THE UNIVERSITY
of NORTH CAROLINA
at CHAPEL HILL

## BRANDING AND IDENTITY GUIDELINES

REFERENCE GUIDE

# Additional Brand Elements

Shapes and Patterns

Shapes and patterns may be used to create continuity throughout your materials and increase brand recognition. Drawing inspiration from the Old Well and Athletics' argyle, a number of shapes and patterns have been designed and added to the University identity system as optional elements.
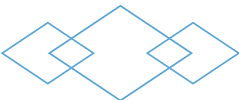
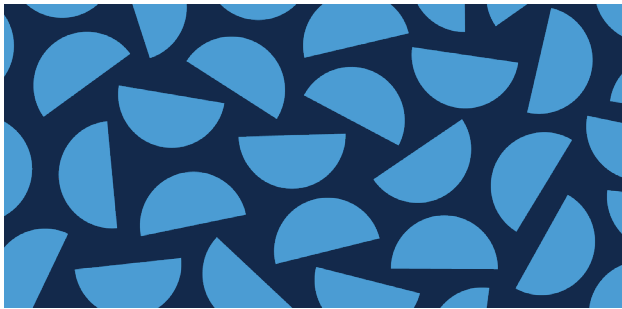## SHAPES

Dome Shapes
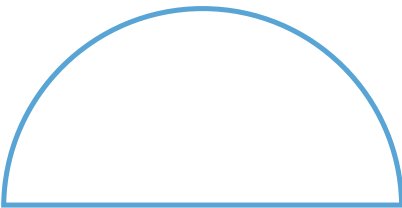
Diamond Shapes
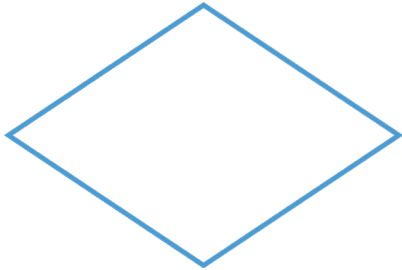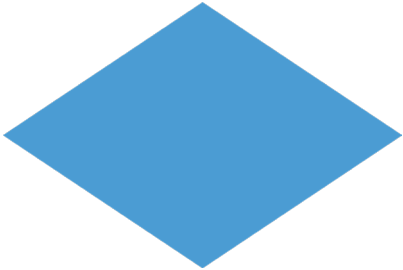
Diamond Lockups

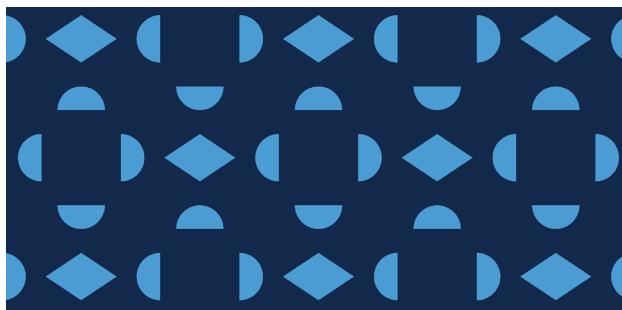# Shapes and Patterns

PATTERNS

Dome Patterns

Diamond Patterns

Combination Pattern

Shapes and Patterns

GUIDELINES FOR USAGE

Do:
- Use .eps files for print and .png files for web.
- Alter the colors of the shapes and patterns to any brand color when necessary.
- Alter the transparency of the shapes and patterns to use them in a subtle way.
- Crop or zoom into the shapes and patterns proportionally when necessary.
- Consider accessibility when using as a layer on the web.

Don't:
- Edit the layout of the patterns.
- Use the shapes to create custom logos.
- Overlay the shapes and patterns on top of a clashing background.
- Use patterns behind body copy.

APPLICATION DEADLINE

THE UNIVERSITY OF NORTH CAROLINA AT CHAPEL HILL

FEB 16

UNC | UNDERGRADUATE ADMISSIONS

ADMISSIONS.UNC.EDU

APPLICATION DEADLINE

THE UNIVERSITY OF NORTH CAROLINA AT CHAPEL HILL

FEBRUARY 16

As we sit down to read each application, we really don't have an "ideal" student in mind. Rather, we like being surprised by each individual applicant's interests and talents. But some common themes still tend to emerge among our favorites: They're smart. Motivated. Service-oriented. Curious. Creative. Courageous. The kind of people who will not only flourish in but actively enhance our community while they're here. Which greatly increases the likelihood that they (you, potentially) will go on to enhance the world after graduation.

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UNC
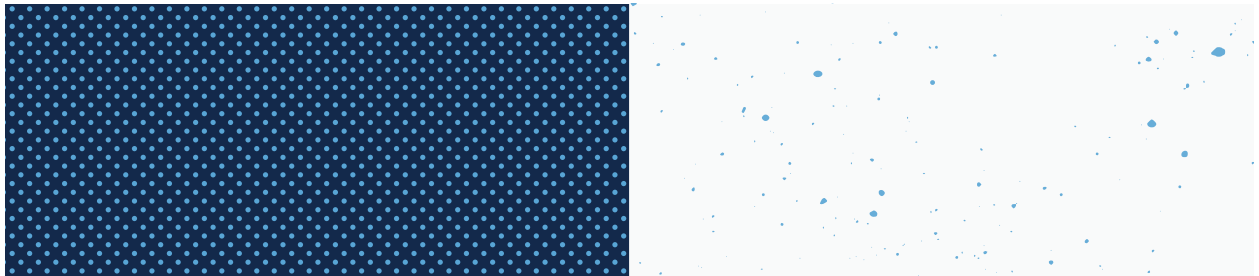**UNIVERSITY COMMUNICATIONS**

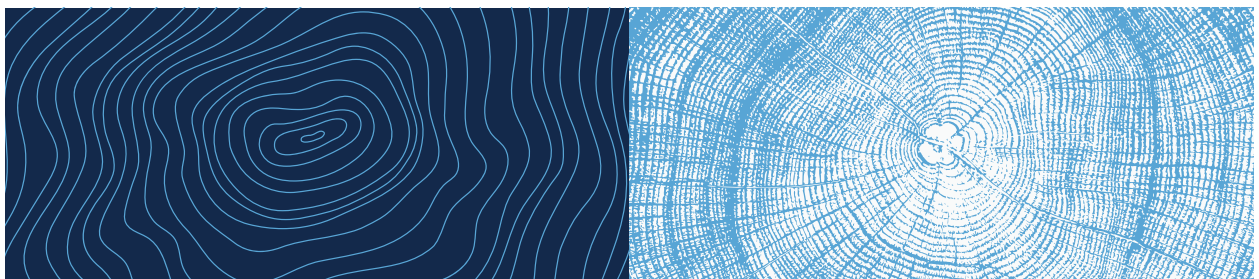**UNIVERSITY COMMUNICATIONS**

Textures

Textures, inspired by low stone walls, the Davie Poplar and water from the Old Well fountain, may be used to create continuity throughout your materials and increase brand recognition.
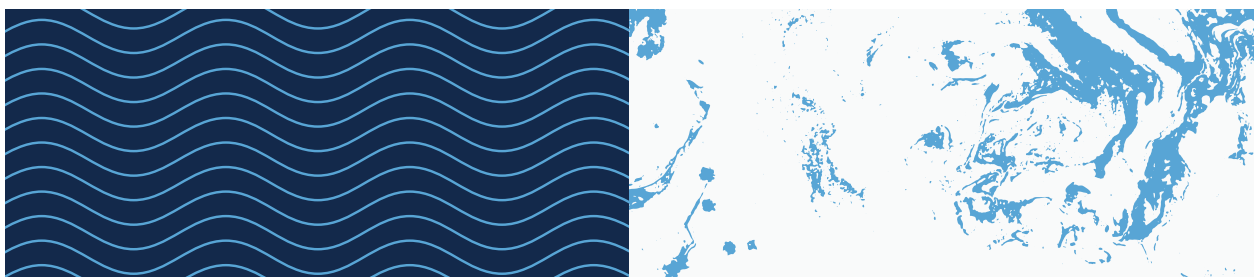
## TEXTURES

Stone

Tree

Water

Textures

GUIDELINES FOR USAGE

Do:
- Use .eps files for print and .png files for web.
- Alter the colors of the textures to any brand color when necessary.
- Alter the transparency of the textures to use them in a subtle way.
- Crop or zoom into the textures proportionally when necessary.
- Consider accessibility when using as a layer on the web.

Don't:
- Edit the layout of the textures.
- Use the textures to create custom logos.
- Overlay the textures on top of a clashing background.
- Use as the predominant visual element on a page.
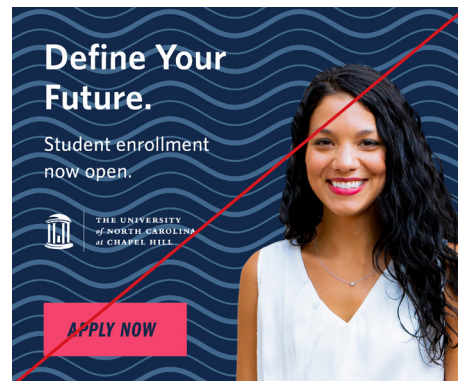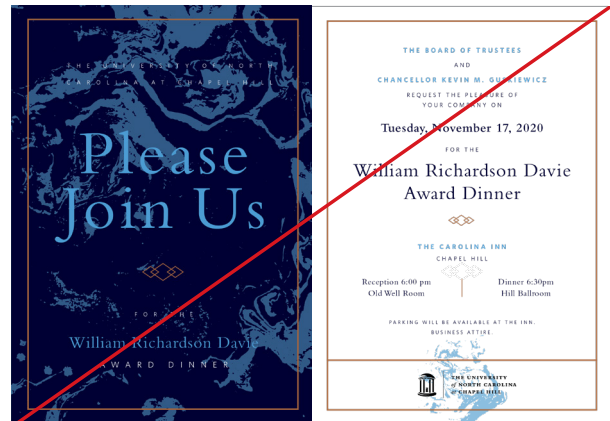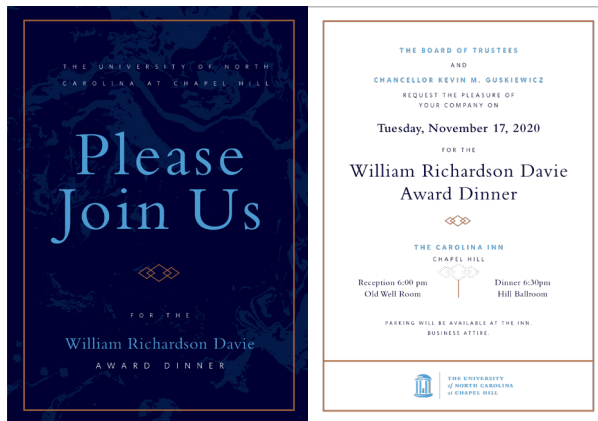
Background Photo Treatment

Creating duotone images of your photographs and using them as backgrounds can add visual interest to your materials.

In order to maintain consistency with the Carolina brand, it is important to use only the files provided in the **Downloads** section of identity.unc.edu to create these duotone images and to follow the guidelines below.

TREATMENT COLOR OPTIONS

STEPS FOR CREATING A BACKGROUND PHOTO TREATMENT

1. Open the BackgroundPhotoTreatment.psd file and your selected photo in Photoshop. Note that BackgroundPhotoTreatment.psd will look like a blank document, but it will have a "gradient" layer in the layers palette.

2. Copy your photo and paste it into BackgroundPhotoTreatment.psd.

3. In the layers palette, move the photo layer under the "gradient" layer. The color effect will automatically be applied to the photo.

4. Save as any desired file type.

Background Photo Treatment

GUIDELINES FOR USAGE

Do:
- Use the .psd files provided in **Downloads** to create background photo treatments.
- Use high resolution original photos.
- Use high contrast photos for the optimal effect.
- Use this photo treatment as a background only.
- Start with an empty copy of BackgroundPhotoTreatment.psd for each new photo.

Don't:
- Edit the color of the background in any way, including altering the gradient layer.
- Create alternate backgrounds in other brand colors.
- Use this photo treatment for headshots or prominent photos.

REFERENCE GUIDE
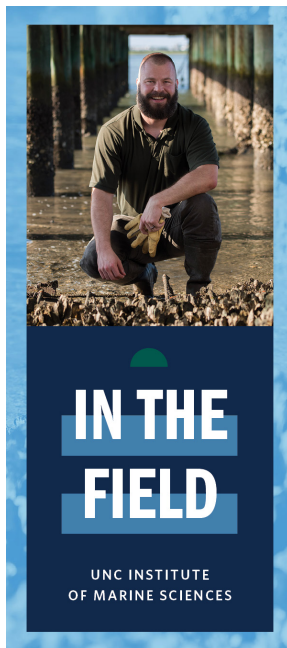
Photo Frames

Solid outlined photo frames may be used to add visual interest or call attention to photographs. Frames may be created by the user in varying thicknesses and brand colors. Suggested photo frame styles and layouts are below.

THICK

THIN

THICK OFFSET

THIN OFFSET

Callout Text Templates

The callout text templates available in the **Downloads** section of identity.unc.edu may be used to help draw attention to important information, such as a website address, date or tagline. While the colors and fonts of the templates should not be changed, the size of the text box and container may be adjusted to accommodate various information.

These templates are also available in Carolina Blue/white.

VERTICAL LAYOUT WITHOUT CONTAINER

FOR MORE INFORMATION, VISIT UNC.EDU

HORIZONTAL LAYOUT WITHOUT CONTAINER

FOR MORE INFORMATION, VISIT UNC.EDU

VERTICAL LAYOUT WITH CONTAINER

FOR MORE INFORMATION, VISIT UNC.EDU

HORIZONTAL LAYOUT WITH CONTAINER

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GUIDELINES FOR USAGE

Do:
- Use only short, direct text as a call to action within the box.

Don't:
- Use as a replacement for buttons on your website.

Brand Examples

Using brand elements correctly and consistently helps to increase brand recognition for both the University as well as individual units on campus. While the brand is flexible and allows for various styles and tones, it is important to always create designs that are distinctly "Carolina."

The examples below illustrate how the core and optional University brand elements can be used together to achieve a variety of visual tones and styles across many different types of materials.

DIGITAL EXAMPLES

Social Media Graphics

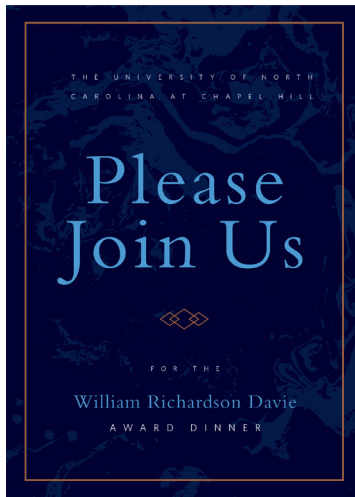**Website**

Digital Display

Online Advertisement

Brand Examples

PRINT EXAMPLES

Invitation

Building Banners

Postcard

Booklet

Swag

MORE INFORMATION

For more information and to view the **University's Branding and Identity Guidelines**, visit identity.unc.edu.