



BRAND BOOK



NEBRASKA CENTER FOR RESEARCH ON
CHILDREN, YOUTH, FAMILIES & SCHOOLS



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LOGO

Our logo is the visual representation of the WORDS Project. It encompasses the main goal of the project, which is to enable teachers to deliver high-quality reading instruction and assessment in their classrooms — now and in the future.

The preferred way to use the WORDS Project logo is on a white background. If the logo must be placed on a color, it should be the navy blue of the logo, and the reversed version of the logo should be used.

LOGO



Workshops on Reading Development Strategies

ICON



LOGO: B/W

There will be times when the full color logo will not work well.

Use of the black-and-white versions should be limited; whenever possible, use the color version.

LOGO



Workshops on Reading Development Strategies

ICON



Workshops on Reading Development Strategies



LOGO: CLEAR SPACE

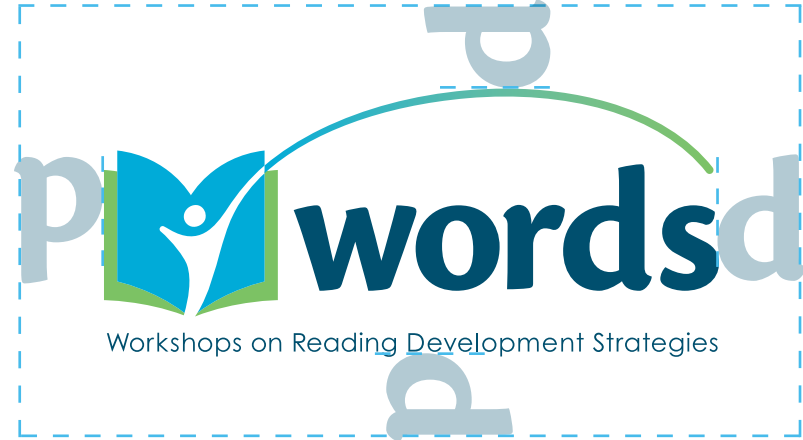
The logo should have a clear space that is equal to the width of the “d” from the mark. Nothing should intrude into this space, to ensure visual effectiveness.

The clear space should be free from other logos, text and graphics.

SIZE RESTRICTIONS:

Full lockup: | 1 in | Minimum height

Icon: | .7 in | Minimum height



LOGO: USAGE

DON'T:

1. Change the logo orientation
2. Add drop shadows or other effects to the logo
3. Place the logo on busy photography
4. Change the logo colors
5. Use the wordmark without the book icon
6. Stretch or scale the logo disproportionately



COLORS

The color scheme for the WORDS Project is designed to be approachable and inspirational. The gradient is another important element to the color scheme.

The primary colors should be used on all materials: website, printed material, powerpoints, etc.

The secondary colors may be used in addition to the primary when a graph or icon is necessary. Use of secondary colors should be minimal.

PRIMARY



NAVY BLUE

CMYK 100, 43, 12, 56
HEX #004f6e



LIGHT BLUE

CMYK 87, 1, 0, 0
HEX #00abd8



GREEN

CMYK 53, 0, 96, 0
HEX #7cc264



GRADIENT

SECONDARY



ORANGE

CMYK 0, 62, 100, 0
HEX #f58232



YELLOW

CMYK 0, 14, 80, 0
HEX #ffcc4e



DARK GREY (TEXT)

CMYK 0, 0, 0, 80
HEX #404041

TYPOGRAPHY: PRINT

The Century Gothic family and Caslon are to be used for all WORDS Project materials.

Century Gothic should be used for headers and Caslon for body copy.

In special circumstances Cronos Pro can be used sparingly as an accent.

**When Century Gothic is not available, use Arial.*

***When Caslon is not available, use Times New Roman.*

HEADLINES

Century Gothic Bold*

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789**

Cronos Pro

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789**

BODY COPY

Caslon **

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789**

TYPOGRAPHY: WEB

Muli and Lusitana will be used for all web/online resources.

HEADLINES

Muli

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

BODY COPY

Lusitana

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

VOICE & TONE

The WORDS Project's voice should reflect the collaborative, practical and evidence-based nature of the research. Effective language to reach teachers and other educators should be warm, jargon-free and conversational, while emphasizing partnership, adaptability and science.

VOICE:

- Conversational
- Clear and concise
- Genuine

TONE:

- Informative and evidence-based
- Collaborative
- Supportive
- Adaptable
- Practical

EDITORIAL

It is important to present a cohesive editorial style in all written communications for the WORDS Project, including web copy, news releases, handouts, PowerPoints and more.

The WORDS Project's editorial style will align with the Associated Press Stylebook, or AP Style.

WORDS PROJECT EDITORIAL STYLE

- All written materials for the WORDS Project should be clear, concise and consistent with AP Style.
- Content should always be written with intended audience in mind.
- For assistance with editorial style, please refer to the University of Nebraska–Lincoln's online style guide: unlcms.unl.edu/ucomm/styleguide

WORDS PROJECT NAME USAGE

- In body copy, use WORDS Project (Workshops on Reading Development Strategies) upon first mention. WORDS Project is acceptable on second reference.
- Always capitalize the letters in WORDS.
- In headlines, WORDS Project is preferred.



Workshops on Reading Development Strategies