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:

- **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.

- **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.

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

- **UNC Management**: UNC Management Company, Inc. is authorized to use the University seal on its materials.
## Identity Usage Matrix

### 6.2

<table>
<thead>
<tr>
<th></th>
<th>STATIONERY SYSTEM</th>
<th>INTERNAL COMMUNICATIONS</th>
<th>PUBLICATIONS</th>
<th>MERCHANDISE</th>
<th>MISCELLANEOUS</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Business Cards</td>
<td>Envelopes</td>
<td>Standard Letterhead</td>
<td>Monarch Letterhead</td>
<td>Invitation</td>
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<td>University of North Carolina at Chapel Hill Signature (including campus and college designations)</td>
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The University of North Carolina at Chapel Hill Identity Standards Manual