BRANDING AND IDENTITY GUIDELINES

REFERENCE GUIDE

Logos, Color Palette and Typography

Current as of 05/12/2020 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. 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.

**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.
REFERENCE GUIDE

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.
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 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  
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
REFERENCE GUIDE

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.
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**

<table>
<thead>
<tr>
<th>Font</th>
<th>Sample 1</th>
<th>Sample 2</th>
<th>Sample 3</th>
<th>Sample 4</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bembo Std Regular</td>
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<tr>
<td>Bembo Std Italic</td>
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<td>Bembo Std Semibold</td>
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<tr>
<td>Bembo Std Semibold Italic</td>
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<tr>
<td>Bembo Std Bold</td>
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<tr>
<td>Bembo Std Bold Italic</td>
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<tr>
<td>Bembo Std Extrabold</td>
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<tr>
<td>Bembo Std Extrabold Italic</td>
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</tbody>
</table>

**Whitney**

<table>
<thead>
<tr>
<th>Font</th>
<th>Sample 1</th>
<th>Sample 2</th>
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<th>Sample 4</th>
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</thead>
<tbody>
<tr>
<td>Whitney Light</td>
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<td>Whitney Book</td>
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<td>Whitney Black Italic</td>
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</tbody>
</table>

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

ABCDEFHGIJKLMNOPQRSTUVWXYZ
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.