
Student Apparel Guidelines



Groups may customize shirts for specific events or initiatives.

Apparel orders can be placed through unmcbookstore.com.

When designing apparel, always use an approved UNMC logo or emblem. Do not use a scanned, recreated, re-proportioned, re-colored or otherwise modified version. To request an approved logo, contact Public Relations at unmcpr@unmc.edu.

Offensive language or images, or any content that endorses behavior in violation of UNMC's policies, are not permitted.

All apparel utilizing the UNMC logo must be pre-approved by Public Relations.

Primary Apparel Colors



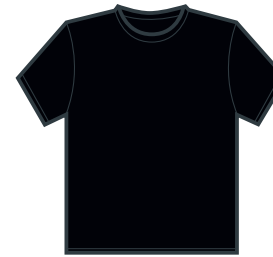
The 6 colors shown to the right are the approved primary color apparel options for the University of Nebraska Medical Center.

When selecting your color, please select the best possible match based on the vendor.

Color selections may be solids or heathered cottons, as long as they are still the best possible match to the following colors shown.



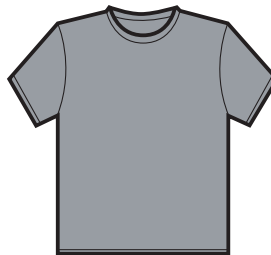
UNMC RED
PMS 187



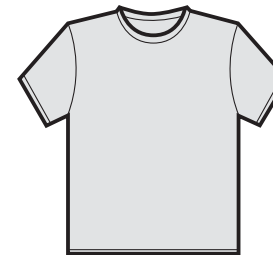
BLACK



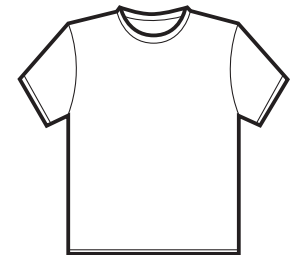
GRAY
PMS 425



GRAY - 40%
PMS 425 40%



GRAY - 10%
PMS 425 10%



WHITE

Secondary Apparel Colors



The nineteen colors shown to the right are the approved secondary color apparel options for the University of Nebraska Medical Center.

When selecting your color, please select the best possible match based on the vendor.

Color selections may be solids or heathered cottons, as long as they are still the best possible match to the following colors shown.



BLUE 2
PMS 7459



ORANGE 1
PMS 7579



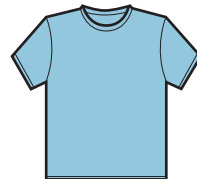
GREEN 1
PMS 7750



TEAL 1
PMS 7715



PINK 1
PMS 184



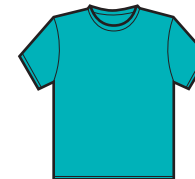
BLUE 2 - 50%
PMS 7459 50%



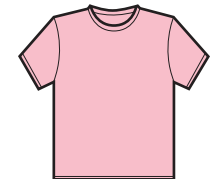
ORANGE 2
PMS 7409



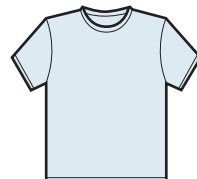
GREEN 2
PMS 383



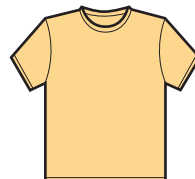
TEAL 2
PMS 7466



PINK 2
PMS 182



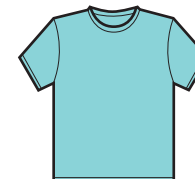
BLUE 2 - 15%
PMS 7459 15%



ORANGE 2 - 50%
PMS 7409 50%



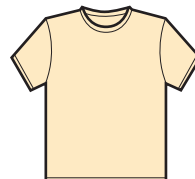
GREEN 2 - 60%
PMS 383 60%



TEAL 2 - 50%
PMS 7466 50%



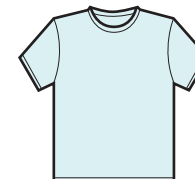
PURPLE
PMS 7652



ORANGE 2 - 25%
PMS 7409 25%



GREEN 2 - 25%
PMS 383 25%



TEAL 2 - 10%
PMS 7466 10%



PURPLE 2
PMS 7648

Restricted Apparel Patterns and Colors

Any type of pattern or dark and royal blue hues are restricted apparel color options. Examples of such variations are demonstrated on the right. These examples are meant to be representative and do not encompass all possible cases.

If you have any questions or concerns based upon limited selection please contact Public Relations at unmcpr@unmc.edu.



STRIPED



ANIMAL PRINT



**DARK AND
ROYAL BLUE**



POLKA DOTS



PLAID



CHEVRON

Screenprint and Embroidery Color Palette



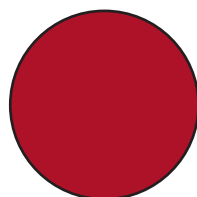
The color palette for the University of Nebraska Medical Center is the current standard to be used for both screenprint ink and embroidery thread.

These specific colors are to be used as the preferred primary and secondary color palettes for any artwork on apparel.

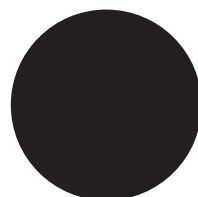
Other colors in the spectrum are allowed to be used as long as they are not the dominate color in the design.

The colors shown on this page and throughout this manual have not been evaluated by Pantone Inc., for accuracy and may not match the PANTONE® color standards. PANTONE® is a registered trademark of Pantone Inc.

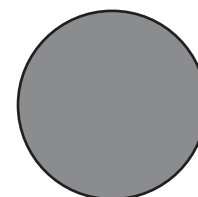
PRIMARY



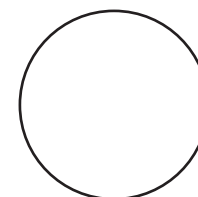
PMS 187



BLACK



PMS 423

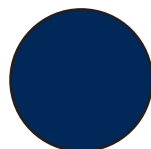


WHITE

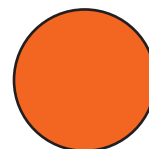
SECONDARY



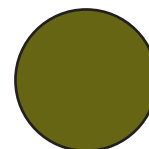
PMS 425



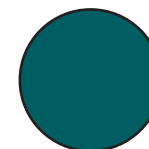
PMS 648



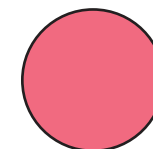
PMS 7579



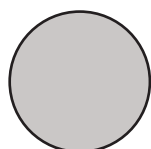
PMS 7750



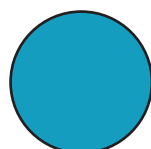
PMS 7715



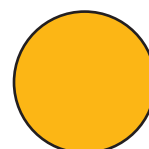
PMS 184



PMS 425



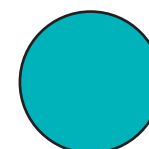
PMS 7459



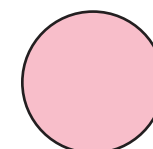
PMS 7409



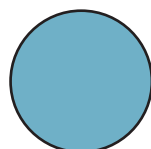
PMS 383



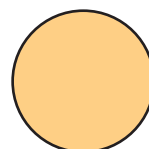
PMS 7466



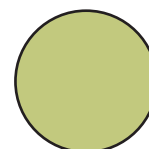
PMS 182



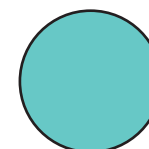
PMS 7458



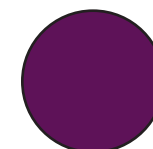
PMS 1345



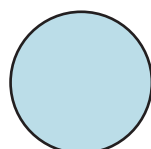
PMS 7492



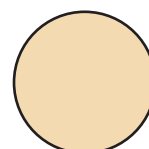
PMS 325



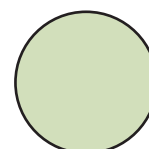
PMS 7652



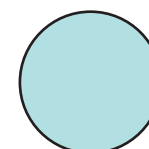
PMS 7457



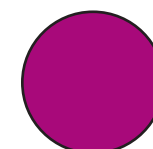
PMS 7506



PMS 7485



PMS 317



PMS 7648

Clear Space



Our logo should never be lost on the design of the apparel. It should not be crowded against other elements on the item of clothing. A minimum clear space must be maintained around the logo at all times, equal to the height of the "Emblem" to ensure its visibility and protect its integrity. This clean space differentiates the logo from other graphic elements such as text, images and graphics.



Logo Color Options for Apparel



Our logo should only be reproduced in 3 color variations shown to the right. 1-color white, 1-color black and 2 color PMS 187, black.

The UNMC logo shown is the acronym primary without tagline. Our logo has a large family that has been strategically designed. In no way should the artwork be altered. Please contact Public Relations at unmcpr@unmc.edu to request the appropriate logo needed for your apparel design.



1 COLOR
WHITE



1 COLOR
BLACK



2 COLOR
PMS 187 AND BLACK

Logo Apparel Color Options



1-Color White Logo

The 9 colors shown at right should only be screenprinted or embroidered using the 1-color white logo shown below.

The Emblem can be used in color PMS 187 if used by itself and not part of the wordmark.



**1 COLOR
WHITE**



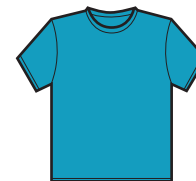
**UNMC RED
PMS 187**



BLACK



**GRAY
PMS 425**



**BLUE 2
PMS 7459**



**ORANGE 1
PMS 7579**



**GREEN 1
PMS 7750**



**TEAL 1
PMS 7715**



**PURPLE 2
PMS 7648**



**PURPLE
PMS 7652**

Logo Color on Apparel Color



1-Color White Logo and 1-Color Black Logo

The 8 colors shown at right should only be screenprinted or embroidered using the 1-color white or the 1-color black logo shown below.

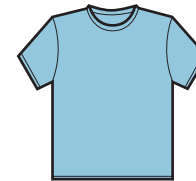
The Emblem can be used in color PMS 187 if used by itself and not part of the wordmark.



**1 COLOR
WHITE**



**1 COLOR
BLACK**



**BLUE 2 - 50%
PMS 7459 50%**



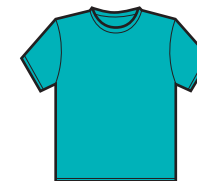
**ORANGE 2
PMS 7409**



**PINK 1
PMS 184**



**GREEN 2
PMS 383**



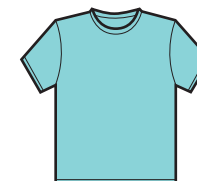
**TEAL 2
PMS 7466**



**GRAY - 40%
PMS 425 40%**



**GREEN 2 - 60%
PMS 383 60%**



**TEAL 2 - 50%
PMS 7466 50%**

Logo Color on Apparel Color



1-Color White Logo, 1-Color Black Logo and 2 Color PMS 187, Black Logo

The 7 colors of shirts shown at right should only be screenprinted or embroidered using the 1-color white, 1-color black, or 2-color PMS 187, black logo shown below.



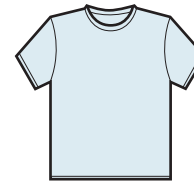
**1 COLOR
WHITE**



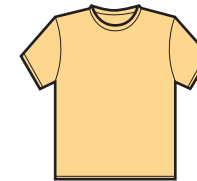
**1 COLOR
BLACK**



**2 COLOR
PMS 187 AND BLACK**



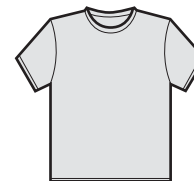
BLUE 2 - 15%
PMS 7459 15%



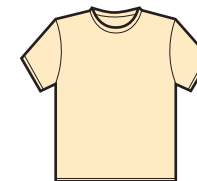
ORANGE 2 - 50%
PMS 7409 50%



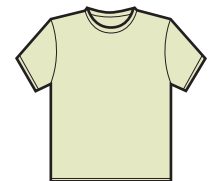
PINK 2
PMS 182



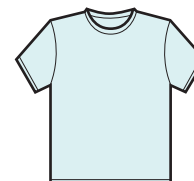
GRAY - 10%
PMS 425 10%



ORANGE 2 - 25%
PMS 7409 25%



GREEN 2 - 25%
PMS 383 25%



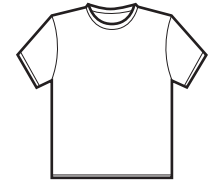
TEAL 2 - 10%
PMS 7466 10%

Logo Color on Apparel Color



1-Color Black Logo and 2-Color PMS 187, Black Logo

The white colored shirt shown at right should only be screenprinted or embroidered using the 1-color black or 2-color PMS 187, black logo shown below.



WHITE



1 COLOR
BLACK



2 COLOR
PMS 187 AND BLACK

Approved Usage Examples



Restricted Usage Examples

