

NORTH CAROLINA
BOTANICAL
GARDEN

Style and Branding Guide

Name

Always refer to the North Carolina Botanical Garden as such. Do not use “NC Botanical Garden.” “NCBG” or “Garden” are appropriate to use in an article or other publication after the first reference.

Logo

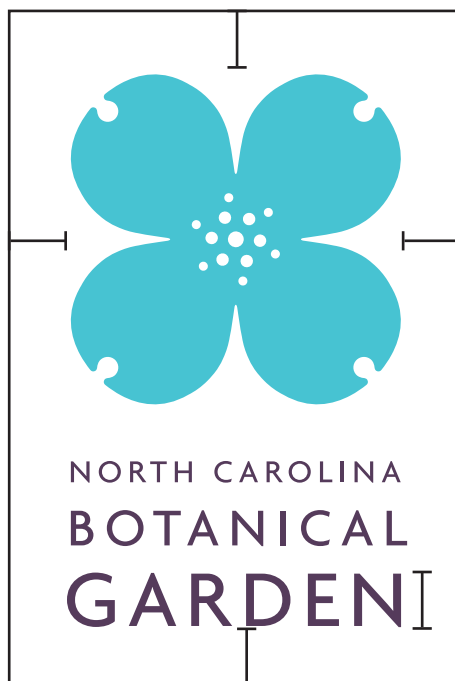
Do not attempt to recreate the logo. Always use electronic artwork files exactly as they are provided. Logos can be found on the Cluster, in the Administration folder, in the Logos folder.

These are the only logos approved for use to represent the North Carolina Botanical Garden. **Do not use any other logos without permission of the Communications Manager.**

A minimum amount of clear space should always be maintained around the logo. This buffer zone helps to ensure the integrity and legibility of the logo by allowing some breathing room between it and other items on the page.

The clear zone is determined by measuring the height of “Garden.”

This area around the logo must be kept free of imagery, text, graphic elements, page edges and folds. Do not position elements closer than the absolute minimum clear area.



┌ = Distance of imagery-free
space required around the logo
in this example

The black logo is required when printing in black and white. A black version is available on the Cluster. Contact the communications office for a white logo. All parts of the logo should contrast with the background, regardless of color, texture or photography. Do not select backgrounds that reduce the legibility of the logo.

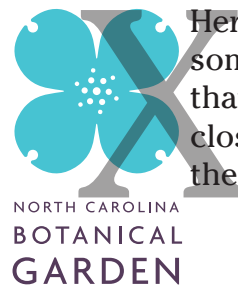


Logo Misuse

The North Carolina Botanical Garden logo is the core of our identity system. As such, it is important that it be presented accurately and consistently with each application. Inappropriate reproductions of the logo damage our ability to protect this valuable asset from usage by others and can create confusion about our identity. Please avoid these violations of the North Carolina Botanical Garden logo as demonstrated below. This is not an exhaustive list.



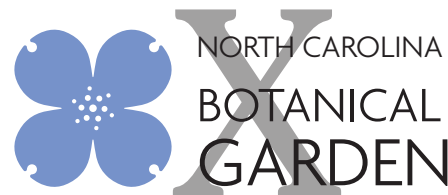
Keep the logo's proportions.
Do not stretch the logo.



Here is
some text
that is too
close to
the logo.



Do not position text or graphics within
the logo clear zone.



Do not use an unapproved color.



Do not attempt to recreate the logo.



Do not reproduce the two-color logo in black
and white print.

Do not display the logo on an overly
complex background, like this photo.



Do not display the logo on a background
providing inadequate contrast.

Do not use the e-newsletter's masthead
as a logo.

Colors

Specific colors have been selected for North Carolina Botanical Garden. Use of these colors are required in the design and preparation of communications and advertising materials.

Accuracy in color reproduction is important to maintaining the integrity and consistent presentation of the North Carolina Botanical Garden and its logo. Reproduction of these colors should look exactly the same every time.



PMS 3115
CMYK 74, 0, 17, 0
RGB 0, 191, 214
Web #00CCCC



PMS 376
CMYK 53, 0, 96, 0
RGB 122, 184, 0
Web #7AB800



PMS 423
CMYK 21, 14, 14, 38
RGB 142, 144, 143
Web #8E908F



PMS 178
CMYK 0, 74, 57, 0
RGB 255, 88, 95
Web #FF585F



PMS 1375
CMYK 0, 45, 95, 0
RGB 255, 160, 47
Web #FFA02F



PMS 7452
CMYK 50, 32, 0, 0
RGB 129, 147, 219
Web #8193DB



PMS 525
CMYK 68, 80, 40, 28
RGB 86, 60, 91
Web # 663366



PMS 542 (Carolina Blue)
CMYK 60, 19, 1, 4
RGB 123, 175, 212
Web #7BAFD4

Typefaces

Consistency of typefaces enhances communication, builds familiarity and strengthens the North Carolina Botanical Garden's identity. The typefaces listed below are recommended for use in all publications, exhibits, and signage. All weights (light, regular, bold) and versions (condensed, expanded, italic) are acceptable. Typefaces not listed here are not recommended unless there is a compelling reason to do so.

Agenda
ITC Cheltenham
DIN Condensed
Kelson Sans

E-mail signature

External e-mail messages should conclude with a minimum of the following contact information:

Name
Title
North Carolina Botanical Garden
The University of North Carolina at Chapel Hill
CB 3375, Chapel Hill, NC 27599-3375
Phone number
ncbg.unc.edu

You may also include the Garden's logo. The logo including "The University of North Carolina at Chapel Hill" should be used for email signatures.



In addition, it is appropriate to include a sentence following this information promoting an event or effort at the Garden. Including such information is not mandatory. If you choose to do this, you are responsible for ensuring this information is updated as needed.

Examples:

Don't miss our Step into Spring Prelude Party on April 28! More information here. (hyperlink to webpage)

The trout lilies are blooming-see them before they disappear!

Other rules:

- Use only ONE space after periods.
- We do not use the serial comma. Example: Write “hoses, rakes and shovels” and not “hoses, rakes, and shovels.”
- Use periods and lower case letters in a.m. and p.m.

Names of Properties, Buildings, Programs and more!

Battle Park

Botanical Garden Foundation, Inc. (BGF is acceptable after the first use.)

Carolina Campus Community Garden (CCCG is acceptable after the first use.)

Children’s Wonder Garden (Wonder Garden is acceptable after the first use.)

Coker Arboretum

Coker Pinetum

DeBerry Gallery

Display Garden

Drama-free Friday

The Farm at Penny Lane

Forest Theatre

Grey Bluff Garden

Hunt Arboretum

Horticultural Therapy

James & Delight Allen Education Center (Allen Education Center is acceptable after the first use.)

Laurel Hill Nature Preserve

Mason Farm Biological Reserve (Mason Farm is acceptable after the first use.)

North Carolina Botanical Garden (NCBG or Garden is acceptable after the first use.)

Parker Preserve

Pegg Exhibit Hall

Penny’s Bend Nature Preserve

Piedmont Nature Trails

The Rocks

Stillhouse Bottom Nature Preserve

Totten Center

Villa Pinea

Wonder Connection