RAIKES SCHOOL BRAND BOOK

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BRAND BOOK

Brand
- UNL brand
- Raikes School brand
- Design Studio

Visuals
- Brand element usage
- Visual examples

Editorial Calendar
- Fall
- Spring
- Summer

Social Media
- Planning
- Guidelines
- Best Practices

UNL BRAND

In Our Grit, Our Glory.

UNL BRAND POSITION

WE ARE NEBRASKA

We believe in the power of every person.
We don't rest on our strengths—we stretch them. Sweat them. Combine them.
Growing flexible, nimble, and strong minds. That's how we do big things.

Our Brand Position expresses our promise more fully than the tagline and serves as our communication North Star, guiding all university messaging.

UNL BRAND POSITION

IN OUR GRIT, OUR GLORY

Our brand is our promise to our audiences, and we express our brand most succinctly through our tagline, In Our Grit, Our Glory. Our tagline and the Nebraska N, the primary visual identifier of the university, are our most public-facing brand elements, but they are not the brand itself.

WE ARE NEBRASKA

Determined

Empowering

Respectful

Nimble

Collaborative

Strong

We Are Nebraska

Direct
Action-Oriented
Genuine
Confident
Hopeful
Engaging

UNL BRAND VOICE

UNL BRAND REQUIREMENTS

Visual - All publications are required to contain these elements:

- Nebraska N (campus icon)
- Nondiscrimination statement
- Copyright ©YYYY (print year)
- If updated and reprinted the following year, both years need to appear (©2013, 2014)
- Front covers (face) of publications should contain campus icon

Writing - the way we talk about ourselves as a university should be consistent.

- Approved designations for the campus are:
- University of Nebraska–Lincoln (must be used prior to the following uses)
- Nebraska
- The university or Our university
- UNL (sparingly)
- Unacceptable usage of campus reference:
- NU, UN-L, University of Nebraska at Lincoln

RAIKES SCHOOL BRAND

RAIKES SCHOOL BRAND POSITION

We believe together is better

[The power of every person + Raikes school community]

Innovation driven from multi/inter-disciplinary convergence

A brighter tomorrow driven from the heart of Nebraska

We believe together is better

Togetherness of a community of excellence

WE BELIEVE TOGETHER IS BETTER.

Community of Excellence

- High ability / driven Honors students
- Live-and-learn environment
- Prestigious
- A gem of UNL
- Small, inclusive, supportive cohort
- "push and propel" stretch our strength
- Collaboration / Team atmosphere
- Relationship with faculty + staff
- Access to coaches / board / business community
- Friends-for-life - "We"
- Small cohort in a big school in the BIG 10

Innovative Excellence

- Computer Science + Management
- Convergence of disciplines + ideas Inter & Multidisciplinary fusion
- Design Studio
- Mingled offices / student floors
- Applied, not theoretical
- Thrive + Lead in the real world
- Prepared to innovate + solve challenging problems
- GenZ-friendly
- Ready to shape the future
- Journey of never-ending learning
- Intellectual Curiosity

Heart of the Midwest

- The power of every person
- Husker "in our grit our glory"
- Friendly
- Helping thy neighbor
- Hard working + sweat it out
- Nurturing + Caring
- Accountable
- Gratitude
- Pride in the Midwest
- Hands on
- Nimble
- Resilient
- Humility
- Respectful

RAIKES SCHOOL BRAND VOICE

We believe together is better

Action-Oriented
Genuine
Fun
Confident
Inclusive
Optimistic
Respectful

DESIGN STUDIO BRAND

Dream it. Build it.
Make an impact.

RAIKES SCHOOL BRAND REQUIREMENTS

Visual – All publications are required to contain these elements:
•Nebraska N with Raikes School or Raikes School Design Studio

Writing - the way we talk about ourselves as a university should be consistent when referencing the school:
•**Jeffrey S. Raikes School of Computer Science and Management should be the first reference**
•For future reference in the piece, Raikes School may be used
•Raikes School is acceptable on a title

Unacceptable usage:
•never Jeffrey S. Raikes School
•nor Raikes
•neither Raikes School of Computer Science and Management
•or any other shorted version.

RAIKES SCHOOL

Visuals
Brand Element Usage

RAIKES SCHOOL FONTS & COLORS

Fonts: Details on UNL marketing typography found here: Typography | University Communication & Marketing | Nebraska (unl.edu).

When to use:
• Gotham and Mercury: All marketing pieces (print or digital).
• Tungsten: Lockups, footers, charts, graphs, infographics.
• Design Studio uses Liberator for headings and Gotham for text.

Colors: We follow the university brand guide for colors: https://ucomm.unl.edu/brand/colors

Scarlet	Cream	Gray	Lighter Cream**
Pantone 186CP	**Pantone** 4545CP (25%)	**Pantone** Cool Gray 3CP	**RGB** R254 G253 B250
CMYK C2 M100 Y85 K6	**CMYK** C3 M3 Y8 K0	**CMYK** C0 M0 Y0 K25	**Hex** #fefdfa
RGB R208 G0 B0	**RGB** R245 G241 B231	**RGB** R199 G200 B202	** *Digital only*
Hex #d00000	**Hex** #f5f1e7	**Hex** #c7c8ca	

* The new PMS Plus Series Color Bridge is the new color set selected for the university. It's the best option when converting to a 4-color process. The rest of the color breakdowns reflect this change.

RAIKES SCHOOL FONTS & COLORS

Fonts: UNL/Raikes School fonts can be found in at Comms - https://ucomm.unl.edu/brand/typography

Logos: Approved logos can be found in Sharepoint here - Graphics & Logos

In this logos folder, you'll find current DS, Raikes School logos and Nebraska templates. Logos are divided into folders according to their orientation, horizontal or vertical:

From there you'll notice there are several file types. Here are a few guidelines to help determine which is best:

•For print items, .png or .pdf files

•For web items, .svg is preferred. Second choice is .png

•Files with the endings .ai or .eps should not be used as these are for making edits to the actual logo.

•Files with .jpg ending are not the best quality and should be avoided unless the image will be very small.

EXAMPLES OF RAIKES SCHOOL / DESIGN STUDIO LOGO USAGE

4-color CMYK – are for full-color printing.

Black – for printing with logo in black both on a white background and transparent background

PMS186cp – logo in red with versions for white background, black background, transparent with red or white letters below, also best for print

Reverse – logo in white with black background or transparent

RGB (HEX) – Is for digital use, such as websites or digital signage.

RAIKES SCHOOL PHOTO, VIDEO, LAYOUT

Using consistent photos, videos, design elements and layouts help with design work and ensure visual brand alignment.

Photos: Raikes School marketing photos are available in Sharepoint. If you can find it there, contact staff and they'll move what you need to those files. The University has general campus photos available here: https://ucomm.unl.edu/brand/campus-photos

Videos: There are a few video assets (such as intros) available from the University here: https://ucomm.unl.edu/brand/video-assets
The Raikes School does not have many videos and Design Studio is currently updating our marketing videos.

UNL Design Layout Templates (including Power Point):
•https://ucomm.unl.edu/brand/templates

UNL Textures, Patterns, and Icons:
•https://ucomm.unl.edu/brand/textures-patterns-icons

RAIKES SCHOOL

Visual Representation

Samples of Social Media Posts

Together is better

togetherness

excellence

Nebraskaness

innovation

RAIKES SCHOOL

Social Media
Social Media Planning

SOCIAL MEDIA PLANNING SESSION

•Overall Goal: How do our social media efforts fit with the Raikes School goals and plans? (e.g., Raise awareness, build the brand image, foster relationships, raise money, inform/educate, entertain?) Be specific. Can these goals be quantified? How?

•Audience: Who is our primary audience? Who else might see the work we do? Be specific. Use benefits sought, demographic and psychographic profiles. The primary audience may be different per each channel.
•Traffic: How will we drive traffic to each channel? Key posts?

•Measurement: How and when will we measure our social media efforts? Who will be responsible for this evaluation? How will this be stored?

•Content: What topics and themes will we promote and share? Why? (Give some examples and link to how they relate to the overall goal.) What resources will be needed to create this content? (e.g., photographer, videographer) Who is responsible finding content, creating content, posting content? Keeping the Raikes School and UNL brand vibe (and elements) is critical here.

•Frequency: How often will the various social medias be used? The trick is to be consistent and to have a plan. The editorial calendar is a very helpful starting point.

•Moderation: Who will monitor and moderate your channels? How will moderation happen? How frequently?

RAIKES SCHOOL

Social Media
Social Media Guidelines

SOCIAL GUIDELINES: "BEFORE THE POST"

1. Who is my target audience? What is my objective (task)? How will I measure the post's success?

2. Is my post on brand, timely and accessible? (launched at the right time, photo alt text describing the image for low vision readers)

3. What is my plan for engagement with followers and responding to comments/ questions within 24 hours?

SOCIAL BEST PRACTICES

Twitter is best for conversations and community building.

Use URL shorteners to track and keep tweets clean.

Size photos to Twitter specifications.

Follow relevant accounts, university accounts but it is not essential to follow everyone back.
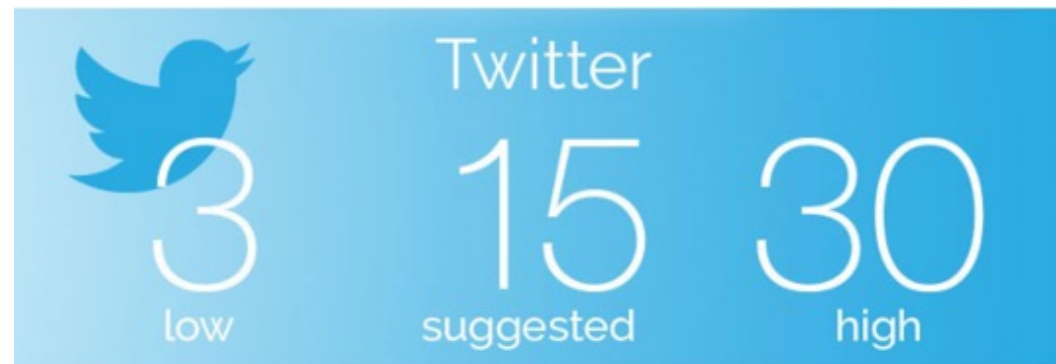
#TBT: Throwback Thursdays for nostalgic photos/videos
#MondayMotivation

SOCIAL BEST PRACTICES

Post consistently.

Rule of of thumb for posts per day:

Twitter

3 low   15 suggested   30 high

SOCIAL BEST PRACTICES

Videos should include:

- Descriptive title
- Video description
- Relevant keywords, #
- A high-quality thumbnail or relevant frame from the video
- Captioning for videos (script to send along with video file)
- Include UNL or University of Nebraska

Note: The University has a single YouTube channel, and colleges, departments and affiliates can request a playlist on the YouTube channel from UComm. Having a playlist on the official channel increases your overall reach, and improves the consistency and maintenance of your content.

SOCIAL BEST PRACTICES

Post consistently. Quality exceeds quantity.

Develop a specific posting schedule - do not overcommit.

"Bank videos" so they can be uploaded on schedule (but do not sacrifice good content for schedule purposes).

Rule of thumb: upload videos on Thursday or Friday afternoons.

Sources: https://youtu.be/d3upcMQHtmM

SOCIAL BEST PRACTICES

Instagram is designed for visually engaging
content.

FEED

- Use high quality images
- Use community-taken photos (give credit in the caption)
- Use # & locations
- Add captions. Questions are helpful to drive engagement.

GRID

- This is the profile where all content is compiled into rows of square photos
- Consistent photo filter across all of the posts uploaded.
- Consistent, clean "look" across the grid.
- Be aware how the photo/graphic/text crops in grid view
- Add captions. Questions are helpful to drive engagement.

SOCIAL BEST PRACTICES

Instagram is designed for visually engaging content.

STORIES

- Highlight top stories
- Use stickers (from polls to quizzes) these can drive engagement and help get to know the audience.
- Caption stories.
- Tag relevant other accounts to enhance reshares.

FEED/STORIES/REELS
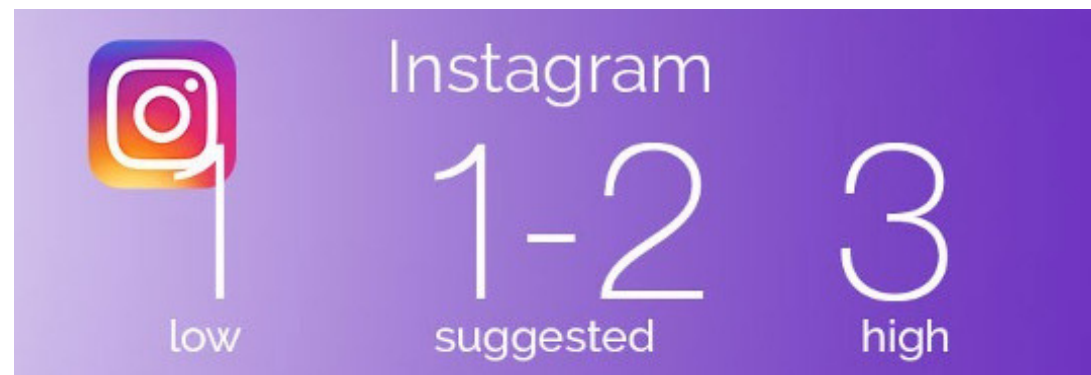
- Experiment & test ideas. Use data refine and improve.

SOCIAL BEST PRACTICES

Post consistently.

Rule of of thumb for optimal number of posts per day:

Bare minimum: once per week
Avoid posting series out all in short duration.

SOCIAL BEST PRACTICES

Post content that relevant to to the Linked in professional audience.

Share photos or other rich media. Photos and videos attract attention, have high engagement value, help tell a brand-building story.

Curating / linking to news articles is a great way to share news and engage with your audience.

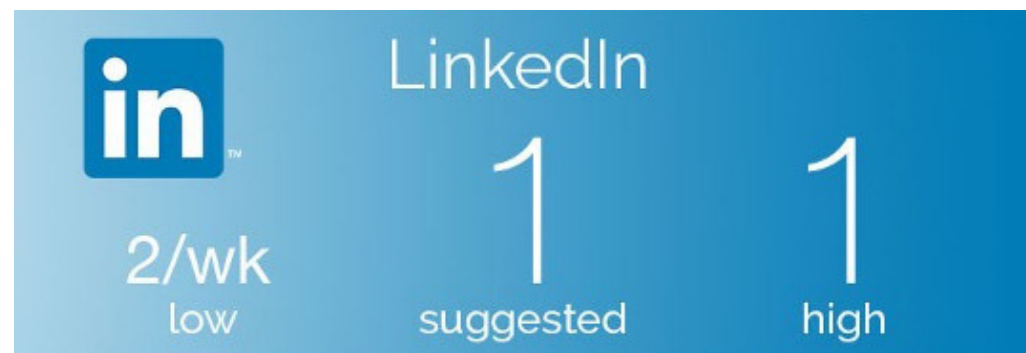Auto-display images frequently need to be replaced / edited.

SOCIAL BEST PRACTICES

Post consistently.

Post in the morning.

Rule of thumb for optimal number of posts per week.

LinkedIn

2/wk low | 1 suggested | 1 high

SOCIAL BEST PRACTICES

Facebook platform is best-suited for conversation.

Post visually engaging content.

As the most mature social media, parents will be a primary Facebook audience.

Ask questions, introduce polls, encourage feedback and comments.

Monitor the comments.

Negative comments are opportunities to dialogue / take offline. Remove/hide/delete profane, obscene, harassing/threatening comments.
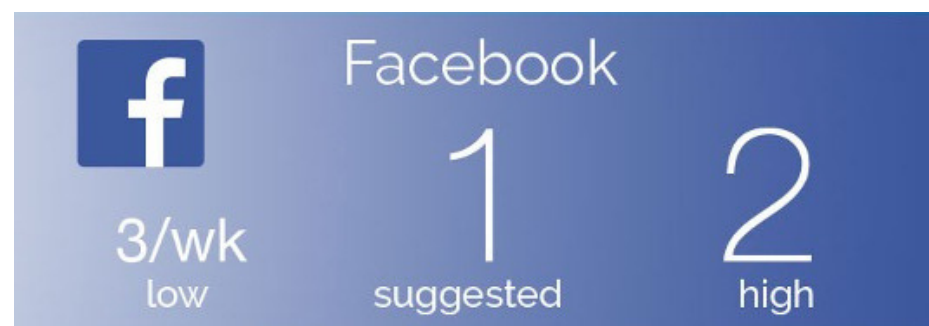
SOCIAL BEST PRACTICES

Facebook has a helpful scheduling tool.

Rule of thumb for optimal number of posts per week.

Facebook
3/wk — low
1 — suggested
2 — high

•Advocate illegal activity or violate state/federal law, university policy, or social media's channels' community terms of service.

•Are clearly off topic

•Are abusive, harassing or contain threats

•Contain defamation, nudity, obscenity, offensive comments that target or disparage an individual or group of individuals, personal attacks, profanity, sexual or violent imagery, spam comments, or vulgarity or link to sites of this nature.

•Infringe on copyrights or trademarks

•Publicly share private or identifying information about an individual for the purpose of harassment

•Promote outside products or services or contain advertising.

GUIDELINES ON POSTS & COMMENTS
"The No-No's"
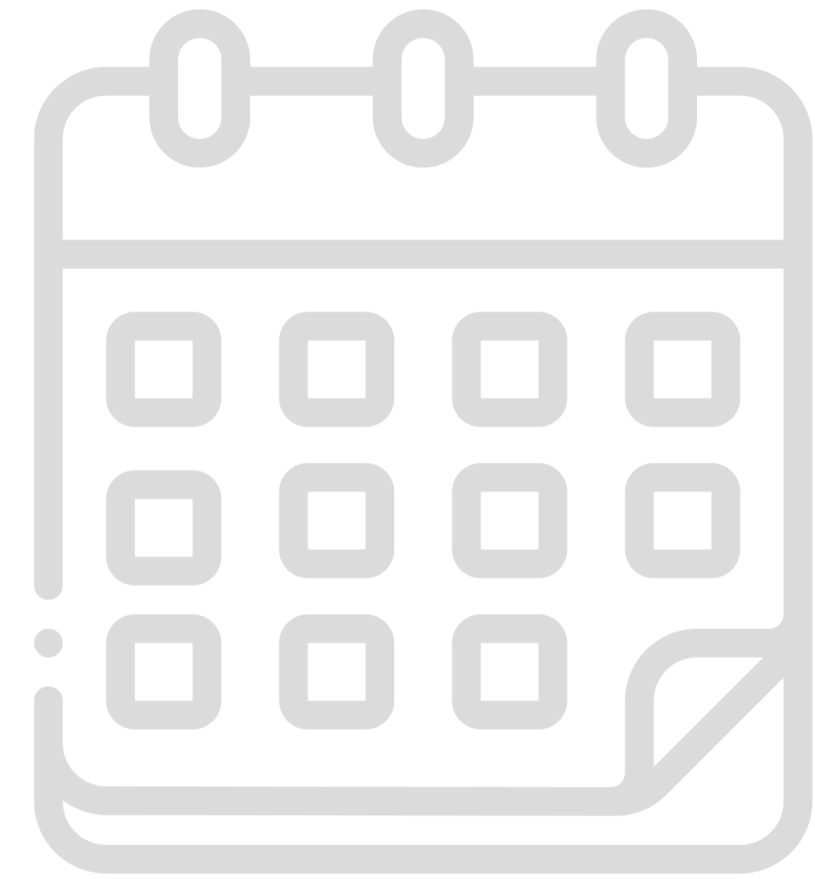
RAIKES SCHOOL

Editorial Calendar

FALL EDITORIAL CALENDAR

AUGUST

- Design Studio Sponsor Summit (Onboarding of sponsors at the Union)
- Design Studio Rollout (students recruit their teams with their sponsors)
- Design Studio Startup Studio Rollout (students recruit their teams with their sponsors)
- Academic Year Begins
- Fun Fact – Fall 1999 Fifteen students were enrolled into the J.D. Edwards Honors Program
- Back to school events
- Freshmen Orientation and UNL Challenge Course

SEPTEMBER

- Design Studio student project kickoff meetings
- Career Fair
- Research Fair
- Advisory Board
- Fall Speaker
- Alumni Weekend/Homecoming
- (Sept./Oct.)
- Family Weekend

OCTOBER

- Design Studio Speaker Series
- Distinguished Scholars Days (recruitment for new cohort)

NOVEMBER/DECEMBER

- Research Studio Milestones 3 (updates)
- Design Studio State of the Project presentations
- Application Review for new cohort
- Finals

SPRING EDITORIAL CALENDAR

JANUARY

- Interview days
- Spring Semester Begins

FEBRUARY

- Recruiting for Design Studio Associates
- Senior Composite Photos

MARCH

- Start-up Studio Pitch contest
- Spring Break

APRIL/early MAY

- Research Studio selections
- Design Studio Awards
- Design Studio Showcase
- Junior/Senior Dinner (every other year, next 2024
- Advisory Board Meeting
- Spring Speaker

SUMMER EDITORIAL CALENDAR

MAY / JUNE / JULY

- Design Studio sponsor recruitment starts
- Senior Celebration
- Commencement
- May 29th – Happy Birthday to Jeff Raikes
- Cohort Enrollment Deposit Deadline

SEPTEMBER

- Design Studio sponsor recruitment update
- New Student Enrollment Orientation Dinner
- Alumni & Current Student Virtual Connection Events
- Virtual Alumni Networking Event

OCTOBER

- Start-up Studio Pitch contest
- Summer Camp