



THE UNIVERSITY
of NORTH CAROLINA
at CHAPEL HILL

BRANDING AND IDENTITY GUIDELINES

QUICK TIPS

High Quality Artwork
from Limited Resources

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Strategies for Artwork

Reshaping and cropping. When there are limited photos available, reshaping and cropping previously used photos can give them a new look.

Screenshots. Capturing Zoom events, remote learning and remote teaching are ways to have visuals to accompany related stories. You can use screenshots of the computer screen, or photographs of the computer in various settings, that show the Zoom meeting or class.

Please note: You must get a signed release from students if you have images of them in class or in a residence hall. An electronic consent form can be downloaded from the University's branding and identity guidelines website: identity.unc.edu/resources/downloads.

The University's multimedia library. The multimedia library is a great resource for professional photos and videos to accompany stories and other materials. It is updated regularly, so be sure to check back often: unc.photoshelter.com.

Illustrations. Consider using photo illustrations or other illustrated artwork instead of photographs.

Graphics, patterns and textures. Using graphics, patterns and textures is a nice way to keep the materials visually interesting and on brand, while not needing to rely so heavily on photographs. For the University's brand elements, which can be used on their own or in connection with a unit's existing sub-brand, visit the University's branding and identity guidelines website: identity.unc.edu/brand.

Use Instagram. Search #TARgram on Instagram and ask permission of the original account that posted the image.

Reduce publication frequency. Although it is not always possible, if you are able to reduce your publication frequency it will allow the resources you have to extend further.

User-submitted artwork. User-submitted artwork is a great way to have a wide assortment of assets to use. When asking students or other people to share photos, be sure to obtain their permission and request they follow these best practices in order to produce the highest quality art: identity.unc.edu/files/2020/03/UNCCH_QuickTips_Reference.pdf

Use branded templates. For applicable projects, start with branded templates from the University's branding and identity guidelines website: identity.unc.edu.

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Considerations for Photographs

Headshots. When photographing headshots, it is a good idea to take at least two photos; one of the person wearing a mask for short-term use and one of the person not wearing a mask (if it's safe to do so) for longer-term use.

Staging. Stage photo sessions, if needed, and request students or other people participate in order to get the scene you need.

Disclaimer. When using photos taken before the pandemic, it is best to add a disclaimer stating when the photo was taken since the COVID-19 Community Standards will not be shown in action.

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External Resources and Tools

Unsplash - Photos (free)

Flickr Creative Commons - Photos (free)

Pexels - Photos, videos (free)

Adobe Stock - Photos, videos (free and fee-based)

The Noun Project - Photos, icons (free and fee-based)

iStock - Photos, illustrations, vectors, videos (fee-based)

Shutterstock - Photos, illustrations, vectors, videos, audio (fee-based)

Envato - Photos, graphics, videos, music, audio (fee-based)

Dreamstime - Photos, illustrations, videos, audio (fee-based)

Pond5 - Photos, illustrations, videos, music, audio (fee-based)