LOGO USAGE QUICK REFERENCE GUIDE/

// Choose your appropriate column first, then find the row with purpose for logo usage

UNIVERSITY OF NORTH CAROLINA
CHARLOTTE

	University Level and Admissions Marketing	Divisions, Units, Colleges	Centers, Schools, Departments, Offices and Institutes
			Note: sub-brand font size increases when listed without the parent
FOR EXTERNAL ADVERTISING, USE/ Billboards, digital displays, posters, flyers, recruitment marketing materials, ads, etc.		**OR**	**OR**
FOR PUBLICATIONS AND PRESENTATIONS, USE/ Powerpoints, booklets, annual reports, flyers for internal/on campus use, etc.		**OR**	**OR**
FOR MERCHANDISE, PROMO ITEMS AND CLOTHING, USE/ Designs may be adjusted to ensure the best result when embroidering or printing on merchandise. Work with University Communications to determine whether a heavier weight font is needed, lines should be removed, or font size should be increased. Wordmark or Charlotte spelled out should appear somewhere on the product.		**OR**	**OR**
FOR WEB HEADER, USE/ If a horizontal version is needed, contact University Communications.			
FOR COLLABORATIONS, USE/ For use in approved instances where the logo is included with a group of other logos or where there are space constraints and logos will appear very small.			
FOR EMAIL SIGNATURE, USE/ "Sans Serif" font and align logo on left edge. Other University program logos (i.e. ACE, Safe Zone) can be used in place of University logo, but use only one logo at a time.	**Norm Niner** | University Mascot UNC Charlotte | University Communications 9201 University City Blvd. | Charlotte, NC 28223 Norm.Niner@uncc.edu | 704-687-8622 | charlotte.edu	**OR** **Norm Niner** (he, him, his) | University Mascot UNC Charlotte | University Communications 9201 University City Blvd. | Charlotte, NC 28223 Norm.Niner@uncc.edu | 704-687-8622 | charlotte.edu	**OR** **Norm Niner** | University Mascot UNC Charlotte | University Communications 9201 University City Blvd. | Charlotte, NC 28223 Norm.Niner@uncc.edu | 704-687-8622 | charlotte.edu

Our Name

Formal Usage
When referencing the University in publications, articles, media releases, official university communications:
In first reference, use **UNC Charlotte** or **The University of North Carolina at Charlotte.** In subsequent reference, use the **University,** or continue using **UNC Charlotte.** The most formal purposes, such as diplomas, should use **The University of North Carolina at Charlotte.**

Informal Usage
When referencing the University in conversation or quoted text within a written article, social media, on promotional materials or when referring to Athletics:
Use **Charlotte** to reference the University.

DO NOT USE/
UNCC
UNC-C
UNC-Charlotte
University of NC at Charlotte
University of North Carolina - Charlotte
University of North Carolina Charlotte
University of Charlotte
Charlotte University

Sub-Brands

IN MOST CASES/
Colleges and schools - include "College of" or "School of" along with sub-brand. Departments, offices, divisions: Do not include "Dept of", etc. with sub-brand.

EXAMPLES/
Undergraduate Admissions (not Office of Undergraduate Admissions)
School of Architecture
Student Affairs (not Division of Student Affairs)
Exceptions: Office of the Registrar, Office of the Chancellor

Color

CHARLOTTE GREEN
PMS: 7484
CMYK: 92/8/75/58
RGB: 0/80/53
HEX: 005035
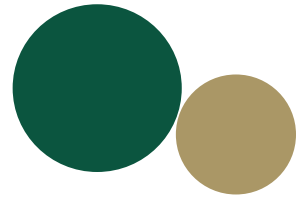
NINER GOLD
PMS: 7503
CMYK: 23/26/57/13
RGB: 164/150/101
HEX: A49665

Note: black and white may also be used

Typography
Available through Adobe Fonts

Calluna

Aa
Bb Cc Dd Ee Ff Gg Hh
0123456789&%@

Neusa Next Std Compact Italic

Aa
Bb Cc Dd Ee Ff Gg Hh Ii
0123456789&%@

MICROSOFT FONTS/ Cambria and Arial Narrow are alternate fonts to be used when Calluna and Neusa Next are unavailable, for example in Word and PowerPoint.

NOTE/ The Charlotte logo should never be recreated or typeset. Only official logo files should be used in communications.

About this guide/ This quick reference guide is designed to help you understand the different logo options available and proper usage of each. By maintaining a cohesive, recognizable and differentiated brand identity, together we can raise the institutional profile of UNC Charlotte. Visit brand.uncc.edu for a full digital style guide.

The mark

The All-in Charlotte mark combines the All-in C logo and University text lock up. The collegiate-inspired C with the Niner's pick has beveled corners, aggressive stance and 9° forward slant. The emphasis on Charlotte in the text lockup highlights our tie to this thriving city.

PRIMARY MARK/
Always use the primary mark for Charlotte communications, unless sizing or printing requirements dictate otherwise.

ALL BLACK MARK/
For when materials must be printed in black and white.

HORIZONTAL/
For when the stacked logo doesn't fit properly in the space.

ALL WHITE OR ALL GREEN/
To be used on colored backgrounds when green and gold don't show up properly, or for one color printing

LOGOTYPE ONLY/
In some cases, the logo can be used without the All-in C. The logotype version uses the same colors, clear space and size restrictions as the primary mark.

C ONLY (WITHOUT TEXT)
In some cases, the All-in C can be used without the text lockup. The All-in C uses the same colors, clear space and size restrictions as the primary mark.
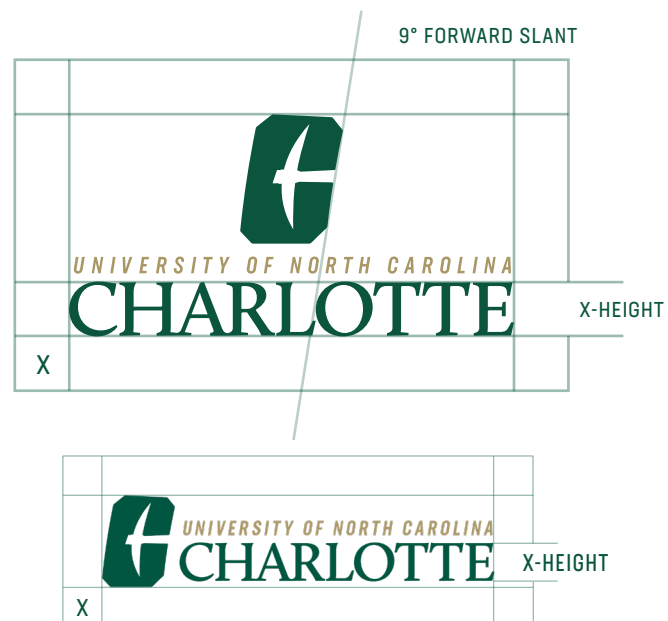
Clear space

In order to ensure readability of the primary mark, the logo should always be legible and clear from other design and type elements. Using Charlotte as a reference point (X) — please allow that same space (X) before introducing additional design elements.

NOTE/
The x height clear space is consistent across all logo variations including the horizontal and logo type versions.

MINIMUM HEIGHT/
1.12" Print / 80px Digital

9° FORWARD SLANT

UNIVERSITY OF NORTH CAROLINA
CHARLOTTE

X-HEIGHT

X

UNIVERSITY OF NORTH CAROLINA
CHARLOTTE

X-HEIGHT

X

Improper use

Never recreate, alter, embellish, or distort the logo in any way. Effects such as drop shadows, beveling and outer glows compromise the clean, refined look of the brand. These principles apply to any identity element within the Charlotte system: primary mark, sub-brand, typefaces and any lockup.

X **DON'T RESCALE ELEMENTS/**
Doing so will throw off the balance of the logo.

X **DON'T ADJUST SLANT OF ELEMENTS/**
Adjusting the 9° slant disconnects the logo from the brand promise.

X **DON'T ADJUST COLORS/**
To keep consistency the logo should only appear in brand colors.

X **DON'T USE LOGO NEXT TO OTHER LETTERS THAT FORM A WORD/**
The All-In C icon is not to be used as letter C in order to create another word.