ONLY IN NEBRASKA

A Campaign of Visit Nebraska & Partner

BRAND GUIDELINES

WEB COLORS

#1B1B1B	#3B3B3B	#6F1C1C	#B0A0A0	#FFFFFF
#E0E0E0	#C0C0C0	#B0A0A0	#6F1C1C	#1B1B1B

TYPOGRAPHY

BRANDON GROTESQUE
Source Serif Pro
OPEN SANS ALL CAPS
Open Sans

HEADLINES

Serif

WHAT'S POSSIBLE RIGHT HERE IN NEBRASKA? ONLY EVERYTHING.

Sans Bold / Sans - Brandon Grotesque

Serif

WHAT'S POSSIBLE RIGHT HERE IN NEBRASKA? ONLY EVERYTHING.

Sans Bold / Sans - Brandon Grotesque

Sans

Putting in the work, like only Nebraska does.

Sans Bold / Sans - Open Sans

Sans

Putting in the work, like only Nebraska does.

Sans Bold / Sans - Open Sans

HEADING ONE

Sans Bold / Sans - Open Sans

HEADING TWO

Sans Bold / Sans - Open Sans

HEADING THREE

Sans Bold / Sans - Open Sans

HEADING FOUR

Sans Bold / Sans - Open Sans

HEADING FIVE

Sans Bold / Sans - Open Sans

HEADING SIX

Sans Bold / Sans - Open Sans

Heading Sans Bold / Sans - Open Sans

Heading One Alt
Serif Regular / Serif Bold

Heading Two Alt
Serif Regular / Serif Bold

Heading Three Alt
Serif Regular / Serif Bold

Heading Four Alt
Serif Regular / Serif Bold

Heading Five Alt
Serif Regular / Serif Bold

Heading Six Alt
Serif Regular / Serif Bold

BODY COPY

Adjectives, nouns and verbs are all same, consecutive adjectives etc

Sans Bold / Sans - Open Sans

Adjectives, nouns and verbs are all same, consecutive adjectives etc

Sans Bold / Sans - Open Sans

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Sans Bold / Sans - Open Sans

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Sans Bold / Sans - Open Sans

Sans Bold / Sans - Open Sans

Sans Bold / Sans - Open Sans

Indicating hyperlinks and substitute underlines

Its better use underlines and not colors, because:

- Underlines are universal
- Underlines are independent of the text color
- Underlines are independent of the background color
- Underlines are independent of the text size
- Underlines are independent of the font family
- Underlines are independent of the font weight
- Underlines are independent of the text-decoration-line
- Underlines are independent of the text-decoration-thickness
- Underlines are independent of the text-decoration-style
- Underlines are independent of the text-decoration-color
- Underlines are independent of the text-underline-offset
- Underlines are independent of the text-underline-position

Sans Bold / Sans - Open Sans

Sans Bold / Sans - Open Sans

Sans Bold / Sans - Open Sans