



**THE UNIVERSITY OF
NORTH CAROLINA SYSTEM**

Style Guide

Introduction	2	Working with Communications	
Nomenclature		Overview	26
UNC System Nomenclature	3	Proofing and Approval Processes	26
UNC Board of Governors	5	Media Relations	27
Approved Names and Abbreviations for UNC System Institutions	9	Legal Requirements	28
University Affiliates	13	University Seals	29
Government Nomenclature	14	Logo Use and Placement	30
		Contacts	32
		Resources	32
Editorial Style			
Abbreviations	15		
Academic Degrees	15		
Capitalization	17		
Dates	19		
Electronic Communications	20		
Numbers	21		
Punctuation	22		
States and Addresses	24		
Time of Day	24		
Writing Dos and Don'ts	25		

Introduction

The University of North Carolina System is committed to maintaining a consistent brand. We strive to prepare communications to our many audiences that are engaging, accurate, timely, and relevant.

To accomplish this, the University of North Carolina System Office has developed this Style Guide to help those writing on the UNC System's behalf to promote consistent messages. To complement this guide, we have also developed brand strategy guidelines to assist with maintaining visual standards of the UNC System. That guide is available as a digital supplement on our website.

The UNC System Style Guide applies to all internal and external communications released by the UNC System Office, including, but not limited to, newsletters, reports for publication, presentations, website development, social media, and professional correspondence. The standards presented here should be consistently applied in every form of communication representing the System.

Our goal is simple: to represent the UNC System as a leader in the areas of instruction, research, outreach, and service to North Carolina. We can accomplish this goal most effectively through consistent branding and messaging that represent a strong and diverse System.

Note: This guide is intended for internal use only by the UNC System Office.

UNC System Nomenclature

A single, unified identity and language will help move our System forward. With a common nomenclature, we can deliver a clear and compelling brand.

INFORMAL SYSTEM NAME

University of North Carolina System

This name should be used for all first mentions.

UNC System

This name should be used for second reference or in supporting copy, once the University of North Carolina System name is used initially. Use this abbreviation when space is limited.

OFFICIAL LEGAL SYSTEM NAME

University of North Carolina

The official name should be reserved only for legal documents, formal agreements, and proposals, as the first reference.

UNC SYSTEM OFFICE

University of North Carolina System Office

This name should be used for all first mentions of the administrative entity that oversees the institutional members and affiliates of the UNC System.

System Office

This name should be used for second reference.

UNC SO

This abbreviation is **never acceptable** unless space is limited; i.e., in charts, tabs, and tables.

- Capitalize System Office when referring to the organization as a formal entity.

ADDITIONAL NOMENCLATURE NOTES

- As we build equity in the University of North Carolina System name, the word “System” should be used in all text and should always be capitalized.
- Individual schools within the System are referred to as “institutions” or “universities,” not campuses.
- Use “Systemwide” over System-wide.
- In Board materials, first reference should be used in each separate agenda item. If a first reference is used in a heading, the second reference may be used in the body of the document.

UNC Board of Governors

Reference to the UNC Board of Governors outside the UNC System. *(In reports, legal documents, Board materials, and formal written correspondence).*

- **First Reference:** University of North Carolina Board of Governors
- **First Reference (legal documents only):** Board of Governors of the University of North Carolina
- **Subsequent References:** “the Board” or “the UNC Board of Governors” (use the latter for clarity when the document also refers to other boards).

Reference to the Board of Governors within the UNC System.

- **First Reference:** “Board of Governors”
- **Second Reference:** “the Board” or “the Board of Governors” (use the latter for clarity when the document also refers to other boards).

UNC BOG is never an acceptable abbreviation.

EXAMPLES (External)

Session Law 2017-XYZ requires the University of North Carolina Board of Governors to establish a subcommittee on higher education. At its meeting on December 15, the Board established the subcommittee and appointed its members.

Session Law 2017-XYZ requires the University of North Carolina Board of Governors to elect members of each institutions’ board of trustees. At its meeting on December 15, the UNC Board of Governors elected 34 new members of the boards of trustees.

EXAMPLES (Internal)

*Dear Members of the Board of Governors,
The next meeting of the Board will take place on...*

*Dear Chancellors,
The next meeting of the Board of Governors will take place next week. The Board of Governors would like to invite members of your boards of trustees to attend.*

Reference to Individual Members

The Secretary of the University maintains a list of the [preferred honorifics](#). An updated list can be found with the Board of Governors templates in the Branding Resources app on the UNC System Intranet.

Reports, legal documents, and formal written correspondence outside the UNC System

- **First Reference:** UNC Board of Governors member
FirstName LastName
- **Subsequent References:** [Mr./Ms./Dr., etc.] LastName

Board Meeting Minutes

Chairs

- **First Reference** (in attendance section): Chair FirstName LastName
- **Subsequent References:** Chair LastName or “the chair”
- When the minutes reference a Chair from a separate committee, include the committee title upon first reference.

- **First Reference:** Wendy Murphy, Chair of the Task Force on Pricing, Flexibility, and Affordability (PFA)...
- **Second Reference:** PFA Chair Murphy...

Other Members

- **First Reference** (in attendance section): FirstName LastName
- **Subsequent References:** [Mr./Ms./Dr.,etc.] LastName

Other Board Meeting Materials (Agendas, Name Plates, Roll Call)

- [Mr./Ms./Dr.,etc.] LastName

Reference to the NC General Statutes and Session Laws in Board Materials

Statutory References

- Chapter 116 of the General Statutes (if referring to an entire chapter of the statutes)
- G.S. 116-1
- G.S. 116-1(a)
- G.S. 116-1(a), (b), and (e)

References to Bills and Session Laws

For session laws passed in the last two years:

- **First Reference:** S.L. 2022-74, 2022 Appropriations Act (H.B. 103)
- **Subsequent References:** S.L. 2022-74

For older session laws:

- **First Reference:** S.L. 2011-145, Appropriations Act of 2011
- **Subsequent References:** S.L. 2011-145

For bills that are not yet session laws:

- **First Reference:** H.B. 257, Appropriations Act of 2017
- **Subsequent References:** H.B. 257

Approved Names and Abbreviations for UNC System Institutions

Approved names and preferred abbreviations for the 17 institutions that make up the UNC System are provided below.

- Always use an institution's official name as a **first reference**.
 - Institutions should always be **listed** in alphabetical order.
 - Institution **abbreviations** should only be used where space is limited (i.e., charts and tables) and listed alphabetically by the institution's official name.
-

Appalachian State University

"Appalachian State University" (first reference)

"App State" (second reference, preferred abbreviation)

"ASU" (**never acceptable** unless space is limited; i.e., charts, tabs, and tables)

East Carolina University

"East Carolina University" (first reference)

"ECU" (second reference, preferred abbreviation)

Elizabeth City State University

"Elizabeth City State University" (first reference)

"ECSU" (second reference, preferred abbreviation)

Fayetteville State University

"Fayetteville State University" (first reference)

"FSU" (second reference, preferred abbreviation)

NC State University

“NC State University” (first reference)

“NC State” (second reference, preferred abbreviation)

“NCSU” (**never acceptable** unless space is limited; i.e., charts, tabs, and tables)

“North Carolina State University at Raleigh” (full official name, for official documents only)

North Carolina A&T State University

“North Carolina Agricultural and Technical State University”
(first reference)

“North Carolina A&T State University” or **“North Carolina A&T”**
(second reference)

“N.C. A&T” (preferred abbreviation)

North Carolina Central University

“North Carolina Central University” (first reference)

“NC Central University” (second reference)

“NCCU” (preferred abbreviation)

“Central” (**never acceptable**)

North Carolina School of Science and Mathematics

“North Carolina School of Science and Mathematics” (first reference)

“NCSSM” (second reference, preferred abbreviation)

(continued on page 11)

NCSSM is a single institution with two physical campuses. When referring to an individual campus, use:

“the Durham/Morganton Campus of North Carolina School of Science and Mathematics” (first reference)

“NCSSM-Durham” or **“NCSSM-Morganton”** (second reference)

University of North Carolina Asheville

“University of North Carolina Asheville” (first reference)

“UNC Asheville” (second reference, preferred abbreviation)

“UNCA” (**never acceptable** unless space is limited; i.e., charts, tabs, and tables)

University of North Carolina at Chapel Hill

“University of North Carolina at Chapel Hill” (first reference)

“UNC-Chapel Hill” (second reference, preferred abbreviation)

“UNC-CH” (**never acceptable** unless space is limited; i.e., charts, tabs, and tables)

University of North Carolina at Charlotte

“University of North Carolina at Charlotte” (first reference)

“UNC Charlotte” (second reference, preferred abbreviation)

“UNCC” (**never acceptable** unless space is limited; i.e., charts, tabs, and tables)

University of North Carolina at Greensboro

“University of North Carolina at Greensboro” (first reference)

“UNC Greensboro” (second reference)

“UNCG” (preferred abbreviation)

University of North Carolina at Pembroke

“University of North Carolina at Pembroke” (first reference)

“UNC Pembroke” (second reference)

“UNCP” (preferred abbreviation)

University of North Carolina School of the Arts

“University of North Carolina School of the Arts” (first reference)

“UNCSA” (second reference, preferred abbreviation)

University of North Carolina Wilmington

“University of North Carolina Wilmington” (first reference)

“UNC Wilmington” (second reference)

“UNCW” (preferred abbreviation)

Western Carolina University

“Western Carolina University” (first reference)

“WCU” (second reference, preferred abbreviation)

Winston-Salem State University

“Winston-Salem State University” (first reference)

“Winston-Salem State” (second reference)

“WSSU” (preferred abbreviation)

University Affiliates

By state statute, the following organizations are affiliated entities of the University of North Carolina:

The North Carolina Arboretum

The North Carolina Arboretum (first reference)

The Arboretum (second reference)

North Carolina State Education Assistance Authority

North Carolina State Education Assistance Authority (first reference)

NCSEAA (preferred abbreviation)

PBS North Carolina

PBS North Carolina (first reference)

PBS NC (preferred abbreviation)

Project Kitty Hawk

Project Kitty Hawk (first reference)

PKH (second reference, preferred abbreviation)

UNC Health

UNC Health (all references)

The University of North Carolina Press

The University of North Carolina Press (first reference)

UNC Press (second reference)

Government Nomenclature

- **First Reference:** North Carolina General Assembly
- **Second References:** “General Assembly” or “legislature”
- “NCGA” or “GA” is **never acceptable**

When first referring to a specific chamber of the legislature, write out as **the North Carolina House**, or **the North Carolina Senate**. Use House and Senate upon second reference.

Capitalize the full proper names of governmental agencies, departments, and offices. Upon subsequent reference, condense and lowercase names of governmental agencies.

- **First References:** U.S. Department of Education, North Carolina Department of Public Instruction
- **Subsequent References:** department, council, etc.

Always lowercase the word **government**.

Use **Rep.**, **Reps.**, **Sen.**, and **Sens.**, as formal titles before one or more names. Spell out and lowercase representative and senator in other uses.

- *North Carolina Sens. John Hart and April Brown presented before the Board’s Committee on Public Affairs on Monday, Sept. 18. The senators spoke about early learning initiatives and provided an update on legislative efforts to fund literacy programs across the UNC System.*

Use the abbreviation **Gov.** when writing out the full name and title of the governor.

- Gov. Roy Cooper

Never abbreviate “**attorney general**,” and only capitalize when used as a title before a name.

Editorial Style

Editorial style refers to a set of guidelines that editors use to help make words as consistent and effective as possible. *The Associated Press Stylebook* is widely used by academic, public relations, and news authorities in determining grammar, punctuation, and capitalization.

Abbreviations

The first mention of any organization, agency, or group should be spelled out. If the organization is not well known, indicate the abbreviation (with periods) or acronym (without periods) in parentheses immediately following the first reference and refer to the organization by its abbreviation or acronym thereafter.

Academic Degrees

If mentioning an academic degree is necessary to establish an individual's credentials, the preferred form is to avoid an abbreviation and use the full degree title.

- John Jones earned a bachelor's degree in history from the University of North Carolina at Pembroke.

Lowercase full **academic degree titles**

- bachelor's, master's, doctorate, associate degrees

Abbreviate degrees when they appear after a full name on second reference, or when the need to identify many individuals by degree on first reference would make the preferred form cumbersome. When used after a name, the academic abbreviation is set off by commas.

- John Jones, M.D., has practiced . . .

Do not use a courtesy title (Mr., Mrs., Dr., etc.) with an academic degree and then follow the name with the degree abbreviation.

- John Smith, Ph.D., not Dr. John Smith, Ph.D.

Except for Ph.D., and similar compound abbreviations, all degree abbreviations should be written without periods. Names of degrees are capitalized.

- Bachelor of Science (BS)
- Master of Science (MS)
- Master of Arts (MA)
- Bachelor of Fine Arts (BFA)
- Bachelor of Arts in Interdisciplinary Studies (BA IS)
- Associate in Science (AS)
- Doctor of Philosophy (Ph.D.)
- Doctor of Medicine (M.D.)
- Doctor of Education (Ed.D.)

Alumnus, Alumni, Alumna, Alumnae

- Use “alumnus” (alumni in the plural) when referring to a man who has attended a school.
- Use “alumna” (alumnae in the plural) for similar references to a woman.
- Use “alumni” when referring to a group of men and women.

Capitalization

In general, avoid unnecessary capitalization. Use a capital letter only if you can justify it by one of the principles listed here. The University style follows the basic rules of the American Heritage Dictionary for capitalization.

Academic departments, administrative offices, and facilities are capitalized when the complete office and official designation is used. They are lowercase on second reference.

- Division of Student Affairs
- the division (second reference)
- Department of Film Studies
- film studies department (second reference)

Capitalize the following when the complete title is used, and lowercase on second reference.

- **Agency**
- **Boards or Committee**
- **Program**
- **Course title**
- **Named award**
- **College or School**

Lowercase **fields of study** except when a proper noun is part of the name.

- biology
- English

Capitalize official names of **organizations** and **major historical events**.

Lowercase the names of **seasons**, except at the beginning of a sentence.

Titles

Capitalize all words **except articles** (the, a, an), **conjunctions** (and, or, for, nor), and **prepositions** (of, in, on) in the titles of books, plays, lectures, etc.

Use quotation marks to designate titles of all works, such as books, articles, films, and television shows. Do not use quotation marks in names of newspapers and magazines.

Capitalize a title when it appears before a person's name. Lowercase a title following a person's name, or when it stands without a name.

- Reserve courtesy titles for meeting minutes, correspondence, and other documents where appropriate.

Titles (and, in most cases, first names) should be dropped on second reference and thereafter. Exceptions are familiar and frequently used occupational titles, such as **coach** or **chancellor**.

EXAMPLES

The regular meeting of the University of North Carolina Board of Governors included a presentation from President Peter Hans. Hans spoke about a plan to update the strategic direction of the System.

Andrew Kelly, senior vice president for strategy and policy, spoke Wednesday to the Committee on Strategic Initiatives. Kelly provided members with a progress report on various projects related to student enrollment and retention.

Chancellor Franklin Gilliam spoke for 20 minutes at the commencement ceremony. The chancellor offered departing graduates words of wisdom and hope for the future.

Dates

Spell out the name of a month when it stands alone or with only the year.

- December or December 2022

When a month is used with a specific date, you may abbreviate Jan., Feb., Aug., Sept., Oct., Nov., and Dec. (only), or spell out.

- December 10, 2022 or Dec. 10, 2022

Use Arabic numerals without letters when writing dates.

- Dec. 10 not Dec. 10th

Put a comma before and after the year when used with month and date, but do not use a comma when a time period is expressed with month and year.

- The celebration will be held in March.
- The events of December 2022 are provided below.
- The celebration on December 10, 2022, will be exciting.

Use 2022-23, not 2022-2023. Do not use an en dash.

In decades identified with their centuries, use figures and omit apostrophes.

- 1950s, the 80s

Electronic Communications

- When writing out a URL, drop http://.
- Break a URL before or after the discrete units that begin the URL.
- Don't break the URL with a hyphen.
- If a sentence ends with a URL, add a period to the end.
- The word **email** is not hyphenated.
- **Livestream** is one word.

Here is a list of commonly used computer and Internet terms, acronyms, and software programs:

Bluetooth	social media
cyberattack	tablet
cybersecurity	text message
download	trending
e-book	Twitter
email	voicemail
e-reader	VoIP
Facebook	WAP
Google	webcam
Googled	webmaster
hashtag	website
Instagram	Web
iPad	webpage
LinkedIn	web feed
livestream	widget
metadata	wiki
online	Wikipedia
Pinterest	YouTube
RSS	
smartphone	

Numbers

Spell out numbers zero through nine; use numerals for 10 and higher. Ages, large numbers, and monetary figures should be noted with Arabic numerals. Use hyphens when a number is a descriptor.

- 22 years old
- 40-year-old man
- 10 billion
- \$5, \$22.50

Spell out numbers when they begin a sentence or rewrite the sentence to avoid having to spell out a large number, a hyphenated number, a monetary figure, or a percentage.

Spell out fractional amounts that are less than one in text copy; using hyphens between the words.

- two-thirds, three-sixteenths

Convert to decimals whenever practical.

- 4-3/16 should be 4.188

Spell out the word “**percent.**” The % sign is an acceptable form if used in a table, chart, or other technical form of copy.

Punctuation

Apostrophes

Form the possessive singular of nouns by adding “’s.”

- Jeff’s pencil

One exception to this rule is singular proper nouns ending in “s” for which only the apostrophe can be used.

- Dickens’ computer

Plural possessives are formed by adding “s’” unless the word has a special plural construction that does not end in “s.”

- Students’ rights
- Women’s studies

Plurals of words should not contain apostrophes. Plurals of letters should contain apostrophes.

- Keep up with the Joneses
- Thousands of items, not thousand’s
- He earned three A’s and two B’s.

Commas

All UNC System communications, except for press releases distributed by media relations, use the Oxford or serial comma. Use commas to separate elements in a series and a comma before the conjunction in a simple series.

- The flag is red, white, and blue.
- He would nominate Tony, Mary, or Carol.

Put a comma before the concluding conjunction in a series when there is more than one conjunction in that series.

- We invited professors from the biology, history, and English and comparative literature departments.

Hyphenation

Use a hyphen to connect two or more words when used as a modifier.

- He works full time.
- He has a full-time job.
- She is teaching an off-campus course.
- She teaches off campus.

Suspend hyphens in a series.

- Do you want first-, business-, or economy-class tickets?

Quotation Marks with Other Punctuation

Place a comma or period inside the quotation marks. The semicolon and colon are placed outside the quotation marks. Place question marks or exclamation points inside or outside quotation marks, depending on the quote.

- Did the president say, “The committee will meet this afternoon”?
- The president asked, “Will the committee meet in Conference Room B?”

States and Addresses

Spell out state names in text copy. Abbreviate using the Postal Service state abbreviations with no periods on second reference.

Use Postal Service state abbreviations with no periods in addresses. Items should be listed in the following order.

Use the abbreviations for Ave., Blvd., and St. with numbered addresses only. Spell out and capitalize when used without a number. Spell out Ally, Drive, or Road.

Name

College (*if applicable*)

Office, Agency, or Center (*if applicable*) Department

Institution

Street or Building, Room or Suite

City, State, Zip Code

Example:

John Jones

Office of Communications

UNC System Office

223 S. West St.

Suite 1800

Raleigh, NC 27603

Time of Day

Use lowercase noon and midnight, not 12 a.m. or 12 p.m. Use 5 a.m., not 5:00 a.m. Do not capitalize a.m. or p.m. Use periods after each letter.

Whenever possible, do not use a.m. or p.m. at the end of a sentence.

Use a comma after a.m. or p.m. when used in a sequence with day, date, and location.

The show will start at 5 p.m., on Friday, Dec. 7, in Chapel Hill.

For a span of time, either 5-7 p.m. or 5 to 7 p.m. is acceptable.

Writing Do's and Don'ts

- In general, use only one space between sentences. Do not double space after a period.
- Limit sentences to no more than 35 words. If one sentence makes up an entire paragraph, break the section into three or four sentences.
- Avoid run-on sentences. When in doubt, use a period.
- Avoid sentence fragments.
- Use a colon to introduce items in a list or series. Utilize serial semicolons when items in a series contain commas.

EXAMPLES

In his report, President Hans presented a number of updates: the annual budget; the plans to hire a director of operations, a chief financial officer, and a human resources assistant; the outreach efforts of the public affairs committee; and the recent accomplishments of the Committee on Strategic Initiatives.

Working with Communications

The goal of the Office of Communications is to illustrate the positive impact of the UNC System to a wide audience and advance the reputation of the System. Communications is responsible for disseminating information to internal and external audiences, including the news media.

Communications also offers strategic communications consulting and reputational and issues management support to all divisions within the UNC System. In addition, Communications provides brand education as a critical part of maintaining a consistent message. Branding resource training sessions are available upon request. Communications also serves as the primary contact for media inquiries.

Submit Requests Through Help Desk

Communications uses the UNC System Office's Jitbit ticketing system to receive, track, and fulfill requests related to the website, social media, press releases, miscellaneous copyediting, and other general communications services. You may submit a ticket online at support.northcarolina.edu. Select the Communications category and specify the type of project and desired timeline for completion. Alternatively, you may submit details of your project requests to commshelp@northcarolina.edu.

Proofing and Approval Processes

All official documents representing the UNC System, including legislative reports, Board reports, newsletters, etc., must be edited and approved by Communications. Review of documents includes not only an edit for clear and concise writing, but also an approval of branded elements of logo, colors, and style.

Board material reviews will be managed by the Office of the Secretary. Planning for Board meetings begins one month in advance of any meeting. The Secretary will provide a materials calendar with deadlines. It is imperative that deadlines be met. Otherwise, the Secretary and Communications may not have time to adequately proof materials before the due date for public posting.

For all other document reviews, submit a request through Help Desk. Allow a minimum of five working days for review.

Media Relations

The UNC System Office is dedicated to building and strengthening relationships with the news media to responsibly promote the System and its accomplishments and inform the public about policy, positions, and general news. Communications is responsible for coordinating and overseeing all media relations efforts on behalf of the System.

Media Inquiries

Inquiries requesting information or comment regarding a System policy or position should be directed to Jane Stancill, vice president for communications, at mjstancill@northcarolina.edu or Andy Wallace, director of media relations, at ajwallace@northcarolina.edu

News Releases

All news releases are distributed through Communications. If you have questions about how best to make information available to the public, submit a request through Help Desk.

Public Records

Public records requests can be submitted to an online portal at unc-system-office.nextrequest.com.

Legal Requirements

The UNC System Office follows state guidelines and requirements for printing using state funds.

Printing Cost Statement

State of North Carolina regulations require a cost statement on printed documents in quantities of 200 or more that utilize state funds and are intended for external distribution. Only documents printed for the sole purpose of sale to the public are excluded from use of the cost statement. The term “cost” includes printing costs in the form of labor and materials and other identifiable design, typesetting, and bindery costs.

The following statement should appear on the back or inside back cover of the publication: 0000 copies of this public document were printed at a cost of \$000 or \$000 per copy (G.S. 143-170.1).

If an agency fails to comply with this section, then the agency’s printing budget for the fiscal year following the violation shall be reduced by 10 percent. (G.S. 143-170.1 (a3)).

Printing with non-state funds

Printing with non-state funds must comply with UNC System logo policies and other publication guidelines.

EEO/AA Statement

System publications must display a statement of nondiscrimination. All documents for external audiences must contain one of the following:

Admission to, employment by, and promotion in the University of North Carolina and all of its constituent institutions shall be on the basis of merit, and there shall be no unlawful discrimination against any person on the basis of race, color, religion, sex, sexual orientation, gender identity, national origin, age, disability, genetic information, or veteran status.

Official University Seals

There are two official seals. One represents the University of North Carolina, and the second is the official mark representing the University of North Carolina Board of Governors.



University of North
Carolina seal



UNC Board of
Governors seal

Use of official seals is restricted to authenticating official UNC System documents, such as UNC Board of Governors awards, citations, actions, and Board or presidential publications.

The UNC Board of Governors seal is reserved for special programs, awards, resolutions, documents, and collateral materials generated by the Board of Governors. The seal is not appropriate for use on documents created by the UNC System staff for Board meetings.

Neither version of the seal should be used on general documents, advertisements, presentations, posters, promotional items, and websites, nor as a casual logo or decorative element.

University seals may not be used in any other manner or context without written permission.

For assistance, contact **Nancy Halley**, digital and social media manager, at nmhalley@northcarolina.edu.

Logo Use and Placement

The University of North Carolina System logo is for use on all visual communication materials officially recognized by or associated with the UNC System. Calibri is the primary font for the UNC System and should be used on all written communications.

UNC System logos can and should be used by all staff regularly on work products. Employees may download the logo suite and appropriate templates from the Branding Resources app on the UNC System Intranet.

Staff should not distribute the logo for use outside of the UNC System. If an outside entity requests the logo (including business associates or vendors), please forward the request to Communications for approval. If use is approved and does not imply endorsement of an external entity, Communications will provide the correct file type based on printing or electronic media needs.

The UNC System logo should always be placed in the upper left corner of the page. If the upper left corner is not available, the top, center is the second most preferred location for proper placement. When placing the UNC System logo with other logos, placement will depend greatly on available space.

If the other logos are affiliated with the UNC System, the System logo should be at the top of the page and/or first line in from the left, above all other logos. If other logos represent organizations not affiliated with the UNC System, then the UNC System logo may be placed anywhere on the page, if it is not overlapping, touching, or being covered by another image.

Regardless of placement, the UNC System logo should have equal space all the way around its edges.

Primary Logo

The horizontal logo format is preferred and should be used for most print and electronic media. This version of the logo features the state shape to the left of the wordmark. The one color or reversed out versions of the logo should be used only when necessary. **A complete Brand Guide is available to download in the Branding Resources app on the UNC System Intranet.**

Full Color



One Color



One Color - Black



Reversed



Communications Contacts

Communications is a part of the Office of the President and reports to the Chief of Staff.

The Communications team is available to answer any questions about the Style Guide and to assist with creative needs, website development, writing and editing, and media inquiries. For general questions or support, email communications@northcarolina.edu.

VICE PRESIDENT FOR COMMUNICATIONS

Jane Stancill

mjstancill@northcarolina.edu

ASSOCIATE VICE PRESIDENT FOR COMMUNICATIONS

Kari Travis

kltravis@northcarolina.edu

DIRECTOR OF MEDIA RELATIONS

Andy Wallace

ajwallace@northcarolina.edu

DIGITAL AND SOCIAL MEDIA MANAGER

Nancy Halley

nmhalley@northcarolina.edu

SENIOR ADVISOR

Eric Johnson

ejohnson@northcarolina.edu

Resources

Associated Press Stylebook

American Heritage Dictionary

Web Accessibility Initiative (WAI) of the World Wide Web Consortium (W3C) General Writing Resources

Purdue University Online Writing Lab

APA style and scholarly publishing

The Elements of Style, Fourth Edition | William Strunk Jr. and E. B. White

