Basic Standards for the Signature

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2.13 Unacceptable Signature Treatments
The only acceptable logo mark is pictured on this page. It may not be reconstructed or altered in any way. **It must be reproduced from reproduction-quality art or from high-resolution digital files.** Refer to page 2.11 for the minimum size restrictions information.

The logo mark may be used alone as a graphic element only when the full signature appears elsewhere (refer to pages 4.23 and 5.3) or for special applications (refer to pages 5.1 and 5.2). Contact Design Services (919.962.7123) for guidelines on the usage of the logo mark in special situations.
The only acceptable logo type is pictured on this page. It may not be reconstructed or altered in any way. It must be reproduced from reproduction-quality art or from high-resolution digital files. Refer to page 2.11 for the minimum size restrictions information.
The University of North Carolina at Chapel Hill

Signature is the keystone of our visual identity and is used on all communications materials. Using it consistently will enhance the world’s recognition of who we are.

Three elements make up the University’s identity signature:
1. University of North Carolina at Chapel Hill logo mark
2. University of North Carolina at Chapel Hill logo type
3. Divider rule.

In signature form the logo mark and the logo type should always be spaced and aligned as shown here. It must be reproduced from reproduction-quality art or from high-resolution digital files. Refer to page 7.2.

Color, typography, and reproduction specifications of the signature as well as details about the communications materials on which it will appear are provided on the following pages.
The UNC Signature with Designation

Signature with 2-line school designation for use on business cards or smaller applications.

This version of the signature has been developed for use by schools, centers and institutes that wish to designate their names in the signature. Although the University of North Carolina at Chapel Hill signature (page 2.3) is preferred, units may choose to use the “UNC” logo type with the unit logo type beneath.

In signature form the logo mark, divider rule and the “UNC” logo type should always be spaced and aligned as shown here. It must be reproduced from reproduction-quality art or from high-resolution digital files. The unit logo type should be added as shown. Refer to pages 7.3–7.5.

The unit logo type should be set in one line whenever possible, but can be stacked when there are space constraints.

When using the signature with designation, the University’s full name should appear prominently elsewhere on the print publication (refer to pages 4.3 and 5.4).

Unit Logo Type

Bembo Bold Small Caps, align flush left with the stroke of “U”

Size

25% the height of “U” in the logo type

Linespacing for 2-line designations

17% the height of “U” in the logo type

Color

PMS® 542
The unit logo type should be set in one line whenever possible, and stacked when there are space constraints.
This version of the signature has been developed for television, video and podium use only. It must be reproduced from reproduction-quality art or from high-resolution digital files.
Carolina Blue PMS® 542

Process Matching:
Cyan 62
Magenta 22
Yellow 0
Black 3

For all print applications
Carolina Blue PMS® 542
For Web applications
Carolina Blue: 6699CC
For classified ads in newspapers only
Black or 100% Cyan is acceptable.

THE UNIVERSITY of NORTH CAROLINA at CHAPEL HILL

Coloration
Adhering to the following color reproduction guidelines will help in creating a consistent image and maintaining the visual impact of the logos.

**Full Color Reproduction**

If the signature must be reproduced in full color, refer to page 2.7 for process matching of PMS® 542 and to page 2.11 for minimum size restrictions.

**Single Color Reproduction**

When appearing on a dark or black background, the entire signature should reverse out to white.

When appearing on a white or light background, the entire signature should be either black or PMS® 542.
Adhering to the following process color reproduction guidelines will help in creating a consistent image and maintaining the visual impact of the logos.

Process Color Reproduction
When printing in process color, it is possible that the divider rule may drop out because of imperfect registration. To avoid this, increase the line weight of the divider rule up to 20% to compensate for dot gain and misregistration.
Maintain the distance “X” between any part of the signature and other elements appearing with it, or the edge of the page.

X = the height of the University of North Carolina mark
Size Restrictions

Signatures on this page are shown in actual size.

For publications reproducing the signature in process color

\[
\text{THE UNIVERSITY of NORTH CAROLINA at CHAPEL HILL}
\]

\[ x \]

\[ X = \text{Minimum 16p or 2.667"} \]

For publications reproducing the signature in process color

\[
\text{UNC FRIDAY CENTER}
\]

\[ x \]

\[ X = \text{Minimum 2p or .375"} \]

The signature must be resized proportionally and as a group (logo mark, divider rule and logo type); therefore, measurements for all elements in the signature are relative to each other.

Process Color Reproduction

When reproducing the signature in process color a larger minimum size must be maintained to ensure that the divider rule remains intact. See page 2.9.
Unacceptable Signature Color Treatments

Do not change any colors of the signature.

Do not screen any of the signature colors.

Do not print the signature in black over a dark background.

Do not print the reversed out signature onto a light or white background.

Do not place signature over heavily patterned background.

Do not screen any of the signature colors.
Unacceptable Signature Treatments

Do not configure the elements into a different signature.

Do not distort the signature.

Do not tilt the signature in any direction.

Do not add any shadows, effects or other elements to the signature.
Unacceptable Signature Treatments (continued)

Do not alter the proportions of the signature typography.

Do not duplicate any part of the signature to create a pattern.

Do not recreate the type or substitute another typeface.

Do not attempt to typeset the logo type.

The University of North Carolina at Chapel Hill

Do not surround signature with other competing shapes.

Executive Education Program

The University of North Carolina at Chapel Hill

Do not attach a program-level identification to the signature.