

2024

STYLE GUIDE

FOR INTERPRETIVE
— SIGNAGE —



NEBRASKA
— GAME  PARKS —

Interpretive signs are a great tool for helping our visitors learn about our natural resources and understand the opportunities provided in the outdoors.

To assist in the creation of new interpretive signs, and to help ensure all new signage on NGPC sites look similar and in line with our agency's branding, a team of staff from the Wildlife, Parks, Fisheries and Communications staff have worked together to develop templates for future signage.

In this guide, you'll find sign sizes, colors and layout options. Our hope is that this guide will significantly speed the process of sign development and make your job simpler. Options exist for horizontal and vertical signs in all sizes, and there is some flexibility on amount of images and text, depending upon your needs. Guidance is also provided on the elements you will need for an effective sign, including word counts and suggestions for images.

We have followed industry best practices to help make signs inviting, readable and attractive so that they will enhance any area where they appear.

As always, the Communications Division has graphic designers that can assist with your projects. The goal is that you use this guide to start the process and, when ready, utilize agency graphic designers to help finalize your project. This guide may also be used when working with outside vendors.

If you have questions about this guide or the content, or a related topic, please feel free to contact any of the staff below for additional assistance.

CONTACTS FOR SIGNAGE:

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NEBRASKA GAME AND PARKS COMMISSION

STYLE GUIDE FOR INTERPRETIVE SIGNAGE

SIZE OPTIONS FOR SIGNAGE:

Extra Large - 48" x 36"

Large - 24" x 36"

Medium - 24" x 18"

Small - 9" x 12"

Extra Small - 5" x 7"

COLOR PALETTE FOR SIGNAGE:

Please choose one of the following colors for your background.



Pantone 576

C: 52

M: 6

Y: 79

K: 25



Pantone 174

C: 8

M: 85

Y: 100

K: 34



Pantone 5405

C: 68

M: 35

Y: 17

K: 40

A photo may be used as a background option on a case by case basis. For more information, please speak with the signage contact person for your division.

FONTS:

All fonts on the signage should be white.

RULE LINES:

All rule lines on the sign should be white and consistent in weight.

TEXTURE:

The white cross pattern will be used at a 70% opacity over the background color to create texture.

IMAGES:

All photos used on the signage must be a minimum of 300 dpi.

All logos must be vector artwork.

LOGOS:

The official Nebraska Game and Parks Commission agency logo is the only logo that should be used. If you have questions, please speak with the signage contact for your division.

TEMPLATES:

InDesign templates have been provided in a vertical and horizontal orientation for each size of sign. Six alternative design options have been illustrated for each size.


EXTRA LARGE

48" X 36" HORIZONTAL SIGN OPTIONS:

Below is a snapshot of the 48" x 36" InDesign template in a horizontal orientation.

NEBRASKA
- GAME PARKS - BUFFALO BILL
STATE HISTORICAL PARK


BUFFALO BILL STATE HISTORICAL PARK



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Header: Heroic Condensed Bold (All Caps), 275 pt.

Subhead: Heroic Condensed Bold (All Caps), 85 pt.

Body Text: Myriad Pro Semi-Bold, 52 pt.

Photo Captions: Myriad Pro Semi-Bold Italic, 40 pt.

Park Name: Heroic Condensed Bold, 52 pt.

Line Weight: 8 pt. stroke

Column Width: 10 inches

Gutter: 1 inch

Word Count: Approx. 200 words

Please look at the following pages for additional design options and specifications.

EXTRA LARGE

48" X 36" VERTICAL SIGN OPTIONS:

Below is a snapshot of the 48" x 36" InDesign template in a vertical orientation.

NEBRASKA
- GAME PARKS -

ASHFALL STATE HISTORICAL PARK

ASHFALL STATE HISTORICAL PARK

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Subhead: Heroic Condensed Bold (All Caps), 85 pt.

Body Text: Myriad Pro Semi-Bold, 52 pt.

Photo Captions: Myriad Pro Semi-Bold Italic, 40 pt.

Park Name: Heroic Condensed Bold, 52 pt.

Line Weight: 8 pt. stroke

Column Width: 9.7 inches

Gutter: .75 inch

Word Count: Approx. 235 words

Please look at the following pages for additional design options and specifications.

LARGE


24" X 36" HORIZONTAL SIGN OPTIONS:

Below is a snapshot of the 24" x 36" InDesign template in a horizontal orientation.

NEBRASKA
- GAME PARKS -

THE COWBOY RECREATION
AND NATURE TRAIL


AQUATIC INVERTEBRATES OF CANYON PONDS




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Header: Heroic Condensed Bold (All Caps), 210 pt.

Subhead: Heroic Condensed Bold (All Caps), 60 pt.

Body Text: Myriad Pro Semi-Bold, 45 pt.

Photo Captions: Myriad Pro Semi-Bold Italic, 30 pt.

Park Name: Heroic Condensed Bold, 45 pt.

Line Weight: 6 pt. stroke

Column Width: 7.5 inches

Gutter: .75 inch

Word Count: Approx. 250 words

Please look at the following pages for additional design options and specifications.

LARGE

24" X 36" VERTICAL SIGN OPTIONS:

Below is a snapshot of the 24" x 36" InDesign template in a vertical orientation.

NEBRASKA
- GAME PARKS -

THE COWBOY RECREATION
AND NATURE TRAIL

TINY CREATURES...BIG JOBS



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Subhead: Heroic Condensed Bold (All Caps), 50 pt.
Body Text: Myriad Pro Semi-Bold, 36 pt.
Photo Captions: Myriad Pro Semi-Bold Italic, 30 pt.
Park Name: Heroic Condensed Bold, 36 pt.

Line Weight: 6 pt. stroke
Column Width: 9.5 inches
Gutter: 1 inch
Word Count: Approx. 250 words

Please look at the following pages for additional design options and specifications.

LARGE
24" X 36" VERTICAL
SIGN OPTIONS:

LOGOS AND PARK NAME

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Subhead: Heroic Condensed Bold (All Caps), 50 pt.
Body Text: Myriad Pro Semi-Bold, 36 pt.
Photo Captions: Myriad Pro Semi-Bold Italic, 30 pt.
Park Name: Heroic Condensed Bold, 36 pt.
Line Weight: 6 pt. stroke
Column Width: 9.5 inches
Gutter: 1 inch
Word Count: Approx. 450 words

LOGOS AND PARK NAME

HEADER

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Header: Heroic Condensed Bold (All Caps), 210 pt.
Subhead: Heroic Condensed Bold (All Caps), 50 pt.
Body Text: Myriad Pro Semi-Bold, 36 pt.
Photo Captions: Myriad Pro Semi-Bold Italic, 30 pt.
Park Name: Heroic Condensed Bold, 36 pt.
Line Weight: 6 pt. stroke
Column Width: 9.5 inches
Gutter: 1 inch
Word Count: Approx. 265 words

LOGOS AND PARK NAME

HEADER

PERNA ALIATIS NEST ET EES DIOS

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Header: Heroic Condensed Bold (All Caps), 210 pt.
Subhead: Heroic Condensed Bold (All Caps), 50 pt.
Body Text: Myriad Pro Semi-Bold, 36 pt.
Photo Captions: Myriad Pro Semi-Bold Italic, 30 pt.
Park Name: Heroic Condensed Bold, 36 pt.
Line Weight: 6 pt. stroke
Column Width: 9.5 inches
Gutter: 1 inch
Word Count: Approx. 325 words

LARGE

24" X 18" HORIZONTAL SIGN OPTIONS:

Below is a snapshot of the 24" x 18" InDesign template in a horizontal orientation.

NEBRASKA
- GAME PARKS -

THE COWBOY RECREATION
AND NATURE TRAIL

DEAD BUT STILL LIVING

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- Subhead:** Heroic Condensed Bold (All Caps), 36 pt.
- Body Text:** Myriad Pro Semi-Bold, 30 pt.
- Photo Captions:** Myriad Pro Semi-Bold Italic, 24 pt.
- Park Name:** Heroic Condensed Bold, 30 pt.
- Line Weight:** 4 pt. stroke
- Column Width:** 5 inches
- Gutter:** .5 inch
- Word Count:** Approx. 180 words

Please look at the following pages for additional design options and specifications.

MEDIUM

24" X 18" VERTICAL SIGN OPTIONS:

Below is a snapshot of the 24" x 18" InDesign template in a vertical orientation.

NEBRASKA
- GAME PARKS -

FORT HARTSUFF STATE
HISTORICAL PARK

FORT HARTSUFF



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Header: Heroic Condensed Bold (All Caps), 170 pt.

Subhead: Heroic Condensed Bold (All Caps), 36 pt.

Body Text: Myriad Pro Semi-Bold, 30 pt.

Photo Captions: Myriad Pro Semi-Bold Italic, 24 pt.

Park Name: Heroic Condensed Bold, 24 pt.

Line Weight: 4 pt. stroke

Column Width: 5 inches

Gutter: .5 inch

Word Count: Approx. 160 words

Please look at the following pages for additional design options and specifications.

SMALL

9" X 12" HORIZONTAL SIGN OPTIONS:

Below is a snapshot of the 9" x 12" InDesign template in a horizontal orientation.

	THE COWBOY RECREATION AND NATURE TRAIL
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Header: Heroic Condensed Bold (All Caps), 85 pt.

Subhead: Heroic Condensed Bold (All Caps), 32 pt.

Body Text: Myriad Pro Semi-Bold, 36 pt.

Scientific Name: Univers 57 Condensed Oblique, 24 pt.

Photo Captions: Myriad Pro Semi-Bold Italic, 18 pt.

Park Name: Heroic Condensed Bold, 24 pt.

Line Weight: 4 pt. stroke

Column Width: 5 inches

Gutter: .5 inch

Word Count: Approx. 65 words

Please look at the following pages for additional design options and specifications.

SMALL

9" X 12" HORIZONTAL SIGN OPTIONS:

LOGO	PARK NAME
	<p>PERUM ALITATIS NEST ET EOS DIOS</p> <p>Katempo rerione sunt fugia dist, optatus delecerum sus.Optia demoluptur a nihit rehent eos molupta tiorro qui volentibus eni dis endae volorepe sit volupta estrum res explaci aerspiendi dunt ullibusant volupta tiandaepudae necum estia dellaborem essimolo explquisite diaesse ndemporem si nonest, quunt, cuscit hicaboribus.Imus res ilitam, corenamus qui serum harumquid quo dolessum fugitatur sum imusamus aut etur seque nat omni quodit, odi conem recto magnimi liquias nullatium, consequid moluptatiam, ut lab ipsa doluptatur simus accum qui debisint, occusam, simin plabo. Nem es ex excestrunt dolorep ellautas eossime nulparciae sit occusam rectasp itiuanti debitis am fuga. Ut illam ant aut volorem qui derspe nis explabo reperitaquam dolorum solorem apit, et ipid eum sum sunt incit, tes dellupt atquideliae.</p>

Header: Heroic Condensed Bold (All Caps), 85 pt.

Subhead: Heroic Condensed Bold (All Caps), 32 pt.

Body Text: Myriad Pro Semi-Bold, 36 pt.

Scientific Name: Univers 57 Condensed Oblique, 24 pt.

Photo Captions: Myriad Pro Semi-Bold Italic, 18 pt.

Park Name: Heroic Condensed Bold, 24 pt.

Line Weight: 4 pt. stroke

Column Width: 5 inches

Gutter: .5 inch

Word Count: Approx. 65 words

LOGO	PARK NAME
<p>PERUM ALITATIS NEST ET EOS DIOS</p> <p>Katempo rerione sunt fugia dist, optatus delecerum sus.Optia demoluptur a nihit rehent eos molupta tiorro qui volentibus eni dis endae volorepe sit volupta estrum res explaci aerspiendi dunt ullibusant volupta tiandaepudae necum estia dellaborem essimolo explquisite diaesse ndemporem si nonest, quunt, cuscit hicaboribus.</p> <p>Imus res ilitam, corenamus qui serum harumquid quo dolessum fugitatur sum imusamus aut etur seque nat omni quodit, odi conem recto magnimi liquias nullatium, consequid moluptatiam, ut lab ipsa doluptatur simus accum qui debisint, occusam, simin plabo. Nem es ex excestrunt dolorep ellautas eossime nulparciae sit occusam rectasp itiuanti debitis am fuga. Ut illam ant aut volorem qui derspe</p>	<p>nis explabo reperitaquam dolorum solorem apit, et ipid eum sum sunt incit, tes dellupt atquideliae venimus, ut laborem nis dolesedis aut libus es eatatia nos eturem. Rumquam, unt. Illuptat verovid quo test acid ea con nus ad quae eum aut peruptia nobis aliaerucus, essecessimus earia dis pore licius et debis sitasitate nat quam, quodis moluptis peria con pos niscid est aut esedipit, si necabor esediat emporetectem. Et quatur, qui te vent.</p> <p>Ratur autes iundae ventur aut atur ad quiaenonet quossinum es et es necto il molorenimus venda dolut officabore net labores et aditae minvelia duntur, odita cusam rendita doluptatquis. Quisim non pratiorent, sequi dempos nonsectur autatur ape dolendae vernam explabo. Mostia exerro officia nihilliqui deria vent, cullaccae quiae. Odi consequo ommolup tatatur ali.</p>

Header: Heroic Condensed Bold (All Caps), 85 pt.

Subhead: Heroic Condensed Bold (All Caps), 32 pt.

Body Text: Myriad Pro Semi-Bold, 36 pt.

Scientific Name: Univers 57 Condensed Oblique, 24 pt.

Photo Captions: Myriad Pro Semi-Bold Italic, 18 pt.

Park Name: Heroic Condensed Bold, 24 pt.

Line Weight: 4 pt. stroke

Column Width: 5 inches

Gutter: .5 inch

Word Count: Approx. 135 words

SMALL

9" X 12" VERTICAL SIGN OPTIONS:

Below is a snapshot of the 9" x 12" InDesign template in a vertical orientation.

	<p>THE COWBOY RECREATION AND NATURE TRAIL</p>
 	<p>Harcit Susam <i>eosamArum quis</i></p> <p>Elent, aut om nia pro to vel et plic tem rati autecto reperrum fugia velit ulpa pore nossit, consedit et re sumendebisi niassit quo mint dolor a simaior esequis dusdam dendebit net as voluptae mini sitem quae inctias perepta ssitae volupturitia ventur simporerero quos non quatent facerum que modianim sitis sequi conet quasint veribus vollam assum qui dio molore sant et offic te commim.</p>

Header: Heroic Condensed Bold (All Caps), 85 pt.

Subhead: Heroic Condensed Bold (All Caps), 36 pt.

Body Text: Myriad Pro Semi-Bold, 30 pt.

Scientific Name: Univers 57 Condensed Oblique, 24 pt.

Photo Captions: Myriad Pro Semi-Bold Italic, 18 pt.

Park Name: Heroic Condensed Bold, 24 pt.

Line Weight: 4 pt. stroke

Column Width: 5 inches

Gutter: .5 inch

Word Count: Approx. 70 words

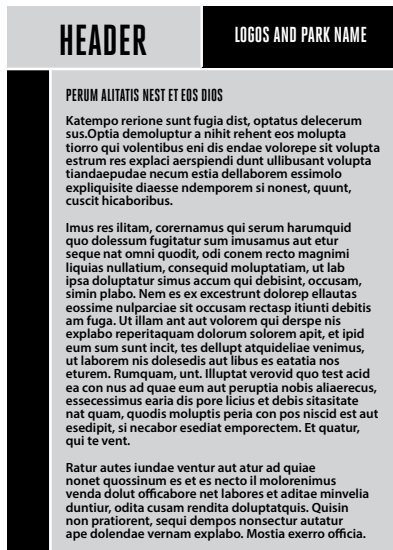
Please look at the following pages for additional design options and specifications.

SMALL

9" X 12" VERTICAL SIGN OPTIONS:



Header: Heroic Condensed Bold (All Caps), 85 pt.
Subhead: Heroic Condensed Bold (All Caps), 36 pt.
Body Text: Myriad Pro Semi-Bold, 30 pt.
Scientific Name: Univers 57 Condensed Oblique, 25 pt.
Photo Captions: Myriad Pro Semi-Bold Italic, 18 pt.
Park Name: Heroic Condensed Bold, 24 pt.
Line Weight: 4 pt. stroke
Column Width: 5 inches
Gutter: .5 inch
Word Count: Approx. 65 words



Header: Heroic Condensed Bold (All Caps), 85 pt.
Subhead: Heroic Condensed Bold (All Caps), 36 pt.
Body Text: Myriad Pro Semi-Bold, 30 pt.
Scientific Name: Univers 57 Condensed Oblique, 25 pt.
Photo Captions: Myriad Pro Semi-Bold Italic, 18 pt.
Park Name: Heroic Condensed Bold, 24 pt.
Line Weight: 4 pt. stroke
Column Width: 5 inches
Gutter: .5 inch
Word Count: Approx. 125 words



EXTRA SMALL

5" X 7" HORIZONTAL SIGN OPTIONS:

Below is a snapshot of the 5" x 7" InDesign template in a horizontal orientation.

This size may only be used at a viewing distance of 3 feet or less, placed at eye level or wheelchair level.

Placing this size sign at ground level is out of readable range.

	FORT ATKINSON STATE HISTORICAL PARK
	Bee Balm <i>Monarda fistulosa</i> <ul style="list-style-type: none">• Tea from leaves and flowers used to remedy fever, colds, whooping cough, or stomach pain• Boiled leaves wrapped in cloth for sore eyes• Applied to skin to relieve insect bites and stings

Header: Myriad Pro Semi-Bold, 26 pt.

Scientific Name: Myriad Pro Semi-Bold Italic, 18 pt.

Body Text: Myriad Pro Semi-Bold, 18 pt.

Park Name: Univers Condensed, 18 pt.


Line Weight: 2 pt. stroke

Word Count: Approx. 35 words

Please look at the following pages for additional design options and specifications.

EXTRA SMALL

5" X 7" HORIZONTAL SIGN OPTION:

NEBRASKA
- GAME  PARKS -

PARK NAME

Header
Scientific Name

Lab inciendit quatiatum imus natem ut atecus.
Idigende porenequs. Conecto reperitibus, alias ex
everum quas acerem comnimus mo equatur sunt
que sae plitat de pelendi si dollupt aepudae possin
et faceaquidus que venim re, nos a conseniet etur,
officte cabore voloreh enihil issim ut laudisitiis ea
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udigendam, to quam quis.

Header: Myriad Pro Semi-Bold, 26 pt.

Scientific Name: Myriad Pro Semi-Bold Italic, 18 pt.

Body Text: Myriad Pro Semi-Bold, 18 pt.

Park Name: Univers Condensed, 18 pt.

Line Weight: 2 pt. stroke

Column Width: 2.7529 in

Gutter: .5 inch

Word Count: Approx. 70 words

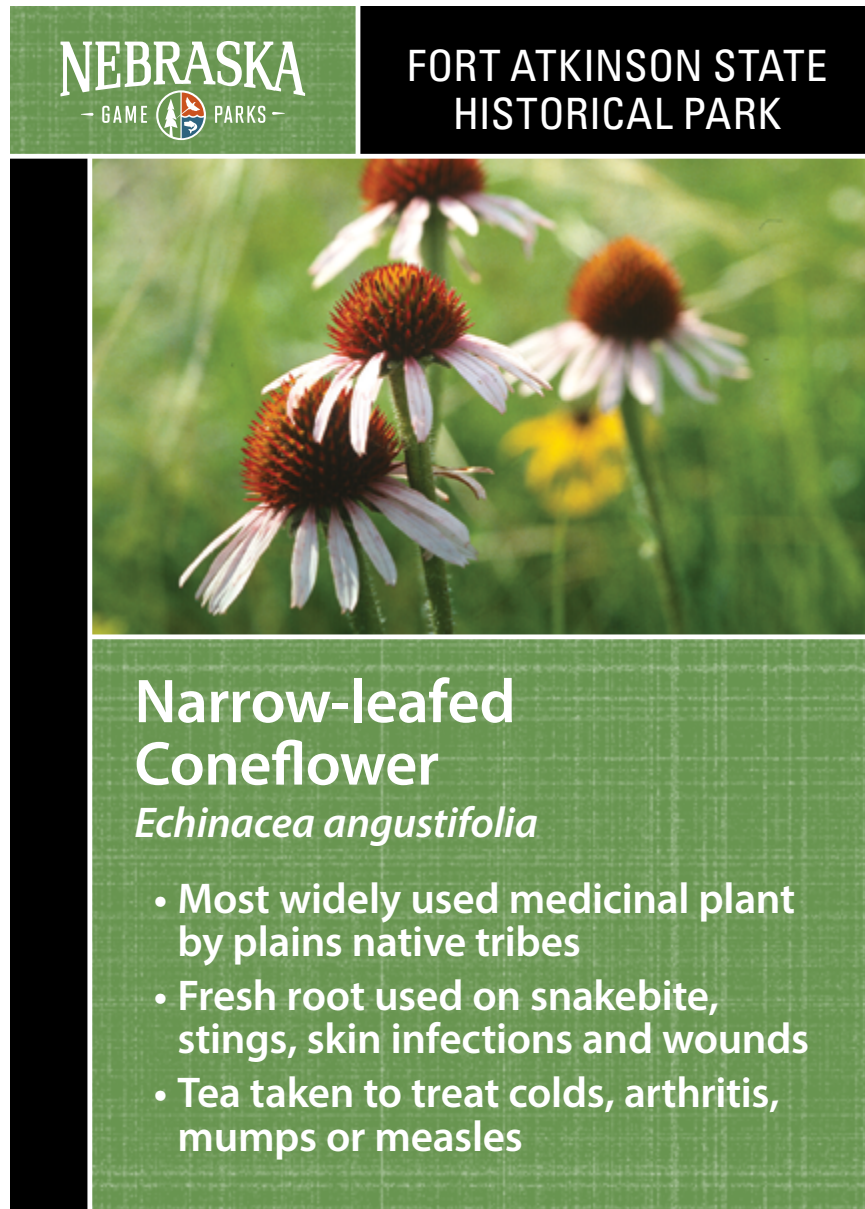
EXTRA SMALL


5" X 7" VERTICAL SIGN OPTIONS:

Below is a snapshot of the 5" x 7" InDesign template in a vertical orientation.

This size may only be used at a viewing distance of 3 feet or less, placed at eye level or wheelchair level.

Placing this size sign at ground level is out of readable range.



NEBRASKA
- GAME  PARKS -

**FORT ATKINSON STATE
HISTORICAL PARK**

**Narrow-leaved
Coneflower**
Echinacea angustifolia

- Most widely used medicinal plant by plains native tribes
- Fresh root used on snakebite, stings, skin infections and wounds
- Tea taken to treat colds, arthritis, mumps or measles

Header: Myriad Pro Semi-Bold, 26 pt.

Scientific Name: Myriad Pro Semi-Bold Italic, 18 pt.

Body Text: Myriad Pro Semi-Bold, 18 pt.

Park Name: Univers Condensed, 18 pt.


Line Weight: 2 pt. stroke

Word Count: Approx. 35 words

Please look at the following pages for additional design options and specifications.

EXTRA SMALL

5" X 7" VERTICAL SIGN OPTION:

	PARK NAME
	<p>Header</p> <p><i>Scientific Name</i></p> <p>Solutemporro id quatet venet aut quasime ndigene mpereium nate sit vent entiisquo doluptaquias mo et odigenia deserroribus exernat iandandi seribus andusam ulpa sundam adis di aruntiunt elis di corehentis as consequemagnate volorum, coribus nus re volum et, nusdandio.</p> <p>Nem reiurem fugition etur ad quo dolupta turiost ionsequam qui nullestio elluptionat excepe nisci.</p> <p>Giatemodias reritiat evellec taturem porpora tiaercilist harum venditiae si cuptatest, te cus corenim aut.</p>

Header: Myriad Pro Semi-Bold, 26 pt.

Scientific Name: Myriad Pro Semi-Bold Italic, 18 pt.

Body Text: Myriad Pro Semi-Bold, 18 pt.

Park Name: Univers Condensed, 18 pt.

Line Weight: 2 pt. stroke

Word Count: Approx. 70 words

