



MEDIA ONE-SHEET AND STYLE GUIDE

ABOUT FALLBROOK

Fallbrook is a carefully planned residential and commercial neighborhood in northwest Lincoln, Nebraska USA. The 700-acre Fallbrook community will eventually include up to 1,500 homes and almost 700,000 square feet of commercial and retail space. This progressive neighborhood concept is designed to create a small-town feel-with pedestrian paths, common areas, parks, and a Main Street style shopping, dining, and entertainment area. Fallbrook is a NEBCO, Inc. development.

ABOUT NEBCO, INC.

NEBCO, Inc. is a third-generation, family-owned and operated business. With 1,000 employees and more than 20 separate companies, NEBCO is now one of the largest privately owned companies in Nebraska.

STYLE GUIDE

Please refer to the development as F allbrook (not Fallbrook Village, etc.).

Please refer to the developer as NEBCO, Inc. (not Nebco, Inc. or Nebco). After initial reference you may drop the “Inc.” if you wish. NEBCO should always appear in all caps.

Please refer to the retail hub as F allbrook Town Center (not Village Center or Fallbrook town center). After initial reference, you may refer to it as the Town Center.

Please refer to the office location as the F allbrook Sales and Development Office (not Fallbrook sales office, or Fallbrook office).

ABOUT NEW URBANISM/TRADITIONAL NEIGHBORHOOD DESIGN

These terms actually refer to the “big tent” concepts. There are many schools of thought and multiple principles within this broad movement. In many ways, this movement is continuing to evolve. While it is accurate to refer to Fallbrook as a New Urbanism community, we have found that this can cause confusion. We prefer to say: *Fallbrook is a progressive neighborhood embracing many New Urbanism and Traditional Neighborhood Design (TND) concepts.*

MEDIA CONTACT

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