



The University of North Carolina System Communications guidelines for external brand partnerships and vendor relationships

When companies/brands want to share news about working with the UNC System

If a company requests permission to include the University of North Carolina System name in a press release, social media post, or in other materials such as a conference presentation or a company website:

- 1. Please share a draft with the UNC System's Office of Communications at least two weeks prior for review and approval.**
- 2. Represent the nature of your partnership clearly and factually.** The UNC System name and logo should never be used in a way that implies endorsement. Avoid any language that could be interpreted as an endorsement or sponsorship.
- 3. The UNC System name and logo should never be used in advertisements.** According to the [North Carolina General Terms and Conditions](#), "Vendor agrees not to use the existence of the Contract or the name of the State of North Carolina as part of any commercial advertising or marketing of products or Services except as provided in [01 NCAC 05B.1516](#). A Vendor may inquire whether the State is willing to be included on a listing of its existing customers."
- 4. Media interviews about the partnership should not be conducted without prior notification and permission from the UNC System's Office of Communications.** Any mention of the relationship should be factual in nature and not imply endorsement by the UNC System.

When the UNC System Office shares news about a partnership with other companies/brands

- 1. We communicate independently.** The UNC System maintains editorial control over its communications, including press releases, website content, social media posts, speeches, video content, etc. While we value external partnerships, we do not offer review or approval rights during partnership announcements or any related form of communication.
- 2. The UNC System will not use a vendor's trademark or logo in content without permission.** If we refer to a vendor partnership, we will be factual in our communications and we will not endorse or suggest sponsorship of the vendor.

3. **We may offer notifications as a courtesy.** When practical, the UNC System may notify you in advance if a communication includes a reference to your organization. This is a professional courtesy, however, and not part of a formal review process.
4. **We do not co-own messaging.** The UNC System is a publicly funded entity with a responsibility to North Carolina taxpayers. External partners should not assume co-branding or shared authorship of any materials.
5. **We manage our own multimedia and social posts.** We may reference or highlight partnerships on our digital channels. Any reference will avoid language that implies endorsement.
6. **We manage UNC System media outreach and interviews of UNC System staff members.** A vendor may not promote or arrange interviews with UNC system staff. It is acceptable for UNC System staff to discuss the work in a factual manner with reporters.
7. **UNC System staff may reference a vendor when presenting at a professional conference.** Any presentation about a project with a vendor will be factual in nature, avoiding language that implies endorsement.

When the UNC System shares news about constituent institutions, affiliates, and associated entities

1. **The UNC System works in collaboration with UNC System constituents, affiliates, and associated entities.** These organizations are funded through the UNC System or have direct service partnerships with the UNC System. Any materials produced in collaboration with those organizations are subject to review and approval by both the System Office and the constituent organization, affiliate, or associated entity.