

**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 Journey.

## 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  
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a



NEBRASKA  
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b



NEBRASKA  
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c



NEBRASKA  
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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.



## 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.** (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)**.



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

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

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

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

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

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



# Brand Typefaces

consist of Google Fonts  
that are free and available for download at [www.google.com/fonts](http://www.google.com/fonts).

## MONTERRAT | Headlines and display type

|             |  |
|-------------|--|
| Hairline    | ABCDEFGHIJKLMNOPQRSTUVWXYZ<br>abcdefghijklmnopqrstuvwxyz<br>1234567890 |
| Ultra Light | ABCDEFGHIJKLMNOPQRSTUVWXYZ<br>abcdefghijklmnopqrstuvwxyz<br>1234567890 |
| Light       | ABCDEFGHIJKLMNOPQRSTUVWXYZ<br>abcdefghijklmnopqrstuvwxyz<br>1234567890 |
| Regular     | ABCDEFGHIJKLMNOPQRSTUVWXYZ<br>abcdefghijklmnopqrstuvwxyz<br>1234567890 |
| Semi Bold   | ABCDEFGHIJKLMNOPQRSTUVWXYZ<br>abcdefghijklmnopqrstuvwxyz<br>1234567890 |
| Bold        | ABCDEFGHIJKLMNOPQRSTUVWXYZ<br>abcdefghijklmnopqrstuvwxyz<br>1234567890 |
| Extra Bold  | ABCDEFGHIJKLMNOPQRSTUVWXYZ<br>abcdefghijklmnopqrstuvwxyz<br>1234567890 |
| Black       | ABCDEFGHIJKLMNOPQRSTUVWXYZ<br>abcdefghijklmnopqrstuvwxyz<br>1234567890 |

## ROBOTO | Body copy

|                                |  |
|--------------------------------|--|
| Thin<br><i>Thin Italic</i>     | ABCDEFGHIJKLMNOPQRSTUVWXYZ<br>abcdefghijklmnopqrstuvwxyz<br>1234567890 |
| Light<br><i>Light Italic</i>   | ABCDEFGHIJKLMNOPQRSTUVWXYZ<br>abcdefghijklmnopqrstuvwxyz<br>1234567890 |
| Regular<br><i>Italic</i>       | ABCDEFGHIJKLMNOPQRSTUVWXYZ<br>abcdefghijklmnopqrstuvwxyz<br>1234567890 |
| Medium<br><i>Medium Italic</i> | ABCDEFGHIJKLMNOPQRSTUVWXYZ<br>abcdefghijklmnopqrstuvwxyz<br>1234567890 |
| Bold<br><i>Bold Italic</i>     | ABCDEFGHIJKLMNOPQRSTUVWXYZ<br>abcdefghijklmnopqrstuvwxyz<br>1234567890 |
| Black<br><i>Black Italic</i>   | ABCDEFGHIJKLMNOPQRSTUVWXYZ<br>abcdefghijklmnopqrstuvwxyz<br>1234567890 |

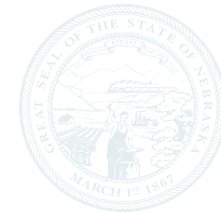


# Identity materials

**NEBRASKA**

Good Life. Great Journey.

**DEPARTMENT OF TRANSPORTATION**



Pete Ricketts, Governor

**Nebraska Department of Transportation**  
1500 Highway 2 | Lincoln, Nebraska 68502

**NEBRASKA**

Good Life. Great Journey.

**Vicki Kramer**

*Highway Communication Division Manager*

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## 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.

**Vicki Kramer**

HIGHWAY COMMUNICATION DIVISION MANAGER

**Nebraska Department of Transportation**

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