



THE UNIVERSITY
of **NORTH CAROLINA**
at **CHAPEL HILL**

September 2004

TO: University colleagues

FROM: James Moeser

RE: Launch of new university graphic identity

I am pleased to present this new graphic identity for the University of North Carolina at Chapel Hill. This strong visual image was developed over a two-year period with the guidance of a committee representing many areas of the University.

It is worth noting that this is the University's first graphic identity. In a survey of campus units, we found that most units were using their own logos, and in some cases, the university name never even appeared on publications. The result has been that we have not presented a strong, consistent institutional image to our many constituents.

This identity includes a new family of logos that will be used by the University, the College of Arts & Sciences, schools and other units. The identity replaces any logos that already exist, and it is to be used on all stationery, printed materials, Web sites and videos. The design system outlined in this manual will help ensure that the University's many diverse units share this strong, consistent visual image.

Use of the identity will be managed by the Office of University Relations (919.962.2011) with the aid of University Design Services (919.962.7123) and University Printing Services (919.962.5566). If you have questions about applications, please call one of these offices.

Consistent use of the new graphic identity will enhance the world's recognition of who we are. I thank you for your help in ensuring its successful implementation.

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This manual has been prepared and distributed to ensure the success of our visual identity through consistency of use. Much of the detail that follows is provided for graphic designers and printers. If you are contracting with a designer or printer, please be sure to share these Identity Standards so that they adhere to the guidelines.

This Identity Standards Manual contains approved standard graphic elements of the University of North Carolina at Chapel Hill identity system. The guidelines presented here are fundamental yet flexible enough to allow for individual expression.

This Identity Standards Manual takes the form of an Adobe Acrobat 4.0 PDF file format for viewing on MAC or Windows PC platforms. In addition, the complete file or its individual pages can be printed on 8 1/2" x 11" (horizontal) paper, preferably with a color printer.

Typefaces

Installed typefaces are NOT required to import, display, or to print out the **preferred** University of North Carolina at Chapel Hill formal signature (see page 2.3). **All artwork components containing type are provided as vector art.**

Typefaces required for identity **applications** contained within this manual are:

- Bembo (see page 3.1)
- Franklin Gothic (see page 3.2).

Typefaces are licensed. Bembo and Franklin Gothic are available for both IBM and Macintosh platforms and are widely available for purchase. Two sources are Adobe (888.724.4508 or www.adobe.com) and Agfa Monotype (800.424.8973 or www.fonts.com) licensing.

System requirements

Graphic applications required for most uses:

- QuarkXPress, version 4.1 or higher
- Adobe Illustrator, version 9 or higher
- Adobe Photoshop, version 5.5 or higher.

Supplemental art and support graphic files provided include:

- Quark 4.1 templates of all stationery system component art
- Logo mark, logo type, and signature files in Adobe Illustrator 9.0 Encapsulated PostScript (EPS), TIFF and JPEG formats
- MS Word templates for letterhead only
- Measurements are provided as guidelines.

Resources for campus Web developers

Templates, graphics, HTML code, and a style guide are available at www.unc.edu/designguidelines. Please note that while the site is not access restricted, the elements contained therein are copyrighted and are for official University use only.

Recognized student groups and organizations are welcome to use the graphic identity system, but they must adhere to the guidelines.

Print resources

Graphics and a style guide are available at www.unc.edu/designguidelines. Please note that while the site is not access restricted, the elements contained therein are copyrighted and are for official University use only.

All stationery items must adhere to the identity guidelines and can be ordered through Printing Services. Orders may be placed online at www.unc.edu/printing or by calling 919.962.5566.

For further information regarding the University of North Carolina at Chapel Hill Identity Standards or for updates to this manual please contact: Design Services at 919.962.7123.

Licensing

The University mark and its typography are trademarks of the University, and their use on merchandise of any type—including, for example, writing supplies, gifts, apparel—is determined by University licensing policy. Please see the information on www.licensing.unc.edu for instructions regarding purchase of such materials, either for internal use or for resale.

Existing Logos

This identity replaces any logos that already exist. However, it does not apply to UNC Health Care or the Carolina First Campaign. Nor does it replace the longstanding athletic symbols such as the interlocking "NC." For clarification about which logo you should use, contact University Relations (919.962.2011) or Design Services (919.962.7123).

Other university marks

Other trademarks of the University, such as the Tar Heel foot and the interlocking NC, may be used by departments in a variety of media. Please consult with the Director of Trademarks and Licensing (919.962.2403) before making such uses.