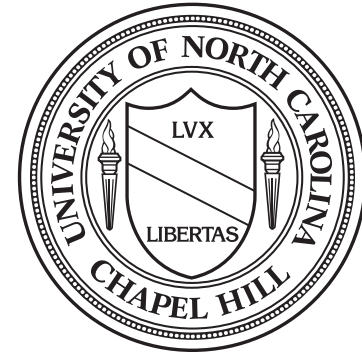


University Seal and Other Logos

- 6.1 The Official University of North Carolina at Chapel Hill Seal
- 6.2 Identity Usage Matrix



The University seal should not be substituted for the University of North Carolina at Chapel Hill signature or mark. The use of the University seal is limited to official University uses as described here.

There are three versions of the seal authorized by the University of North Carolina at Chapel Hill. One of these, the Latin University seal, may only be used by University departments, as described below. The two English versions of the University

seal may only be used on licensed merchandise as described at the Licensing Web site: www.licensing.unc.edu.

The purpose of the University seal is to designate an official, formal relationship with the University. In general, the seal may only be used on documents and in other media that belong to the University, indicating University participation, or accomplishment in or on behalf of the University. Typical uses of the University seal include:

a. Corporate seal: Embossed, either in a document itself, or in gold foil that is affixed to a document. Any use of the University seal in this manner must be authorized by the Chancellor.

b. 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 Design Services may also authorize use of the University

seal on other materials related to the granting of degrees.

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

d. 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.

e. University Library bookplates: The University seal may be used as a mark of ownership.

f. UNC Management: UNC Management Company, Inc. is authorized to use the University seal on its materials.

	STATIONERY SYSTEM					INTERNAL COMMUNICATIONS			PUBLICATIONS				MERCHANDISE				MISCELLANEOUS					
	Business Cards	Envelopes	Standard Letterhead	Special Letterhead	Monarch Letterhead	Invitations	Memos	Notepads	Internal Newsletters	Annual Reports	Conference Literature	Recruitment Publications	Special Report Summaries	Working Papers	T-shirts	Mugs	Pens	Hats	Diplomas	Certificates and Awards	Graduation Announcements	Web Pages
University of North Carolina at Chapel Hill Signature (including campus and college designations)	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•				•
University of North Carolina at Chapel Hill Seal																			•	•	•	
University of North Carolina at Chapel Hill Logo Mark Only															•	•	•	•				