Unit and Department Logo Guidelines

Consistent use of the identity enhances the world's recognition of the University of North Carolina at Chapel Hill and visually reinforces our reputation for quality and leadership.

LOGO COLOR VARIATIONS

Unit logos and department logos will be created in the preferred black and Carolina Blue version, as well as all Carolina Blue, all black and all white. No other color variations may be used.

CLEAR SPACE

Appropriate clear space must be maintained on all sides. There should always be a minimum of 1/2 the distance "x" between the outside edge of the logo and any other page element, including the edge of the page, where "x" is equal to the height of the Old Well icon. The vertical line dividing "UNC" and the unit or department name may fall inside of the clear space.

MINIMUM SIZE

The minimum size of the logo is measured by the height of the Old Well icon. All unit and department logos should be no smaller than .25" tall. If you are using a white department logo the minimum height should be no smaller than .265" tall.

X = .25"

X = .265"

RULES TO REMEMBER

When using a unit or department logo, the University's full name, "the University of North Carolina at Chapel Hill," **must** appear elsewhere on the publication.

Do not configure the elements into a different logo.

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

Do not tilt the logo in any direction.

Do not add any shadows, effects or other elements to the logo.

Do not recreate the type or substitute another typeface.

Do not distort the logo.

Do not crop or remove any part of the logo.

For questions or high resolution artwork for an approved unit or department logo, please contact Alyssa Stepien, UNC Creative's art director and brand manager, at 919-962-0293 or astepien@unc.edu. Please reference identity.unc.edu for further University branding and visual identity guidelines.