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COLLEGE REFERENCES

As the sole College of Engineering in Nebraska, our reach is statewide, as is our responsibility. Our college is also fairly unique in how we deliver programs to our students and conduct research, with three campuses located in the state's two largest cities.

How we reference the college in all our different forms is vital to our overall brand efforts, especially for prospective and current students, but also for our other important constituents: alumni, industry, stakeholders/donors, employees, etc. We want to ensure the college, our campuses and programs are referenced consistently and clearly to avoid any confusion or other issues.

Below are guidelines for referencing the university, the college and our locations.

See the *Engineering Style Guide* for more specific references: <http://engineering.unl.edu/communications-and-marketing-engineering-style-guide/>

University of Nebraska-Lincoln

According to university standards, use as follows:

1. **First reference** in all communications (as appropriate to the audience – if internal, typically not needed): University of Nebraska–Lincoln
 - *Ex. For first reference: “Welcome to the University of Nebraska-Lincoln, where your story matters.”*
2. **Subsequent references:**
 - Nebraska: casual reference (especially in exchange for UNL) - *Ex: “At Nebraska, you can choose one of 12 engineering majors...”*
 - The university / Our university
3. **UNL:** use sparingly as needed to clarify which campus in the system
4. **Husker:** (As in “As a Husker, you ...” especially for students, faculty, staff, alumni – helps build a sense of community and connections to state)
5. **For the college:** use specifically as part of the overall university / degree earned / academic programs, etc.
 - *Ex. For first reference: “At the University of Nebraska-Lincoln College of Engineering, you can choose from 12 distinct majors.”*

University of Nebraska

The University of Nebraska is the statewide system for four primary campuses: UNL, UNO, UNMC, UNK

- The University of Nebraska is used by athletics at the University of Nebraska-Lincoln as its primary identifier
- All graduate students receive a degree from the University of Nebraska (no matter which campus)
- For the College of Engineering:
 - Will use primarily in *verbal* communications: when talking about the college and its programs in general
 - *Ex: "At the University of Nebraska, the college is developing what we call 'the complete engineer.'"*
 - In written communications, can use sparingly when city / campus locations are not pertinent to the discussion and the University of Nebraska-Lincoln reference has already been established

College of Engineering

The College of Engineering is our primary reference, representing both the academic, cocurricular and research enterprises. Referencing the college helps build our status among the Big Ten and other peers, represents our academic presence.

- On first reference, use the full university title (*Ex: "At the University of Nebraska-Lincoln College of Engineering, we are building complete engineers ..."*)
- Prospective students: primary references
 - *Ex: "The College of Engineering strives to..."*
- Current students: when referencing academics, programs, research
- External: most references (may intermix some with Nebraska Engineering when engaging alumni /current students and wanting to build the sense of community/family)
- Internal: especially official and formal documents
- Subsequent references: "The college..." – not "The College..."

Nebraska Engineering

Nebraska Engineering is not our primary identifier, but has been used to help connect the different locations and majors/programs. It represents the college's greater community (family), including faculty, staff, students, alumni, industry, donors and other constituents who support our efforts.

Use Nebraska Engineering for the following:

- *Current students*: can use in written and verbal form for casual references when building the sense of community
 - *Do not use for academic-oriented references, such as when describing programs, majors research or other academic endeavors: Not: "At Nebraska Engineering, you can major in..."*
 - *Ex: "As a member of the Nebraska Engineering community, we welcome you..."*
- *Alumni*: casual written / verbal reference – when describing the overall community of which they are a part
- *Some giveaways/clothing*: especially for audiences who may not necessarily know what the N stands for / to connote community

- *Prospective students*: use in “family/community” references = greater community of alumni, student, faculty/staff
 - *Ex*: When you join the Nebraska Engineering community, you’ll find...”
- *Internal*: casual references to connote faculty/staffs’ roles as part of the greater community

COE

This acronym for College of Engineering should only be used internally for faculty/staff communications, when appropriate for casual references.

Examples:

- Internal emails and subject headers: “COE Faculty/Staff Reception planned”
- Informal memos / documents for internal use
- Not CoE

Do not use:

- In any official internal and external documents
- When communicating via promotional / marketing materials

Departments / Schools

For academic departments

- Capitalize when using the full proper name: Department of Agricultural Engineering, Department of Civil Engineering, etc.
- Lowercase when using informally: the electrical and computer engineering department, the construction management program

For The Charles W. Durham School of Architectural Engineering and Construction:

- The Charles W. Durham School of Architectural Engineering and Construction – use sparingly on first reference – especially for formal, legal and official college or school documents
- The Durham School of Architectural Engineering and Construction – primarily use on first reference
- The Durham School – use on second and subsequent references
- DSAEC – for internal use only

Campuses

Deemphasize campus locations unless it is necessary to clarify. These only serve to set the campuses apart from the college as separate entities and confuse readers who are not aware of the different locations.

- *Ex*: As an architectural engineering student, Riley Johnson has always wanted to work for ... [*being on the Scott Campus is not pertinent to Riley’s story, therefore it’s not included*]
- *Ex*: The Explore Innovation event will be held on Scott Campus in The Peter Kiewit Institute [*location is important for events*]

City Campus

City Campus is used by the university to reference the downtown Lincoln campus. For the college, City Campus encompasses all programs in the city of Lincoln, including those on the university’s East Campus (Biological Systems Engineering and Agricultural Engineering).

- Do not use Lincoln Campus

Scott Campus

UNO has two campuses: Dodge Campus and Scott Campus (south). Scott Campus encompasses three residence halls: Scott Court, Scott Hall and Scott Village, as well as the University of Nebraska Peter Kiewit Institute and UNO's Mammel Hall (College of Business). Scott Technology Center is not technically part of UNO, but for the sake of consistency in our communications will be considered part of Scott Campus.

- For the college, Scott Campus is used to reference the location of our programs in the city of Omaha
- Do not use Omaha Campus
- When referencing PKI or The Peter Kiewit Institute: use only as needed for location assistance
 - "In" PKI or in The Peter Kiewit Institute
 - Not "at" PKI/The Peter Kiewit Institute – it's a facility rather than an academic entity

Cities: Lincoln / Omaha

As appropriate, use Lincoln and Omaha to let people know the physical location of the college's programs from an address perspective.

- *Ex: The University of Nebraska-Lincoln College of Engineering offers academic programs in Lincoln and Omaha.*

University logo / Icon / College Lock-ups

University of Nebraska-Lincoln

The university has two primary graphic identifiers: the official logo and the N, which is used for both academics and athletics. The university logo (below) is the campus designation within the University of Nebraska system. Both the logo and the N should be included on official marketing/promotional materials and documents. The N can be represented with the college/department/program lock-ups (see Engineering below).



College of Engineering

The college has several lock-up options to use (see below), especially for official/formal documents and promotional/marketing materials. This is our primary graphic identifier.

- Prospective students: lock-up / primary references
- Current students: lock-up / especially when referencing academics, programs, research
- External: lock-up / especially when referencing academics, programs, research
- Internal: lock-up / especially official and formal documents

Nebraska Engineering

- Use primarily for giveaways /clothing
 - To connote community/family
 - When the N alone does not resonate with an audience

Engineering

- Use sparingly: can be used when there is little room for the full logo
 - For giveaways – especially for outreach / prospective students
 - For social media – for graphic identity



In promotional / marketing materials, include the nondiscrimination statement:

The University of Nebraska does not discriminate based upon any protected status.

Please see go.unl.edu/nondiscrimination