Nebraska Public Power District's identity is expressed through much more than just our logo. It is the complete impression made every time the public, customers, or industry representatives come into contact with us. Even the smallest message or detail can have a lasting impact.

NPPD Logo and Symbol

NPPD’s logo is composed of three elements, our symbol graphic plus logotype and tag line. As the emblem of our brand, our logo should be prominently displayed on all communications. The elements of our logo should never be rearranged in any way.

- Never alter the proportion or position of the symbol to the logotype.
- Never use the symbol without the logotype.
- Never use the logotype without the symbol.
- Logo should never be reproduced with the symbol smaller than 5/16” (.3125) wide.
- Never rotate logo.

To increase the prominence of NPPD’s identity, our symbol may be used as a decorative graphic. However, it may be only used when the NPPD logo appears on the same page. This will help protect the integrity of our identity.