Basic Standards for Reproducible Materials

7.1 Reproducible Materials
7.2 The Signature
7.3 The UNC Signature with Designation, One Line
7.4 The UNC Signature with Designation, Two Lines
7.5 The UNC Signature with Designation, Three Lines
7.6 The Centered Signature
7.7 Guidelines for Power Point Presentations
Hard copy of the University of North Carolina logo artwork is provided in this section for reproduction in most communications materials. The signature can be reproduced photomechanically and should not be changed or redrawn in any way. If a size is required that has not been included, the next larger size should be reduced to the exact size desired. Electronic versions of the various sizes in black, white, and color are also provided.
The Signature

The Signature

THE UNIVERSITY of NORTH CAROLINA at CHAPEL HILL

Letterhead size signature

THE UNIVERSITY of NORTH CAROLINA at CHAPEL HILL

Minimum size signature
The UNC Signature with Designation, One Line

Letterhead size signature

Minimum size signature
The UNC Signature with Designation, Two Lines

- **Letterhead size signature**
- **Minimum size signature**
The UNC Signature with Designation, Three Lines

Letterhead size signature

Minimum size signature
THE UNIVERSITY
of NORTH CAROLINA
at CHAPEL HILL
A strong identity is necessary to create materials that are consistent with one another in look and message. These graphic identity guidelines enable us to communicate effectively with our constituents—critical to the University’s future growth and success.

- consistency
- communicate effectively
- awareness
- excellence

Why a Graphic Identity System?