BRANDING AND IDENTITY GUIDELINES

REFERENCE GUIDE

Logos, Color Palette and Typography

Current as of 03/01/2019. For the most recent guidelines, please visit identity.unc.edu.
The University of North Carolina at Chapel Hill logo is the keystone of our visual identity and is used on all communications materials. This logo, or a University unit or department logo, should be used on all communications materials. Using the logo consistently will enhance the recognition of the University by all audiences.

**COLOR OPTIONS**

The University logo comes in three different colors: Carolina Blue, black and white.

**USAGE**

- The logo must be reproduced from high-resolution digital artwork.
- As the primary graphic identity for the institution, the formal logo (or official unit logo or department logo) must appear on all communications, including brochures, stationery, business cards and websites.
- The logo may not be reconstructed or altered in any way. This prohibition includes but is not restricted to type, the vertical line, outlines or embellishments. Do not create secondary logos, as this is confusing to audiences and dilutes our goal of creating a common, mutually reinforcing image.
- The logo may not be cut or cropped in any way.
REFERENCE GUIDE

University Logo

CLEAR SPACE REQUIREMENTS

To ensure the integrity and visual impact of the logo, the appropriate “clear space” must be maintained on all sides. Specifically, where “x” is equal to the height of the Old Well icon, there must be a minimum of 1/2 the distance “x” between the outside edge of the logo and any other page element, including the edge of the page. The vertical line dividing “UNC” and the unit or department name may fall inside the clear space.

SIZE REQUIREMENTS

The logo must be resized proportionally and in its entirety; therefore, measurements for all elements in the logo are relative to each other.

When PMS® 542 or black is used in printing of the logo, the minimum width for the logo is 1.875 inches wide. When the logo appears as a white knockout on a color, the minimum width is 2 inches wide. If a 4-color process build is used to print the logo, the minimum width is 2 inches.

THE CENTERED LOGO

The centered version of the logo has been developed for television, video and podium use only. It must be reproduced from high-resolution digital files. If you have any questions about when to use the centered logo, please contact UNC Creative at creative.unc.edu or 919-962-7123.
Unit and Department Logos

The University identity system has two levels of logos under the main University logo: unit and department.

UNIT LOGOS

Unit logos are a way of branding individual units within the University. University units include approved schools, centers, institutes, foundations, vice chancellor units, vice provost units and direct reports to the chancellor or provost. Any group meeting one of these criteria is eligible to receive a unit logo, which must be created by UNC Creative. Unit logos can replace the main University of North Carolina at Chapel Hill logo on printed and online materials; it is not necessary to use both logos.

DEPARTMENT LOGOS

Department logos are a way of branding individual groups within a University unit. Any group within a unit, such as a department, office, division or program, is eligible to receive a department logo. The decision on how to allocate department logos is made at the unit level and requires approval by the respective dean, vice chancellor or vice provost. All department logos must be created by UNC Creative. Department logos can replace the main University of North Carolina at Chapel Hill logo on printed and online materials; it is not necessary to use both logos.
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Unit and Department Logos

USAGE

All groups allocated a unit logo or department logo have access to horizontal and vertical versions of their respective logo. This provides flexibility of use in print and online materials. All logos adhere to a specific naming convention that eliminates extraneous words in a consistent manner across the University. For example, the text in the logo for “Office of University Communications” becomes “University Communications.”

In order to ensure consistency across the University, all words must be spelled out completely and must not be abbreviated. Non-alphanumeric characters, such as ampersands (&) and at symbols (@), may not be used.

When using a unit or department logo, the University’s full name, “The University of North Carolina at Chapel Hill,” must appear elsewhere on the publication. Unit and department logos can replace the main University of North Carolina at Chapel Hill logo on printed and online materials; it is not necessary to use both logos.

CLEAR SPACE REQUIREMENTS

To ensure the integrity and visual impact of the logo, the appropriate “clear space” must be maintained on all sides. Specifically where “x” is equal to the height of the Old Well icon, there must be a minimum of 1/2 the distance “x” between the outside edge of the logo and any other page element, including the edge of the page. The vertical line dividing “UNC” and the unit or department name may fall inside the clear space.
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Unit and Department Logos

SIZE REQUIREMENTS

The logo must be resized proportionally and in its entirety; therefore, measurements for all elements in the logo are relative to each other.

When PMS® 542 or black is used in printing of the logo, the minimum height of the Old Well in the logo is 0.25 inches. When the logo appears as a white knockout on a color, the minimum height of the Old Well in the logo is 0.3125 inches. If a 4-color process build is used to print the logo, the minimum height of the Old Well in the logo is 0.3125 inches.

COLOR OPTIONS

The University logo comes in four different colors: Carolina Blue and black, Carolina Blue, black and white.
Color Palette

The official color of the University is Carolina Blue. Adhering to the following color reproduction guidelines will help to create a consistent image and maintain the visual impact of the identity.

A minimum of approximately 10 percent Carolina Blue should appear in all print and web materials produced for the University.

PRINT APPLICATIONS

For full-color print reproduction, use Pantone® 542 whenever possible. Alternatively, the following breakdown for process color matching may be used:

Carolina Blue:
PMS® 542
CMYK 60, 19, 1, 4

WEB APPLICATIONS

In 2017, the University adopted a new policy for web accessibility. Follow these color guidelines to ensure your website meets WCAG 2.1 AA accessibility standards.

For web reproduction, use one of the following breakdowns for matching the desired color:

Web Carolina Blue:
Hex #4B9CD3
RGB 75, 156, 211

Athletics Navy:
Hex #13294B
RGB 19, 41, 75

Dark Gray:
Hex #767676
RGB 118, 118, 118

Link Blue:
Hex #007FAE
RGB 0, 127, 174

Light Gray:
Hex #E1E1E1
RGB 225, 225, 225

The University has a secondary color palette for web applications. These optional colors may be used on University websites and digital materials:

Athletics Navy:
Hex #13294B
RGB 19, 41, 75

Dark Gray:
Hex #767676
RGB 118, 118, 118

Black:
Hex #151515
RGB 21, 21, 21
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Typography

The official University typefaces are Bembo Std (serif) and Whitney (sans serif). These typefaces are required for use on official University stationery and are suggested for use on other University print publications. They are licensed and must be purchased. In the event that a unit does not have access to these fonts or does not want to invest in a license, there are recommended substitute fonts that can be installed at no cost.

OFFICIAL UNIVERSITY FONTS

Bembo Std

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Bembo Std Regular
Bembo Std Italic
Bembo Std Semibold
Bembo Std Semibold Italic
Bembo Std Bold
Bembo Std Bold Italic
Bembo Std Extrabold
Bembo Std Extrabold Italic

Whitney

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Whitney Light
Whitney Light Italic
Whitney Book
Whitney Book Italic
Whitney Medium
Whitney Medium Italic
Whitney Semibold
Whitney Semibold Italic

Whitney Bold
Whitney Bold Italic
Whitney Black
Whitney Black Italic

LINKS TO PURCHASE:

Bembo Std (Monotype: myfonts.com/fonts/adobe/bembo/regular)
Whitney (Hoefler & Co.: typography.com/fonts/whitney)
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Typography

RECOMMENDED UNIVERSITY WEB FONTS

Although Bembo Std is available as a webfont, Libre Baskerville is preferable because of its on-screen clarity and readability. Whitney is also available as a webfont and is recommended for online use. An acceptable substitute for Whitney is Open Sans.

Libre Baskerville

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Whitney

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Open Sans

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

LINKS TO PURCHASE:

Libre Baskerville (Google Fonts: fonts.google.com/specimen/Libre-Baskerville)
Whitney (Hoefler & Co.: typography.com/fonts/whitney)
Open Sans (Google Fonts: fonts.google.com/specimen/Open+Sans)

MORE INFORMATION

For more information and to view the University’s Branding and Identity Guidelines, visit identity.unc.edu.