THE UNIVERSITY
of NORTH CAROLINA
at CHAPEL HILL

BRANDING AND IDENTITY GUIDELINES

The nation's first public university is at the heart of what's next,

as we prepare a diverse student body to become creators, explorers, innovators and leaders in North Carolina and throughout the world.

The legacy that began in 1795, when the University first opened its doors to students, continues today with Carolina's nationally recognized, innovative teaching; campuswide spirit of inquiry; and dedication to public service.

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BRAND

Our brand reflects the Carolina spirit and upholds our longstanding reputation of excellence.

It includes such elements as the Old Well and Carolina Blue, as well as how people think, feel and respond when the University of North Carolina at Chapel Hill is referenced. We tell these brand stories through words and visuals, including powerful stories and engaging multimedia experiences. Together as creators and storytellers—and as faculty, staff, students, alumni and community members—we use these tools to strengthen the Carolina brand as we share our story with the world.

Brand Identity Elements

The elements below are used to create the core and expanded visual identity of the University of North Carolina at Chapel Hill. Reference each section below to learn more about proper usage and application in order to ensure the brand is applied consistently across all University materials.

(1) **UNIVERSITY LOGO**

How to use the official Old Well logo for the University

(2) **UNIT AND DEPARTMENT LOGOS**

How to qualify for and properly use unit logos and department logos

(5) **OTHER MARKS**

When and how to use other University marks, including the seal, Tar Heel and interlocking NC

(3) **COLOR PALETTE**

Color breakdowns and how to use the primary and secondary color palettes

(4) **TYPOGRAPHY**

How to acquire and use the official University typefaces and acceptable substitutes

(5) **ADDITIONAL BRAND ELEMENTS**

How to use additional brand elements, such as shapes, patterns, textures, a background photo treatment, photo frames and callout text templates

(6) **BRAND EXAMPLES**

Sample projects that highlight brand elements and correct usage

University Logo

The University of North Carolina at Chapel Hill logo is the keystone of our visual identity. This logo, or a University unit or department logo, should be used on all communications materials. Using the logo consistently will enhance the recognition of the University by all audiences. The primary logo uses a horizontal layout and the secondary logo is centered in a vertical format.

The primary logo should be the first choice when the University logo is used. When appropriate, it may be substituted with the secondary logo.

PRIMARY LOGO

THE UNIVERSITY
of NORTH CAROLINA
at CHAPEL HILL

SECONDARY LOGO

THE UNIVERSITY
of NORTH CAROLINA
at CHAPEL HILL

USAGE

- The logo must be reproduced from high-resolution digital artwork.
- As the primary graphic identity for the University, the logo (or official unit logo or department logo) must appear on all communications, including brochures, stationery, business cards and websites.
- The logo may not be reconstructed or altered in any way. This prohibition includes, but is not restricted to, type, the vertical line, outlines and embellishments. Do not create secondary logos, as this is confusing to audiences and dilutes our goal of creating a common, mutually reinforcing image.
- The logo may not be cut or cropped in any way.

University Logo

IMPROPER LOGO TREATMENT

- Do not configure the elements into a different logo.
- Do not crop or remove any part of the logo.
- Do not distort the logo.
- Do not tilt the logo in any direction.
- Do not add any shadows, effects or other elements to the logo.
- Do not alter the proportions of the logo.
- Do not attach a program-level identification to the logo or attempt to create your own unit or department logo.
- Do not duplicate any part of the logo to create a pattern.
- Do not recreate the type or substitute another typeface.
- Do not surround logo with other competing shapes.

COLOR OPTIONS

The University logo comes in three different colors: Carolina Blue, black and white.

University Logo

SIZE REQUIREMENTS

The logo must be resized proportionally and in its entirety; therefore, measurements for all elements in the logo are relative to each other.

Primary Logo

When PMS® 542 or black is used in printing the logo, the minimum width for the logo is 1.875 inches. When the logo appears as a white knockout on a color background, the minimum width is 2 inches. If a 4-color process build is used to print the logo, the minimum width is 2 inches.

1.875"

THE UNIVERSITY
of NORTH CAROLINA
at CHAPEL HILL

2"

THE UNIVERSITY
of NORTH CAROLINA
at CHAPEL HILL

Secondary Logo
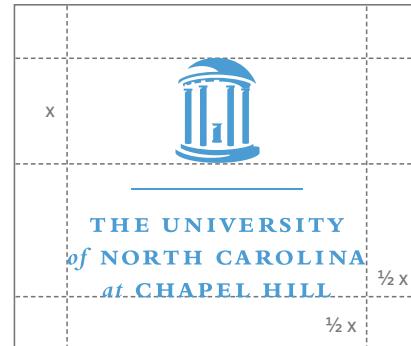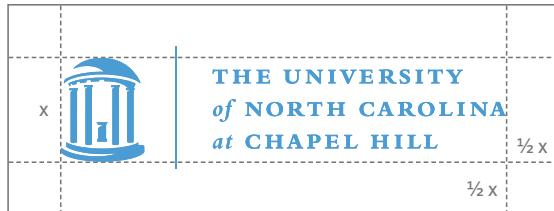
When PMS® 542 or black is used in printing the logo, the minimum width for the logo is 1.215 inches. When the logo appears as a white knockout on a color background, the minimum width is 1.3 inches. If a 4-color process build is used to print the logo, the minimum width is 1.3 inches.

1.215"

THE UNIVERSITY
of NORTH CAROLINA
at CHAPEL HILL

1.3"

THE UNIVERSITY
of NORTH CAROLINA
at CHAPEL HILL

BRAND

University Logo

CLEAR SPACE REQUIREMENTS

To ensure the integrity and visual impact of the logo, the appropriate "clear space" must be maintained on all sides. Specifically, where "x" is equal to the height of the Old Well icon, there must be a minimum of 1/2 the distance "x" between the outside edge of the logo and any other page element, including the edge of the page. The vertical line dividing "UNC" and the unit or department name may fall inside the clear space.
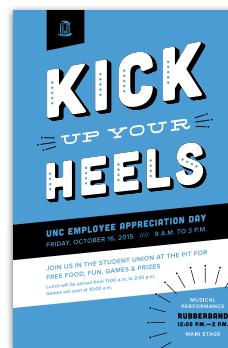
LOGO MARK

The Old Well, as pictured here, is the only acceptable logo mark. It may not be reconstructed or altered in any way. This logo mark may be used as a design element separate from the formal logo only if the formal logo appears elsewhere on the printed or digital piece. See examples below for clarification.

Old Well icon on front of postcard

Full University logo on back of postcard

Unit and Department Logos

The University identity system has two levels of logos under the main University logo: unit and department.
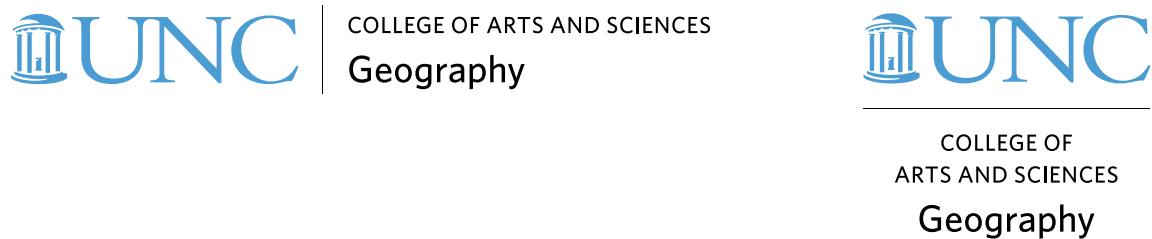
UNIT LOGOS

Unit logos are a way of branding individual units within the University. University units include approved schools, centers, institutes, foundations, vice chancellor units, vice provost units and direct reports to the chancellor or provost. Any group meeting one of these criteria is eligible to receive a unit logo, which must be created by **UNC Creative**. Unit logos can replace the main University of North Carolina at Chapel Hill logo on printed and online materials; it is not necessary to use both logos.

DEPARTMENT LOGOS

Department logos are a way of branding individual groups within a University unit. Any group within a unit, such as a department, office, division or program, is eligible to receive a department logo. The decision on how to allocate department logos is made at the unit level and requires approval by the respective dean, vice chancellor or vice provost. All department logos must be created by **UNC Creative**. Department logos can replace the main University of North Carolina at Chapel Hill logo on printed and online materials; it is not necessary to use both logos.

Unit and Department Logos

USAGE

All groups allocated a unit logo or department logo have access to horizontal and vertical versions of their respective logo. This provides flexibility of use in print and online materials. All logos adhere to a specific naming convention that eliminates extraneous words in a consistent manner across the University. For example, the text in the logo for "Office of University Communications" becomes "University Communications."

In order to ensure consistency across the University, all words must be spelled out completely and must not be abbreviated. Non-alphanumeric characters, such as ampersands (&) and at symbols (@), may not be used.

When using a unit or department logo, the University's full name, "The University of North Carolina at Chapel Hill," must appear elsewhere on the publication. Unit and department logos can replace the main University of North Carolina at Chapel Hill logo on printed and online materials; it is not necessary to use both logos.

CLEAR SPACE REQUIREMENTS

To ensure the integrity and visual impact of the logo, the appropriate "clear space" must be maintained on all sides. Specifically where "x" is equal to the height of the Old Well icon, there must be a minimum of 1/2 the distance "x" between the outside edge of the logo and any other page element, including the edge of the page. The vertical line dividing "UNC" and the unit or department name may fall inside the clear space.

These clear space requirements apply to all unit and department logos.

Unit and Department Logos

SIZE REQUIREMENTS

The logo must be resized proportionally and in its entirety; therefore, measurements for all elements in the logo are relative to each other.
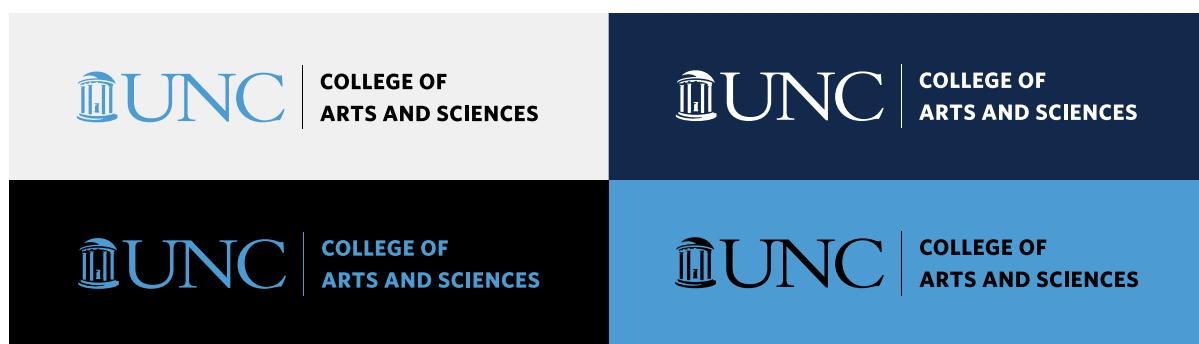
When PMS® 542 or black is used in printing of the logo, the minimum height of the Old Well in the logo is 0.25 inches. When the logo appears as a white knockout on a color, the minimum height of the Old Well in the logo is 0.3125 inches. If a 4-color process build is used to print the logo, the minimum height of the Old Well in the logo is 0.3125 inches.

These size requirements apply to all unit and department logos.

COLOR OPTIONS

Unit and department logos come in four different colors: Carolina Blue and black, Carolina Blue, black and white.

Unit and Department Logos

COLOR AND LOGO RESTRICTIONS

• Do not change any colors of the logo.
• Do not screen any of the logo colors.
• Do not print the logo in black over a dark background.
• Do not print the reversed (white) logo onto a light or white background.
• Do not place the logo over a heavily patterned background.

USAGE

All groups allocated a unit logo or department logo have access to horizontal and vertical versions of their respective logo. This provides flexibility of use in print and online materials. All logos adhere to a specific naming convention that eliminates extraneous words in a consistent manner across the University. For example, the text in the logo for "Office of University Communications" becomes "University Communications."

In order to ensure consistency across the University, all words must be spelled out completely and must not be abbreviated. Non-alphanumeric characters, such as ampersands (&) and at symbols (@), may not be used.

When using a unit or department logo, the University's full name, "The University of North Carolina at Chapel Hill," must appear elsewhere on the publication. Unit and department logos can replace the main University of North Carolina at Chapel Hill logo on printed and online materials; it is not necessary to use both logos.

Unit and Department Logos

SUB-BRANDS

A sub-brand is more than a logo. It is a complete identity system for an individual unit or department that fits within the main University brand, but has its own key design elements for a consistent and unique visual style. Any approved University unit or department may create a sub-brand. Effective sub-brands often include elements such as color, patterns, typography and overall aesthetic. Creating a sub-brand is a way to customize communications and marketing efforts for both internal and external audiences, while also leaning on the parent UNC-Chapel Hill brand for external recognition.

Creating a brand guide that defines the elements within a sub-brand and provides usage guidelines is the best way to implement and maintain an identity system. Sub-brands can contain some or all of the following elements:
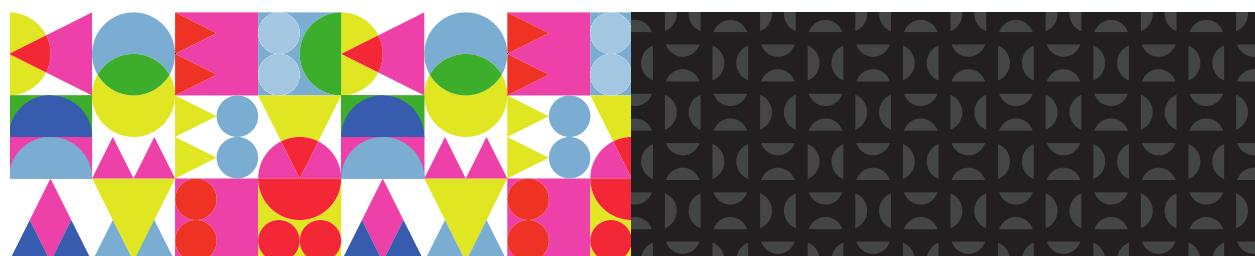
Color Palette
While Carolina Blue should be the main color of any department brand, choosing a secondary color palette can convey a mood and style that is specific to the area that is being represented. In this example, vibrant colors were chosen to evoke a friendly and approachable feeling.

Patterns
Groups on campus do not always have access to custom photographs or illustrations. Creating a custom pattern is a way to add visual interest to a design, and it can be used in a variety of ways. In this example, patterns were created from various geometric shapes to mimic the architecture on campus.

Unit and Department Logos

Typography

Although using University fonts is encouraged, it is not required. The fonts selected will greatly affect the overall feel of marketing and communications pieces. In this example, sans serif fonts were chosen for headline and body copy to again achieve that friendly feel. A more stylized serif font was chosen as an accent for instances that need a bit of extra flair.

Sub-brand Typeface Example

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Sub-brand Typeface Example

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Other Elements

A sub-brand can be created out of a variety of elements, although those listed above are the most common. Other examples are photography styles, custom illustrations and icon sets.

Branded Design Examples

A sub-brand can, and should, apply to all of the materials created by a particular unit. Folders, newsletters, greeting cards, fact sheets, flyers and social media graphics can incorporate the branding elements and create consistency across marketing and communications pieces. A sub-brand saves time in the long run because it provides a common starting point every time a new piece is designed. On the right are some examples of items created for a sub-brand utilizing elements established in a brand guide.

Other University Marks

There are a number of logo marks associated with the University in addition to the official University logo and the unit and department logos. Each of these marks has specific usage criteria and guidelines. In general, they should not be considered for primary use.

You can download a full list of **University registered and trademarked logos** from the Office of Trademarks and Licensing's website, licensing.unc.edu.

UNIVERSITY SEAL

The University seal should not be substituted for the University of North Carolina at Chapel Hill logo. There are three authorized versions of the seal, and University departments, as described below, may use only one of these: the Latin University seal.

The two English versions of the University seal may be used only on licensed merchandise as described by the Office of Trademarks and Licensing.

Usage:
Corporate seal: The embossed version of the seal, either in a document itself or in gold foil that is affixed to a document, must be authorized by the Office of the Chancellor.

Diplomas and graduation materials: The multi-color version of the University seal may be used on diplomas approved by the University Registrar and on graduation announcements available through Student Stores. UNC Creative may also authorize use of the University seal on other materials related to the granting of degrees.

Transcripts: Official transcripts for work performed at the University are embossed with the University seal, under the authority of the University Registrar.

University accomplishments: The University seal may be used on documents and in other media that indicate accomplishment in or on behalf of the University. In such cases, the seal must be printed in black ink or in the color in which the rest of the document is printed.

University Libraries bookplates: The University seal may be used as a mark of ownership on selected University-owned books.

Other University Marks

ATHLETICS LOGOS

The three primary athletics logos are the Tar Heel foot, the interlocking NC and the ram. University schools, centers, institutes, departments and administrative units should utilize the University's Old Well logo or their respective unit or department logo as the primary mark in any marketing or communications piece. To use athletics trademarks on media such as mugs or t-shirts, consult the Office of Trademarks and Licensing for clearance before proceeding. This office can also provide information and instructions regarding the purchase of such materials for internal use or resale.

## UNC HEALTH AND UNC MEDICAL CENTER LOGOS

UNC Health is an academic health system proudly affiliated with UNC School of Medicine and the University of North Carolina at Chapel Hill. UNC Medical Center, also known as UNC Hospitals is the 950+ bed hospital located in Chapel Hill, NC. UNC Health maintains its brand assets, including the master brand, all owned and affiliate hospital logos and other various logos and marks throughout the health care landscape. Detailed guidelines can be accessed at brand.unchealth.org.

Other University Marks

CUSTOM LOGOS

The following groups and initiatives are outside the University logo system and do not have a standardized unit logo or department logo: events, studies, campus-wide initiatives, revenue generators, groups funded outside of the University, alumni groups and student groups. These groups and initiatives may create their own unique logo, which can be paired with the main University logo, or a unit or department logo, when appropriate. Custom logos cannot use elements from other trademarked logos.

OFFICIAL MARKS VS. ARTISTIC REPRESENTATION

A custom logo or design that includes an element from a trademarked icon (e.g., the Old Well icon) must use an artistic representation instead of the official icon. Artistic representations must be distinctly different from the University icons. The design of artistic representations should not start by using or closely mirroring the official University marks. To learn more about when an artistic representation is required or to request design approval, contact **UNC Creative** at creative.unc.edu/work-with-us.
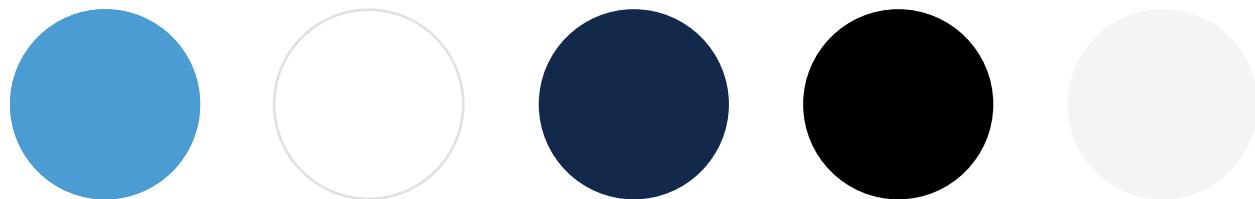
Color Palette
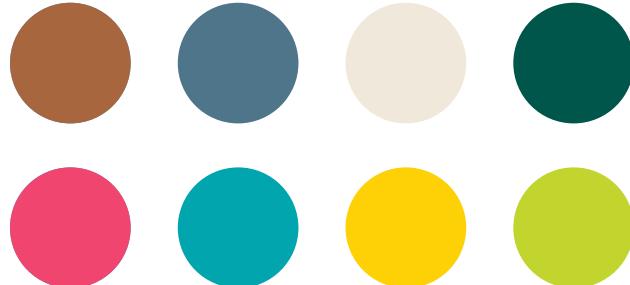
The University brand uses both a primary and secondary color palette. The primary color palette should be used predominantly on materials, while the secondary color palette should be used sparingly as accents to complement the primary palette. Carolina Blue is the main color of the University and must be used at least 10% on all designs.

Adhering to the following color reproduction guidelines will help to create a consistent image and maintain the visual impact of the identity.

PRIMARY PALETTE
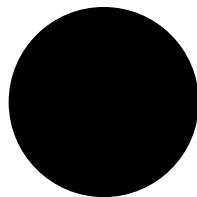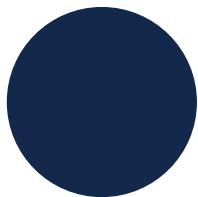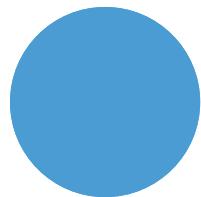
SECONDARY PALETTE

Color Palette

## COLOR BREAKDOWNS

Carolina Blue
PMS® 542
CMYK 60, 19, 1, 4
Hex #4B9CD3
RGB 75, 156, 211

Digital Links #007FAE

Navy
PMS® 2767
CMYK 100, 90, 10, 77
Hex #13294B
RGB 19, 41, 75

Black
PMS® Black 3
CMYK 74, 52, 71, 90
Hex #151515
RGB 21, 21, 21

White
(none)
CMYK 0, 0, 0, 0
HEX #FFFFFF
RGB 255, 255, 255

Gray
PMS® Black 3 at 6%
CMYK 4, 3, 3, 0
HEX #F8F8F8
RGB 248, 248, 248

Dome Copper
PMS® 8920 metallic
Infinity foil 62

Use Pantone color or
Infinity foil only. Not
intended for digital use.

Basin Slate
PMS® 5405
CMYK 68, 35, 17, 40
HEX #4F758B
RGB 79, 117, 139

Campus Sandstone
PMS 2309® at 50%
CMYK 3, 8, 11, 0
HEX # F4E8DD
RGB 244, 232, 221

Longleaf Pine
PMS® 561
CMYK 84, 20, 58, 54
HEX #00594C
RGB 0, 89, 76

Azalea Pink
PMS® 191
CMYK 0, 79, 36, 0
HEX #EF426F
RGB 239, 68, 111

Tile Teal
PMS® 7466
CMYK 97, 0, 30, 0
HEX #00A5AD
RGB 0, 165, 173

Sunburst Yellow
PMS® 109
CMYK 0 10, 100, 0
HEX #FFD100
RGB 255, 209, 0

Davie Green
PMS® 382
CMYK 28, 0, 100, 0
HEX #C4D600
RGB 196, 214, 0

Color Palette
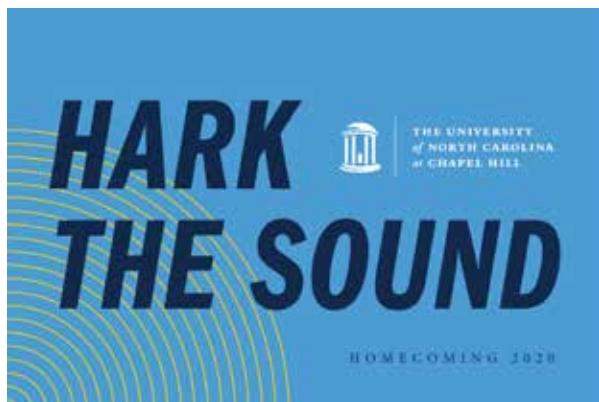
GUIDELINES FOR USAGE

Do:
• Use at least 10% Carolina Blue on all designs.
• Make sure to use proper color breakdowns for specific uses.
• Use colors from the primary color palette as the main colors in a design.
• Use colors from the secondary color palette for accents only.
• Make sure text and background color contrast meet WCAG 2.1 AA guidelines for web and digital designs.

Don't:
• Omit Carolina Blue on any design.
• Eyeball or guess at a specific color.
• Use colors from the secondary color palette as primary colors.

WEB COLOR USAGE

The University adheres to the Web Content Accessibility Guidelines (WCAG) 2.1, Level AA for all websites. For information on usage of color on websites, please refer to the guidelines and resources on the **Websites** section of identity.unc.edu.

Typography

The official University typefaces are Bembo Std, Whitney and ITC Franklin Gothic LT Pro.

Bembo Std and Whitney are licensed and must be purchased. In the event that a unit does not have access to these fonts or does not want to invest in a license, there are recommended web typefaces listed below that can be substituted and installed at no cost.

ITC Franklin Gothic LT Pro is available to use for free with an Adobe Creative Cloud license.

The University typefaces are suggested for use on University print projects, and the substitute typefaces are suggested for digital and web projects.

OFFICIAL UNIVERSITY FONTS FOR PRINT

Bembo Std

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Bembo Std Regular
Bembo Std Italic

Bembo Std Semibold
Bembo Std Semibold Italic

Bembo Std Bold
Bembo Std Bold Italic

Bembo Std Extrabold
Bembo Std Extrabold Italic

Whitney

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Whitney Light
Whitney Light Italic

Whitney Book
Whitney Book Italic

Whitney Medium
Whitney Medium Italic

Whitney Semibold
Whitney Semibold Italic

Whitney Bold
Whitney Bold Italic

Whitney Black
Whitney Black Italic

Typography

ITC Franklin Gothic LT Pro

ITC Franklin Gothic LT Pro Demi Compressed and Demi Compressed Italic are the only fonts from this family that may be used. These fonts should always be used in all caps when used in conjunction with the University brand.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

ITC FRANKLIN GOTHIC LT PRO DEMI COMPRESSED (all caps)
ITC FRANKLIN GOTHIC LT PRO DEMI COMPRESSED ITALIC (all caps)

VIEW, PURCHASE AND DOWNLOAD FONTS FOR PRINT

Bembo Std (MyFonts: myfonts.com/collections/bembo-font-monotype-imaging)
Whitney (Hoefler & Co.: typography.com/fonts/whitney)
ITC Franklin Gothic LT Pro (Adobe Fonts: fonts.adobe.com/fonts/itc-franklin-gothic)

OFFICIAL UNIVERSITY FONTS FOR WEB

For web designs, Libre Baskerville should be substituted for Bembo Std and Open Sans should be substituted for Whitney. Bembo Std and Whitney may not be used on University websites due to font licensing restrictions. ITC Franklin Gothic LT Pro is an approved web font and there is no substitute.

Libre Baskerville

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Libre Baskerville Regular   **Libre Baskerville Bold**
Libre Baskerville Italic

Typography

Open Sans

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Open Sans Light
Open Sans Light Italic

Open Sans Regular
Open Sans Italic

Open Sans Medium
Open Sans Medium Italic

Open Sans Semibold
Open Sans Semibold Italic

Open Sans Bold
Open Sans Bold Italic

Open Sans Extrabold
Open Sans Extrabold Italic

ITC Franklin Gothic LT Pro
ITC Franklin Gothic LT Pro Demi Compressed and Demi Compressed Italic are the only fonts from this family that may be used. These fonts should always be used in all caps when used in conjunction with the University brand.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

ITC FRANKLIN GOTHIC LT PRO DEMI COMPRESSED (all caps)
ITC FRANKLIN GOTHIC LT PRO DEMI COMPRESSED ITALIC (all caps)

VIEW AND DOWNLOAD FONTS FOR WEB

Libre Baskerville (Google Fonts: fonts.google.com/specimen/Libre+Baskerville)
Open Sans (Google Fonts: fonts.google.com/specimen/Open+Sans)
ITC Franklin Gothic LT Pro (Adobe Fonts: fonts.adobe.com/fonts/itc-franklin-gothic)

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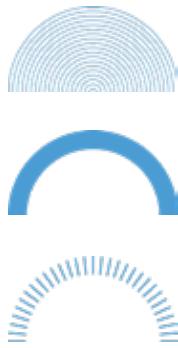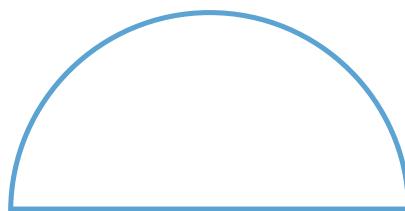
For more information and to view the **University's Branding and Identity Guidelines**, visit identity.unc.edu.

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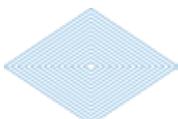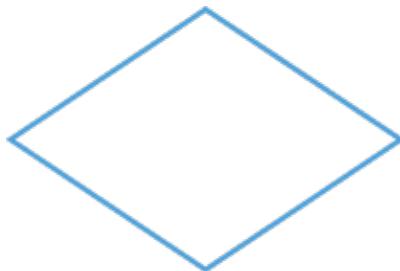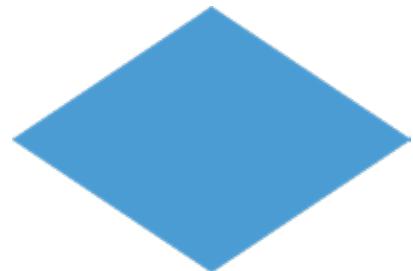
Shapes and patterns may be used to create continuity throughout your materials and increase brand recognition. Drawing inspiration from the Old Well and Athletics' argyle, a number of shapes and patterns have been designed and added to the University identity system as optional elements.

SHAPES

Dome Shapes

Diamond Shapes

Diamond Lockups
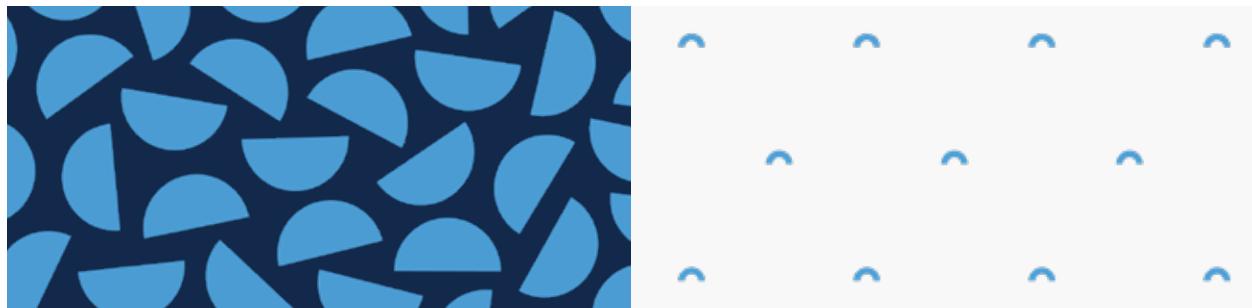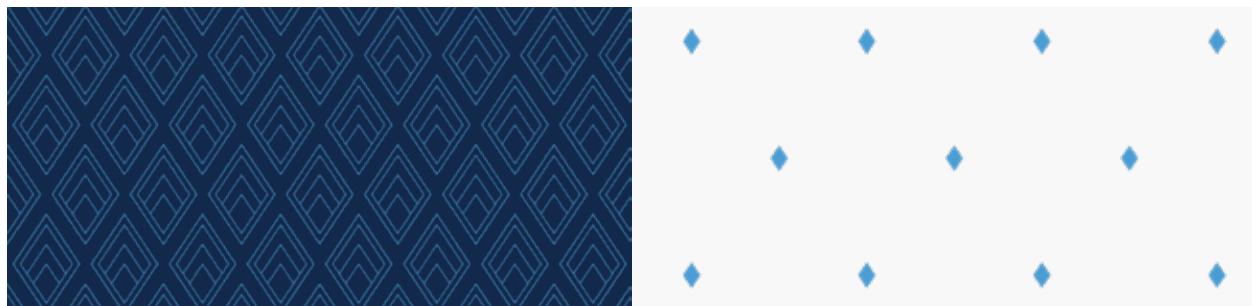
Shapes and Patterns

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.
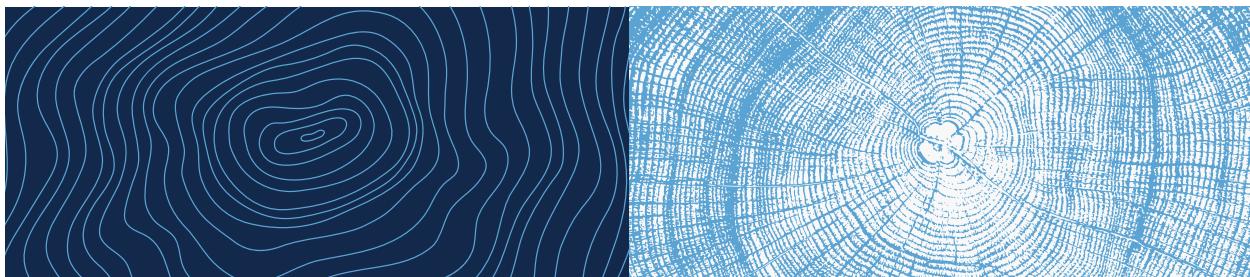
Textures

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
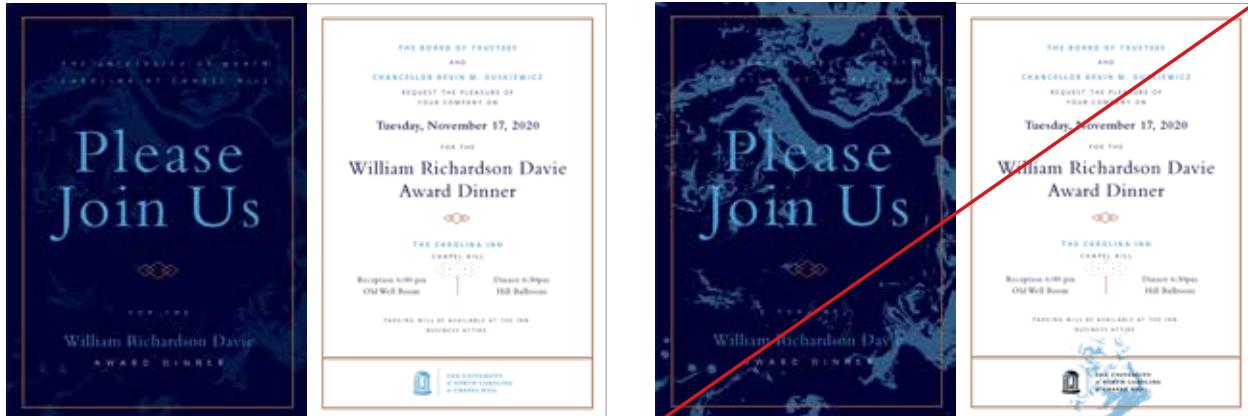
GUIDELINES FOR USAGE

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.

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/black and 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

FOR MORE INFORMATION, VISIT UNC.EDU

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
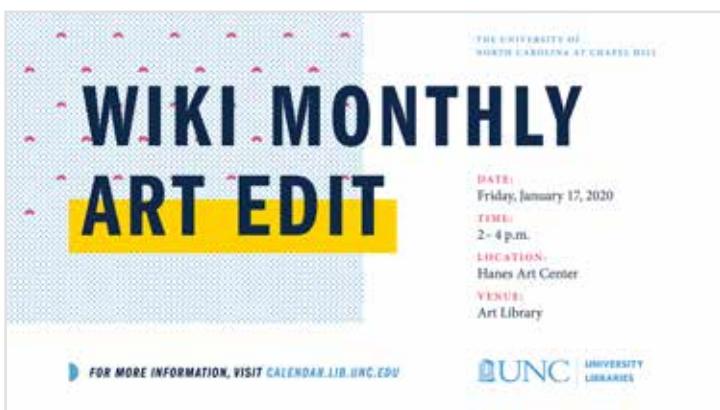
Social Media Graphics

Website

Digital Display

Online Advertisement
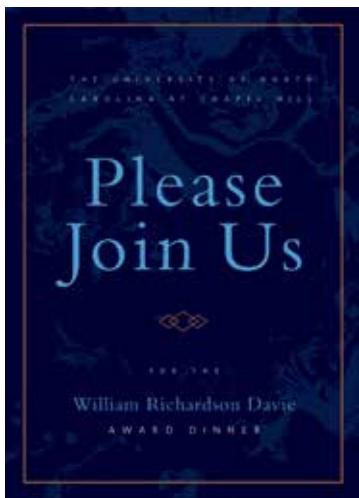
Brand Examples

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.

CONTENT

All content areas must work together to produce engaging and effective communications and marketing materials.

This will ensure the full and accurate representation of the University of North Carolina at Chapel Hill to its various audiences.

Content Overview

Each section below includes guidelines and best practices for creating content that achieves the University's communications goals.

(1) **PHOTOGRAPHY**

Guidelines and foundational steps to creating engaging and effective photographs

(2) **VIDEOGRAPHY**

Guidelines and foundational steps to creating engaging and effective videos

(3) **WEBSITES**

Information about accessibility, templates and other best practices for creating websites and other online applications

(4) **SOCIAL MEDIA**

Best practices and guidelines for communicating on social media platforms

(5) **WRITING STYLE**

Tips for writing in a way that conveys the University's tone, message and mission

(6) **EDITORIAL STYLE**

Guidelines for producing written content that adheres to the University's editorial style, including the University-specific AP Style Guide rules

Photography

Photography is one of the best tools to communicate a sense of place. It often creates the first impression with its visual presence. Thoughtful and carefully chosen photography can transform a marketing piece and can become an effective way to communicate about Carolina.

It is important to use professional photography in University materials whenever possible. For help coordinating a photo shoot, connecting with a freelancer or consulting about any projects or workshops, contact **Amanda Zettervall**, director of strategic resources, at 919-843-4967 or azettervall@unc.edu.

TONE AND MOOD FOR UNIVERSITY PHOTOGRAPHY

Photography should display the diversity of interests and activities at the University. It should vary in place and subject matter and should reinforce Carolina's friendly, open culture and academic excellence.

To capture the right tone and mood in your materials, keep these guidelines in mind:

Photographs of people should most often be candid. Captured moments help viewers get an inside glimpse of Carolina, inviting them to be a part of the community.

Photography

To convey a sense of vitality and academic rigor, imagery should show activity and intellectual pursuit. It's best to avoid passive shots.

Balance shots of individuals with ones that include more than one person in order to show a culture of collaboration.

Represent racial, gender, age and professional diversity.

CONTENT

Photography

Profile photographs and portraits of individuals should be friendly and approachable.

Use a variety of close-ups and wide shots. Close-ups create warmth and familiarity, while wide shots convey expansiveness.

Landmark images are most valuable when they also feature people and interaction. When using photos of the campus, architectural structures or interior shots, convey a sense of openness by lowering the horizon line or cropping images in a wide format.

Photography

ESSENTIAL FOUNDATIONS FOR A GREAT PHOTO

Reduce Visual Clutter – A cluttered photograph can distract from the subject matter and the story being told. It's best to reduce or eliminate extraneous objects and background matter in order for the subject and focus of the photograph to stand out in a clear way.

Create or Find Great Lighting – Great lighting can be created by setting up artificial lights or by utilizing the natural daylight—or a combination of both. It is best to avoid direct sunlight in order to reduce harsh shadows, particularly on faces.
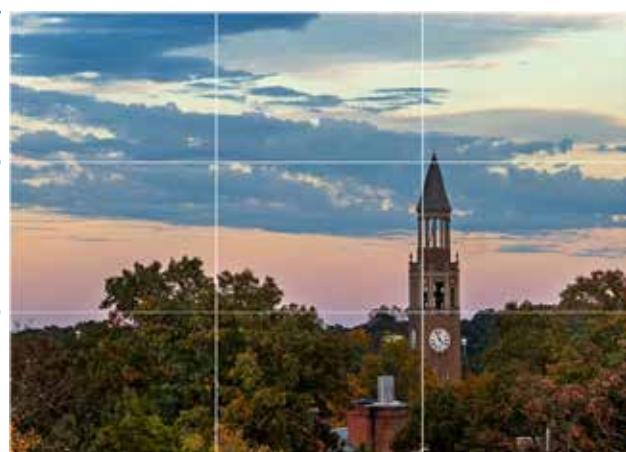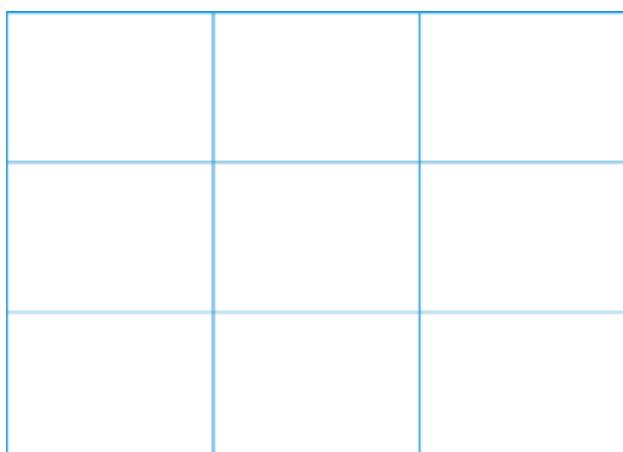
Poor Lighting

Good Lighting

Use the Rule of Thirds – The rule of thirds is a compositional guideline for creating well-balanced photographs. Utilizing this rule adds visual interest to photographs by placing the subject matter in an area where the viewer's eyes are naturally drawn. An example of the rule of thirds grid is illustrated below.

CONTENT

Photography

Shoot Vertically and Horizontally – When you have an opportunity for a great shot, it is a good idea to capture it both vertically and horizontally. This will ensure plenty of options later to use the image in places with different proportions and orientations.

Keep it Simple with Portraits – The focus of a portrait should be on the subject. Try to avoid complicated lighting setups and backgrounds. Instead, err on the side of simplicity so that the image looks as natural as possible.

PHOTOGRAPHY RESOURCES

The Office of University Communications provides a **photography and videography database** in order to help enhance materials created for the University: unc.photoshelter.com. Please note that no image or video may be used for commercial or advertising purposes without written permission from the University of North Carolina at Chapel Hill.

For more information, contact **Jon Gardiner**, University photographer, at jon.gardiner@unc.edu or 919-962-6468.

CONSENT GUIDELINES

A release is needed in the following situations:
• When asking people to engage in an activity in which they are not otherwise participating
• When photographing students in a classroom or residence hall (or some other venue in which they might otherwise have an expectation of privacy) and their faces will be identifiable
• Anytime a minor is photographed (under the age of 18)

The University's consent forms are available for **download** at identity.unc.edu/resources/downloads. When using the electronic consent form, please ensure the instructions listed on the first page of the PDF are followed.

Videography

Videography is a powerful communications tool. It can engage and tell a story that will stick with someone long after being viewed. When strategically planned and well-produced, video can be one of the most effective ways to reach an audience.

It is important to use professional videography whenever possible. For help coordinating a video shoot, connecting with a freelancer or consulting about any projects or workshops, contact **Amanda Zettervall**, director of strategic resources, at 919-843-4967 or azettervall@unc.edu.

TONE AND MOOD FOR UNIVERSITY VIDEOGRAPHY

University videography should reinforce Carolina's friendly, open culture and academic excellence. Although subjects and stories will vary depending on the type of video being produced, all videos should reflect these core values of the University.

ESSENTIAL FOUNDATIONS FOR A GREAT VIDEO
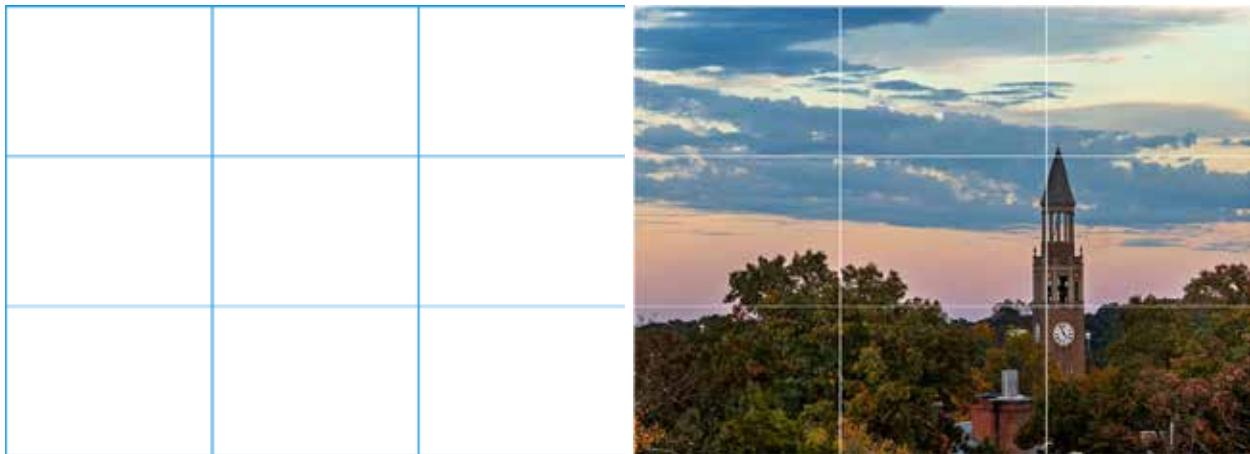
Use a Stable Camera – A straight and stable shot will allow the viewer to focus on the subject and story instead of trying to correct the movement and/or angle of the camera to be balanced. For this reason, it can be advantageous to use a tripod during video shoots. There are also tools available to help stabilize moving cameras if the location is not stationary.

Record Clear Audio in a Quiet Setting – Noise interference can distract from the story being told as well as obscure the words of the speaker. Try to keep the background noise to a minimum, or non-existent, if possible, unless the noise helps to tell the story. Using a good mic is essential in video recording so that the viewer isn't distracted by background noises unrelated to the shoot. Clear audio is one of the most important aspects in keeping viewers engaged.

Videography

Use the Rule of Thirds – The rule of thirds is a compositional guideline for creating well-balanced scenes. Utilizing this rule will add visual interest to your videos by placing the subject matter in an area where the viewer's eyes are naturally drawn. An example of the rule of thirds grid is illustrated below.

Consider the Lighting – Lighting can set the tone and change the mood of a video. Position the subjects and focus of the shot so that there is not a major light source behind, above or to the side of them. Avoiding harsh lighting will eliminate unnecessary shadows and make the subject appear more natural in the environment.

Poor Lighting

Good Lighting

Shoot Horizontally – It is best to shoot video horizontally so that it can be used on the most platforms possible.

Keep the Subject in Focus – Some equipment will automatically focus on areas slightly off the intended subject, such as the speaker's ear instead of his or her face. Check that the subject is fully in focus before beginning to record.

Videography

Keep the Video Short and Concise – An ideal video length is typically less than two minutes. When considering its use on social media, cutting it to be about 30 to 45 seconds long is preferred. Attention spans are typically short; getting the message out quickly and in an engaging manner will help keep audiences watching to the end of the video.

Use Captions – The University continues to make great strides toward accessibility. Captioning videos is a requirement for any unc.edu address and social media channel. For assistance with captioning, contact **Amanda Zettervall**, director of strategic resources, at 919-843-4967 or azettervall@unc.edu.

VIDEOGRAPHY RESOURCES

Multimedia Database

The Office of University Communications provides a **photography and videography database** in order to help enhance materials created for the University: unc.photoshelter.com. Please note that no image or video may be used for commercial or advertising purposes without written permission from the University of North Carolina at Chapel Hill.

For more information, contact **Jon Gardiner**, University photographer, at jon.gardiner@unc.edu or 919-962-6468.

Video Slates

Video slates create a consistent branding opportunity to end a video. Video slates can be downloaded on the **Resources** section of the University's Branding and Identity Guidelines website: identity.unc.edu/resources.

CONSENT GUIDELINES

A release is needed in the following situations:
• When asking people to engage in an activity in which they are not otherwise participating
• When filming students in a classroom or residence hall (or some other venue in which they might otherwise have an expectation of privacy) and their faces will be identifiable
• Anytime a minor is filmed (under the age of 18)

The University's consent forms are available for **download** at identity.unc.edu/resources/downloads. When using the electronic consent form, please ensure the instructions listed on the first page of the PDF are followed.

Websites

Websites are valuable tools for sharing information about Carolina and engaging with the University community. The guidelines below are designed to assist staff and faculty who create and manage official University websites, such as for a professional school, department, office, center or institute.

ESSENTIAL FOUNDATIONS FOR AN EFFECTIVE WEBSITE

User Accessibility

An effective and engaging website should be accessible to all users. UNC is committed to creating an accessible web presence. We adhere to Web Content Accessibility Guidelines (WCAG) 2.1, Level AA; therefore, all web owners must develop and edit their sites with accessibility in place. For details, consult the **Digital Accessibility Guide** at help.unc.edu/help/digital-accessibility.

Content Strategy

Content strategy focuses on the planning, creation, delivery and governance of content. Who are the target audiences? Why do they come to this website? What should they know or do once they're on the site? How often will the site be updated? Who is responsible for ensuring that the content is up to date? Consider these questions at the beginning of any website project to ensure that content is accurate and useful.

Responsive Design

The website should work as well on mobile devices as it does on bigger screens; visitors will be frustrated if the site provides a disappointing mobile experience. A responsive website presents the same copy, images and elements no matter what device it is viewed on, but the content may be arranged differently based on screen size. Contact **UNC Creative** at creative.unc.edu/work-with-us for more information on designing a responsive website.

Websites

REQUIRED FEATURES

Utility Bar

In addition to providing quick links to important campus websites, the utility bar makes it clear that a particular site is part of the University of North Carolina at Chapel Hill digital ecosystem. All websites should include the utility bar for consistency and branding.

A link to the **Digital Accessibility Office report form** website (digitalaccessibility.unc.edu/report) is mandatory on all websites for University schools, departments and services; by using the utility bar appropriately, that link will be displayed by default.

Domain Names

The University will provide UNC subdomains (name.unc.edu) for schools, departments and services. To ensure consistency, ITS oversees all domains within the unc.edu namespace. Visit **Custom Domain Names** (its.unc.edu/service/wordpress-hosting-for-large-schools-departments) for more information.

Color Contrast Ratios

To successfully meet the accessiblity standards set forth for contrast ratios, there must be enough contrast between text and its background so that it can be read by people with moderately low vision (who do not use contrast-enhancing assistive technology).

These contrast ratios are specified as follows:
4.5:1 for normal text (14 pt and smaller)
3:1 for large text (18 pt and larger, or 14 pt bold and larger)

The point unit is indicated in the WCAG guidelines; however, points are rarely used in web development. This can create confusion! The point is larger than the more common pixel.
1 px = 0.75 pt
1 pt = 1.33 px

Therefore, 14 pt = 18.66 px (rounded to 19) and 18 pt = 24 px.

Font size is the size when the content is delivered. It does not include resizing that may be done by a user.

Essentially, any text under 24 px (or 19 px bold) must use Link Blue or darker on a white background. Please test contrast ratios for other color combinations using the tools mentioned on the following page.

Websites

TOOLS

WCAG Contrast Checker by Acart Communications: This site provides precise contrast ratio testing that includes an interactive picker (click the mini palette next to the hex number). contrastchecker.com

Lea Verou's Contrast Ratio: This site provides a useful interface to compare foreground and background colors. contrast-ratio.com

WebAIM Color Contrast Checker: This site provides contrast ratio testing with helpful features that include incremental lightening and darkening options. webaim.org/resources/contrastchecker

Tota11y Toolkit Chrome Extension: This tool reviews published pages and reports errors and warnings in real time. chrome.google.com/webstore/detail/tota11y-toolkit-chrome-ex/plgldjckfjonhhaflbghkdmbcmffccpn?hl=en

Chrome Color Contrast Analyzer Extension from NCSU: This tool captures sections of the page with text on top of images and scans the pixels to determine if enough contrast exists (eyeball test). bit.ly/1bOG3Tk

WEBSITE RESOURCES

To download **web resources**, including button styles, Heelium hero image photos and favicons, visit identity.unc.edu/resources.

Social Media

Social media platforms are valuable tools for sharing information about Carolina and engaging with the University community. At the same time, social media can pose unanticipated problems for users and have unintended consequences. The best practices described below are designed to assist staff and faculty who manage an official University account, such as for a professional school, department, office, center or institute. These best practices are not intended to address personal accounts of students, faculty or staff that are unrelated to official University business.

BEST PRACTICES

Be Strategic
Consider the purpose of the social media account. Have a goal. It is better to use one social media site well than to stretch resources across multiple platforms. Contact socialmedia@unc.edu for assistance in determining the best platform for a specific audience or goal.

Be Accountable
At least two people should share access credentials to the social media account. A supervisor should give approval to start a social media account.

Be Clear
Clearly identify the department, center or institute's relationship to Carolina. In the bio or about section of the account, link to the University website to further show the connection. Be mindful of the relationship; the social media account should not harm or disparage Carolina or any University department.

Be Respectful
Do not post anything that is not appropriate to say in public. Be polite and constructive.

Be Accurate
Ensure all posts are factual. Errors should be corrected promptly.

Be Timely and Engaging
Page administrators should post and monitor content regularly. Encourage comments on social media and be prepared to respond.

Social Media

Add Value

Provide the audience with useful, relevant information: news they can use, answers to their questions, insights that inform, photos that strike a chord, stories that inspire or items that will make them laugh.

Avoid Political Content

Do not post about politics, make political commentary or represent personal political opinions on an official University account.

Do Not Post Confidential and Proprietary Information

Students, faculty and staff should not post confidential or proprietary information about Carolina or University community members. Follow applicable campus policies, as well as state and federal privacy and confidentiality laws.

Know the Rules

Learn the terms of service and policies of the relevant social media sites and pay attention to updates.

Consult University Electronic Communication Policies

Be familiar with the University's electronic communication policies, which cover issues that could have implications for the use of social media.

- **Information Technology Acceptable Use Policy**
  its.unc.edu/about-us/how-we-operate/acceptable-use-policy

- **Information Classification Standard**
  its.unc.edu/files/2016/01/STANDARD-Information-Classification.pdf

- **Transmission of Protected Health Information and Sensitive Information Policy**
  its.unc.edu/files/2014/08/POLICY-PHI-SI-Transmission-20151014-PUB.pdf

- **Prohibited Harassment and Discrimination Policy**
  eoc.unc.edu/our-policies/ppdhrm

- **Information Security Policy Guide**
  help.unc.edu/help/information-security-policy-summaries

Social Media

Comments Guidelines

The Office of University Communications posts the following guidelines for comments on the UNC-Chapel Hill Facebook, LinkedIn and YouTube pages. These guidelines also apply to Carolina's Instagram, Pinterest and other social media channels and should be posted on all University-related social media channels whenever possible. For additional guidance about moderating comments and managing users on social media platforms, email questions to socialmedia@unc.edu.

UNC-Chapel Hill's social media comments guidelines:
Thank you for liking the page of the University of North Carolina at Chapel Hill. This page highlights information about the people and programs at Carolina. Consistent with UNC-Chapel Hill's Policy on Prohibited Discrimination, Harassment and Related Misconduct, and the North Carolina Campus Free Speech Act, we encourage your comments and opinions as they relate to our posts.

This page is actively monitored for relevance. Carolina reserves the right to remove any comments that are not related to the particular post, make unsupported accusations, contain ad-hominem attacks, use obscene language or images, are blatant spam, contain advertisements, or contain inappropriate personal information or sensitive information. Repeated violation of these guidelines or behavior that substantially disrupts the maintenance of this page could result in a user being blocked from the page. Thanks for keeping the page enjoyable for everyone. Go Tar Heels!

RESOURCES/DOWNLOADS

To view and download official **University social media assets**, including profile and banner images, visit identity.unc.edu/resources.

SOCIAL MEDIA DIRECTORY

Visit the University's **Social Media Directory** at unc.edu/social/social-media-directory to explore the variety of accounts that represent Carolina in our online community.

Writing Style

The words and tone we use help us showcase Carolina. Our copy should be direct, conversational and to the point. Our words should convey Carolina's commitment to research and innovation, opportunity and affordability, a vibrant student life and serving the people of North Carolina and beyond.

Whenever possible, our writing should show how what happens on campus affects our audiences and how Tar Heels are always searching for new solutions to problems, seeking unique ways to tackle complex issues and giving back to our community and the world.

CAROLINA NEXT: INNOVATIONS FOR PUBLIC GOOD

Carolina Next: Innovations for Public Good is the University's strategic plan. It focuses on the opportunities where UNC-Chapel Hill can create change and help shape the future of the University, North Carolina and beyond. The stories that we tell on our digital platforms and in our printed materials should reflect the spirit of Carolina Next and provide examples of the University's work to meet that vision.

Carolina Next is framed around eight strategic initiatives, which represent the core areas of focus across the University. They include:

1. Build our Community Together
2. Strengthen Student Success
3. Enable Career Development
4. Discover
5. Promote Democracy
6. Serve to Benefit Society
7. Globalize
8. Optimize operations

TONE WORDS

The following words should be used as a guide when thinking about the emotion or attitude you want your content to convey:

- Genuine
- Steadfast
- With heart
- Original
- Inspired
- Sharp
- Dynamic
- Fun

These are also the tone words that guide the Campaign for Carolina.

Writing Style

REMEMBER THE CAROLINA CONNECTION

When writing, ask these questions:

• Why is UNC-Chapel Hill communicating about this issue or situation?
• What makes the Carolina perspective unique?

CONSIDER THE AUDIENCE

We write for many audiences: current and prospective students, alumni, faculty and staff, policymakers, fans and the general public. Identify the primary audience before starting to write. For example, a story about faculty research usually targets members of the general public who may be interested in a better understanding of the work the faculty member does and the impact it will have on their lives.

BREVITY PREVAILS

We are competing with hundreds of millions of active websites, plus social media, Netflix, Carolina sporting events, textbooks, blogs, family and friends. Follow these guidelines when creating written content:

• Keep it short and to the point.
• A story can usually be told in 400–600 words. If a story is long, consider pulling out some information and writing a second story.
• Link to other sites/stories to provide more information; do not duplicate information located elsewhere on the website.

TIPS FOR DISPLAYING DIGITAL CONTENT

• Use a lot of photos
• Keep paragraphs short

• Video, video, video
• Use subheads

• Use pull quotes
• Create an infographic

Editorial Style

Consistent writing helps unify campus messages and helps our audiences better understand the University. Carolina generally follows Associated Press style, but we do make some exceptions. They are listed below. For guidance on editorial style issues not covered below, contact **Natalie Vizuete**, director of content development, at 919-962-3761 or nvizuete@unc.edu.

AP STYLE EXCEPTIONS

Academic Degrees

Not all readers are familiar with academic degrees, so reserve the title Dr. for M.D.s and other medical degrees.

Consult The Associated Press Stylebook entry for academic degrees for other specifics, including how to appropriately establish a person's credentials by using a title or phrase and how to properly use apostrophes (bachelor's and master's).

Examples of degrees Carolina awards include the following: bachelor of arts (B.A.) (a bachelor's); bachelor of science (B.S.); doctor of education (Ed.D.); doctor of law (J.D.) (a doctorate); doctor of medicine (M.D.); master of arts (M.A.) (a master's); master of business administration (M.B.A.); and master of science (M.S.).

Academic Departments

Use lowercase except for words that are proper nouns or adjectives. For example, the political science department or the Department of Political Science.

Avoid "of" when possible: the English department instead of the department of English; or when department is part of the official and formal name: University of North Carolina at Chapel Hill School of Medicine's pediatric department.

Capitalize the full names of schools and major centers and institutes on first reference but not those of programs and curricula.

When using a list of schools or units together, lowercase. Example: Established with the schools of medicine, pharmacy and public health, …

CONTENT

Editorial Style

Academic Titles
Teaching faculty ranks include: professor, professor of the practice, associate professor, assistant professor, instructor, teaching assistant professor, teaching associate professor, teaching professor and teaching assistant. Some teaching faculty also hold clinical or adjunct faculty positions.

Do not precede a name with a long title.

Capitalize and spell out formal titles when they come before a name, such as Chancellor Guskiewicz.

A person teaches in a subject, but has knowledge of a subject: an instructor in mathematics and a professor of computer science.

Do not assume any faculty member is a full professor. Check with the department if necessary. Sometimes titles reflecting recent appointments or promotions do not immediately appear in campus directories or websites.

Lowercase academic titles after a name or when used alone. Be sure to include the full proper title. (Kevin Guskiewicz, the University's chancellor; Barbara Rimer, dean of the Gillings School of Global Public Health)

Exceptions include the names of endowed professorships on first reference—preferably after the name of the faculty member. Capitalize all of the words in the proper title of the professorship. (Wendy Boss, William Neal Reynolds Professor of Plant Biology)

Alumni
Identify all alumni with the class year. Include graduate designations for alumni who did not earn undergraduate degrees from Carolina. Examples: Mary Brown Jones '93, Peter Marks '66 (JD).

Bell Tower
Acceptable on first reference to the Morehead-Patterson Bell Tower. Always capitalize both words.

Board of Governors
The governing body elected by the North Carolina General Assembly that oversees the 17-campus University of North Carolina System. Use the full name on first reference; BOG may be used on subsequent references.

Board of Trustees
A 13-member governing body that oversees the University of North Carolina at Chapel Hill. Use the full name on first reference; BOT may be used on subsequent references. The student body president serves as an ex-officio member of the Board of Trustees. Refer to bot.unc.edu.

Editorial Style

Carolina Next: Innovations for Public Good
Carolina's strategic plan that will guide the University's decision-making and investments for the next three years. Spell out entirely on first reference. Carolina Next is acceptable on second reference.

Chair
By policy, the University prefers gender-inclusive language in publications, websites, documents and policies. Therefore, University style uses chair instead of chairman.

Chancellor
The leader of the University of North Carolina at Chapel Hill. Each of the UNC System's 17 campuses has a chancellor, all of whom report to the UNC System president.

Capitalize when used before a name.

On first reference, refer to Chancellor Kevin M. Guskiewicz. Guskiewicz should be used on subsequent references. In more formal writing, such as in invitations or programs, Chancellor Guskiewicz is acceptable on second reference.

Chase Dining Hall
The Chase Dining Hall at Rams Head Plaza was rededicated in 2015. It had previously unofficially been referred to as Rams Head Dining Hall when the multipurpose Rams Head Center opened in 2005. Chase Dining Hall is acceptable in all references.

College of Arts & Sciences
Use the full name with ampersand on first reference; the College (capital C) may be used on subsequent references.

Commencement
Capitalize in all uses associated with the University's Commencement ceremonies held each May and December, including Winter Commencement and Spring Commencement. Graduation is acceptable as an alternative and preferred for social media. Lowercase graduation. Refer to commencement.unc.edu.

Comprehensive Annual Financial Report
Annual report is acceptable on second reference.

Dean E. Smith Center
Use Dean E. Smith Center on first reference; Smith Center on subsequent references. The Smith Center is popularly known as the Dean Dome but that is not appropriate for most website content or news releases.

Editorial Style

First-Year Student, Freshman, Freshmen
The gender-neutral term "first-year student" is preferred by the University administration for freshman in all uses. If a story or content also mentions first-year transfer or graduate students, try to make the distinction as clear as possible.

Frank Porter Graham Child Development Institute
Frank Porter Graham Child Development Institute on first reference; FPG or FPG institute on subsequent references.

Frank Porter Graham Student Union
Frank Porter Graham Student Union is the proper name of the building. The Carolina Union, part of Student Affairs, is an organization of students, professional staff and part-time student staff who provide programs, services and facilities to the campus community. The Carolina Union Activities Board also plans events sponsored by the union.

Student Union is also acceptable on subsequent references.

Lux, Libertas
Can be used two ways: lux, libertas or lux et libertas. Latin translates to "light and liberty."

Old Well
Do not capitalize "the," as in the Old Well.

PlayMakers Repertory Company
Note that the "M" is uppercase when referring to the company, the department of dramatic art's professional theater.

Police (University)
University Police or UNC Police. In a case that involves police on other campuses or law enforcement agencies, distinguish with UNC-Chapel Hill police as needed.

Principal investigator
Spell out principal investigator. Do not use PI as that is not a term that the general public readily associates with research.

South Building
Always capitalize both words.

Student Courts
Cases involving the Honor Code or the Campus Code are heard by the Undergraduate Honor Court and by the graduate, medical, dental and law courts. No court is formally called the Honor Court.

Editorial Style

Tar Heels
Always two words. Informally used, Heels may stand alone—for example, Go Heels! in a campus publication or on a website.

UNC Health System
The not-for-profit integrated health care system, owned by the State of North Carolina and based in Chapel Hill. The system exists to further the teaching mission of the University and to provide state-of-the-art patient care. Refer to unchealthcare.org/site/aboutus.

UNC Hospitals
UNC Hospitals is a public academic medical center first established in 1952 under the name N.C. Memorial to provide patient care, educate health care professionals and advance medical research in partnership with the UNC School of Medicine. The medical center is composed of N.C. Memorial Hospital, N.C. Children's Hospital, N.C. Neurosciences Hospital and N.C. Women's Hospital. Refer to unchealthcare.org/about-us.

University
Uppercase University when used to refer specifically to the University of North Carolina at Chapel Hill. Do not capitalize common uses of university. Example: Chartered in 1789 by the General Assembly, Carolina is the nation's first state university.

University Day
The proper name of an annual event commemorating the laying of the cornerstone of Old East. Always capitalized.

University of North Carolina at Chapel Hill
For press releases and other formal instances, use the University of North Carolina at Chapel Hill on first reference. UNC-Chapel Hill, Carolina or the University is preferred for subsequent references.

For websites, UNC-Chapel Hill or Carolina is acceptable for first reference. Capitalize the University.

Do not use UNC on its own in press releases, websites and printed material.

#UNC is acceptable for social media.

Exceptions include the department of athletics and the General Alumni Association. Both use University of North Carolina on first reference. Also consider that including UNC in front of the names of schools or units is often redundant and not necessary. Exceptions might include when UNC is considered part of the proper name of the unit or an essential part of its branding identity.

Editorial Style

University of North Carolina System

Refers to the 17-campus University of North Carolina System, led by UNC Interim President William L. Roper and governed by the UNC Board of Governors.

The University of North Carolina is preferred for formal uses. The University of North Carolina System is for informal uses. The UNC System is acceptable on subsequent references. Always capitalize System. Refer to northcarolina.edu/About-Our-System.

Websites and URLs

If you are listing a website address on a printed document or in a digital space, do not use http:// or www. in front of the address. Examples of appropriate uses: und.edu, college.unc.edu, gazette.unc.edu.

RESOURCES

Resources Overview

The University's branding and identity website, identity.unc.edu, offers a range of resources to help with any communications or marketing project. See below for what is available.

(1) STATIONERY

Order standardized letterhead, envelopes and business cards for any school, department or unit on campus

(2) UNC CREATIVE

The in-house design agency for the University of North Carolina at Chapel Hill, specializing in creative strategy, branding and a full range of design

(3) STRATEGIC RESOURCES

Receive help and guidance with photography, videography and writing projects, including connecting to freelancers, expert advice, resources, workshops and strategy for all creative areas

(4) WEB SERVICES

Learn how to access central WordPress-based web development and hosting services offered by ITS Digital Services, the in-house web and mobile team

(5) TRADEMARKS AND LICENSING

Interested in ordering merchandise, apparel or promotional items? The Office of Trademarks and Licensing can help with the process

(6) CONTACT

Ask questions and connect with experts on campus that will provide expertise related to UNC-Chapel Hill branding and identity

(7) DOWNLOADS

Learn how to access to a wide array of official University assets, guides and toolkits for communications and marketing projects

Stationery

The University offers multiple resources for schools, departments and units on campus that need standardized letterhead, envelopes and business cards.

UNIVERSITY TEMPLATES

The University has created a standard stationery template for letterhead, envelopes and business cards. Using these templates ensures consistency across the brand and keeps printing costs to a minimum. The University templates may not be altered in any way, including rearranging information, changing abbreviations for office/cell phone/fax numbers, changing colors and adding additional design elements. In order to maintain consistency, logo usage is limited to the main University logo and unit logos. Groups with department logos may use the main University logo or their overarching group's unit logo. All orders for printed letterhead, business cards and envelopes may be placed online at **UNC Print Stop and Copy Center** at enterprises.unc.edu/printing.

Template Customization
When ordering official University stationery, the following information may be customized:
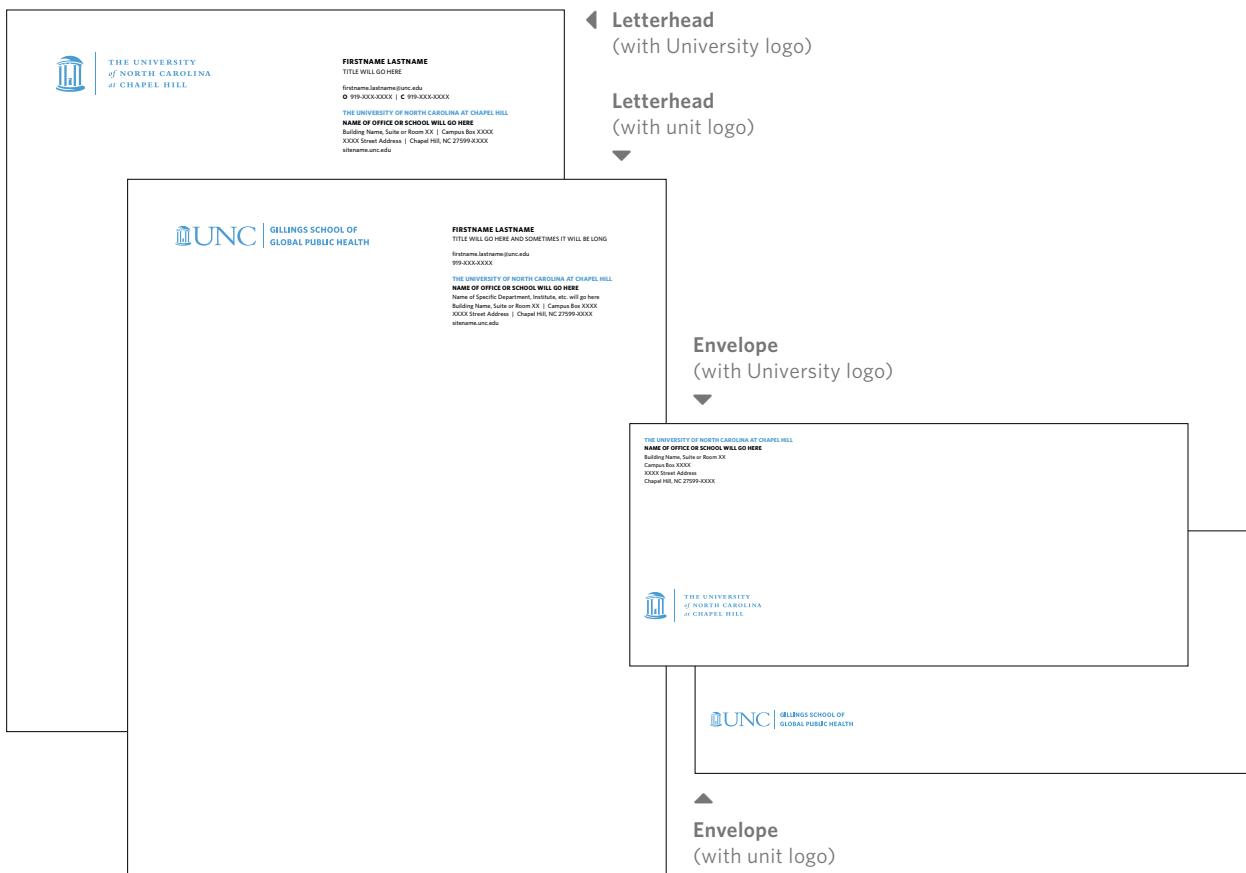
- University logo or unit logo
- Individual name
- Individual title
- Organization/office/department
- Email address

- Building name
- Address
- Phone
- Website URL
- Social media links (business cards only)

Stationery

LETTERHEAD AND ENVELOPES

The University letterhead and envelope templates include either the University or unit logo along with department/ office or personal contact information. Please do not attempt to format customized letterhead or envelopes.

◀ **Letterhead**
(with University logo)

Letterhead
(with unit logo)
▼

Envelope
(with University logo)
▼

**Envelope**
(with unit logo)
▲

ELECTRONIC LETTERHEAD

UNC Creative designs electronic versions of official letterhead. The electronic letterhead is a Microsoft Word document with a locked header and editable body. Please do not attempt to format customized electronic letterhead. **Electronic letterhead** can be ordered at identity.unc.edu/electronic-letterhead.
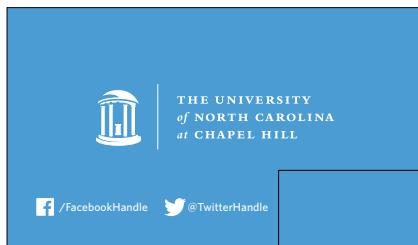
Stationery

BUSINESS CARDS

The University business card template is a 2-sided design with individual information on the front and the University/unit logo, URL and social media handles on the back. Please do not attempt to format customized business cards.

FIRSTNAME LASTNAME
TITLE WILL GO HERE

firstname.lastname@unc.edu
O 919-XXX-XXXX | **C** 919-XXX-XXXX

THE UNIVERSITY OF NORTH CAROLINA AT CHAPEL HILL
NAME OF OFFICE OR SCHOOL WILL GO HERE
Building Name | Suite or Room XX | Campus Box XXXX
XXXX Street Address | Chapel Hill, NC 27599-XXXX

▲
Business card,
front

THE UNIVERSITY
of NORTH CAROLINA
at CHAPEL HILL

/FacebookHandle   @TwitterHandle

Business card, ▶
back
(with unit logo)

◀ **Business card,**
back
(with University logo)

UNC | GILLINGS SCHOOL OF
      GLOBAL PUBLIC HEALTH

/LongFacebookHandle   @LongTwitterHandle
longsitename.unc.edu

CUSTOM STATIONERY

The University stationery templates were designed to provide the campus community with a quick and affordable solution. Permitted customizations are minimal and may not meet all needs. Custom stationery designs are allowed, provided the following two conditions are met:

• All University brand guidelines are adhered to (logo clear space, size, color, etc.)
• Custom design does not closely resemble the official University templates

For additional information about custom stationery or other materials, such as mailing labels, booklet envelopes, podium signs or memo pads, contact **UNC Creative** at creative.unc.edu.

UNC Creative

As a department within University Communications, UNC Creative is the in-house agency for the University of North Carolina at Chapel Hill. Services include creative strategy, branding, print/web design and business presentation design.

UNC Creative's services are available to all groups associated with the University, UNC Health or UNC Hospitals. All work is billed at a rate of $80/hour for branding and visual design or $90/hour for digital design. For more information or to request a project quote, visit creative.unc.edu.

EXAMPLE PROJECTS:

Advertising	Custom illustrations	Gallery signage	Programs
Animated gifs	Custom logos	Infographics	Promotional items
Annual reports	Custom stationery	Magazine layout	Social media
Brand guides	Event invitations	Marketing strategy	Strategic planning
Brochures/flyers	Exhibit installations	Newsletters	Websites
Building banners	Flags	Presentation slide decks	

Strategic Resources

The Strategic Resources division within University Communications helps to coordinate photography, videography and writing services for the University.

Units or departments without in-house resources, or anyone who needs extra help in these creative areas, can benefit from the expertise of our staff and the recommendations we can share. We strive to connect you with the information and people you need to create your best work. Whether you are interested in consulting on projects, hiring freelancers, hosting a workshop or receiving any other help or resources, please contact **Amanda Zettervall**, director of strategic resources, at 919-843-4967 or azettervall@unc.edu.

Web Services

ITS Digital Services offers central WordPress-based web hosting and development for the University.

Specific services include the following:

• Content strategy
• Flexible and robust CMS (WordPress) with defined themes and plugins
• Branded University theme(s)
• Custom website development
• Accessibility consulting
• Website support for sites hosted on the ITS network

Web services are available to all groups associated with the University, UNC Health or UNC Hospitals. Project work is billed at a rate of $75/hour. Website support is offered as a free service. For more information or to request a consultation, visit digitalservices.unc.edu.

Trademarks and Licensing

The University of North Carolina at Chapel Hill's Office of Trademarks and Licensing is an extension of the University's overall branding efforts.

The Office serves four primary purposes:

- Promote UNC through licensed products, agreements and other promotional activities.
- Preserve UNC's history by conserving and maintaining historically and culturally significant trademarks.
- Protect UNC's image and reputation through trademark usage and ensure that all trademark use for commercial purposes meets our standards and legal requirements.
- Profit from the sale of officially licensed merchandise and other licensing agreements, fulfilling our mission to support need-based and merit-based scholarships.

One hundred percent of the net revenue from Carolina's trademark licensing program royalties is used to help fund need-based and merit-based scholarships.

WHEN TO USE THE OFFICE OF TRADEMARKS AND LICENSING

The Office of Trademarks and Licensing should be involved any time merchandise is produced using one of the official University marks. This applies to University departments, student groups and outside vendors.

RELATED RESOURCES

- **Official brand marks sheet**
  licensing.unc.edu/files/2020/02/unc-logo-sheet.pdf

- **Approved vendors**
  enterprises.unc.edu/trademarks/where-to-buy

- **Instructions for ordering merchandise – campus unit or department**
  enterprises.unc.edu/trademarks/unc-departments

- **Instructions for ordering merchandise – registered student organization**
  enterprises.unc.edu/trademarks/student-organizations

- **Become a licensee**
  enterprises.unc.edu/trademarks/prospective-licensees

Contact

Ask questions and connect with experts on campus that will provide expertise related to UNC-Chapel Hill branding and identity.

Fill out the **contact form** at identity.unc.edu/contact.

Downloads

Gain fast and convenient access to a wide array of official University assets, guides and toolkits for communications and marketing projects.

View and download **University assets** at identity.unc.edu/resources/downloads.

THE UNIVERSITY
of NORTH CAROLINA
at CHAPEL HILL

THANK YOU!

To download a copy of these guidelines or other brand assets, visit
identity.unc.edu.