The UNIVERSITY of NORTH CAROLINA at CHARLOTTE

Identity Standards Guide

University of North Carolina at Charlotte Identity

Institutional identity is very important for a young University such as ours. It is the totality of all visual impressions of an institution. This includes, but is not limited to, the institutional trademark or logo, stationery, color palette, advertising design guidelines, web design, publication or collateral design guidelines and other environmental graphics.

The visual identity helps establish the foundation for our brand. Like superior student focus and service, convenient & accessible facilities and high quality instruction, our visual identity is part of the total University of North Carolina at Charlotte experience.

The UNC Charlotte identity style guide ultimately will provide a framework to ensure the consistent use of all our identifying marks, such as:

> Language and Tagline
> College Logo
> Color Palette
> Advertising and collateral layout
> Fonts
> Configuration of College Signature
> Merchandising
> Sub-branding

Please use this guide to help create your marketing and communication materials. If you have any questions on the use of the brand or any of the pieces included in this guide, please contact the Marketing Department at 704.687.2523.

Richard McDevitt
Marketing Director

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Logo Evolution

The original logomark was designed in 1972 as a reaction to the public's impression of UNC Charlotte. With little recognition and much competition, they needed to stand apart from the other larger Universities in the area. By creating a customized block form, UNC Charlotte stood apart and gave the college regional recognition.

A logo redesign was done more than 10 years later in 1987. As Charlotte grew, other colleges popped up and adapted similar acronyms like CPCC and GTCC. To alleviate confusion and to promote the recognition of UNC Charlotte in a more national spotlight, the University redesigned the logo. This is where the familiar crown was introduced. This mark gave UNC Charlotte a distinctive graphic element that gave them instant recognition.

Today's mark is a tight composition that displays complete harmony between the shapes of the letter forms and the updated crown. The logomark grows directly from the customized Utopia type treatment. This compelling concept truly associates the crown with UNC Charlotte. The customized logotype utilizes a bolder font with chiseled serifs.

1972 /

The block-letter design was UNC Charlotte's first logo, designed by Pentes Design.

1987 /

Designed by DJS Design.

2008 /

Designed by A3 Design.

Identity Guidelines

The University of North Carolina at Charlotte Graphic Identity Style Guide establishes standards for the institution's visual identity and conveys strategies, methods and standards for various communications activities. The initial items covered will include the basics of logo, color and letterhead use. Over time the guide will be expanded to include additional brand elements (creative positioning, tagline and web design for example) as they are defined and implemented.

The University of North Carolina at Charlotte identity consists of a family of logos and the official University colors. Whether the University or a department, the unifying components are important for a consistent University brand.
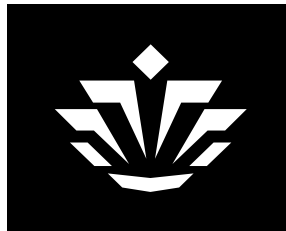
The official UNC Charlotte mark conveys a modern growing educational institution. The proper use of this mark will promote a unified University with a sophisticated, professional image.

The logos presented in this manual must not be hand drawn, scanned or modified in any way. They should only be reproduced from the electronic files provided by the Marketing Department at 704.687.2523.

Color / PMS 349

The University's official color is Pantone® (PMS) 349, this is the only color the logo should appear in.

Black & White

When used in Black and White formats the University's Mark is solid black or reversed out in white.

.5"

Minimum Size

Minimum University Mark size for print reproduction is .5" height.

University Mark

The UNC Charlotte crown is a well-balanced, energetic and timeless icon. Dimension is emphasized by using a heavy top and smaller, angled bottom. The angles and negative space guide your eye through the mark from top to bottom and back through again. The combination of these elements create a strong, complete mark supporting established brand recognition.

The crown emphasizes UNC Charlotte's relationship with the Queen City, alludes to academics with shapes that resemble an open book and exudes excellence with a torch-like shape at the top which can also be interpreted as the top of a graduation cap. The finished mark commands attention with confidence and poise.

When reproducing the logo, use only the artwork supplied with these guidelines. The logo must appear clearly and in the approved colors (see University Logo colors).

To ensure the consistency necessary to build a recognizable identity, it is critical that The University of North Carolina at Charlotte logos appear only in the colors approved in these style guidelines.

File Name /
UNCC_Crown_Logo_1c (UNC Charlotte Crown)

* See pg 34 for a complete explanation of the file naming system.

University *Combination* Logo

When the logo type is introduced with this mark, the bottom bar is removed and the type becomes a solid base for the mark to rest on. The visual weight of the type is uniform promoting the use of *"UNC Charlotte"* vs. *"UNCC"* by making the eye read through every letter of the words. Utopia typeface was chosen for it's thick serifs and balance in character forms. It was then customized for this use.

The logo is the core element in the UNC Charlotte branding system. This new logo replaces all older UNC Charlotte logos.

This logotype is a unique design and cannot be accurately reproduced by just typing the words.

Color / PMS 349

The University's official color is Pantone® (PMS) 349, this is the only color the logo should appear in.

Black & White

When used in Black and White formats the University's Mark is solid black or reversed out in white.

Minimum Size

Minimum University Mark size for print reproduction is 1" in length.

File Name /
UNCC_Logo_1c
(UNC Charlotte Combination logo)

* See pg 34 for a complete explanation of the file naming system.

University *Formal* or *Out of Market* Logo

Because UNC is a regionally recognized acronym, the logo shown here is the official out-of-state logo. A line of copy with the words *"The University of North Carolina at"* spelled out is introduced between the crown and Charlotte to make the location of the University clear. This is to be used on all out-of-state relations and all official documentation.

Color / PMS 349

The University's official color is Pantone® (PMS) 349, this is the only color the logo should appear in.

When reproducing the logo, use only the artwork supplied with these guidelines. The logo must appear clearly and in the approved colors (see University Logo colors).

To ensure the consistency necessary to build a recognizable identity, it is critical that The University of North Carolina at Charlotte logos appear only in the colors approved in these style guidelines.

File Name /
UNCC_OOS_Logo_1c
(UNC Charlotte Out of State logo)

* See pg 34 for a complete explanation of the file naming system.

Minimum Size / Black & White

Minimum University Mark size for print reproduction is 2" in length.

a″ x2 = b″

a″
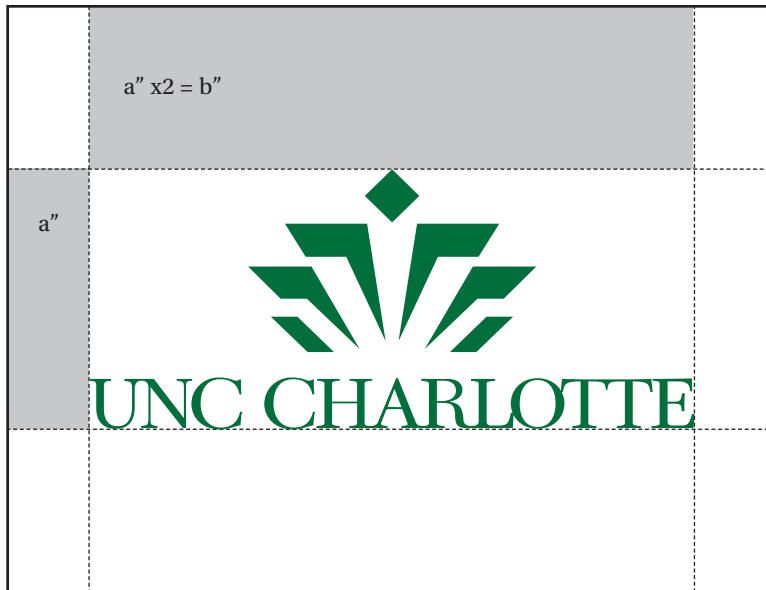
UNC CHARLOTTE

Clearspace

The logo should be clear of all competing text and images.

Logo Clearspace

To ensure the readability and integrity of the UNC Charlotte logo, it must be kept clear of all competing text, images and graphics.

> No elements should enter the space created by the invisible lines extending the full height and width of the logo.

> No elements should ever touch or connect/attach to the logo.

> No elements should ever interfere with the legibility of the logo.

> No elements should ever come within a quarter of the height of the logo on all sides of the logos. In reference to the illustration on the left, a minimum of a″/4 distance on all sides of the logos.

> Care should be taken when imposing the logo over a photo that the proper color is used. In darker photos, make sure you use the reversed logo in white. For lighter photos, the PMS 349 or black versions are acceptable.

Logo Color

PMS 349 is the official UNC Charlotte color. This deep green allows the brand to build off of a strong, solid color base. The darker color provides a large shade spectrum to work with, creating visions of growth and energy.

Pantone /   PMS | 349

Pantone allows you to **'color match'** specific colors when a design enters the production stage—regardless of the equipment used to produce the color.

C	100
M	0
Y	91
CMYK / K	41

(Short for **cyan, magenta, yellow,** and **black**) Often referred to as four color process, this subtractive color model is used in digital and offset color printing.

R	0
G	112
RGB / B	60

(Short for **red, green** and **blue**) Used in video displays such as television, computers and pda displays.

Logo Don'ts

The impact of the logo depends on consistent use resulting in a large number of impressions over a long period of time. Any changes to the shape and color of a logo reduces its impact and can hurt the reputation and recognition of the University.

One may be compelled to rearrange the logo elements to suit individual needs, but this is strongly discouraged. It is of the upmost importance that the logos appear identical in all appearances. This continuity and repetition will reinforce a strong brand.

If you have any questions on the intended use of any of these logos in your piece, please contact the Marketing Department at 704.687.2523.

Do not alter the size or relationship of the crown to the type.

Do not change the font that the words UNC Charlotte is typed in.

Do not ever combine the full crown with the words "UNC Charlotte."

Do not resize the logo unporportion-ately causing the logo to be distorted and stretched.

The logo is to be reproduced in one color only. There are no approved 2 color University logos.

Don't change the logo color to any-thing other than the official PMS Color (349), black or reversed out in white.

1:1 ratio

Designation College name centered / typeset in title case **Utopia Regular**

Title case not applied to: *of, and*

1.5"

Minimum Size / Black & White

Minimum University Mark size for print reproduction is 1.5" in length.

University Sub-Brand Logos

Colleges and other specific entities have a strong need for individual branding within the University image. To give specific sub-brands an opportunity to have their own brand, this logo was created.

By keeping the individual branding so closely related to the University's, each designation college benefits from the recognition of the University and in turns helps with the overall consistency and impact of the University brand publicly.

If there is a division/college that needs a logo and there is not one already provided, there is a division/college logo template in both the standard and horizontal orientations. These templates are in Adobe® Illustrator CS3 provided by the Marketing Department at 704.687.2523.

When reproducing the logo, use only the artwork supplied with these guidelines. The logo must appear clearly and in the approved colors (see University Logo colors).

To ensure the consistency necessary to build a recognizable identity, it is critical that The University of North Carolina at Charlotte logos appear only in the colors approved in these style guidelines.

File Name /
UNCC_Grad_Logo_1c (UNC Charlotte Centered Designation College)

* See pg 34 for a complete explanation of the file naming system.

UNC CHARLOTTE
College of Arts + Architecture

UNC CHARLOTTE
The Graduate School

UNC CHARLOTTE
College of Computing and Informatics

UNC CHARLOTTE
College of Health and Human Services

UNC CHARLOTTE
College of Education

UNC CHARLOTTE
College of Liberal Arts & Sciences

UNC CHARLOTTE
Continuing Education

UNC CHARLOTTE
J. Murrey Atkins Library
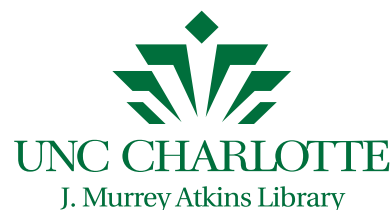
University Sub-Brand Logos

These specific sub-brands have been approved by the University and formatted for use. These logos should appear on all printed correspondence, collateral, print and web presence in relation to the specific designation college.

Interdisciplinary programs may be identified in one of the following three ways on letterhead and business cards beneath the main university logo with no specific college affiliation:

- Interdisciplinary Program in _____
- Ph.D. (or M.S. etc.) in _____
- _____Program

Approved Designation Colleges

College of Arts + Architecture	College of Health and Human Services
College of Computing and Informatics	College of Liberal Arts & Sciences
College of Education	Continuing Education
The Graduate School	J. Murrey Atkins Library

File Name /
UNCC_AA_Logo_1c (UNC Charlotte College of Arts + Architecture)
UNCC_Edu_Logo_1c (UNC Charlotte College of Education)
UNCC_ComInfo_Logo_1c (UNC Charlotte College of Computing and Informatics)
UNCC_Grad_Logo_1c (UNC Charlotte The Graduate School)
UNCC_HH_Logo_1c (UNC Charlotte College of Health and Human Services)
UNCC_LibArtSc_Logo_1c (UNC Charlotte College of Liberal Arts & Sciences)
UNCC_ContEd_Logo_1c (UNC Charlotte Continuing Education)
UNCC_AtkLib_Logo_1c (UNC Charlotte J. Murrey Atkins Library)

* See pg 34 for a complete explanation of the file naming system.

College of Arts + Architecture
UNC CHARLOTTE

College of Computing and Informatics
UNC CHARLOTTE

College of Education
UNC CHARLOTTE

The Graduate School
UNC CHARLOTTE

College of Health and Human Services
UNC CHARLOTTE

College of Liberal Arts & Sciences
UNC CHARLOTTE

Continuing Education
UNC CHARLOTTE

J. Murrey Atkins Library
UNC CHARLOTTE

University Sub-Brand Horizontal Logos

There may be situations where a horizontal logo fits better in the space provided. For this reason the horizontal logo has been designed. The use of this logo should be restricted to situations only where the official logo would not fit and still be legible.

If you have any questions on the intended use of any of these logos in your piece, please contact the Marketing Department at 704.687.2523.

When reproducing the logo, use only the artwork supplied with these guidelines. The logo must appear clearly and in the approved colors (see University Logo colors).

To ensure the consistency necessary to build a recognizable identity, it is critical that The University of North Carolina at Charlotte logos appear only in the colors approved in these style guidelines.

File Name /
UNCC_AA_Logo_1c_Hor (UNC Charlotte College of Arts + Architecture)
UNCC_Edu_Logo_1c_Hor (UNC Charlotte College of Education)
UNCC_ComInfo_Logo_1c_Hor (UNC Charlotte College of Computing and Informatics)
UNCC_Grad_Logo_1c_Hor (UNC Charlotte The Graduate School)
UNCC_HH_Logo_1c_Hor (UNC Charlotte College of Health and Human Services)
UNCC_LibArtSc_Logo_1c_Hor (UNC Charlotte College of Liberal Arts & Sciences)
UNCC_ContEd_Logo_1c_Hor (UNC Charlotte Continuing Education)
UNCC_AtkLib_Logo_1c_Hor (UNC Charlotte J. Murrey Atkins Library)

Visual Guidelines

The branding and marketing needs of a University are diverse. These visual guidelines consist of official color palettes and fonts that will help to execute distinctive and creative, yet well-branded collateral materials.

The use of the secondary color palette and supporting fonts are encouraged. The use of these guidelines with the combination of compelling graphics will work to convey a positive, unified message to the public.

Primary Color Palette

Expanding the logo color to an official color palette allows for greater flexibility when using the brand elements. Using these colors together is encouraged to help build the brand recognition and promote creative brand growth across campus and media platforms.

The concept of growth and energy should be promoted and reflected in all brand applications. Use of tints less than 100% of the PMS colors identified here are encouraged to emphasize that concept.

The logos should never be used in anything but PMS 349, black or white. PMS 110, 578 and 7499 are to be used in the creation of supporting elements within the design composition.

Pantone /	PMS	349	PMS	110	PMS	578	PMS	7499

Pantone allows you to '**color match**' specific colors when a design enters the production stage—regardless of the equipment used to produce the color.
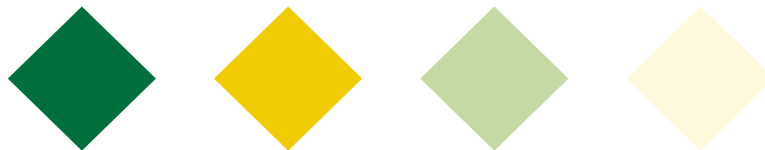
CMYK /	C	100	C	0	C	20	C	0
	M	0	M	12	M	0	M	2
	Y	91	Y	100	Y	40	Y	15
	K	41	K	7	K	6	K	0

(Short for **cyan, magenta, yellow,** and **black**) Often referred to as four color process, this subtractive color model is used in digital and offset color printing.
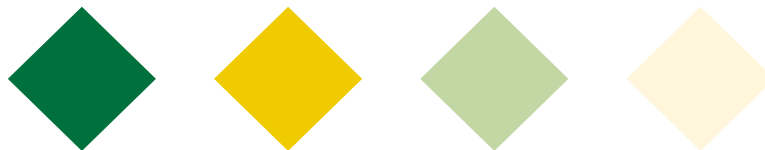
RGB / HEX	R	0	R	240	R	195	R	255
	G	112	G	203	G	215	G	246
	B	60	B	0	B	164	B	220
HEX	00703C		F0CB00		C3D7A4		FFF6DC	

(Short for **red, green** and **blue**) Used in video displays such as television, computers and pda displays.

Secondary Color Palette

To allow for greater versatility across campus, a color palette complimentary to the primary color palette is identified. The colors should never be used without at least PMS 349 from the primary color palette. All colors should not be used in the same composition and should be used as supporting, accent colors.

Designation colleges and separate entities within the University looking to stand out with a brand of their own are encouraged to make smart, consistent use of these color palettes and distinctive design elements.

Pantone /	PMS	315	PMS	152	PMS	7425	PMS	255

Pantone allows you to **'color match'** specific colors when a design enters the production stage–regardless of the equipment used to produce the color.

CMYK /	C	100	C	0	C	0	C	51
	M	0	M	51	M	90	M	100
	Y	12	Y	100	Y	30	Y	0
	K	43	K	1	K	7	K	25

(Short for **cyan, magenta, yellow,** and **black**) Often referred to as four color process, this subtractive color model is used in digital and offset color printing.

RGB / HEX	R	0	R	243	R	222	R	115
	G	114	G	144	G	58	G	20
	B	43	B	29	B	110	B	114
	HEX	00728F		F3901D		DE3A6E		731472

(Short for **red, green** and **blue**) Used in video displays such as television, computers and pda displays.

Color Palette Combinations

The colors identified give the University a wide range of color and contrast to create with. The color combinations featured are recommended for use in print and electronic media.
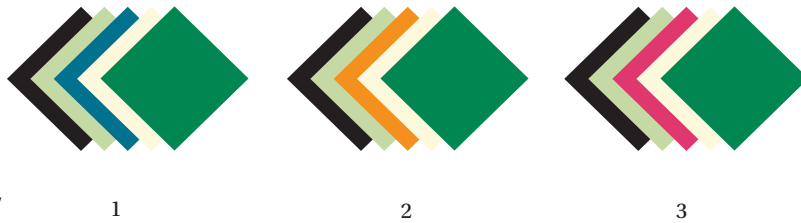
Accent Color /   1   2   3

Sometimes the only distinction you need is an accent color. When just a bit of something extra is needed, these color combinations are suggested.

Bold Palette /   1   2   3

When a bold, diverse color palette is required for possible distinction of sections in a collateral piece, these color combinations are suggested.

Growth /   1   2   3

The logo promotes ideas of growth as should the marketing pieces that promote the University. These color combinations support that idea.

Accent Color
1 black, PMS 578, 315, 7499, 349
2 black, PMS 578, 152, 7499, 349
3 black, PMS 578, 7425, 7499, 349

Bold Palette
1 black, PMS 315, 255, 152, 349
2 black, PMS 315, 152, 7425, 349
3 black, PMS 255, 578, 152, 349

Growth
1 PMS 7499, 578, 110, 349
2 PMS 7499, 110, 152, 349
3 PMS 7499, 578, 315, 349

Signature Display Fonts

Utopia Regular
Utopia Italic
Utopia Semibold
Utopia Semibold Italic
Utopia Bold
Utopia Bold Italic
Utopia Black

Utopia

This is the official University font. This should be used as all display copy and headlines.

Interstate ExtraLight
Interstate Thin
Interstate Light
Interstate Regular
Interstate Bold
Interstate Black
Interstate Condensed
Interstate BoldCondensed
Interstate BlackCondensed

Interstate

This san serif font was chosen as the compliment to Utopia for the UNC Charlotte brand.

These fonts are the official fonts of the University. Utopia is used in the combination mark. *"UNC Charlotte"* displayed in the official logo is a custom typeset Utopia.

Interstate is the san serif font chosen to compliment Utopia. The chiseled strokes are reflective of the thicker, slab-like serifs in Utopia. This font can be used as an alternate to headline and display fonts in collateral and advertising.

Both fonts are to be used only for headlines and are not intended for lengthy body copy.

If you do not have a license for these fonts, the body copy fonts, Times Regular and Arial Regular may be substituted and used for Display. For signage display fonts for campus way finding or other signs, Facilities may substitute the Century Schoolbook font.

Times Regular
Times Italic
Times Bold
Times Bold Italic

Times

Times is the font that all University correspondence should be formatted in and will be used as an alternative to Utopia whenever it is not available.

Arial Regular
Arial Italic
Arial Bold
Arial Bold Italic

Arial

Arial is the san serif body font that all University collateral should use and will be used as an alternative to Interstate whenever it is not available.

Body Copy Fonts

Readability is the key to a good body font. When formatting text longer than 3 sentences, use these fonts.

Body copy set in these fonts should never be formatted larger than 14pt and never smaller than 8pt. There should be a line spacing of 1.3 when formatting a paragraph. A line of copy should never exceed 110 characters.

The official font for correspondence is Times, a perfect compliment and alternative to Utopia. Arial is to be used as an alternative to Interstate and in collateral pieces where a san serif body font is required.

These fonts are available for use on your computer. Please contact the Marketing Department at 704.687.2523.

Application

The University's visual identity will come to life on the materials we use to communicate. These include stationery, signage, marketing materials and other media. Correct and consistent use of the visual system is important for the success of any identity.

All pieces of the University stationery system should be printed on bright white recycled stock.

UNC CHARLOTTE

9201 University City Boulevard, Charlotte, NC 28223-0001
t/ 704.687.2201 www.uncc.edu

.5" ——

April 7, 2008

John J. Person
523 South College Street
Charlotte, NC 28215-0001

Dear John,

Nam fermentum nibh sed magna. Sed suscipit. Mauris scelerisque risus vitae erat. Fusce mi nisl, sollicitudin a, vulputate id, viverra ut, turpis.Lorem ipsum dolor sit amet, consectetuer adipiscing elit. Ut vitae neque non mi tempus sollicitudin. Phasellus commodo. Aliquam dictum, nunc eu lobortis elementum, urna justo vestibulum magna, sed lobortis metus velit sit amet justo. Duis ullamcorper tincidunt erat. Praesent lobortis tincidunt mauris. Nam fermentum nibh sed magna. Sed suscipit. Mauris scelerisque risus vitae erat. Fusce mi nisl, sollicitudin a, vulputate id, viverra ut, turpis.Lorem ipsum dolor sit amet, consectetuer adipiscing elit. Ut vitae neque non mi tempus sollicitudin.

Etiam lacinia egestas felis. Morbi ut dui in augue faucibus dictum. Fusce adipiscing. Donec ac justo. magna, viverra vel, varius eget, pharetra vitae, est. Pellentesque sollicitudin. Quisque condimentum semper dui. Mauris ac nisi id elit pharetra congue. In vel lorem. Mauris mollis tellus id felis. Pellentesque quis eros. lobortis metus velit sit amet justo. Duis ullamcorper tincidunt erat. Praesent mauris.sed magna. Sed suscipit. Mauris scelerisque risus vitae erat. Fusce mi nisl, sollicitudin a, vulputate viverra ut, turpis. Nam nec arcu at tellus malesuada elementum. Lorem ipsum dolor sit amet, consectetuer adipiscing elit. Ut vitae neque non mi tempus sollicitudin.

Phasellus commodo. Aliquam dictum, nunc eu lobortis elementum, urna justo vestibulum magna, sed lobortis metus velit sit amet justo. Duis ullamcorper tincidunt erat. Praesent lobortis tincidunt mauris. Nam fermentum nibh sed magna. Sed suscipit. Mauris scelerisque risus vitae erat. Fusce mi nisl, sollicitudin a, vulputate id, viverra ut, turpis. Etiam lacinia egestas felis. Morbi ut dui in augue faucibus dictum.

Sincerely,

Philip L. Dubois
Chancellor

The UNIVERSITY *of* NORTH CAROLINA *at* CHARLOTTE
An Equal Opportunity/Affirmative Action Employer

3"   3.5"
.5"   .5"

Official University Letterhead - op1

The official University letterhead has a centered header and footer which compliments the centered logo well.

The official address of the University is:

9201 University City Boulevard, Charlotte, NC 28223-0001
t/ 704.687.2201 www.uncc.edu

A letter sits justified left with equal margins on left and right side of the page. The date gets centered at the top and the salutation gets centered at the end of the letter.

Department or Division letterhead should place the name of the specific area beneath the main university of college logo in up to 12 pt bold font for readability.

Format
8.5" x 11"

Letterhead Colors: 1/0
PMS-349
PMS-349 - 20%

Mailing Address
Font: Times Regular
Size: 8.5-12pt.
Color: 100% Black

Body Copy
Font: Times Regular
Size: 10-12pt.
Color: 100% Black

Date / Salutation
Placement: Centered
Font: Times Regular
Size: 10-12pt.
Color: 100% Black

File Name /
UNCC_General_LH_1c

* See pg 34 for a complete explanation of the file naming system.

April 7, 2008

John J. Person
523 South College Street
Charlotte, NC 28215-0001

Dear John,

Nam fermentum nibh sed magna. Sed suscipit. Mauris scelerisque risus vitae erat. Fusce mi nisl, sollicitudin a, vulputate id, viverra ut, turpis.Lorem ipsum dolor sit amet, consectetuer adipiscing elit. Ut vitae neque non mi tempus sollicitudin. Phasellus commodo. Aliquam dictum, nunc eu lobortis elementum, urna justo vestibulum magna, sed lobortis metus velit sit amet justo. Duis ullamcorper tincidunt erat. Praesent lobortis tincidunt mauris. Nam fermentum nibh sed magna. Sed suscipit. Mauris scelerisque risus vitae erat. Fusce mi nisl, sollicitudin a, vulputate id, viverra ut, turpis.Lorem ipsum dolor sit amet, consectetuer adipiscing elit. Ut vitae neque non mi tempus sollicitudin.

Etiam lacinia egestas felis. Morbi ut dui in augue faucibus dictum. Fusce adipiscing. Donec ac justo. magna, viverra vel, varius eget, pharetra vitae, est. Pellentesque sollicitudin. Quisque condimentum semper dui. Mauris ac nisi id elit pharetra congue. In vel lorem. Mauris mollis tellus id felis. Pellentesque quis eros. lobortis metus velit sit amet justo. Duis ullamcorper tincidunt erat. Praesent mauris.sed magna. Sed suscipit. Mauris scelerisque risus vitae erat. Fusce mi nisl, sollicitudin a, vulputate viverra ut, turpis. Nam nec arcu at tellus malesuada elementum. Lorem ipsum dolor sit amet, consectetuer adipiscing elit. Ut vitae neque non mi tempus sollicitudin.

Phasellus commodo. Aliquam dictum, nunc eu lobortis elementum, urna justo vestibulum magna, sed lobortis metus velit sit amet justo. Duis ullamcorper tincidunt erat. Praesent lobortis tincidunt mauris. Nam fermentum nibh sed magna. Sed suscipit. Mauris scelerisque risus vitae erat. Fusce mi nisl, sollicitudin a, vulputate id, viverra ut, turpis. Etiam lacinia egestas felis. Morbi ut dui in augue faucibus dictum .

Sincerely,

Philip L. Dubois
Chancellor

9201 University City Boulevard, Charlotte, NC 28223-0001
t/ 704.687.2201 www.uncc.edu

The UNIVERSITY *of* NORTH CAROLINA *at* CHARLOTTE
An Equal Opportunity/Affirmative Action Employer

Official University Letterhead - op2

A second option of the University letterhead has completely a left aligned letter to sit on the page.

A letter sits justified left with equal margins on left and right side of the page. The date gets centered at the top and the salutation gets centered at the end of the letter.

Format
8.5" x 11"

Letterhead Colors: 1/0
PMS-349
PMS-349 - 20%

Mailing Address
Font: Times Regular
Size: 8.5-12pt.
Color: 100% Black

Body Copy
Font: Times Regular
Size: 10-12pt.
Color: 100% Black

Date / Salutation
Placement: Centered
Font: Times Regular
Size: 10-12pt.
Color: 100% Black

File Name /
UNCC_General_LH_1c_Lft

* See pg 34 for a complete explanation of the file naming system.

UNC CHARLOTTE

Office of the Chancellor

9201 University City Boulevard, Charlotte, NC 28223-0001
t/ 704.687.2201 www.uncc.edu

3"

3.5"

.5"

.25"

April 7, 2008

John J. Person
523 South College Street
Charlotte, NC 28215-0001

.5"

Dear John,

Nam fermentum nibh sed magna. Sed suscipit. Mauris scelerisque risus vitae erat. Fusce mi nisl, sollicitudin a, vulputate id, viverra ut, turpis.Lorem ipsum dolor sit amet, consectetuer adipiscing e lit. U t vitae neque non mi tempus sollicitudin. Phasellus commodo. Aliquam d ictum, nunc eu l obortis elementum, urna j usto vestibulum magna, sed lobortis metus velit sit amet justo. Duis ullamcorper tincidunt erat. Praesent lobortis tincidunt mauris. Nam fermentum nibh sed magna. Sed suscipit. Mauris scelerisque risus vitae erat. Fusce mi nisl, sollicitudin a, vulputate id, viverra.

Etiam lacinia e gestas felis. M orbi u t dui i n augue faucibus d ictum. Fusce adipiscing. Donec ac j usto. magna, viverra vel, v arius e get, pharetra v itae, est. Pellentesque s ollicitudin. Q uisque c ondimentum semper dui. Mauris a c nisi i d elit pharetra c ongue. In v el l orem. Mauris m ollis tellus id felis. P ellentesque quis eros. lobortis metus velit sit amet justo. Duis ullamcorper tincidunt erat. Praesent mauris.sed magna. Sed suscipit. Nam nec arcu at tellus malesuada elementum. Lorem ipsum dolor sit amet, consectetuer adipiscing elit. Ut vitae neque non mi tempus sollicitudin.

Phasellus commodo. Aliquam dictum, nunc eu lobortis elementum, urna justo vestibulum magna, sed lobortis metus velit sit amet justo. Duis ullamcorper tincidunt erat. Praesent lobortis tincidunt mauris. Nam fermentum nibh sed magna. Sed suscipit. Mauris scelerisque risus vitae erat. Fusce mi nisl, sollicitudin a, vulputate id, viverra ut, turpis. Etiam lacinia egestas felis. Morbi ut dui in augue faucibus dictum.

Board of Trustees

CHAIR
Dr. Ruth G. Shaw
Executive Advisor for
Duke Energy Corporation

VICE CHAIR
Mr. Norman R. Cohen
Unitec, Inc.

SECRETARY
Mr. Eugene B. Johnson
FairPoint Communications

Mr. James G. Babb
Bahakel Communications

Ms. Ranjana B. Clark
Wachovia Corporation

Mr. Graham W. Denton, Jr.

Ms. Dale F. Halton

Mr. Robert F. Hull, Jr.
Lowes Companies, Inc.

Mr. Jeffrey S. Kane
Federal Reserve
Bank of Charlotte

Ms. Karen A. Popp
Sidley Austin LLP

Mr. Joe L. Price
Bank of America

Mr. Bertram L. Scott
TIAA-CREF

Sincerely,

Philip L. Dubois
Chancellor

The UNIVERSITY *of* NORTH CAROLINA *at* CHARLOTTE
An Equal Opportunity/Affirmative Action Employer

Office of the Chancellor / Board of Trustees Letterhead

Board University Letterhead

This version of the letterhead features the board of trustees on the right of the letterhead.

A letter sits justified left with a larger margin on right side of the page than we do the left. The date gets centered at the top and the salutation gets centered at the end of the letter.

Format
8.5" x 11"

Letterhead Colors: 1/0
PMS-349
PMS-349 - 20%

Board of Directors
Names: Utopia Semibold
Company: Utopia Regular
Size: 8pt
Color: PMS-349
Placement: Justified Right

Mailing Address
Font: Times Regular
Size: 8.5-12pt.
Color: 100% Black

Body Copy
Font: Times Regular
Size: 10-12pt.
Color: 100% Black

Date / Salutation
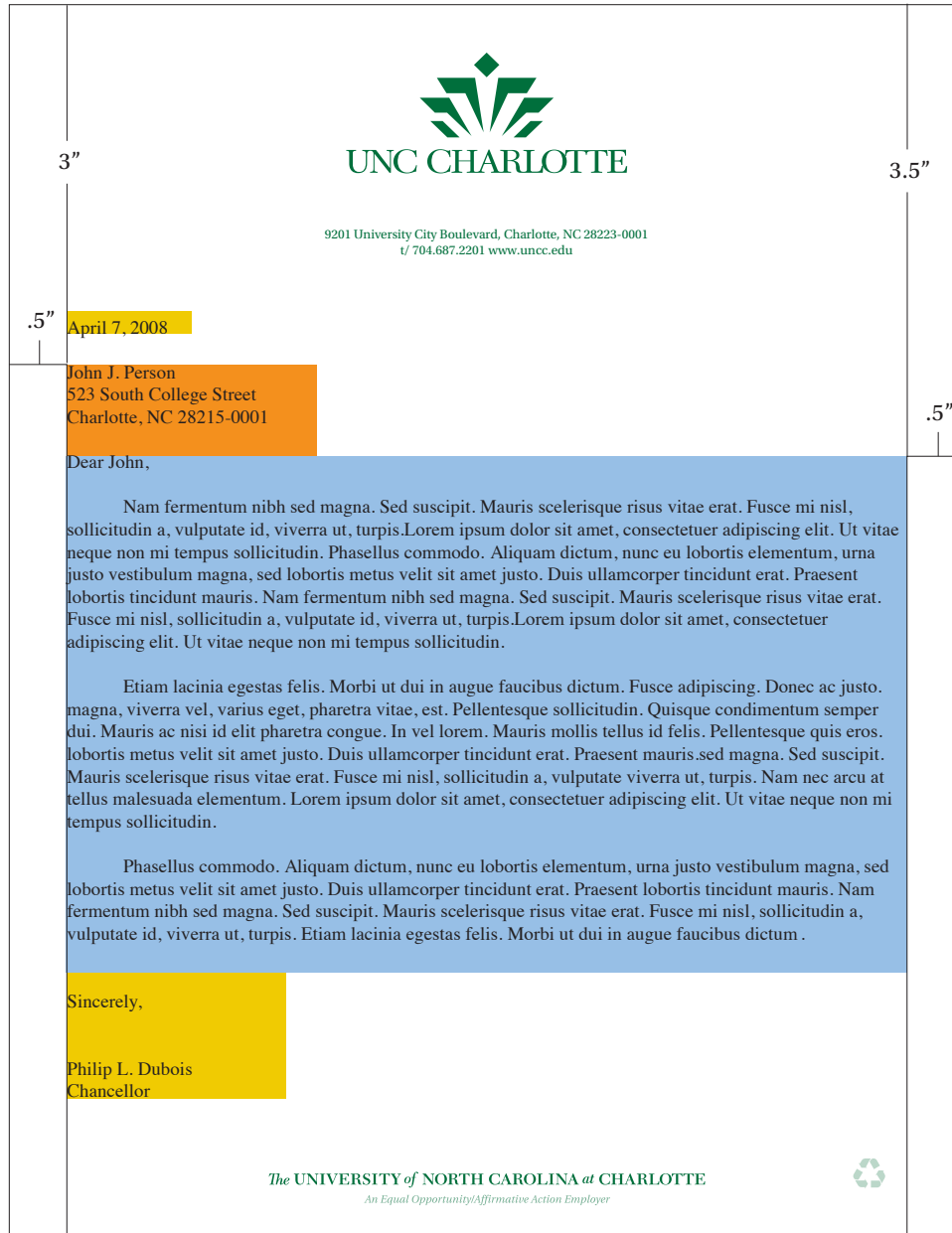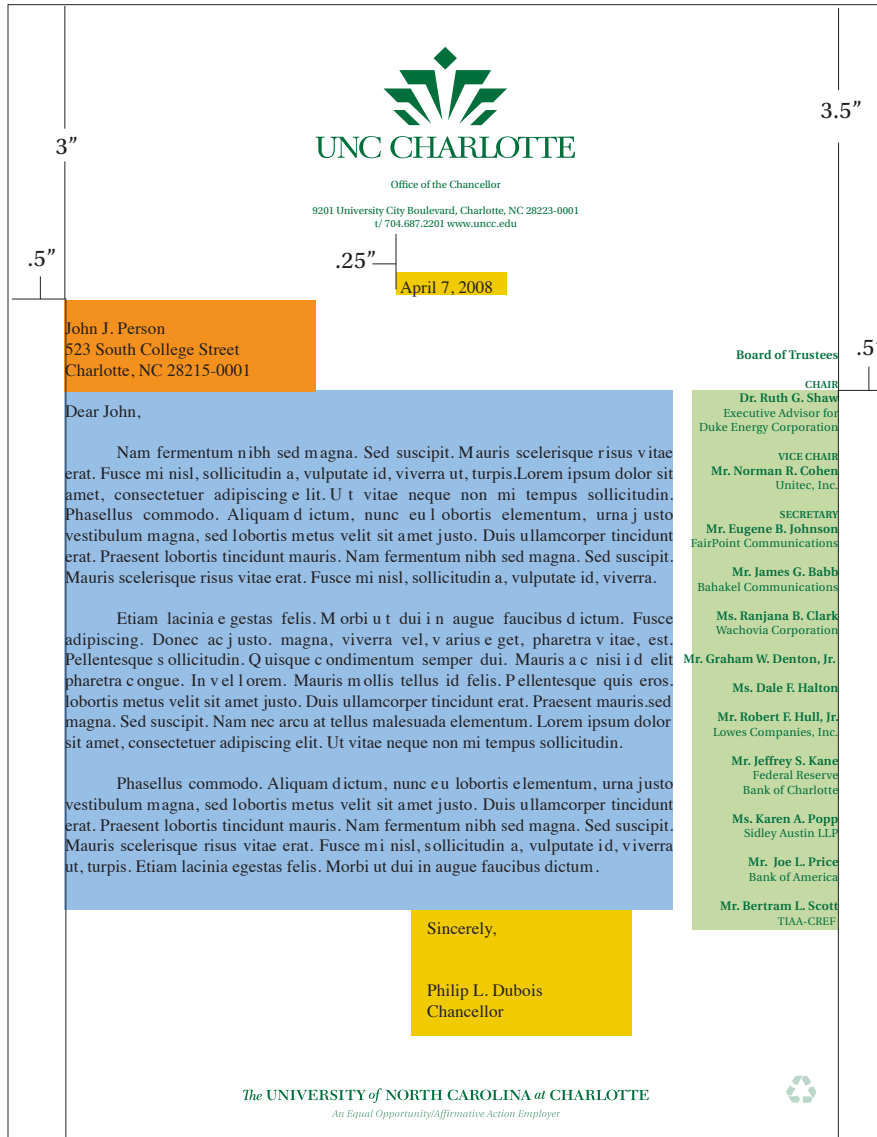Placement: Centered
Font: Times Regular
Size: 10-12pt.
Color: 100% Black

File Name /
UNCC_Board_LH_1c

* See pg 34 for a complete explanation of the file naming system.

1

Standard Letterhead

2

Office of the Chancellor Letterhead

3
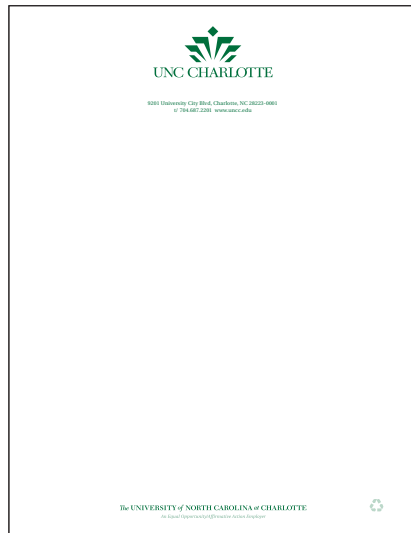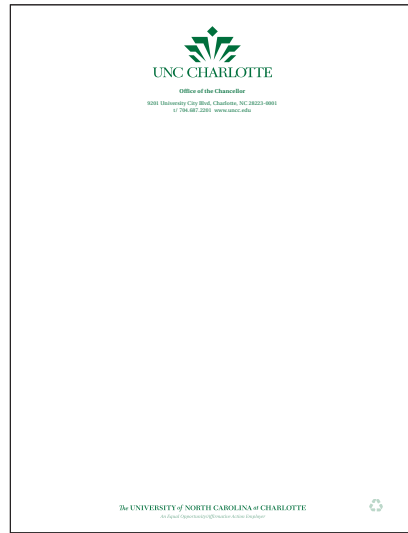
Office of Chancellor w/ Board of Directors

University Letterheads

Depending on the use of the letterhead and the person sending it, there are different versions of letterheads available. The letterhead options for the chancellor are depicted here.

The first option should be the most widely used throughout campus. This is the standard University letterhead and has no distinction of office or designation college. The second and third have office distinctions and the name of the chancellor. All three of these letterheads use the same, centered, letter template.

The fourth option has listed the board of directors on the right hand side. This uses a different letter template.

Templates for all of these letterheads are available in Adobe® Illustrator CS3 on the Marketing Services website

http://www.publicrelations.uncc.edu/logo/documents.html

Official University Letterheads

1   Standard Letterhead
2   Office of the Chancellor Letterhead
3   Office of Chancellor / Board of Directors Letterhead

File Names /
UNCC_General_LH_1c (Standard Letterhead)
UNCC_OfficeOf_LH_1c (Office of the Chancellor)
UNCC_Board_LH_1c (Office of the Chancellor / Board of Directors Letterhead)

* See pg 34 for a complete explanation of the file naming system.

Standard Business Card / Front
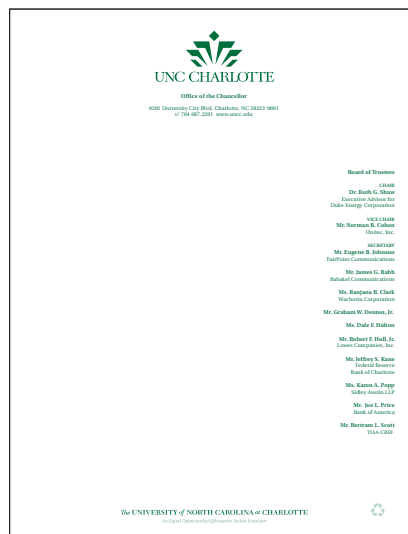

Official University Business Card

This is the most widely used business card format. The back of the card features a cropped version of the logo in a solid field of green with *"The University of North Carolina at Charlotte"* reversed out. A version of the business card is available with a plain white back.

A template for this card is available in Adobe® Illustrator CS3.

Format 3.5" x 2"	**Department / Title** Font: Utopia Regular Size: 7.5
Card Colors: 1/1 PMS-349 PMS-349 - 20%	**Email Address** Font: Utopia Regular Size: 7.5
First Last Name Font: Utopia Semibold Size: 8.5	**Contact Numbers** Font: Utopia Regular Size: 7.25

Standard Business Card / Back

File Name /
UNCC_General_BizCrd_1c

* See pg 34 for a complete explanation of the file naming system & special case changes.

PMS-8643

*Class of 0000

UNC CHARLOTTE

First Last Name
Department / Title
name@uncc.edu

9201 University City Blvd, Charlotte, NC 28223-0001
t/ 704.000.0000 c/ 704.000.0000 www.uncc.edu

Alumni Card

PMS-8643

UNC CHARLOTTE

First Last Name
Department / Title
name@uncc.edu

9201 University City Blvd, Charlotte, NC 28223-0001
t/ 704.000.0000 c/ 704.000.0000 www.uncc.edu

Cabinet Card

Specialty University Business Cards

To recognize the alumni that come back to the University to work, we have placed a *"Class of"* distinction in the upper left hand corner of the card. The cabinet also gets distinction with a metallic gold version of the logo.

Templates for these cards are available in Adobe® Illustrator CS3.
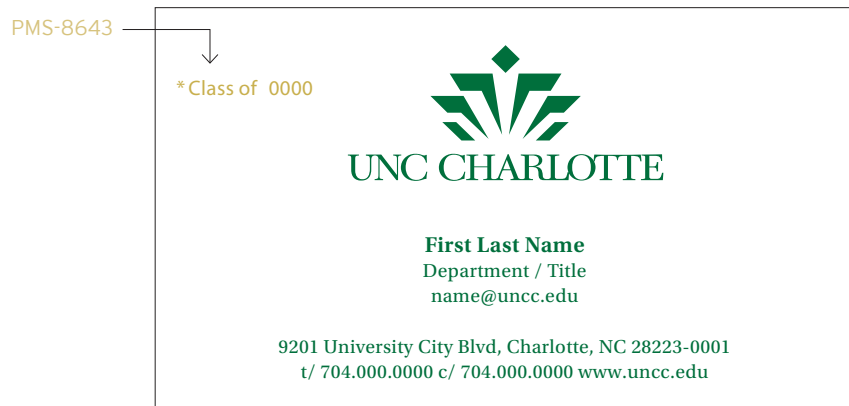
Format
3.5" x 2"

Card Colors: 2/1
PMS-349
PMS-8643

Class of...
Font: Utopia Italic
Size: 7.5

First Last Name
Font: Utopia Simibold
Size: 8.5

Department / Title
Font: Utopia Regular
Size: 7.5

Email Address
Font: Utopia Regular
Size: 7.5

Contact Numbers
Font: Utopia Regular
Size: 7.25

File Name /
UNCC_Alumni_BizCrd
UNCC_Cabinet_BizCrd

* See pg 34 for a complete explanation of the file naming system.
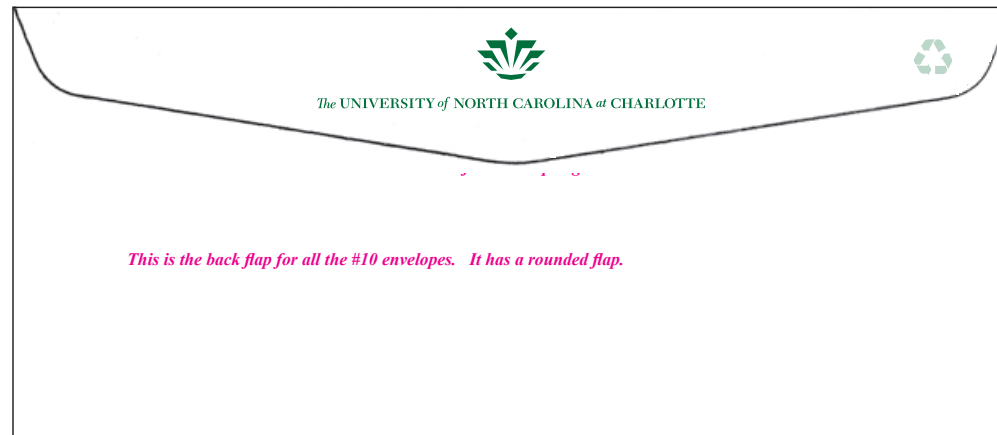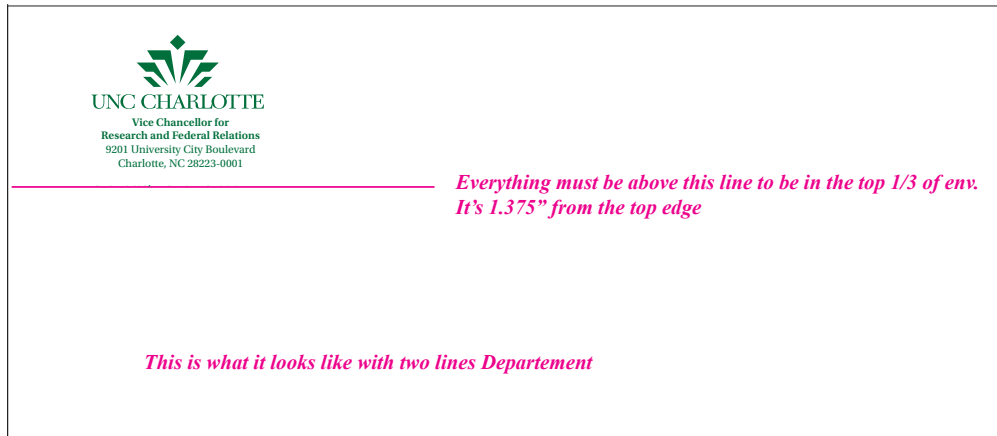
Official University Envelope

Printing on standard squared flap envelopes, the return address is on the front per USPS requirements along with the crown logo. Logo and crown can also be printed on the flap or omitted. This configuration should be used for both the standard #10 envelope and the #10 windowed envelope.

UNC CHARLOTTE
Vice Chancellor for
Research and Federal Relations
9201 University City Boulevard
Charlotte, NC 28223-0001

Everything must be above this line to be in the top 1/3 of env.
It's 1.375" from the top edge

This is what it looks like with two lines Departement

The UNIVERSITY *of* NORTH CAROLINA *at* CHARLOTTE

This is the back flap for all the #10 envelopes.   It has a rounded flap.

Standard #10 Envelope

Format
#10 Envelope

ENV Colors: 1/0
PMS-349
PMS-349 - 20%

Mailing Address
Font: Times Regular
Size: 11–13pt.
Color: 100% Black

File Name /
UNCC_General_Env_1c

* See pg 34 for a complete explanation of the file naming system.

University Envelope / "Office of"
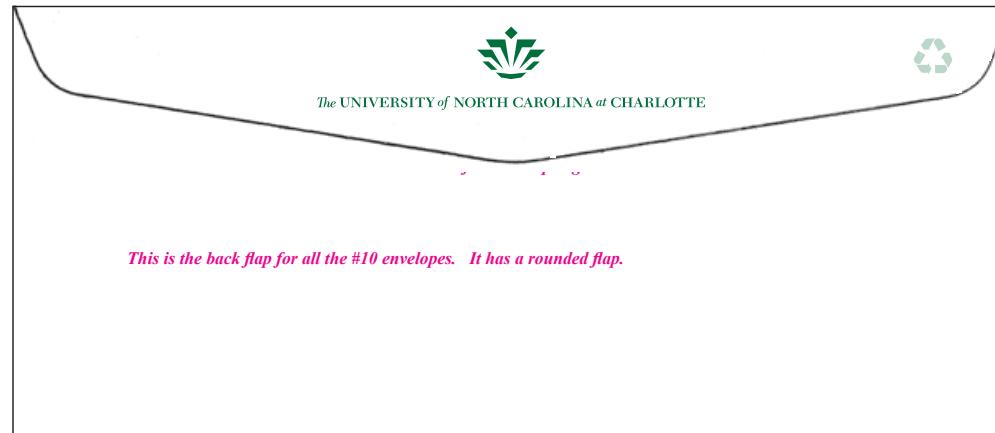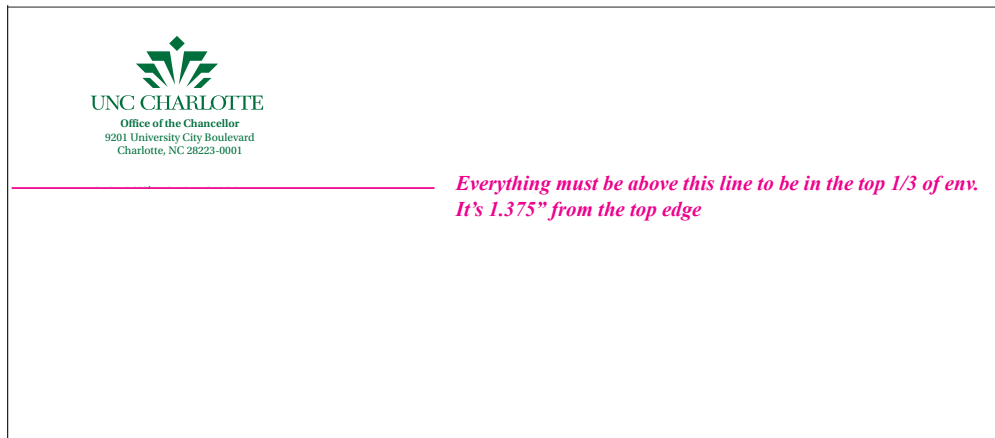
This option of the envelope features *"Office of the Chancellor"* under the logo.

Templates for this envelope are available in Adobe® Illustrator CS3.

UNC CHARLOTTE
Office of the Chancellor
9201 University City Boulevard
Charlotte, NC 28223-0001

Everything must be above this line to be in the top 1/3 of env.
It's 1.375" from the top edge

The UNIVERSITY *of* NORTH CAROLINA *at* CHARLOTTE

This is the back flap for all the #10 envelopes.   It has a rounded flap.

Format
#10 Envelope

ENV Colors: 1/0
PMS-349
PMS-349 - 20%

Office of the Chancellor
Font: Utopia Semibold
Size: 9

Office of the Chancellor #10 Envelope

File Name /
UNCC_OfficeOf_Env_1c

* See pg 34 for a complete explanation of the file naming system.
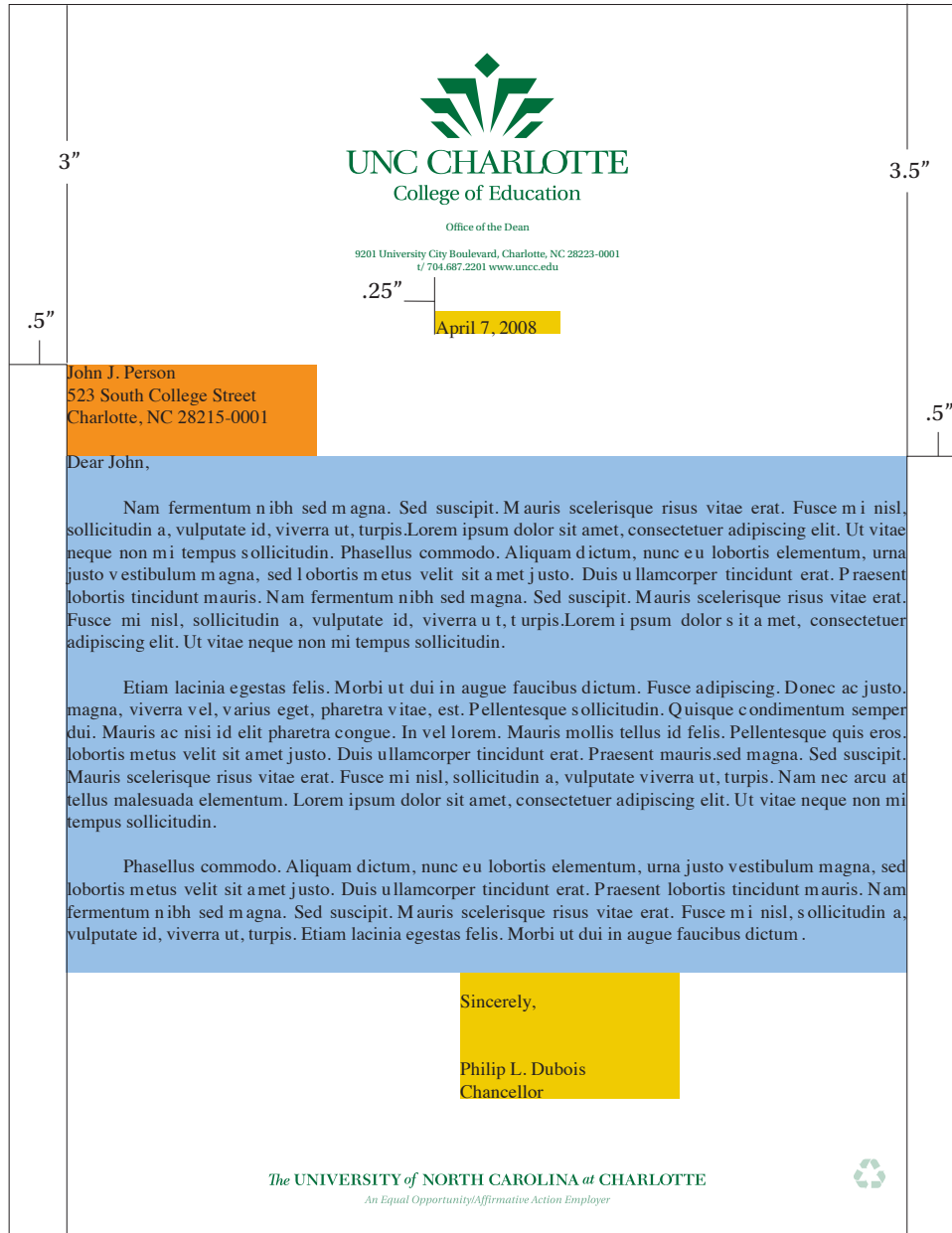
University Sub-Brand Letterhead - op1

Identical to the official University letterhead with the designation college logo added. The *"Office of the Dean"* is also written below the logo.

A letter sits justified left with equal margins on left and right side of the page. The date gets centered at the top and the salutation gets centered at the end of the letter.

Word document templates are available for use with this letterhead shell. Templates for this letterhead are available in Adobe® Illustrator CS3.

Format
8.5″ x 11″

Letterhead Colors: 1/0
PMS-349
PMS-349 - 20%

Mailing Address
Font: Times Regular
Size: 8.5-12pt.
Color: 100% Black

Body Copy
Font: Times Regular
Size: 10-12pt.
Color: 100% Black

Date / Salutation
Placement: Centered
Font: Times Regular
Size: 10-12pt.
Color: 100% Black

File Name /
UNCC_Edu_OfficeOf_LH_1c

* See pg 34 for a complete explanation of the file naming system.

Letterhead sample:

3″   3.5″

UNC CHARLOTTE
College of Education

Office of the Dean

9201 University City Boulevard, Charlotte, NC 28223-0001
t/ 704.687.2201 www.uncc.edu

.25″

April 7, 2008

.5″   .5″

John J. Person
523 South College Street
Charlotte, NC 28215-0001

Dear John,

Nam fermentum nibh sed magna. Sed suscipit. Mauris scelerisque risus vitae erat. Fusce mi nisl, sollicitudin a, vulputate id, viverra ut, turpis.Lorem ipsum dolor sit amet, consectetuer adipiscing elit. Ut vitae neque non mi tempus sollicitudin. Phasellus commodo. Aliquam dictum, nunc eu lobortis elementum, urna justo vestibulum magna, sed lobortis metus velit sit amet justo. Duis ullamcorper tincidunt erat. Praesent lobortis tincidunt mauris. Nam fermentum nibh sed magna. Sed suscipit. Mauris scelerisque risus vitae erat. Fusce mi nisl, sollicitudin a, vulputate id, viverra ut, turpis.Lorem ipsum dolor sit amet, consectetuer adipiscing elit. Ut vitae neque non mi tempus sollicitudin.

Etiam lacinia egestas felis. Morbi ut dui in augue faucibus dictum. Fusce adipiscing. Donec ac justo. magna, viverra vel, varius eget, pharetra vitae, est. Pellentesque sollicitudin. Quisque condimentum semper dui. Mauris ac nisi id elit pharetra congue. In vel lorem. Mauris mollis tellus id felis. Pellentesque quis eros. lobortis metus velit sit amet justo. Duis ullamcorper tincidunt erat. Praesent mauris.sed magna. Sed suscipit. Mauris scelerisque risus vitae erat. Fusce mi nisl, sollicitudin a, vulputate viverra ut, turpis. Nam nec arcu at tellus malesuada elementum. Lorem ipsum dolor sit amet, consectetuer adipiscing elit. Ut vitae neque non mi tempus sollicitudin.

Phasellus commodo. Aliquam dictum, nunc eu lobortis elementum, urna justo vestibulum magna, sed lobortis metus velit sit amet justo. Duis ullamcorper tincidunt erat. Praesent lobortis tincidunt mauris. Nam fermentum nibh sed magna. Sed suscipit. Mauris scelerisque risus vitae erat. Fusce mi nisl, sollicitudin a, vulputate id, viverra ut, turpis. Etiam lacinia egestas felis. Morbi ut dui in augue faucibus dictum.

Sincerely,

Philip L. Dubois
Chancellor

The UNIVERSITY of NORTH CAROLINA at CHARLOTTE
An Equal Opportunity/Affirmative Action Employer

3"

3.5"

.5"

April 7, 2008

John J. Person
523 South College Street
Charlotte, NC 28215-0001

.5"

Dear John,

Nam fermentum nibh sed magna. Sed suscipit. Mauris scelerisque risus vitae erat. Fusce mi nisl, sollicitudin a, vulputate id, viverra ut, turpis.Lorem ipsum dolor sit amet, consectetuer adipiscing elit. Ut vitae neque non mi tempus sollicitudin. Phasellus commodo. Aliquam dictum, nunc eu lobortis elementum, urna justo vestibulum magna, sed lobortis metus velit sit amet justo. Duis ullamcorper tincidunt erat. Praesent lobortis tincidunt mauris. Nam fermentum nibh sed magna. Sed suscipit. Mauris scelerisque risus vitae erat. Fusce mi nisl, sollicitudin a, vulputate id, viverra ut, turpis.Lorem ipsum dolor sit amet, consectetuer adipiscing elit. Ut vitae neque non mi tempus sollicitudin.

Etiam lacinia egestas felis. Morbi ut dui in augue faucibus dictum. Fusce adipiscing. Donec ac justo. magna, viverra vel, varius eget, pharetra vitae, est. Pellentesque sollicitudin. Quisque condimentum semper dui. Mauris ac nisi id elit pharetra congue. In vel lorem. Mauris mollis tellus id felis. Pellentesque quis eros. lobortis metus velit sit amet justo. Duis ullamcorper tincidunt erat. Praesent mauris.sed magna. Sed suscipit. Mauris scelerisque risus vitae erat. Fusce mi nisl, sollicitudin a, vulputate viverra ut, turpis. Nam nec arcu at tellus malesuada elementum. Lorem ipsum dolor sit amet, consectetuer adipiscing elit. Ut vitae neque non mi tempus sollicitudin.

Phasellus commodo. Aliquam dictum, nunc eu lobortis elementum, urna justo vestibulum magna, sed lobortis metus velit sit amet justo. Duis ullamcorper tincidunt erat. Praesent lobortis tincidunt mauris. Nam fermentum nibh sed magna. Sed suscipit. Mauris scelerisque risus vitae erat. Fusce mi nisl, sollicitudin a, vulputate id, viverra ut, turpis. Etiam lacinia egestas felis. Morbi ut dui in augue faucibus dictum .

Sincerely,

Philip L. Dubois
Chancellor

The UNIVERSITY *of* NORTH CAROLINA *at* CHARLOTTE

An Equal Opportunity/Affirmative Action   Em ployer

University Sub-Brand Letterhead - op2

A second option of the University letterhead has completely a left aligned letter to sit on the page.

A letter sits justified left with equal margins on left and right side of the page. The date gets centered at the top and the salutation gets centered at the end of the letter.

Word document templates are available for use with this letterhead shell.

Format
8.5″ x 11″

Letterhead Colors: 1/0
PMS-349
PMS-349 - 20%

Mailing Address
Font: Times Regular
Size: 8.5-12pt.
Color: 100% Black

Body Copy
Font: Times Regular
Size: 10-12pt.
Color: 100% Black
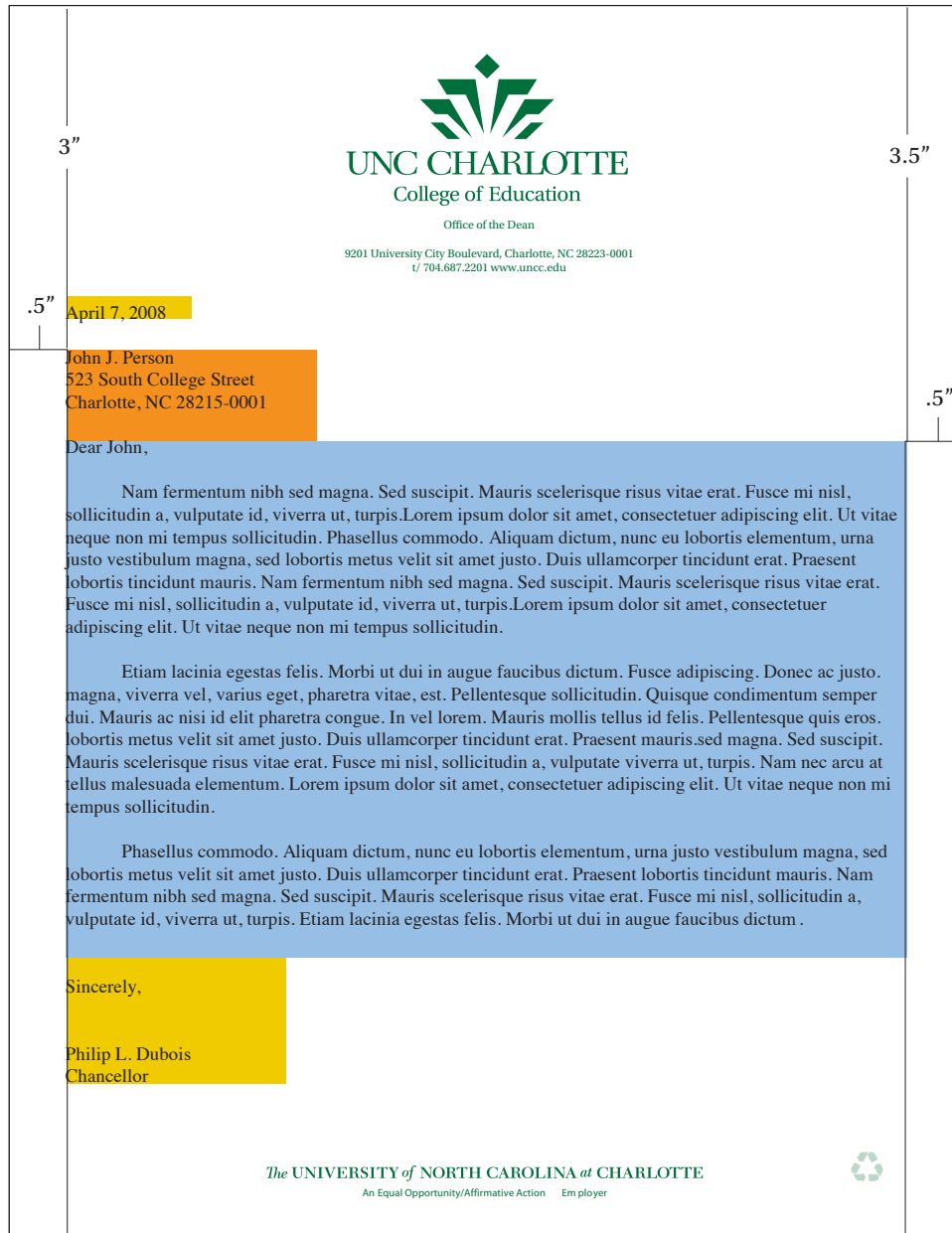
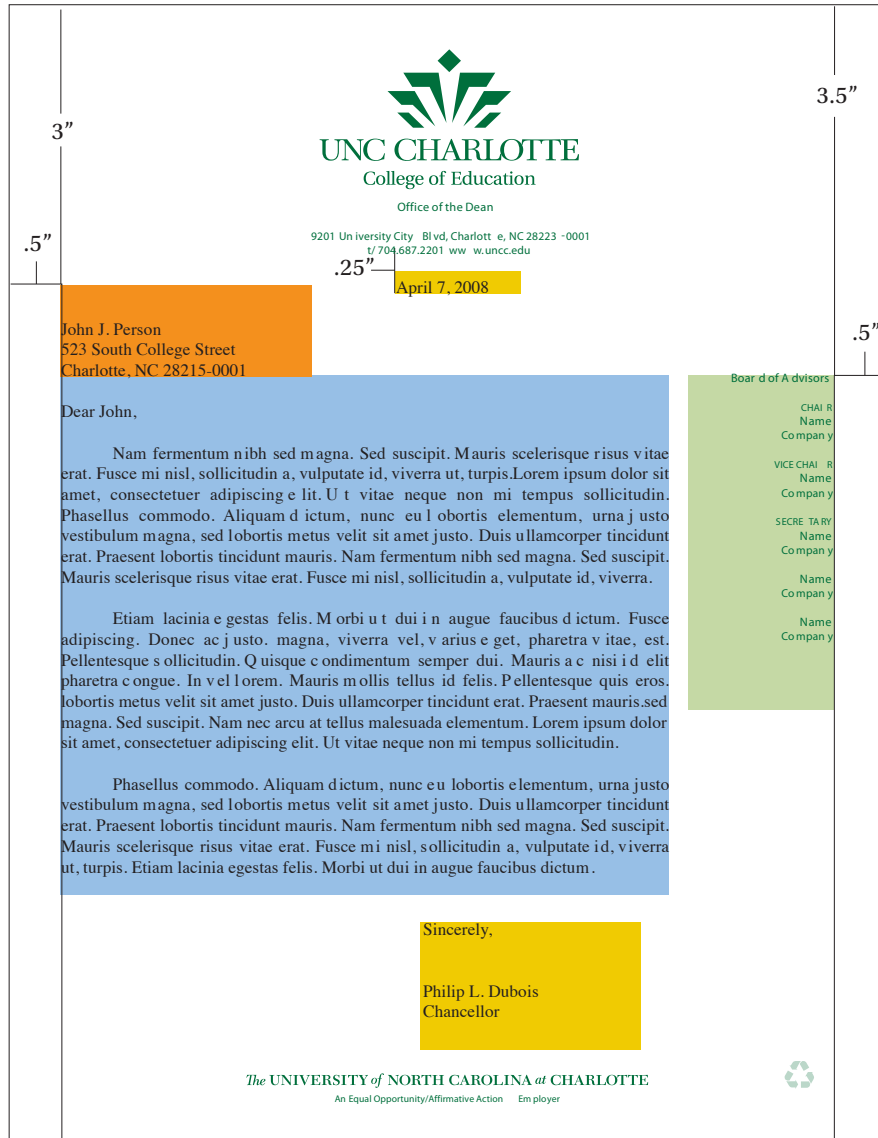**Date / Salutation**
Placement: Centered
Font: Times Regular
Size: 10-12pt.
Color: 100% Black

File Name /
UNCC_Edu_OfficeOf_LH_1c_Lft

* See pg 34 for a complete explanation of the file naming system.

UNC CHARLOTTE

College of Education

Office of the Dean

9201 Un iversity City Bl vd, Charlott e, NC 28223 -0001
t/ 704.687.2201 ww w.uncc.edu

3.5"

3"

.5"

.25"

April 7, 2008

John J. Person
523 South College Street
Charlotte, NC 28215-0001

.5"

Boar d of A dvisors

CHAI R
Name
Co mpan y

VICE CHAI   R
Name
Co mpan y

SECRE TA RY
Name
Co mpan y

Name
Co mpan y

Name
Co mpan y

Dear John,

Nam fermentum nibh sed magna. Sed suscipit. Mauris scelerisque risus vitae erat. Fusce mi nisl, sollicitudin a, vulputate id, viverra ut, turpis.Lorem ipsum dolor sit amet, consectetuer adipiscing e lit. U t vitae neque non mi tempus sollicitudin. Phasellus commodo. Aliquam d ictum, nunc eu l obortis elementum, urna j usto vestibulum magna, sed lobortis metus velit sit amet justo. Duis ullamcorper tincidunt erat. Praesent lobortis tincidunt mauris. Nam fermentum nibh sed magna. Sed suscipit. Mauris scelerisque risus vitae erat. Fusce mi nisl, sollicitudin a, vulputate id, viverra.

Etiam lacinia e gestas felis. M orbi u t dui i n augue faucibus d ictum. Fusce adipiscing. Donec ac j usto. magna, viverra vel, v arius e get, pharetra v itae, est. Pellentesque s ollicitudin. Q uisque c ondimentum semper dui. Mauris a c nisi i d elit pharetra c ongue. In v el l orem. Mauris m ollis tellus id felis. P ellentesque quis eros. lobortis metus velit sit amet justo. Duis ullamcorper tincidunt erat. Praesent mauris.sed magna. Sed suscipit. Nam nec arcu at tellus malesuada elementum. Lorem ipsum dolor sit amet, consectetuer adipiscing elit. Ut vitae neque non mi tempus sollicitudin.

Phasellus commodo. Aliquam d ictum, nunc eu lobortis elementum, urna justo vestibulum magna, sed lobortis metus velit sit amet justo. Duis ullamcorper tincidunt erat. Praesent lobortis tincidunt mauris. Nam fermentum nibh sed magna. Sed suscipit. Mauris scelerisque risus vitae erat. Fusce mi nisl, sollicitudin a, vulputate id, v iverra ut, turpis. Etiam lacinia egestas felis. Morbi ut dui in augue faucibus dictum .

Sincerely,

Philip L. Dubois
Chancellor

The UNIVERSITY *of* NORTH CAROLINA *at* CHARLOTTE

An Equal Opportunity/Affirmative Action   Em ployer

Office of the Dean / Board of Advisors Letterhead

University Sub-Brand Letterhead w/ Board

This version of the letterhead features "Office of the Dean" and the board of advisors on the right of the letterhead. The designation college logo is added.

A letter sits justified left with a larger margin on right side of the page than we do the left. The date gets centered at the top and the salutation gets centered at the end of the letter.

Word document templates are available for use with this letterhead shell. Templates for this letterhead are available in Adobe® Illustrator CS3.

Format
8.5″ x 11″

Letterhead Colors: 1/0
PMS-349
PMS-349 - 20%

Board of Directors
Names: Utopia Semibold
Company: Utopia Regular
Size: 8pt
Color: PMS-349
Placement: Justified Right

Mailing Address
Font: Times Regular
Size: 8.5-12pt.
Color: 100% Black

Body Copy
Font: Times Regular
Size: 10-12pt.
Color: 100% Black

Date / Salutation
Placement: Centered
Font: Times Regular
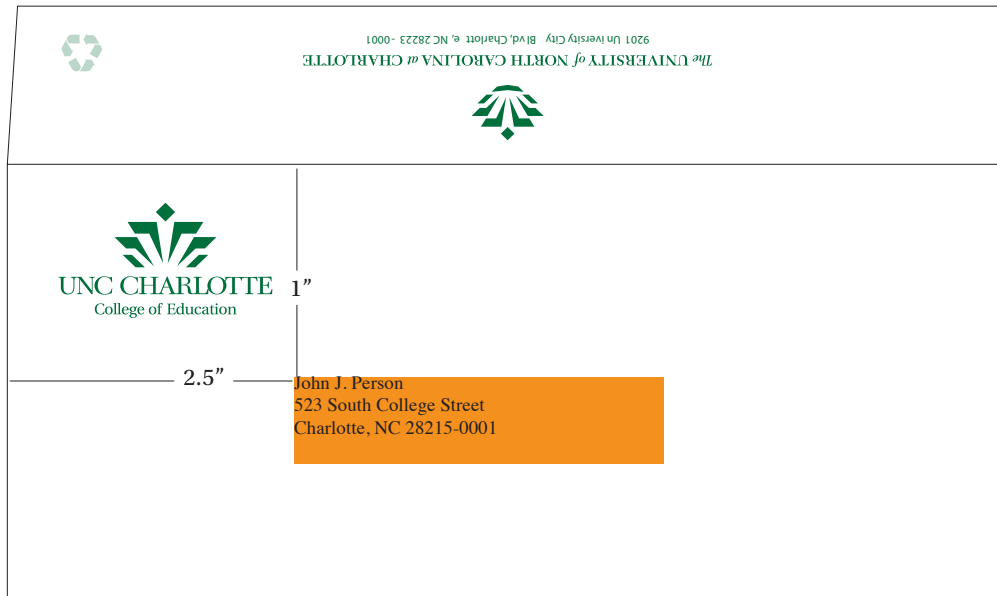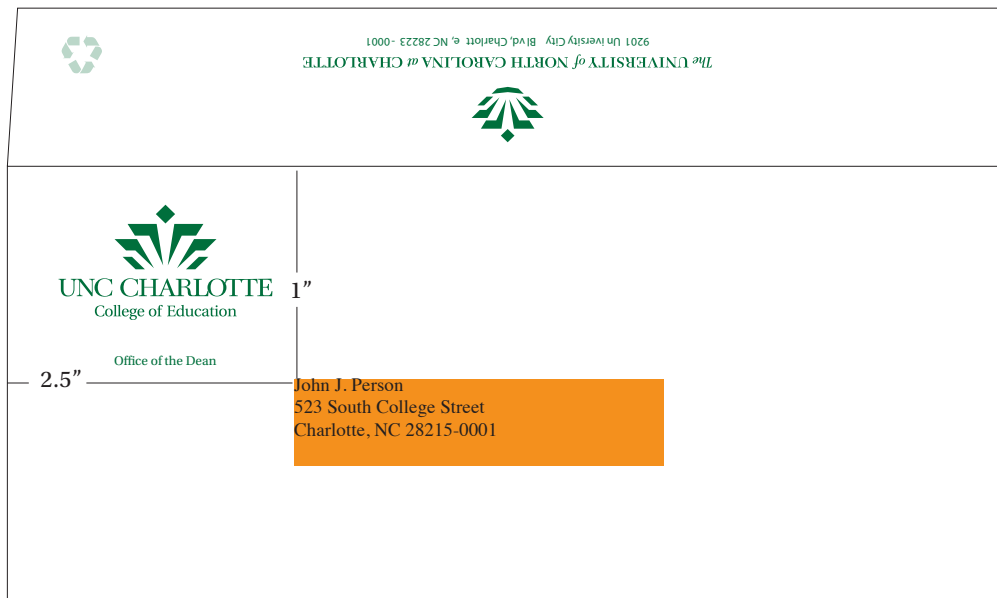Size: 10-12pt.
Color: 100% Black

File Name /
UNCC_Edu_Board_LH_1c

* See pg 34 for a complete explanation of the file naming system.

University Sub-Brand Business Card

Identical to the official University business card with the designation college logo added.

Templates for these designation college business cards are available in Adobe® Illustrator CS3.

Standard Designation College Business Card / Front

Standard Designation College Business Card / Back

Format
3.5" x 2"

Card Colors: 1/1
PMS-349
PMS-349 - 20%

Designation College
Font: Utopia Regular
Size: 8.37

First Last Name
Font: Utopia Semibold
Size: 8.5

Department / Title
Font: Utopia Regular
Size: 7.5

Email Address
Font: Utopia Regular
Size: 7.5

Contact Numbers
Font: Utopia Regular
Size: 7.25

File Name /
UNCC_Edu_BizCrd_1c

* See pg 34 for a complete explanation of the file naming system.

Standard Designation College #10 Envelope

University Sub-Brand Envelope

Identical to the official University envelope with the designation college logo added.

Templates for this envelope is available in Adobe® Illustrator CS3.

Format
#10 Envelope

ENV Colors: 1/0
PMS-349
PMS-349 - 20%

Mailing Address
Font: Times Regular
Size: 11–13pt.
Color: 100% Black

File Name /
UNCC_Edu_General_Env_1c

* See pg 34 for a complete explanation of the file naming system.

Office of the Dean #10 Envelope

University Sub-Brand Envelope / "Office of"

Identical to the official University envelope with the designation college logo added and *"Office of the Dean"* added under the logo.

Templates for this envelope is available in Adobe® Illustrator CS3.

Format
#10 Envelope

ENV Colors: 1/0
PMS-349
PMS-349 - 20%

Office of the Dean
Font: Utopia Semibold
Size: 9

Mailing Address
Font: Times Regular
Size: 11–13pt.
Color: 100% Black

File Name /
UNCC_Edu_OfficeOf_Env_1c

* See pg 34 for a complete explanation of the file naming system.

Terms

AI – the file extension for an Adobe Illustrator native file. The native file for all of the University brand elements are available for use.

CMYK or Process Color - a color space that can create millions of colors by mixing percentages of cyan, magenta, yellow and black. The majority of printed materials are printed using CMYK. This is also referred to as 4 color. This color space can be used with offset printing or digital printing. The JPGs provided are CMYK.

Dots Per Inch or DPI – a measure of printing or video resolution in particular the number of individual dots of ink a printer produces or number of pixels in one linear inch. Images should be of 300+ DPI to print clearly while an image of 72 DPI will is an produce a clear view on screen and print pixelated.

EPS – the file extension for a DSC-conforming PostScript document with additional restrictions intended to make EPS files usable as a graphics file format. The vector logo files provided are in EPS format. They are the ideal file to provide for production.

Graphics Interchange Format or GIF – the file extension is an 8-bit-per-pixel bitmap image format. The format uses a palette of up to 256 distinct colors from the 24-bit RGB color space. When a Lo-res image is requested for web, use the GIF. The GIFs provided are Lo-res, 72 DPI, RGB images.

JPG – a standard method of compression for an image. This file extension can be used for print or web. When a Hi-res JPG is requested for print, make sure your image is 300+ DPI. The JPGs provided are Hi-res, 300 DPI, CMYK images.

Portable Document Format or PDF – An open file format used for representing two dimensional documents in a device and resolution independent fixed format layout. This file extension is usually used for proofing purposes.

Pantone® Matching System or PMS – a sequence if numbers matched with standard print colors which allows designers to 'color match' specific colors when a design enters production stage—regardless of the equipment used to produce the color.

Point Size or pt. – A unit of measure for text.

Resolution – the number of dots of ink a printer can produce within a unit of distance. ex: DPI. The JPGs provided are 300 DPI (Hi-res print resolution) and the GIFs are 72 DPI (Lo-res screen resolution).

RGB – a color space in which red, green, and blue are combined in various percents to reproduce other colors. RGB color is the color space seen on computer monitors and televisions. The GIFs provided are RGB.

Specifications – the specific set or requirements provided by a printer or publication about what they need to complete a project.
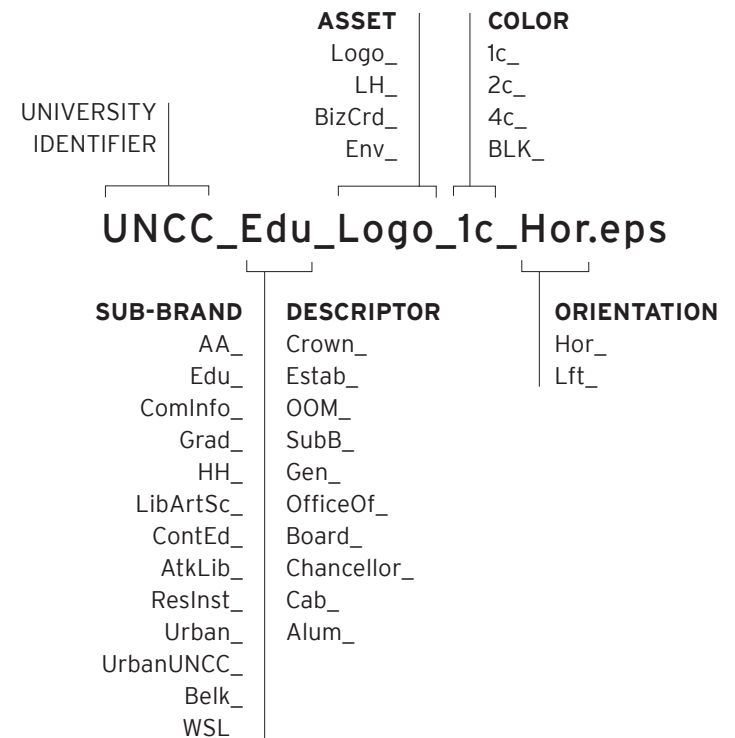
Spot Color – any color generated by an ink that is created without combining multiple ink colors. Usually in reference to a Pantone® color.

Vector Graphics – graphics created using points, lines, curves and polygons. Vector graphics can be scaled as large or small without any loss of detail. The ideal file to print from and all of the .ai files provided for use are vector graphics.

University Stationery System Allowable Changes

• Font size for the name can be increased - (allowed for Materials Management)

• Address can be removed from business card - (allowed for Stephen Mosier)

• We can not spell out or capitalize the "t", "f" or "c" regarding phone, fax and cell phone numbers - (requested by various customers, but not allowed)

• When adding a second phone number, it is okay to spell it out to differentiate it from the first number. Such as "c" would have been confused with cell when a adding a number for "Center" if abbreviated.

• The logo size can not be reduced on template

• The email address can be placed on the same line as the "t" & "f" line.

• Website or text can be place at the bottom under the "t" & "f" line - this requires the address line and the "t" & "f" line to be moved up on the card. (requested for Dr. Akella)

• A department can use the core mark instead of the sub brand logo - (allowed for Urban Institute)

• A department can use the core mark instead of the sub brand logo in cases where faculty are in more than one college

• Printing on the back is an option and not mandatory

• Customers can print other text/info on the back instead of the back as in the template.

• Any non-approved logos are not allowed to be printed on the business cards unless approved by **Richard McDevitt**

• Building and room number can not be inserted in the address line

File Naming System

	ASSET	COLOR
	Logo_	1c_
	LH_	2c_
UNIVERSITY	BizCrd_	4c_
IDENTIFIER	Env_	BLK_

UNCC_Edu_Logo_1c_Hor.eps

SUB-BRAND	DESCRIPTOR	ORIENTATION
AA_	Crown_	Hor_
Edu_	Estab_	Lft_
ComInfo_	OOM_	
Grad_	SubB_	
HH_	Gen_	
LibArtSc_	OfficeOf_	
ContEd_	Board_	
AtkLib_	Chancellor_	
ResInst_	Cab_	
Urban_	Alum_	
UrbanUNCC_		
Belk_		
WSL_		

Use this naming convention guide to select the appropriate file for reproduction. The .EPS files are vector artwork and can be imported into or opened through page layout and illustration software such as Adobe® InDesign, Illustrator or Photoshop. The .EPS files should be used for high-resolution print application.

Contacts

Public Relations

Marketing

Web

Printer

Vendor Quality

Statement about the quality expected from vendors.