



NeMTSS
FRAMEWORK

BRAND BOOK



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

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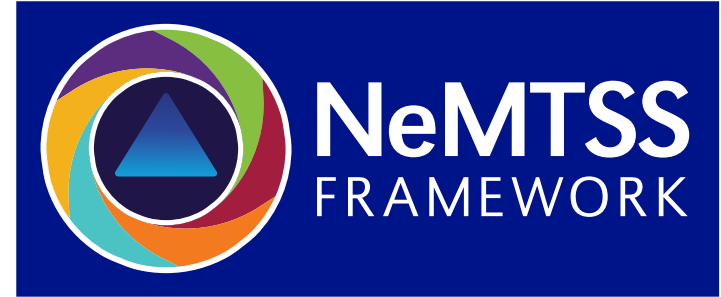
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Logo

Our logo is the visual representation of a statewide support network for MTSS implementation.

The preferred way to use the NeMTSS logo is on a white background. If the logo must be placed on a color, it should be NDE Blue, and the reversed version of the logo should be used.

LOGO



ICON



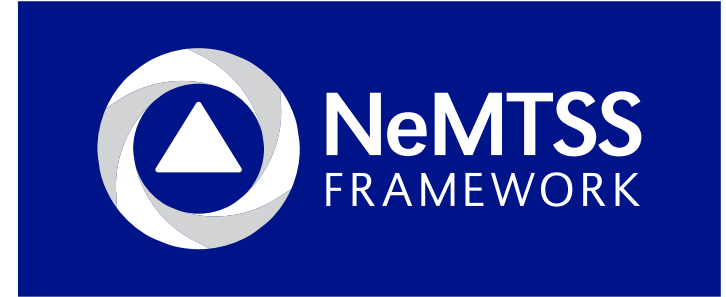
Logo: B/W

There will be times when the logo will need to be utilized in ways that don't lend itself to the full color version.

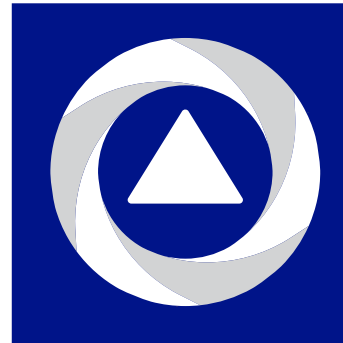
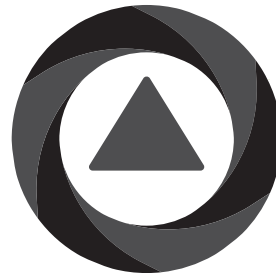
Due to the intricate nature of the logo, the black-and-white versions have been simplified to enable best printing practices.

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

LOGO



ICON



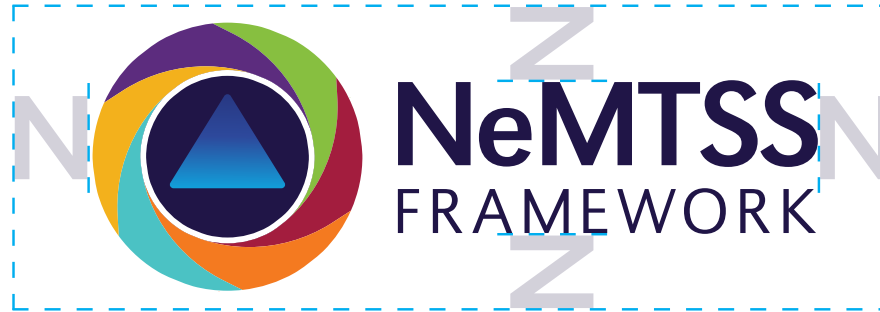
Logo: Clear space

The logo should have a clear space that is equal to the width of the “N” 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:

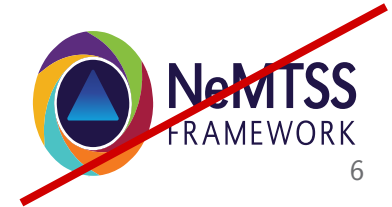
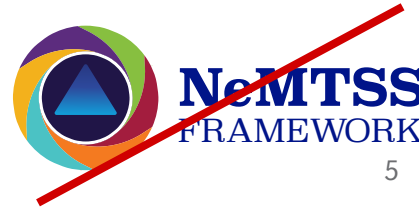
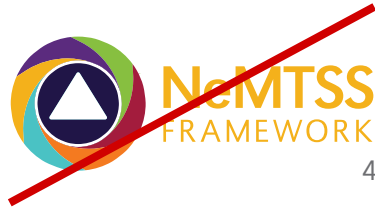
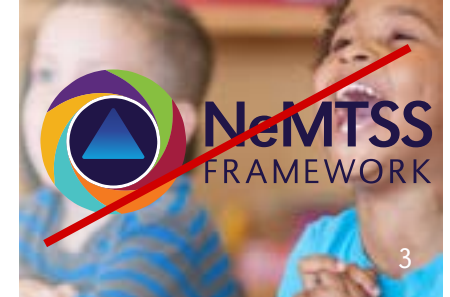
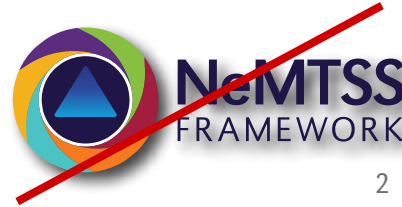
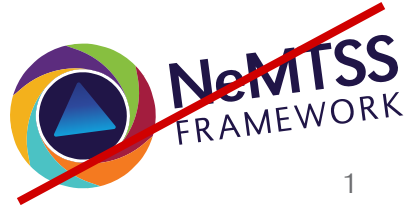
| .7 in | Minimum height



Logo: Usage

DON'T:

1. Change the logo's orientation
2. Add drop shadows or other effects to the logo
3. Place the photo on busy photography
4. Change the logo colors
5. Attempt to recreate the logo
6. Stretch or scale the logo unproportionately
7. Use NeMTSS Framework without the logo



Logo: Partners

There will be times when the NeMTSS logo will need to be partnered with the NDE logo. Use the designated partner lockup in these instances.

Always use the official lockup, do not attempt to recreate.



SIZE RESTRICTIONS:

| 1 in | Minimum height

Logo: Programs

There are many different programs that fall under the NeMTSS umbrella. It is important to maintain strong brand cohesion across these unique programs, while still highlighting the individual teams.

Always use the official lockups, do not attempt to recreate.

USAGE:

The **lockup** should be used on all public facing documents, such as the first slide of a presentation, handouts, social media graphics, etc.

The **icon** may be used for profile pics, or other special circumstances. Please consult Maureen Halpenny for approval:
maureen.halpenny@unl.edu



NPBIS



Pyramid Model



CYFS SEBL Support

Colors

The color wheel of the logo represents the Essential Elements that make up the MTSS methodology.

The inner circle and triangle utilize NDE brand colors to relate the logo back to the parent organization.

NOTE:

PMS colors are provided for the eventuality of needing to print spot colors. However, it is recommended to print using the CMYK colors whenever possible.



PURPLE

CMYK 84, 100, 0, 4
HEX #5b2b7e
PMS 2607 C



GREEN

CMYK 62, 0, 97, 0
HEX #87bf40
PMS 368 C



RED

CMYK 7, 98, 44, 33
HEX #a31c3d
PMS 7420 C



ORANGE

CMYK 0, 64, 100, 0
HEX #f47a20
PMS 152 C



TEAL

CMYK 54, 0, 11, 0
HEX #4ac2c4
PMS 310 C



YELLOW

CMYK 0, 30, 100, 0
HEX #f4b11b
PMS 130 C



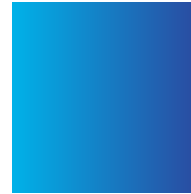
NDE NAVY

CMYK 100, 100, 9, 57
HEX #201547
PMS 2765



NDE BLUE

CMYK 100, 89, 0, 0
HEX #001489
PMS Reflex Blue



NEMTSS GRADIENT*



GRADIENT DARK BLUE*

CMYK 90, 48, 0, 0
HEX #2c479e
PMS 285 C



GRADIENT LIGHT BLUE*

CMYK 51, 0, 1, 0
HEX #00b1e8
PMS 297 C

*The Gradient Dark/Light Blue are **ONLY** to be used for the NeMTSS triangle and background gradients.

Typography: Print

The URW Grotesk family and Times New Roman are to be used for all NeMTSS materials.

URW Grotesk should be used for headers and Times New Roman for body copy.

ALTERNATIVE FONTS:

*In instances where URW Grotesk is not available, use Arial.

URW Grotesk*

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Times New Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Typography: Web

Roboto and Times New Roman will be used for all web resources.

Arial is preferred for online documents such as Google Docs or Slides.

Roboto

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Times New Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Graphic elements

Simple graphic elements that are distilled from the logo may be used to supplement design for printed materials or for the web.

Use sparingly and keep in mind, simplicity is key.

NOTE:

Do not change the order of the colors.



Voice & tone

NeMTSS branding is built on the foundation of the Nebraska Department of Education, which has a separate but aligned identity.

All communications should align with the NDE Brand Guidelines, which can be viewed at:

education.ne.gov/comm

NeMTSS' voice should reflect the NDE's high standards for accuracy and professionalism, while being accessible to a wide variety of audiences statewide.

VOICE:

- Professional
- Trustworthy
- Conversational – easy to understand

Tone will vary depending on the intended audience – staff, students, parents, partners, lawmakers and the general public.

TONE:

- Informative
- Pioneering – Reflecting Nebraska's spirit of discovery and hard work
- Respectful and inclusive of many perspectives
- Collaborative
- Positive
- Wholesome



NeMTSS
FRAMEWORK