

# Carolina Together

## Brand Guide

Revised 2/4/2021



THE UNIVERSITY  
*of* NORTH CAROLINA  
*at* CHAPEL HILL

## Primary Logo



## Logo Color

The logo is available in five color options; the preferred Carolina Blue + navy version, white + navy, white + Carolina Blue, Carolina Blue + black and white + black. No other color variations may be used.

Be sure to consider legibility when choosing which logo to use. Appropriate background contrast must be maintained for print and for web.



## Logo Pairing

The logo may be paired with a University or unit/department logo when necessary. When pairing the logo it is important to maintain the minimum clear space requirements of both marks to ensure legibility within your designs.

Be sure to visually align all logos whenever it is possible.

## Clear Space

There should always be a minimum distance between the outside edge of the logo and any other page element, including the edge of the page. That distance is equal to the height of the dotted diamond in the logo.



THE UNIVERSITY  
of NORTH CAROLINA  
at CHAPEL HILL




THE UNIVERSITY  
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## Primary Typeface

**Open Sans** is one of the University's free recommended alternative typefaces and the primary typeface for the Carolina Together brand.

This typeface has been carefully selected to best represent the brand's image, and must be used whenever possible to maintain consistency.

### Purchasing

Open Sans is available for free through Google Fonts. A link to where you can download the typeface is below:

[fonts.google.com/specimen/Open+Sans](https://fonts.google.com/specimen/Open+Sans)

Sample Text

The quick brown fox jumps  
over the lazy dog.

Characters

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789  
! ? & % \$

Weights

**ExtraBold**

***ExtraBold Italic***

**Bold**

***Bold Italic***

**SemiBold**

***SemiBold Italic***

**Regular**

***Italic***

**Light**

***Light Italic***

## Secondary Typeface

### ITC Franklin Gothic LT Pro

is one of the University's official typefaces and the secondary typeface for the Carolina Together brand. It should only be used in the Demi Compressed and Demi Compressed Italic weights.

This typeface has been carefully selected to best represent the brand's image, and must be used whenever possible to maintain consistency.

### Purchasing

ITC Franklin Gothic LT Pro is available to use for free with an Adobe Creative Cloud license. A link to where you can download the typeface is below:

[fonts.adobe.com/fonts/itc-franklin-gothic](https://fonts.adobe.com/fonts/itc-franklin-gothic)

### Sample Text

**THE QUICK BROWN FOX JUMPS  
OVER THE LAZY DOG.**

### Characters

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz**

**0123456789**

**! ? & % \$**

### Weights

**DEMI COMPRESSED** (all caps)

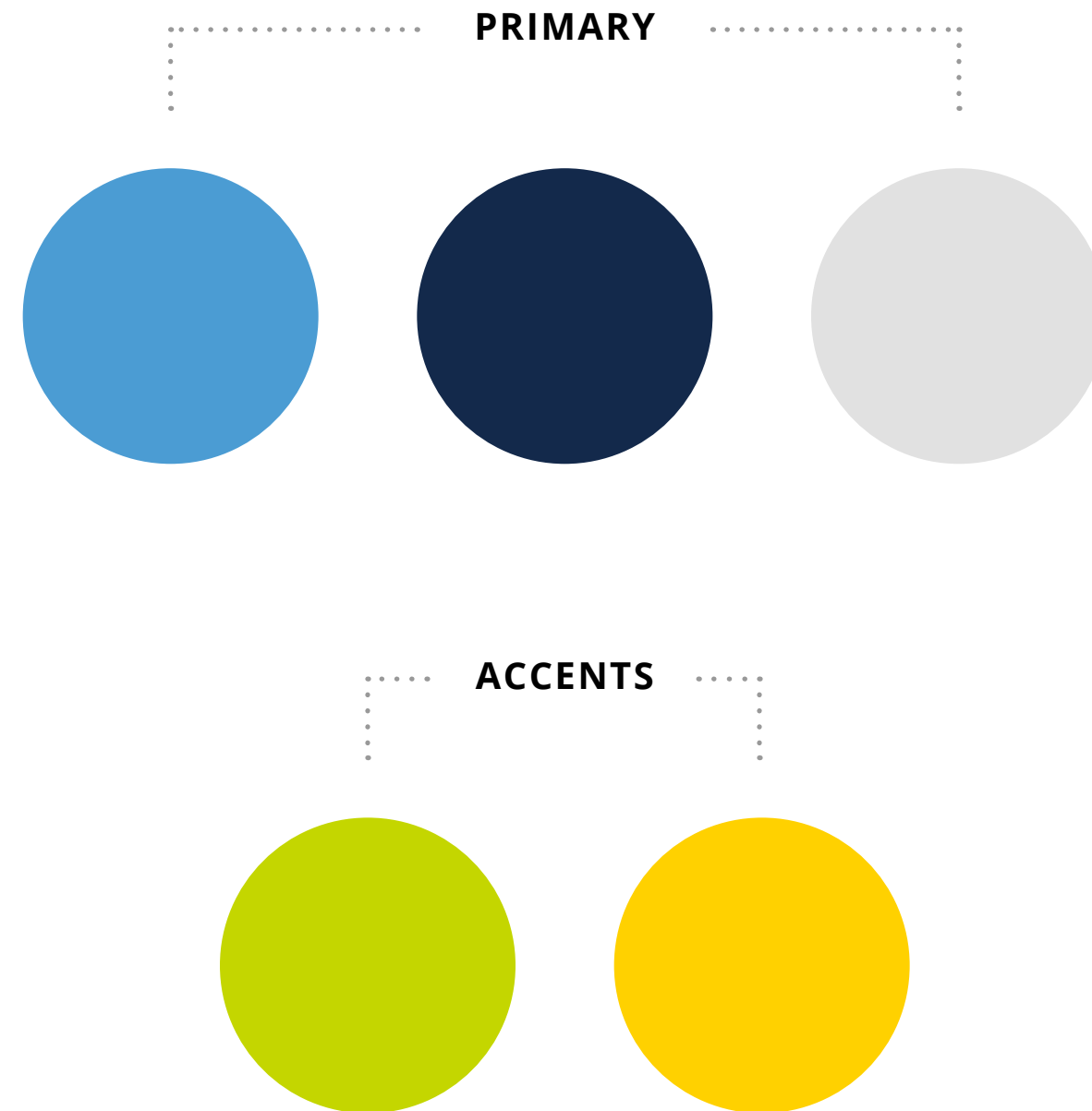
***DEMI COMPRESSED ITALIC*** (all caps)

## Colors

The Carolina Together brand uses a classic Carolina color palette.

The primary colors should be the most prominent colors in a design. Davie Green and Sunburst Yellow were chosen as accent colors and should be used as supporting elements to help communicate the message.

Black and white are acceptable in addition to the colors within the brand's color palette.

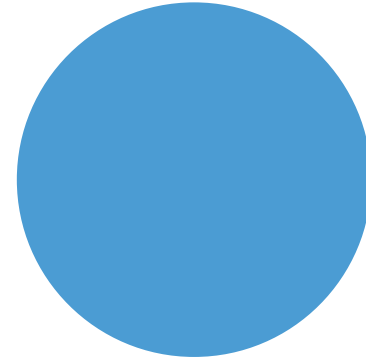


## Color Breakdowns

Accurate reproduction of the brand's color palette is essential in communicating a clear and consistent message.

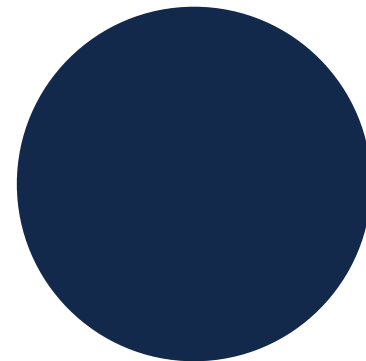
When printing your design, Pantone® or CMYK colors should be used.

RGB and HEX formulas should be reserved for on-screen and digital use.



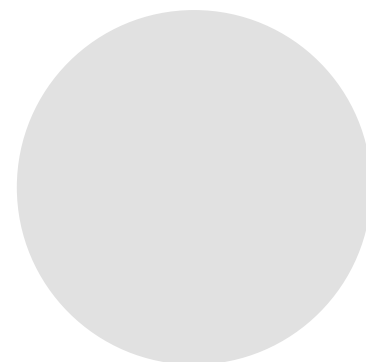
### Carolina Blue

PMS 542  
CMYK 60, 19, 1, 4  
RGB 75, 156, 211  
HEX 4B9CD3



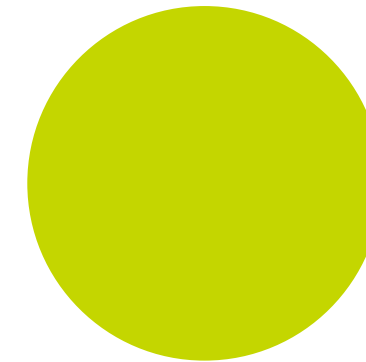
### Navy

PMS 2767  
CMYK 100, 90, 10, 77  
RGB 19, 41, 75  
HEX 13294B



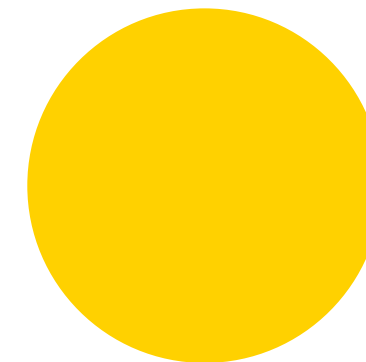
### Light Grey

CMYK 10, 7, 7, 0  
RGB 225, 225, 225  
HEX E1E1E1



### Davie Green

PMS 382  
CMYK 28, 0, 100, 0  
RGB 196, 214, 0  
HEX C4D600



### Sunburst Yellow

PMS 109  
CMYK 0, 10, 100, 0  
RGB 255, 209, 0  
HEX FFD100



## Layout Structure

Using a consistent type hierarchy can increase the readability of a message, making it clearer and more meaningful.

The example shown gives some recommended guidance on creating type hierarchy within a design. In general, maintain a balanced contrast between titles, subtitles and body copy.

### Footer



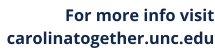
- Open Sans
- University or Department Logo
- URL for More Information

**HEADLINE TEXT**  
**CALL OUT HIGHLIGHT**

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 THE UNIVERSITY of NORTH CAROLINA at CHAPEL HILL  CAROLINA TOGETHER 

### Header

- ITC Franklin Gothic LT Pro Demi Compressed
- Navy Background
- Davie Green or Sunburst Yellow for highlights

### Body

- Open Sans
- Carolina Blue or White Background

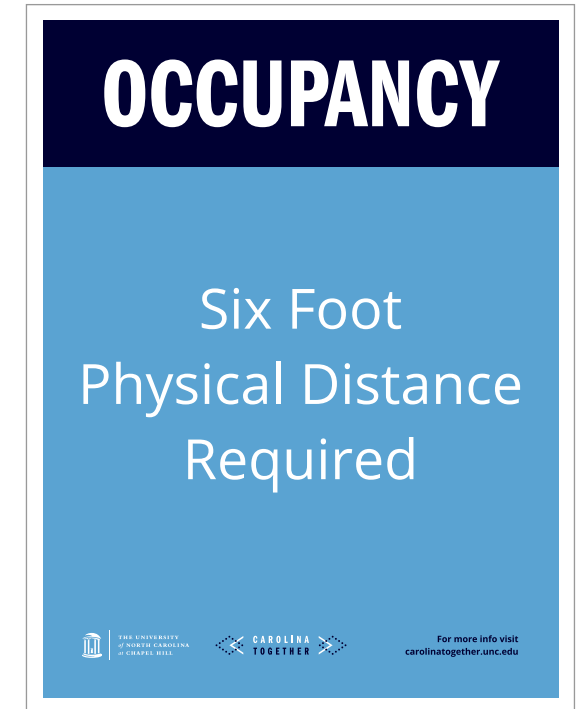
### Footer

- Open Sans
- University or Department Logo
- URL for More Information

## Signage Examples

The University has made a number of official signs and templates to use in campus spaces. You may also create your own signs to meet individual needs using the styles outlined in this brand guide.

Official University sign templates are available for download at [identity.unc.edu/resources/downloads](https://identity.unc.edu/resources/downloads).



## Iconography

A library of icons has been created to help communicate action items quickly and effectively.

Additional icons may be created as long as they fit within the visual style of the current system.



Stay at Home



Clean Surfaces  
with Disinfectant



Wash Your Hands



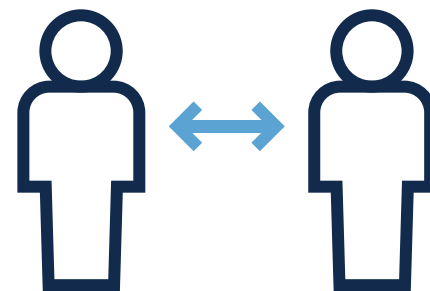
Wear a Mask



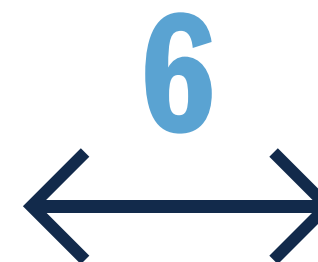
Avoid Touching  
Your Face



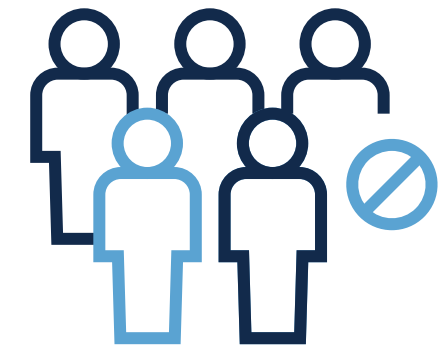
Use a Tissue



Practice Physical  
Distancing



Remain Six Feet  
Apart



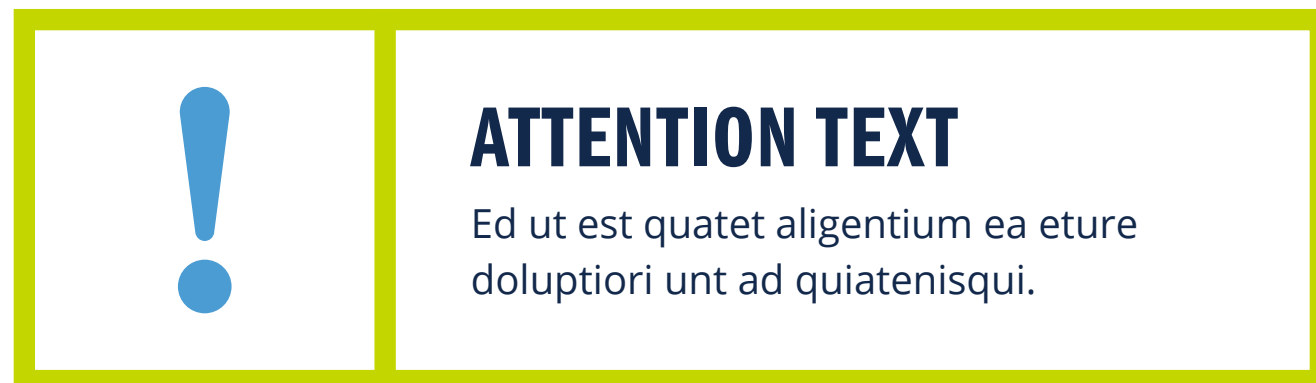
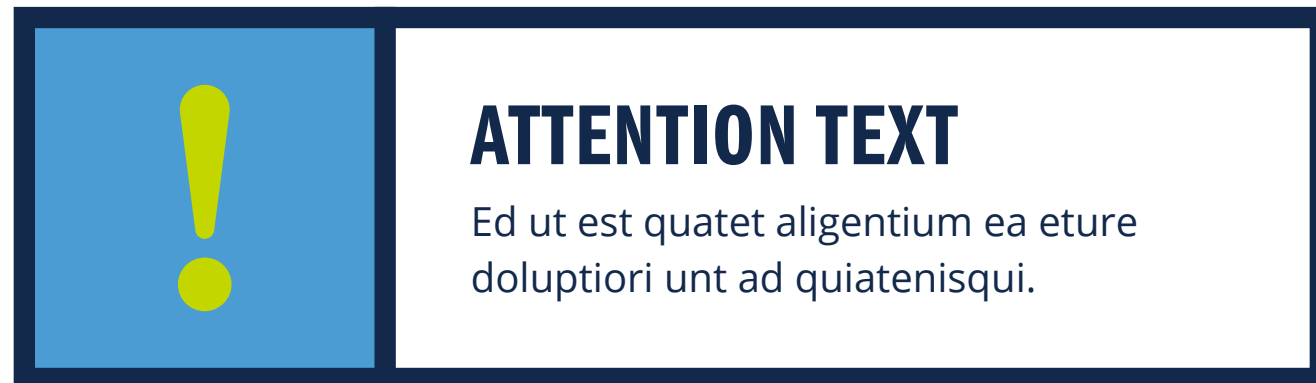
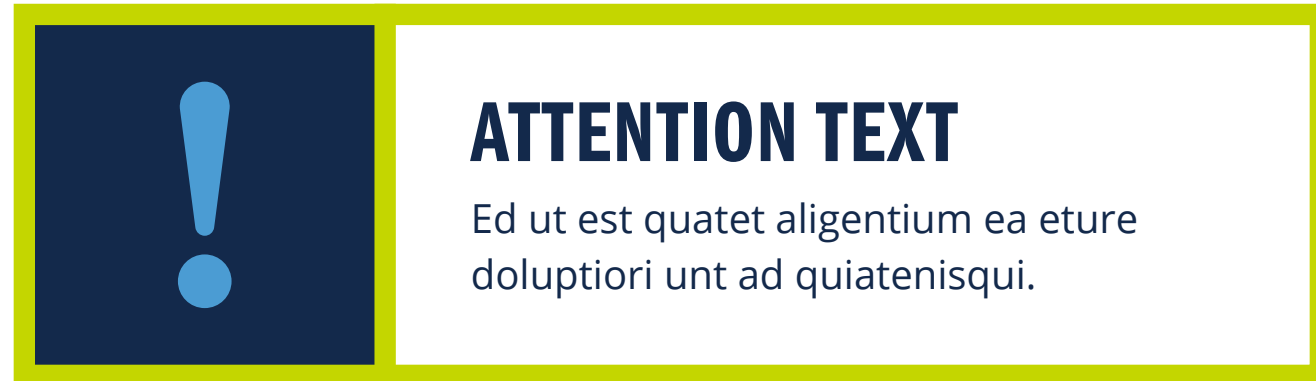
Avoid Groups

## Call to Action

A call to action element has been created as an easy and consistent way to bring attention to important items within your materials.

These can be applied to digital spaces, as well as existing materials, to connect with the Carolina Together brand.

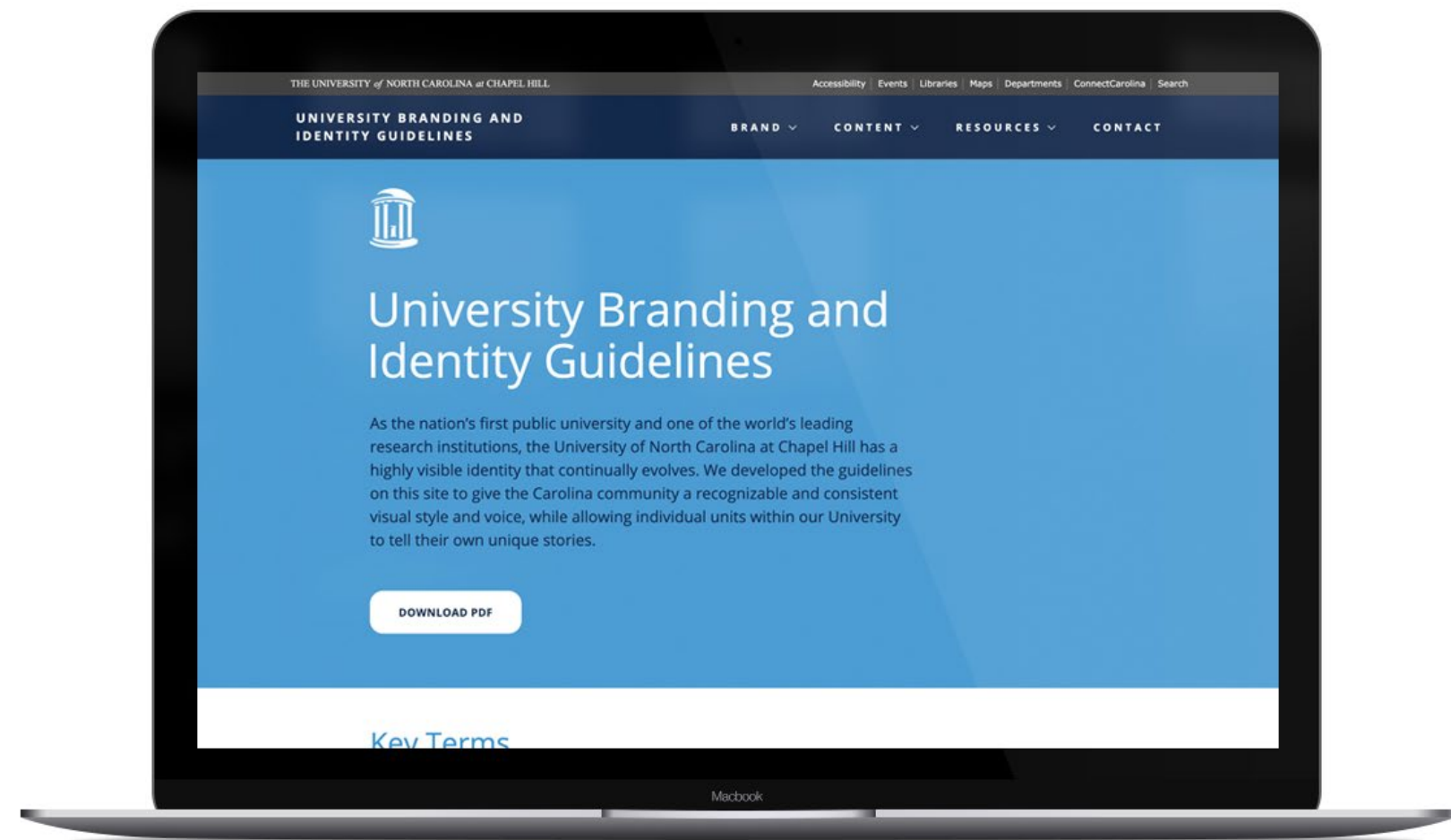
Choose a color combination that works with your materials and maintains clear visibility.



## University Brand

University-wide brand standards can be found on [identity.unc.edu](https://identity.unc.edu).

It is important to review and adhere to these guidelines when using the Carolina Together brand in conjunction with any other materials for the University of North Carolina at Chapel Hill.





UNIVERSITY  
COMMUNICATIONS

Creative

## QUESTIONS?

We would be happy to chat!

If you have any questions about the UNC brand or would like to schedule a time to discuss a new project please let us know.

## UNC Creative

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200 North Greensboro Street | Suite D3 | Carrboro, NC 27599-6200

[creative.unc.edu](https://creative.unc.edu)

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