**Style Guide: UNC-Asheville AVID Brochure**

**University logo guidelines:**

There are *four* acceptable images of the UNCA logo:

*Blue text on white background*:



*White text on transparent background*:



These images should be reproduced using the files on the University website. No special effects should be added, and the shape of the image outline should not be changed. It’s best to avoid placing the transparent background on a busy background.

**Font guidelines:**

* For body text: Adobe Garamond (substitute: Times New Roman)
* For headlines, display copy, and shorter columns: Gotham (substitute: Arial)
* For headlines and display copy in moderation: Rockwell

Weights can be changed as appropriate for the communication.

**Color guidelines:**

For the purpose of the template, it should be modified using the below guidelines from the university. Black, white, or university’s yellow can be used for body text, depending on background.

In order to avoid excessive business in the small brochure, we have confined the color selection to the below three colors.

| **Pantone Colors (print)** | **CMYK Colors (print)** | **RGB Colors (web)** | **Usage** |
| --- | --- | --- | --- |
| PMS 293 | **C**:100 **M**:69 **Y**:0 **K**:4 | #003DA5 | Core color |
| PMS 123 | **C**:0 **M**:24 **Y**:94 **K**:5 | #FFC425 | Secondary color |
| PMS 390 | **C**:22 **M**:0 **Y**:100 **K**:8 | #C1CD23 | Secondary color |