



**THE UNIVERSITY OF
NORTH CAROLINA SYSTEM**

Brand Guide

Introduction

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

To accomplish this, the University of North Carolina System Office has developed this Brand Guide to assist with maintaining visual standards of the UNC System. This guide is a complement to the UNC System Style Guide, which assists those writing on the UNC System's behalf to promote consistent messages.

The UNC System Brand 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.

What is a brand?

A brand is more than just a logo, fonts, or colors. It defines who we are, what we say, how we see ourselves, and how we want other people to think about the University of North Carolina 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.

Contact **Communications** at commshelp@northcarolina.edu with any brand-related questions.



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.

Logo Use

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.

Logo Placement

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.

N★C

Did you know?

The 17 edges of the custom state shape represent the 17 institutions within the UNC System.



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 versions of the logo should be used only when necessary.

Full Color



One Color



One Color - Black



One Color - Reversed



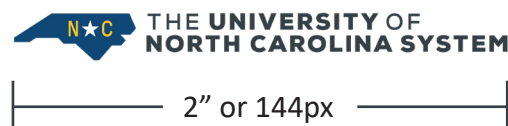
Clear Space

To ensure proper clear space around the logo for legibility and prominence, all photos, text, and graphic elements must follow the guidelines illustrated here. Use the height of the state shape within the logo (as shown) to help maintain proper clearance.



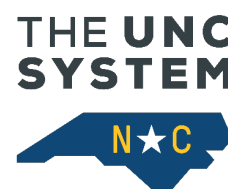
Minimum Size

To maintain full legibility, never reproduce the logo at widths smaller than two inches (for print) or 144 pixels (for screen).



Secondary Logos

These secondary marks can be used in either less formal settings, or any instance in which the primary mark will not fit in the space allowed. These marks should never appear on the same page as the primary logo.



Initiative Logos

The following format should be replicated when customizing the logo for any UNC System initiatives, such as NC Promise or UNC Lab Schools.



Logo Restrictions

It is important that we remain consistent in how we present our logo. Shown here are some common misinterpretations, which we can avoid by never altering or distorting the provided artwork in any way.



Do not remove any portion of the logo.



Do not represent the logo in any other color than what is outlined in these guidelines.



Do not stretch, condense, or change the dimensions of the logo elements.



Do not apply drop shadows or other visual effects to the logo.



Do not reverse out the logo in any other color than white.

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.

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.



University of North
Carolina seal



UNC Board of
Governors seal

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.

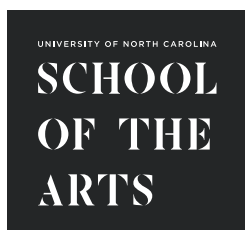
University seals may not be used in any other manner or context without written permission.

For assistance, contact **Communications** at commshelp@northcarolina.edu.



Institution Logos

The primary logos for each UNC System institution are provided below. Employees may download a page and slide with all of these logos from the Branding Resources app on the UNC System Intranet.



Color

The UNC System color palette reflects the state flag and our North Carolina pride. Use these colors **exclusively** to ensure that all communications represent a cohesive brand.



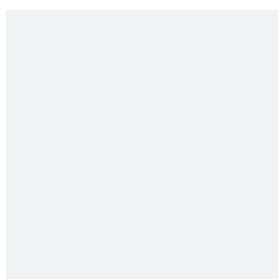
HEX: #0f4876
RGB: 15-72-118
CMYK: 99-76-30-14
PANTONE: 7693C



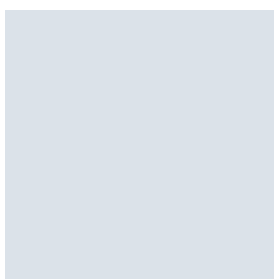
HEX: #bc1f52
RGB: 188-31-82
CMYK: 21-99-56-6
PANTONE: 7425C



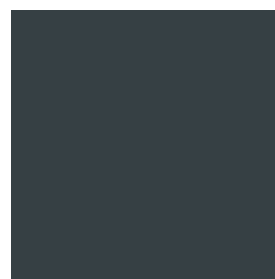
HEX: #fec524
RGB: 254-197-36
CMYK: 0-23-93-0
PANTONE: 123C



HEX: #f0f3f5
RGB: 240-243-245
CMYK: 4-2-2-0
PANTONE: 649U



HEX: #dbe2e9
RGB: 219-226-233
CMYK: 13-7-4-0
PANTONE: 651C



HEX: #353f43
RGB: 54-64-68
CMYK: 75-61-57-46
PANTONE: 432C

Institution Colors

Appalachian State University



HEX: #FFCC00 HEX: #000000

East Carolina University



HEX: #592A8A HEX: #FEC923 HEX: #41215E

Elizabeth City State University



HEX: #0039A6 HEX: #B71234 HEX: #B1B9B7

Fayetteville State University



HEX: #0067B1 HEX: #B0B7BC

NC State University



HEX: #CC0000 HEX: #000000 HEX: #FFFFFF

North Carolina A&T State University



HEX: #004684 HEX: #FDB927 HEX: #C2C2C2

North Carolina Central University



HEX: #6A2C3E HEX: #862633 HEX: #5B6770

NC School of Science and Mathematics



HEX: #346094 HEX: #8A8A8D HEX: #D57E00

UNC Asheville



HEX: #003DA5 HEX: #FFFFFF

UNC-Chapel Hill



HEX: #4B9CD3 HEX: #13294B HEX: #F8F8F8

UNC Charlotte



HEX: #005035 HEX: #A49665

UNC Greensboro



HEX: #0F2044 HEX: #FFB71B HEX: #BEC0C2

UNC Pembroke



HEX: #8D734A HEX: #000000

UNC School of the Arts



HEX: #252729 HEX: #FFFFFF

UNC Wilmington



HEX: #00665E HEX: #00205C HEX: #FFDA00

Western Carolina University



HEX: #592C88 HEX: #C1A875 HEX: #FFFFFF

Winston-Salem State University



HEX: #C8102E HEX: #A7A8AA HEX: #FFFFFF

Typography

Calibri is the primary font for the UNC System Office and should be used on all written communications; 11-point font size and single spacing are preferred for all internal memos.

Templates, located on the Branding Resources app on the UNC System Intranet, allow for versatility when it comes to using text within the brand.

Calibri

Headline,
Calibri

LOREM IPSUM DOLOR SIT AMET

Subhead,
Calibri

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Mi sit amet mauris commodo. Eros donec ac odio tempor orci dapibus ultrices in. Congue quisque egestas diam in. Aliquet lectus proin nibh nisl. Vel turpis nunc eget lorem dolor sed viverra ipsum nunc. Quis viverra nibh cras pulvinar mattis nunc. In iaculis nunc sed augue. Consequat nisl vel pretium lectus quam id leo. Quam adipiscing vitae proin sagittis nisl rhoncus. Aenean et tortor at risus viverra adipiscing. Nulla pellentesque dignissim enim sit amet venenatis. Cras semper auctor neque vitae tempus quam pellentesque nec nam. Ullamcorper dignissim cras tincidunt lobortis feugiat vivamus. Posuere sollicitudin aliquam ultrices sagittis orci. Porttitor massa id neque aliquam. Tellus elementum sagittis vitae et leo duis ut. Ipsum dolor sit amet consectetur adipiscing elit. Magna fermentum iaculis eu non diam phasellus vestibulum lorem sed.

Body Copy,
Calibri

Calibri

Emphasized
Text, Calibri

Stationery

The UNC System Office stationery includes letterhead, envelopes, mailing labels, and business cards. Stationery is standard for all divisions and should be used for all official UNC System correspondence. To order printed stationery items or download electronic letterhead, visit the Branding Resources app on the UNC System Intranet.

Printed Stationery

Each division is responsible for making stationery printing orders, including coordinating purchase and payment.

Electronic Stationery

Download the electronic stationery template from the Branding Resources app on the UNC System Intranet. When using electronic stationery, it is best to convert your document on the stationery template to a PDF before attaching it to an email. In addition to ensuring that content is not altered, this will also promote consistent placement of items on the letterhead template.

Email Correspondence

All individuals within the UNC System Office must use the standard email signature in all business electronic correspondence. Your email signature should include your name, title, System Office address, phone number (optional), email address, System web address, and the primary logo. The only other images that may be included in the email signature are the UNC System social media links. Inspirational quotes and other types of information are inappropriate to include. Use Calibri font in 11-point size. A template is available for download in the Branding Resources app.

