



THE UNIVERSITY
of NORTH CAROLINA
at CHAPEL HILL

BRANDING AND IDENTITY GUIDELINES
REFERENCE GUIDE

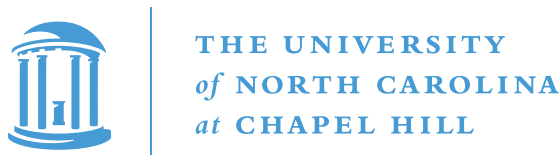
Logos, Color Palette
and Typography

University Logo

The University of North Carolina at Chapel Hill logo is the keystone of our visual identity. 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. The primary logo uses a horizontal layout and the secondary logo is centered in a vertical format.

The primary logo should be the first choice when the University logo is used. When appropriate, it may be substituted with the secondary logo.

PRIMARY LOGO



SECONDARY LOGO



USAGE

- The logo must be reproduced from high-resolution digital artwork.
- As the primary graphic identity for the University, the 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 and 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.

University Logo

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.

Primary Logo

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



Secondary Logo

When PMS® 542 or black is used in printing the logo, the minimum width for the logo is 1.215 inches. When the logo appears as a white knockout on a color background, the minimum width is 1.3 inches. If a 4-color process build is used to print the logo, the minimum width is 1.3 inches.

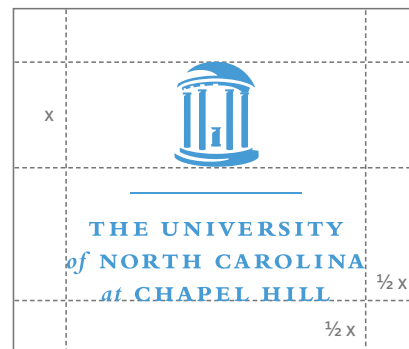
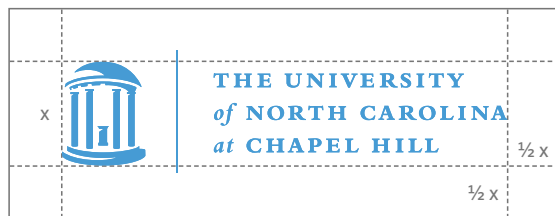


REFERENCE GUIDE

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.



COLOR OPTIONS

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



Unit and Department Logos

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

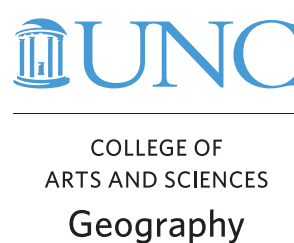
UNIT LOGOS

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.



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.

These clear space requirements apply to all unit and department logos.



REFERENCE GUIDE

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.

These size requirements apply to all unit and department logos.



COLOR OPTIONS

Unit and department logos come in four different colors: Carolina Blue and black, Carolina Blue, black and white.

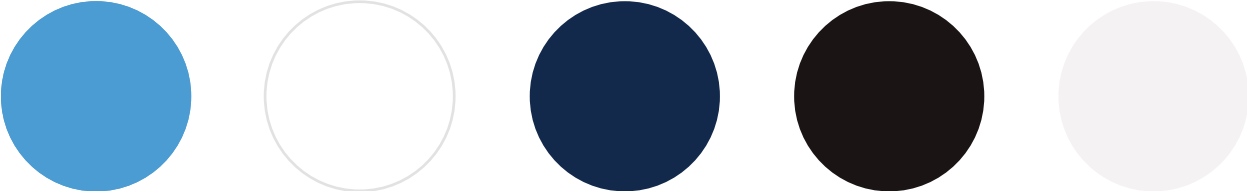


Color Palette

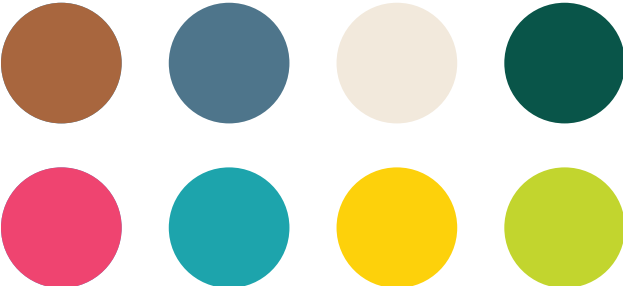
The University brand uses both a primary and secondary color palette. The primary color palette should be used predominantly on materials, while the secondary color palette should be used sparingly as accents to complement the primary palette. Carolina Blue is the main color of the University and must be used at least 10% on all designs.

Adhering to the following color reproduction guidelines will help to create a consistent image and maintain the visual impact of the identity.

PRIMARY PALETTE

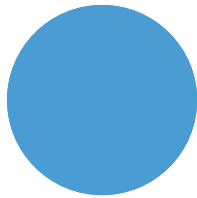


SECONDARY PALETTE



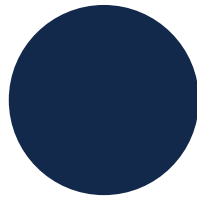
Color Palette

COLOR BREAKDOWNS

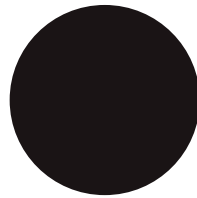


Carolina Blue
PMS® 542
CMYK 60, 19, 1, 4
Hex #4B9CD3
RGB 75, 156, 211

Digital Links #007FAE



Navy
PMS® 2767
CMYK 100, 90, 10, 77
Hex #13294B
RGB 19, 41, 75



Black
PMS® Black 3
CMYK 74, 52, 71, 90
Hex #151515
RGB 21, 21, 21



White
(none)
CMYK 0, 0, 0, 0
HEX #FFFFFF
RGB 255, 255, 255



Gray
PMS® Black 3 at 6%
CMYK 4, 3, 3, 0
HEX #F8F8F8
RGB 248, 248, 248



Dome Copper
PMS® 8920 metallic
Infinity foil 62

Use Pantone color or
Infinity foil only. Not
intended for digital use.



Basin Slate
PMS® 5405
CMYK 68, 35, 17, 40
HEX #4F758B
RGB 79, 117, 139



Campus Sandstone
PMS 2309® at 50%
CMYK 3, 8, 11, 0
HEX # F4E8DD
RGB 244, 232, 221



Longleaf Pine
PMS® 561
CMYK 84, 20, 58, 54
HEX #00594C
RGB 0, 89, 76



Azalea Pink
PMS® 191
CMYK 0, 79, 36, 0
HEX #EF426F
RGB 239, 68, 111



Tile Teal
PMS® 7466
CMYK 97, 0, 30, 0
HEX #00A5AD
RGB 0, 165, 173



Sunburst Yellow
PMS® 109
CMYK 0 10, 100, 0
HEX #FFD100
RGB 255, 209, 0



Davie Green
PMS® 382
CMYK 28, 0, 100, 0
HEX #C4D600
RGB 196, 214, 0

Color Palette

GUIDELINES FOR USAGE

Do:

- Use at least 10% Carolina Blue on all designs.
- Make sure to use proper color breakdowns for specific uses.
- Use colors from the primary color palette as the main colors in a design.
- Use colors from the secondary color palette for accents only.
- Make sure text and background color contrast meet WCAG 2.1 AA guidelines for web and digital designs.

Don't:

- Omit Carolina Blue on any design.
- Eyeball or guess at a specific color.
- Use colors from the secondary color palette as primary colors.



WEB COLOR USAGE

The University adheres to the Web Content Accessibility Guidelines (WCAG) 2.1, Level AA for all websites. For information on usage of color on websites, please refer to the guidelines and resources on the **Websites** section of identity.unc.edu.

Typography

The official University typefaces are Bembo Std, Whitney and ITC Franklin Gothic LT Pro.

Bembo Std and Whitney 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 typefaces listed on the next page that can be installed at no cost.

ITC Franklin Gothic LT Pro is available to use for free with an Adobe Creative Cloud license.

The University typefaces are suggested for use on University print projects and the substitute typefaces are suggested for digital and web projects.

OFFICIAL UNIVERSITY TYPEFACES

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

Typography

ITC Franklin Gothic LT Pro

ITC Franklin Gothic LT Pro Demi Compressed and Demi Compressed Italic are the only fonts from this family that may be used. These fonts should always be used in all caps when used in conjunction with the University brand.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

ITC FRANKLIN GOTHIC LT PRO DEMI COMPRESSED (all caps)

ITC FRANKLIN GOTHIC LT PRO DEMI COMPRESSED ITALIC (all caps)

LINKS TO PURCHASE:

Bembo Std (MyFonts: myfonts.com/fonts/adobe/bembo)

Whitney (Hoefler & Co.: typography.com/fonts/whitney)

ITC Franklin Gothic LT Pro (Adobe Fonts: fonts.adobe.com/fonts/itc-franklin-gothic)

RECOMMENDED TYPEFACE SUBSTITUTES

Although Bembo Std is available as a web font, Libre Baskerville is preferable because of its on-screen clarity and readability. Whitney is also available as a web font and is recommended for online use. An acceptable substitute for Whitney is Open Sans. ITC Franklin Gothic LT Pro is an approved web font and there is no substitute.

Libre Baskerville (Google Fonts: fonts.google.com/specimen/Libre+Baskerville)

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.