF
Nebraska

UNIVERSITY OF
Nebraska

DWFI & NWC Logo

HORIZONTAL

Water for Food
DAUGHERTY GLOBAL INSTITUTE
& NEBRASKA WATER CENTER
at the University of Nebraska

VERTICAL

Water for Food
DAUGHERTY GLOBAL INSTITUTE
& NEBRASKA WATER CENTER
at the University of Nebraska

IMPORTANT NOTE:

The conference logo must always be used in conjunction with the University of Nebraska logo. It would be perferrable to use the Water for Food Insitute and Nebraska Water Center logo with the University of Nebraska Logo. However, if there is no room, the Water for Food logo can be used by itself.

DWFI/NWC SMALL LOGOS

Spot or 4 - C Process Logo (Main Logo)

HORIZONTAL

VERTICAL

WaterforFood
DAUGHERTY GLOBAL INSTITUTE
at the University of Nebraska

Nebraska
Water Center
Daugherty WaterforFood Global Institute

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ColorWhite Configurations

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Nebraska
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Black Configurations

WaterforFood
DAUGHERTY GLOBAL INSTITUTE
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Nebraska
Water Center
Daugherty WaterforFood Global Institute

WaterforFood
DAUGHERTY GLOBAL INSTITUTE
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Nebraska
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White Configurations

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USAGE

In most situations, use the logos on the previous page. However, if any of the criteria listed below are true, the small logos should be used.

Print

Horizontal Logo - use the small logo if the length measured from the left of the water drop to the right of the 'd' is less than 1.75 inches

Vertical Logo - use the small logo if the height measured from the top of the water droplet, to the bottom of 'Nebraska' is less than 0.875 inches.

Web / Digital

Horizontal Logo - use the small logo if the length measured from the left of the water drop to the right of the 'd' is less than 175px.

Vertical Logo - use the small logo if the height measured from the top of the water droplet, to the bottom of 'Nebraska' is less than 100px.
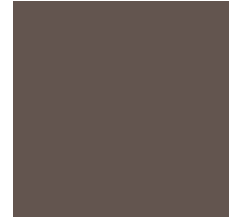
COLOR PALETTE

Water for Food Primary Colors

PMS 2210 C
C95 M62 Y47 K32
R5 G75 B90
HTML 05485A

PMS 2915 C
C65
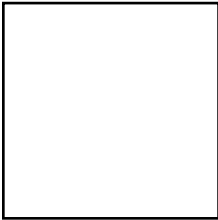R94 G182 B228
HTML 5EB6E4

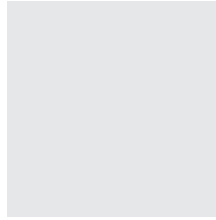PMS 346 C
C56 M0 Y54 K0
R110 G203 B152
HTML 6ECB98

PMS Warm Gray 10 CP
C24 M34 Y35 K60
R99 G85 B79
HTML 63554F

Water for Food Neutral Colors

PMS P 179-1 C
C0 M0 Y0 K10
R255 G255 B255
HTML FFFFFF

PMS Cool Gray 1 C
C0 M0 Y0 K10
R35 G31 B32
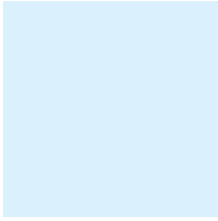HTML E5E5E5

PMS 421 C
C0 M0 Y0 K45
R178 G180 B178
HTML B2B4B2

PMS 425 C
C0 M0 Y0 K80
R84 G88 B90
HTML 54585A

PMS Neutral Black C
C0 M0 Y0 K100
R35 G31 B32
HTML 231F20

Water for Food Secondary Colors
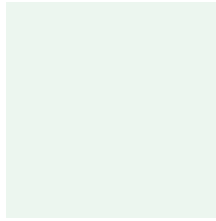
PMS 656 C
C13 M0 Y0 K0
R219 G241 B253
HTML DBF1FD

PMS 187 C
C7 M100 Y82 K26
R166 G25 B46
HTML A6192E

PMS 141 C
C5 M21 Y75 K0
R242 G199 B92
HTML F2C75C

PMS 457 U
C31 M35 Y88 K4
R178 G152 B68
HTML B19844

PMS 344 C @ 20%
C6 M0 Y6 K0
R240 G255 B240
HTML F0FFF0

USAGE

Use the secondary colors as accents, to add variety to materials. Use them sparingly.