

CREATING A NEW OR SECONDARY LOGO



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Q: IS THERE A SECONDARY LOGO POLICY?

A: Yes. It is the policy of the University of Nebraska system to invest in a single visual identity, rather than maintain multiple marks that may interfere with the University's message. To strengthen the University's visual identity, the creation of additional marks is restricted. As a result, any new secondary mark must be submitted through an approval process prior to development and use.

If your organization or department is currently using a secondary logo, you may be contacted by the Office of University Affairs to provide proof of approval by the University-wide Identity Committee. If previous approval cannot be provided, the logo must be submitted through the approval process.

Q: HOW DO I GET APPROVAL TO CREATE A NEW OR SECONDARY LOGO?

A: A written request with supporting documentation and business need is submitted to the University-wide Identity Committee, who will approve or deny the logo request. Approved logos, once developed, must go through final approval by the Committee prior to usage. Legal questions about the registration, protection, or infringement related to a logo or trademark should be referred to the Office of the General Counsel.

Q: IS THERE A FORM TO APPLY FOR APPROVAL TO CREATE A NEW LOGO?

A: You can download the overview process and application form for a new or secondary logo [here](#).

Q: ARE THERE COBRANDING REQUIREMENTS I SHOULD CONSIDER?

A: Yes. With every secondary logo that is approved, we step away from important work being disconnected from the University of Nebraska. There needs to be a clear tie to NU in your logo. We'll look for that connection when the logo is reviewed. It should also be noted that the system logo, when possible, should be used as a secondary logo (back of brochures, bottom of website, etc) to help the alignment with the University.



Q: ARE THERE APPROVED DESIGN VENDORS WHO I SHOULD WORK WITH ON MY LOGO?

A: All marketing projects should be run through the communications office on your respective campus. We do not want university organizations to design their own logos or use external vendors.

Q: WILL I STILL NEED TO ADHERE TO THE CAMPUS OR UNIVERSITY BRAND GUIDE?

A: Unless given permission to create your own brand guide, all secondary logos should work with the parameters in the campus brand guide. The team working on the logo will also provide a one-page writing guide. You will need to use “University of Nebraska” in first mention in copy—e.g., “the Food for Health Center at the University of Nebraska will focus on food and its interplay with the gut’s trillions of microbes.” This will create a clear tie in written copy between NU and your organization.

Q: WHAT OTHER ITEMS DO I NEED TO TAKE INTO CONSIDERATION BEFORE APPLYING FOR A SECONDARY LOGO?

A: We will also want to clearly identify and agree on who will be managing the logo and ensuring it is used properly. That could be someone existing in your organization, or it could be handled by your campus communications office? You will need to denote what existing staff will be the day-to-day contact on brand issues.

