

Carolina Together

Brand Guide

Revised 8/14/2021



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

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THE UNIVERSITY
of NORTH CAROLINA
at CHAPEL HILL

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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

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

Sample Text

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

Characters

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

! ? & % \$

Weights

DEMI COMPRESSED (all caps)

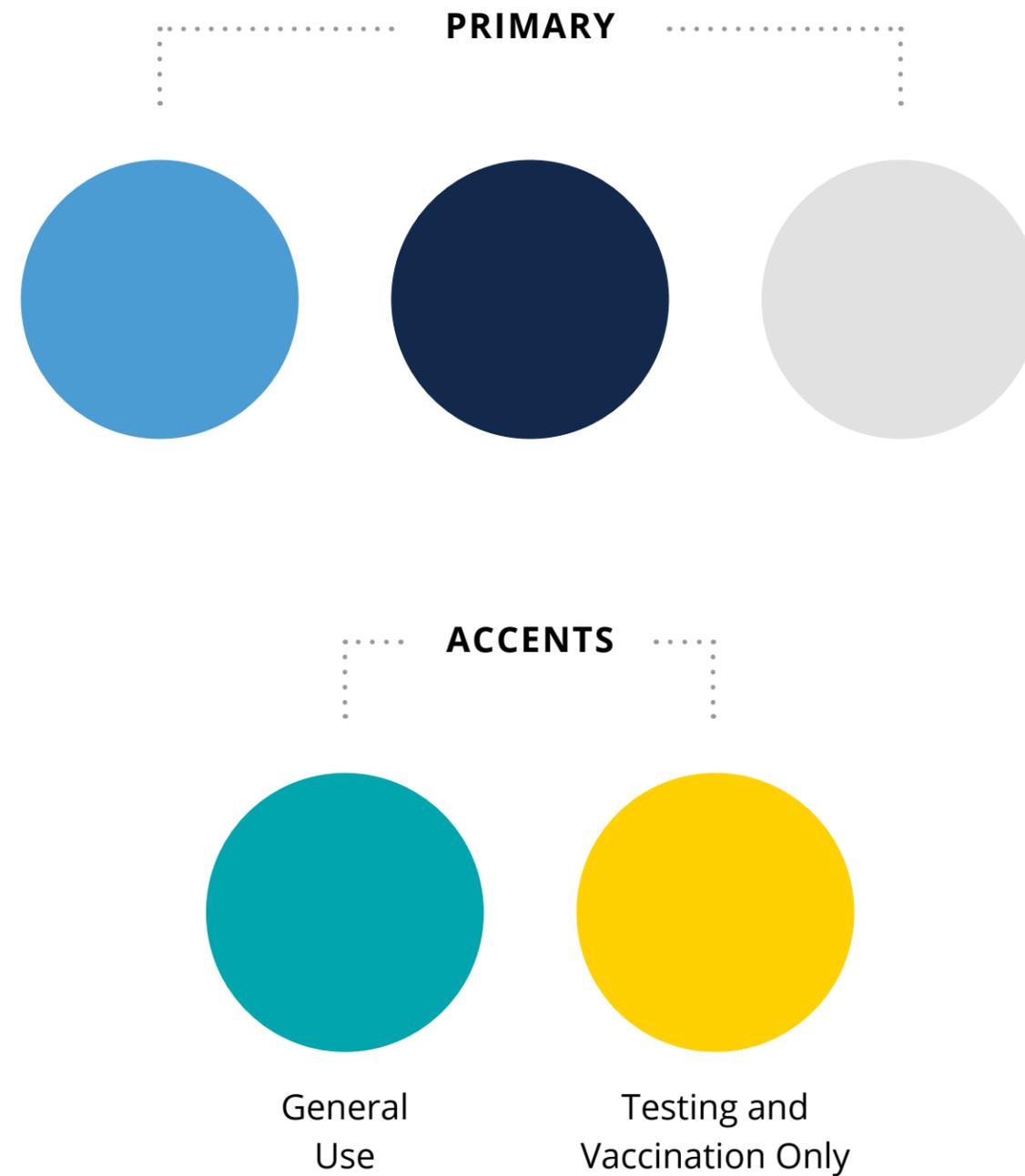
DEMI COMPRESSED ITALIC (all caps)

Colors

The Carolina Together brand uses a classic Carolina color palette.

The primary colors should be the most prominent colors in a design. Tile Teal 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.

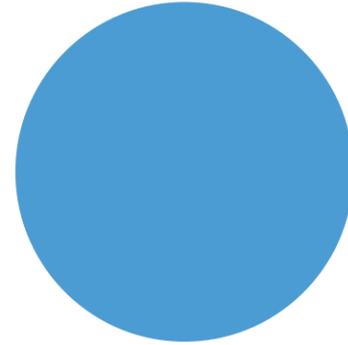


Color Breakdowns

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

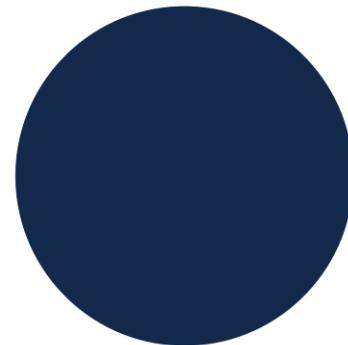
When printing your design, Pantone® or CMYK colors should be used.

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



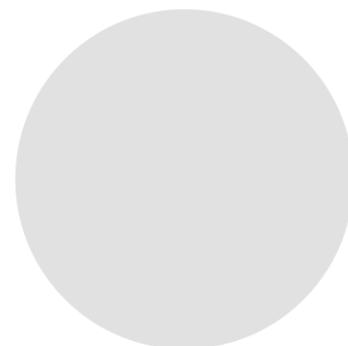
Carolina Blue

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



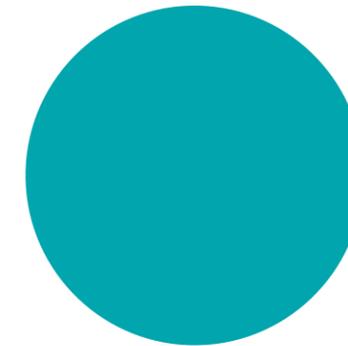
Navy

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



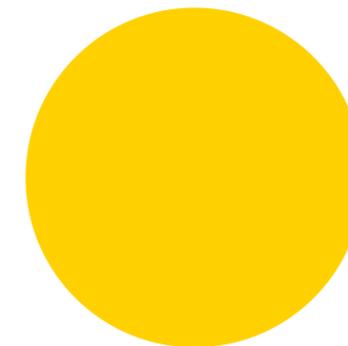
Light Grey

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



Tile Teal

PMS 7466
CMYK 97, 0, 30, 0
RGB 0, 165, 173
HEX 00A5AD



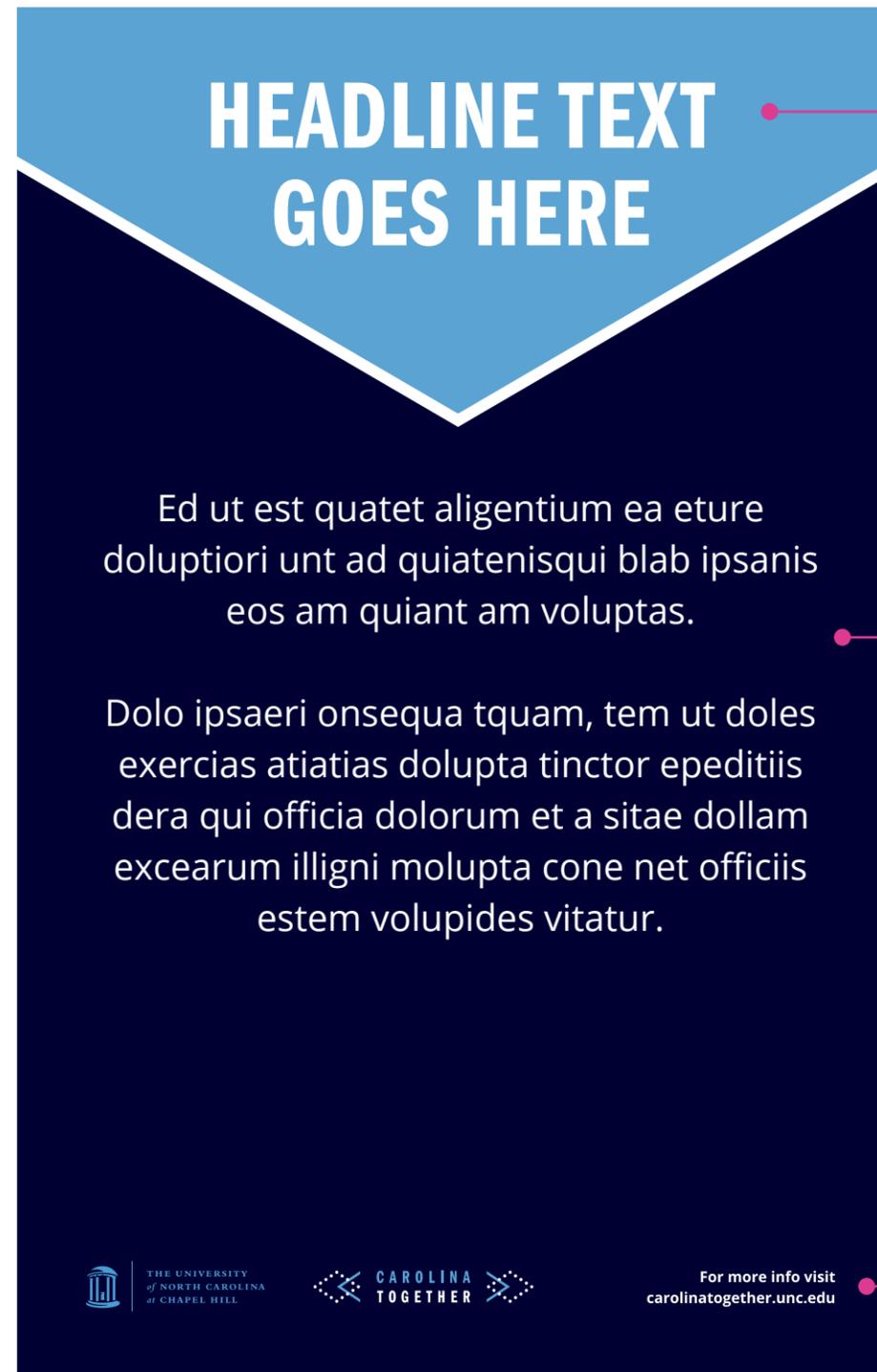
Sunburst Yellow

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.



Header

- ITC Franklin Gothic LT Pro Demi Compressed
- Carolina Blue Background

Body

- Open Sans
- Navy or White Background

Footer

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

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.



Icon / QR Code

- Tile Teal Background

Header

- ITC Franklin Gothic LT Pro Demi Compressed
- Carolina Blue or White Background

Footer

- Open Sans
- University or Department Logo
- URL for More Information if no QR code

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.



Iconography

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

Additional icons may be downloaded at identity.unc.edu/downloads.



Wear a Mask



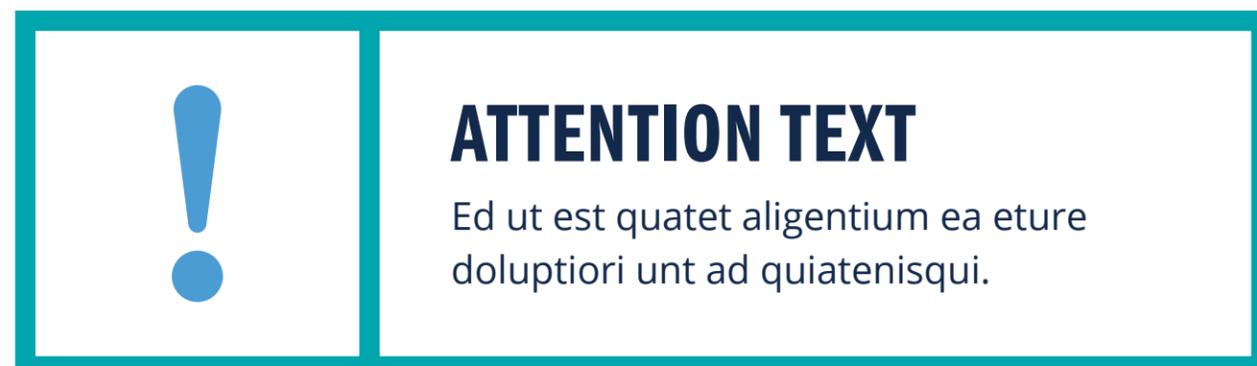
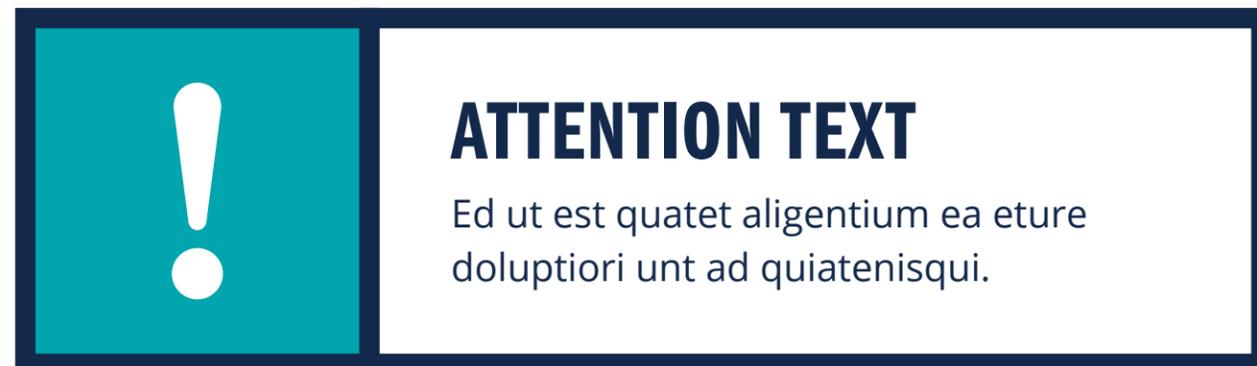
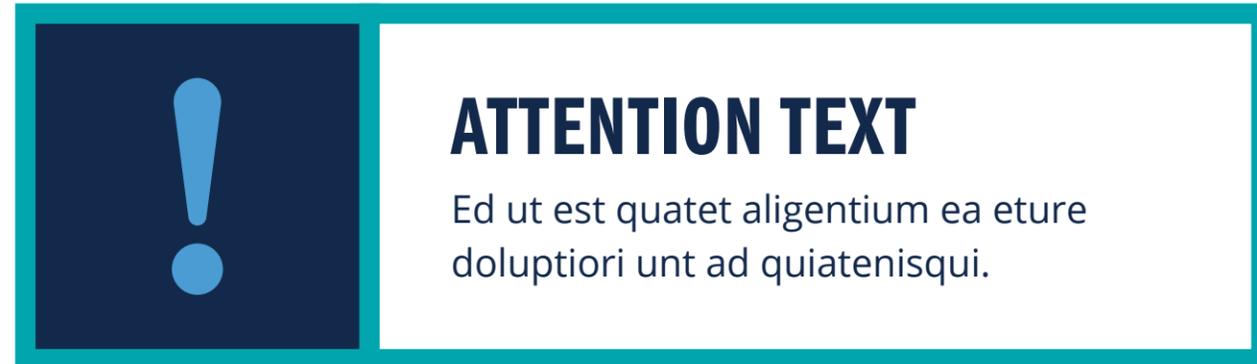
Wash Your Hands

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.

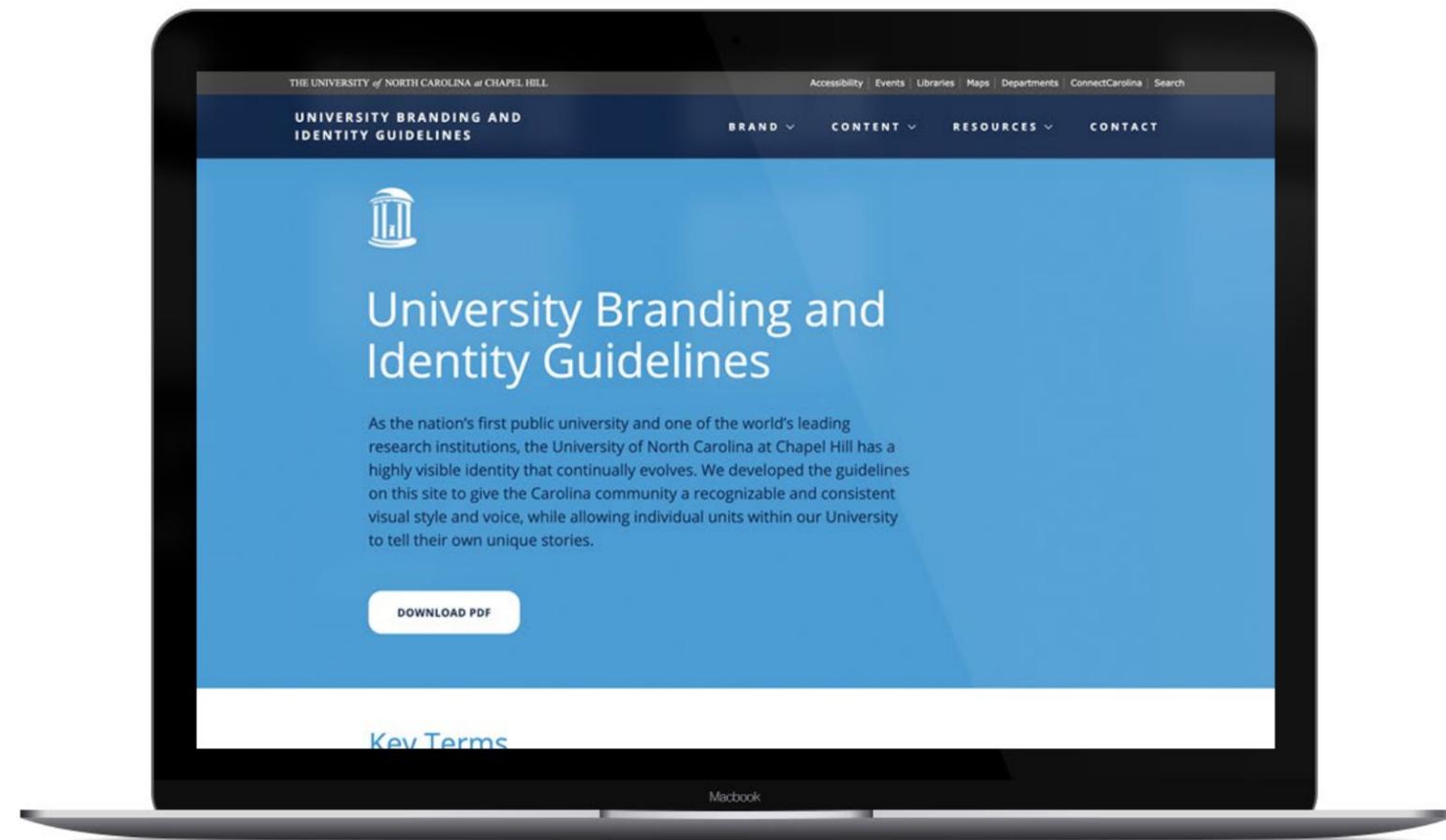
Choose a color combination that works with your materials and maintains clear visibility.



University Brand

University-wide brand standards can be found on identity.unc.edu.

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.

creative.unc.edu

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