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# BRAND GUIDE

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UPDATED FEBRUARY 2015

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# LOGO AND BRAND ELEMENTS

**PRIMARY LOGO**

The Nebraska Game and Parks Commission logo represents not only the brand of the NGPC, but is also a long-standing icon for our state parks and the outdoor experience of our state. This is why it is important to keep the integrity of the organization of the original logo, but give it an update that makes it more relevant to our state and the times.

A logo is important for any brand. Careful adherence to the standards outlined on this and subsequent pages is essential in order to protect the logo and what it stands for.



4-Color: Primary Logo

**SECONDARY LOGO TREATMENTS**

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1-Color: Black Logo



4-Color: Reversed Logo



1-Color: White Logo

## LOGO CLEAR SPACE

Every logo needs breathing room in order to be recognized and, thus, more effective. The white space around a logo is called “clear space.” For the Nebraska Game and Parks Commission logo, surround the logo with clear space equal to the height of “GAME” and “PARKS” in the logo.

This is a minimum requirement. The more clear space, the better.



## MINIMUM SIZE

The NGPC logo can be enlarged or reduced to suit particular uses. When you do so, please keep a few things in mind:

- Make certain all elements are being reduced or enlarged proportionally
- The logo should be large enough to reproduce well and be easily readable
- Do not make the logo so large that it overwhelms the other elements on the page

Below is the minimum size guideline for the NGPC logo



**LOGO MISUSE**

Below are several common examples of “logo misuse,” a cardinal sin in branding. All of these guidelines apply to all logos. Smart, consistent logo usage is key to forming the brand’s visual identity – and protecting its position within the marketplace.



Do not alter the proportions of the individual logo elements



Do not fill the logo with color gradients or patterns



Do not create one-color versions of the logo with brand colors other than black and white



Do not use the outdated NGPC logo in any situation



Do not mix any part of the old NGPC logo with the updated logo



Do not horizontally or vertically distort the logo or its individual elements



Do not mix reversed NGPC logo elements with full-color logo elements



Do not apply glows or effects to the logo or its individual elements



Do not use backgrounds that don't allow proper contrast for the logo



Do not alter the color arrangement in the NGPC logo elements



Do not use the “SEE YOU OUT THERE” tagline with the NGPC logo



Do not use the NGPC mark separate from the type on any piece that doesn't have the complete logo

**PRINT TYPOGRAPHY**

Typography literally shapes a brand’s message in printed communications, telling a story within the story. Two sets of the same words laid out in different typefaces can have two entirely different connotations.

A suite of fonts has been carefully selected to convey the Nebraska Game and Parks Commission brand attributes. They are dominant, distinctive and highly legible, each with a timeless quality that will keep the brand fresh for years to come.

**HEADLINE  
TYPEFACES**

DENIM BOOK

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

DENIM BOLD

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**

DENIM BLACK

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

DENIM LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

HEROIC CONDENSED Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**

**SUBHEAD  
TYPEFACES**

HEROIC CONDENSED Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**

UNIVERS 57 Condensed

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**

DENIM BLACK

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**BODY COPY  
TYPEFACES**

UNIVERS 47 Light Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

UNIVERS 57 Condensed

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**

UNIVERS 45 Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

WEB TYPOGRAPHY

Because not all fonts are available in digital form, alternate typefaces have been selected for web use (website, digital ads, email). They reflect the brand position and remain consistent with printed materials. In some cases, these fonts are identical to their print counterpart. In other cases, the best available font has been selected based on its similarity to its print counterpart.

HEADLINE  
TYPEFACES

DENIM BOOK

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

DENIM BOLD

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**

DENIM BLACK

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

HEROIC CONDENSED Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**

SUBHEAD  
TYPEFACES

HEROIC CONDENSED Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**

UNIVERS 67 Bold Condensed

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**

DENIM BLACK

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

ARIAL Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**

BODY COPY  
TYPEFACES

UNIVERS 47 Light Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

UNIVERS 45 Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

ARIAL NARROW Regular

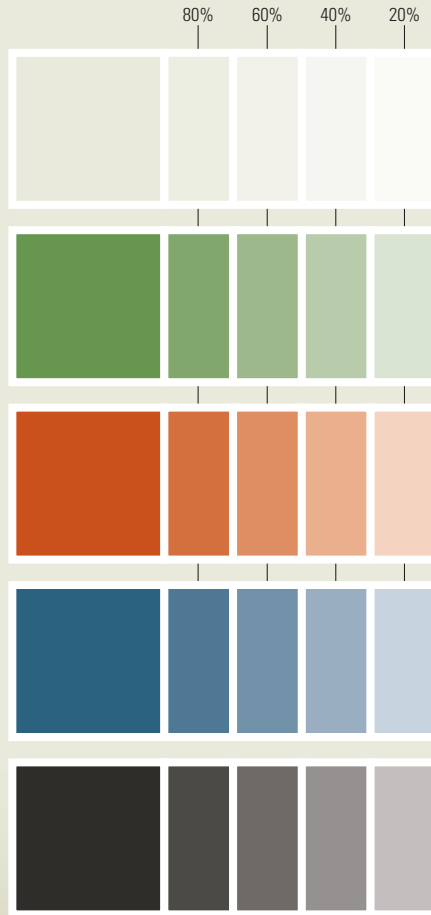
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

ARIAL Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

**PRIMARY COLOR PALETTE**

The Nebraska Game and Parks Commission primary color palette is the initial touch point the viewer has when interacting with the brand, through the logo. These exact colors should be paired with the secondary palette to maximize impact and promote continuity throughout NGPC communications. The color palettes are picked and created to properly represent the beauty found outdoors. With the secondary palette the selection is broad enough to represent the changing seasons.



**PANTONE:** C: 8 R: 8 HEX: E8E7DA  
Cool Gray 1 M: 5 G: 5  
Y: 13 B: 3  
K: 0

**PANTONE:** C: 52 R: 105 HEX: 69923A  
576 M: 6 G: 146  
Y: 79 B: 58  
K: 25

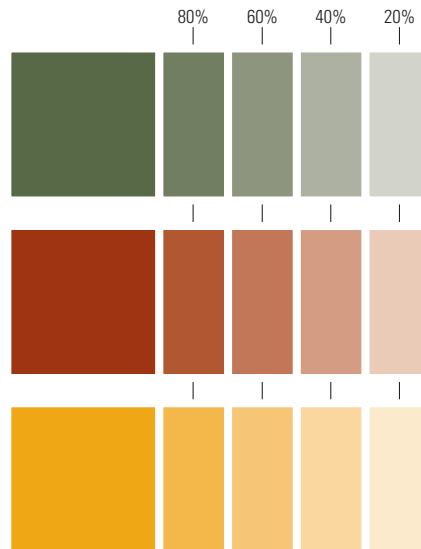
**PANTONE:** C: 3 R: 189 HEX: BD4F19  
167 M: 78 G: 79  
Y: 100 B: 25  
K: 15

**PANTONE:** C: 71 R: 68 HEX: 44697D  
5405 M: 30 G: 105  
Y: 13 B: 125  
K: 41

**PANTONE:** C: 60 R: 48 HEX: 302E2B  
Black 7 M: 55 G: 46  
Y: 58 B: 43  
K: 70

**SECONDARY COLOR PALETTE**

The colors in the NGPC secondary palette perfectly complement those in the primary palette and add to the natural feel for the outdoors. The use of these colors gives visual communications added range and breadth by enhancing and accenting layouts with the primary color palette. These colors can be used more prominently on pieces that require additional separation to the different segments of the NGPC.



**PANTONE:** C: 64 R: 88 HEX: 596A49  
574 M: 41 G: 105  
Y: 77 B: 72  
K: 26

**PANTONE:** C: 8 R: 154 HEX: 9A3B26  
174 M: 85 G: 59  
Y: 100 B: 38  
K: 34

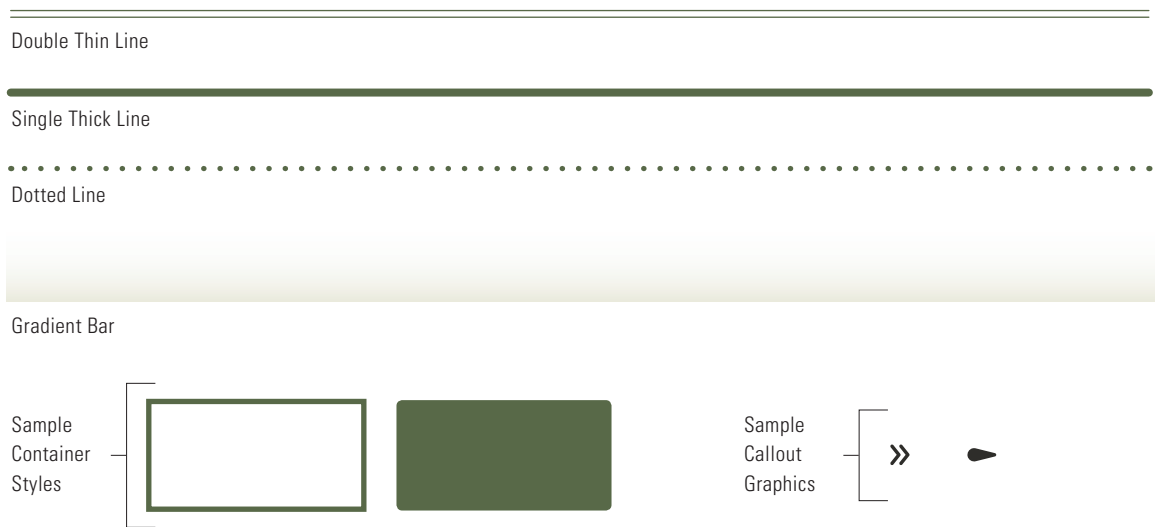
**PANTONE:** C: 0 R: 238 HEX: EEA616  
7409 M: 35 G: 166  
Y: 100 B: 22  
K: 5



**GRAPHIC ELEMENTS**

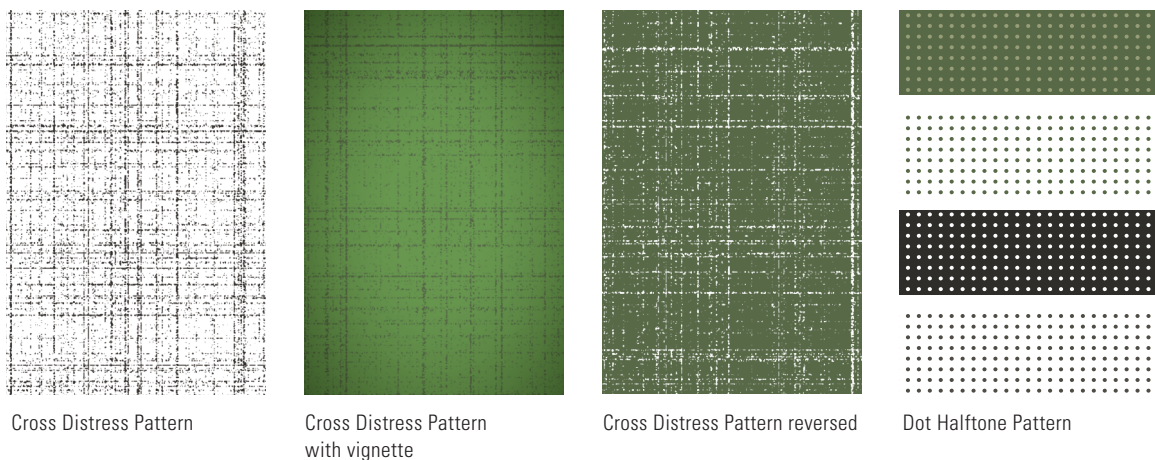
Colors and fonts do not create a rich enough brand presence alone. Graphic elements with unique shapes and characteristics have been selected to give the brand a starting point in building consistency and quality throughout any and all brand collateral.

Below are a few examples of elements that can be used to help call out, layer and organize information throughout branded pieces.



**TEXTURES**

Subtle details have a way of elevating a brand. Don't underestimate the difference a texture can make. Use of a vignette adds layering and richness to the layout. These textures have been chosen to add interest to blocks of color and backgrounds, while supporting the feeling of the outdoors and nature. Patterns can be used over primary or secondary colors at 100% or tints of those colors.





**PHOTOGRAPHY**

High-quality images should be utilized to showcase the wonder and grandeur of Nebraska’s natural resources. The intent of these images is to entice viewers into sharing time outdoors—either individually or with family and friends. Images that not only depict the natural environment, but also show people engaged in a variety of outdoor activities—from fishing and hiking to leisurely interacting with their surroundings—are preferred. The overriding goal is to have these images evoke thoughts of “I can see myself out there” or “Let’s get out and do that.”

**NOTE:** It is strongly recommended that when showing hunting imagery, the kill shot or subsequent end result are not to be utilized for general or brand marketing materials. Exceptions can be made when these types of images are essential in creating materials for a specific purpose or audience.







FINANCIAL REPORT



The Nebraska Game and Parks Commission is predominately self-funded, receiving approximately 15 percent of its total 2012 funding from the State General Fund. Fourteen additional cash/federal funds have been established for agency use:

- |   |   |                                     |
|---|---|-------------------------------------|
| 1) Game Fund                            | 6) Nebraska Outdoor Recreational Development Act (NORDA) Fund | 10) Game Law Investigation Fund     |
| 2) Park Fund                            | 7) Recreational Trails Federal Fund                           | 11) Cowboy Trail Fund               |
| 3) Direct Federal Fund                  | 8) Aquatic Habitat Fund                                       | 12) Youth Conservation Program Fund |
| 4) Voluntary Public Access Federal Fund | 9) Wildlife Conservation Fund                                 | 13) Nebraska Snowmobile Trail Fund  |
| 5) Habitat Fund                         |   |                                     |

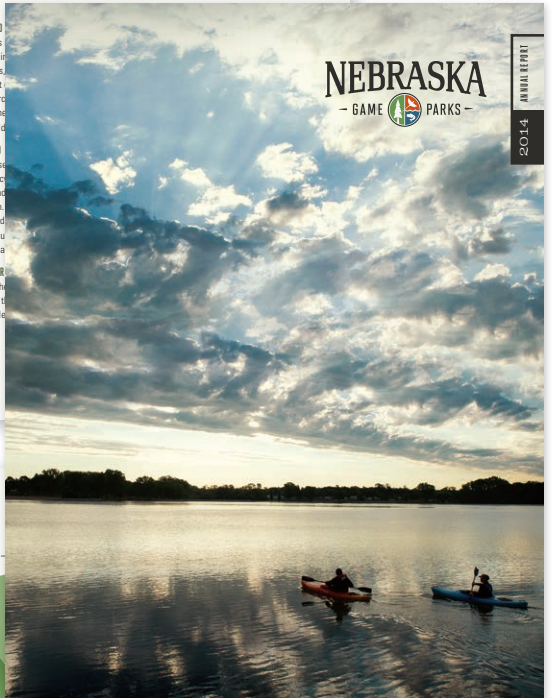
While most of the fund names are self-descriptive, a few of the more critical warrant further explanation.

**GENERAL FUND**  
This is supported by money collected by the Nebraska Department of Revenue, deposited with the State Treasurer and appropriated by the Legislature. General Fund money is appropriated to Game and Parks for those operating activities that are:

- 1) not self-supporting (primarily operations of the state park system and nongame and endangered species activities);
- 2) administrative activities that are general in nature, applicable to the entire agency and difficult to prorate among the various other funding sources; and
- 3) activities that extend beyond the statutory use of the various cash funds.

**PARK FUND**  
This is the source to the agency to maintain and park system, camping and sales, restaurant other park facilities.

**FEDERAL GRANTS**  
These are the sources for the reimbursable



FINANCIAL REPORT

DETAILS OF MAJOR EXPENDITURE SOURCES

**PARKS, ENGINEERING AND CONSTRUCTION DIVISIONS**

This includes administration and operations of state parks, state recreation areas, state historical parks, state recreation trails, and related engineering and construction services.

**Funding sources include:** Park Cash Fund, \$15,447,602.81 (62 percent); General Fund, \$8,274,063.10 (33); Youth Conservation Program Fund, \$920,732.90 (4); NORDA, \$77,971.78 (1); federal funds, \$146,391.90 (1); Cowboy Trail Fund, \$41,151.92 (less than 1).

**WILDLIFE DIVISION**

This includes administration and operations of wildlife management areas (WMA), private lands habitat work, game and nongame species activities and associated engineering services.

**Funding sources include:** Game Cash Fund, \$5,277,819.20 (33 percent); Habitat Fund, \$5,292,716.57 (33); federal funds, \$4,628,202.83 (29); General Fund, \$585,087.45 (4); Wildlife Conservation Fund, \$203,983.39 (1); Hunters Helping the Hungry Fund, \$16,326.95 (less than 1).

**FISHERIES DIVISION**

This includes administration and operations of fish hatcheries, Ak-Sar-Ben Aquarium, public and private waters fisheries resource management and associated engineering services.

**Funding sources include:** Game Cash Fund, \$3,003,695.76 (66 percent); federal funds, \$2,379,026.90 (51); General Fund, \$98,376.52 (1); Aquatic Habitat Fund, \$97,947.81 (1).

**LAW ENFORCEMENT DIVISION**

This includes fish, wildlife, park and boating law enforcement, as well as public educational programs associated with hunter education and resource use.

**Funding sources include:** Game Cash Fund, \$3,384,946.07 (71 percent); General Fund, \$866,095.89 (18); Park Cash Fund, \$530,236.57 (11); federal funds, \$9,000 (less than 1).

**ADMINISTRATION DIVISION**

This includes administrative activities associated with the director's office, the Personnel, Realty, Environmental Services, Budget and Fiscal, Information Technology divisions, district offices, Federal Aid, board of commissioners, and credit card processing, as well as associated engineering services.

**Funding sources include:** Game Cash Fund, \$3,019,451.89 (59 percent); Park Cash Fund, \$1,147,195 (22); General Fund, \$824,841.67 (16); Habitat Fund, \$123,549.80 (3); federal funds, \$15 (less than 1); Aquatic Habitat Fund, \$45 (less than 1).

**INFORMATION AND EDUCATION DIVISION**

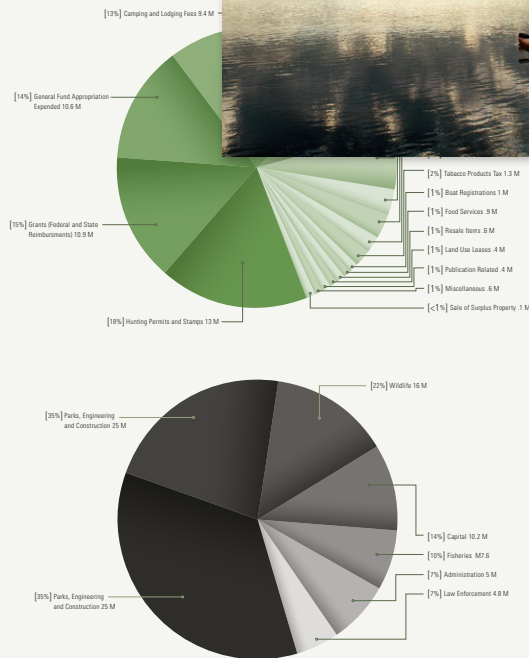
This includes all communication and outreach initiatives, such as administration and operations of all communication and outreach initiatives such as NEBRASKAland Magazine, agency printing, multimedia news releases, advertising and public awareness campaigns, as well as boating administration, boating law enforcement, boating education, hunter education and shooting range development.

**Funding sources include:** Game Cash Fund, \$3,018,318.55 (85 percent); Park Cash Fund, \$533,551.37 (15); federal funds, \$32.85 (less than 1).

**CAPITAL CONSTRUCTION**

This includes capital construction activities on state parks, state recreation areas, state trails, state historical parks, WMAs, state fish hatcheries and acquisition of lands for WMA or park purposes, as well as some grant pass-through for community trails and Land and Water Conservation Fund program projects.

**Funding sources include:** Aquatic Habitat Fund, \$5,126,287.50 (50 percent); federal funds, \$2,872,711.77 (28); NORDA, \$1,342,758.33 (13); Game Cash Fund, \$589,130.11 (6); Park Cash Fund, \$121,302.95 (1); Habitat Fund, \$54,814.44 (1); General Fund, \$32,750 (less than 1); Cowboy Trail Fund, \$19,915.85 (less than 1).



Nebraska Game and Parks: Experience the outdoors

[RESERVE A SITE](#)



[BUY A PERMIT](#)



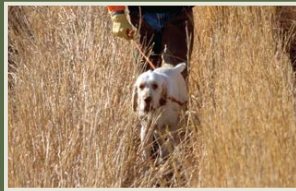
**DOLES NET CONSEQUATEM:** Enet pra alia nim aut harum, cone re plitatem

Doles net quia consequatem. Enet pra alia nim aut harum, cone re plitatem la anditaecus re evenestrum, quam, ut maximo molo veliquam fugias essim dolenihiitos comni beat possit eost velessi cum vitas quidenim quam re, volupta numet et aliquis prest, susdaecabo. Neque cusaessum voles errovidest labor raestio comnini.

Doles net quia consequatem. Enet pra alia nim aut harum, cone re plitatem la anditaecus re evenestrum, quam, ut maximo molo veliquam fugias essim dolenihiitos comni beat possit eost velessi cum vitas quidenim quam re, volupta numet et aliquis prest, susdaecabo.

Neque cusaessum voles errovidest labor raestio comnini. Doles net quia consequatem.

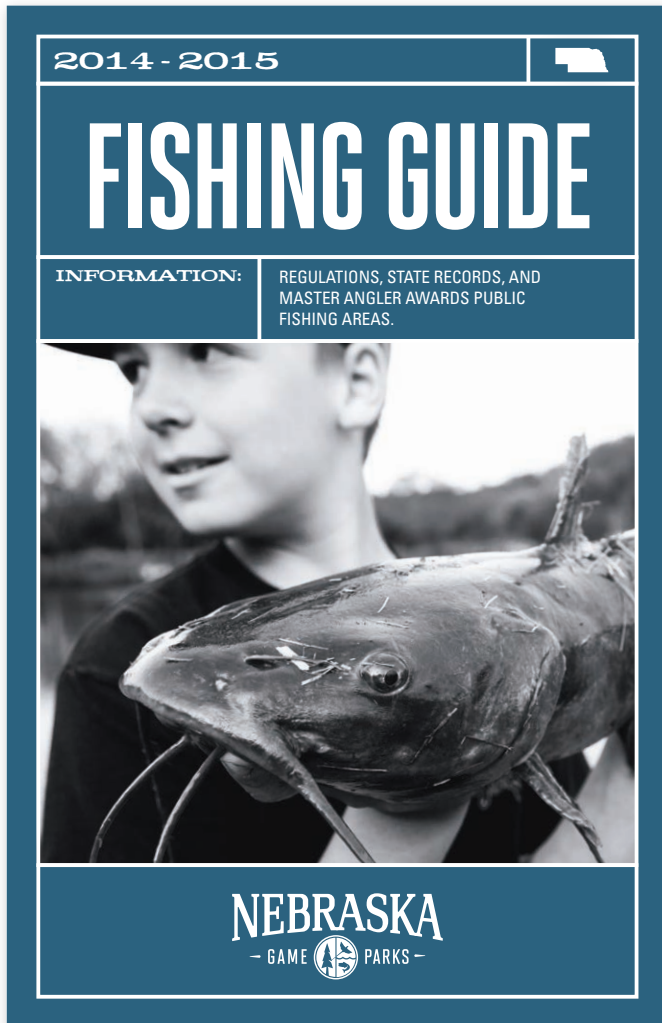
[FIND STATE PARKS >>](#)



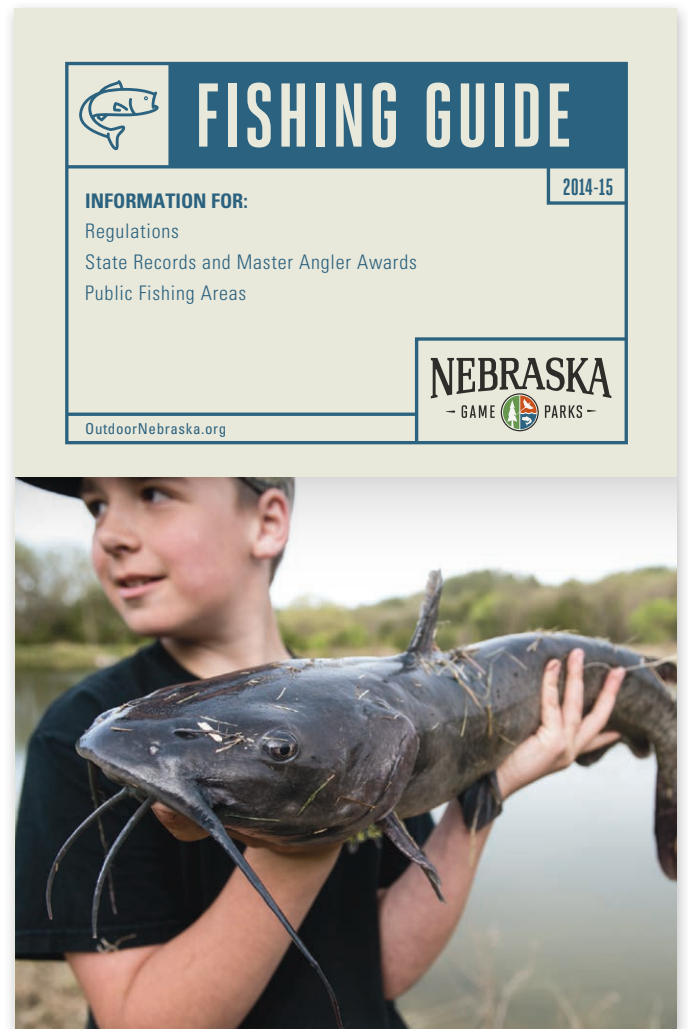
**DOLES NET QUIA CONSEQUATEM.**

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Email



2-Color Fishing Guide Cover



Full Color Fishing Guide Cover



# NEBRASKA'S OUTDOOR VENTURE PARKS

.....  
PARKS FOR THE NEXT GENERATION



Venture Park Book Cover