

NOVEMBER 2025

University Brand Architecture

School of Law



The University
of North Carolina
at Chapel Hill

Letter from Dean Stoyer

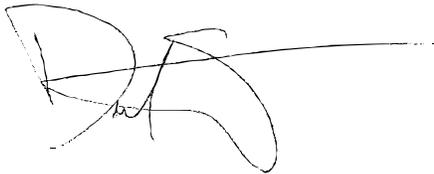
Dear Brand Marketing Colleagues:

We are excited to share our new brand strategy and logo architecture in support of our “one University, one voice” initiative.

The competitive landscape in higher education is more intense than ever requiring us to have a strong, unified brand presence. This approach aligns our entire University under our most recognizable logo, the interlocking NC dating back to the 1870s.

Our team is excited to help you incorporate the new brand strategy in support of your school / division.

Go Heels!

A handwritten signature in black ink, appearing to be 'D. Stoyer', with a long horizontal line extending to the right.

Dean Stoyer

Vice Chancellor for Communications and Marketing

Key Benefits of the New Brand Strategy

- **Reflects the People and the State We Serve**

As the nation's first public university, the refreshed brand identity represents the people and the state that we serve.

- **Leverages Existing Brand Strength**

This strategy amplifies the equity in the University's strong reputation, recognition and legacy through clarity and consistency.

- **Unifies Across the University**

The strategy provides a cohesive framework that brings together all schools, departments, centers and units under a single, unified brand mark.

- **Streamlines the Logo System**

A simplified, consistent logo system reduces visual clutter, improves recognition and enables flexible yet consistent use across platforms, from print materials to digital channels.

- **Increases Digital Accessibility and Legibility**

The updated visual identity has been designed with accessibility at its core, ensuring that our content is readable, inclusive and usable in our digital world.

- **Stands Out Among Peer Universities**

The updated look and tone reinforce our leadership role as the state's flagship university, innovation and values, helping us attract top talent, students and partners.

- **A Unified Brand Strategy Drives Additional Revenue**

A clear, cohesive brand enhances our market positioning, leading to continued unmatched recruitment, increased alumni engagement and higher demand for brand merchandise.

Old vs. New Signature

**WE DON'T JUST
SET THE BAR —
WE RAISE IT.**



 THE UNIVERSITY
of NORTH CAROLINA
at CHAPEL HILL

FIRST. AND FOR ALL.

**WE DON'T JUST
SET THE BAR —
WE RAISE IT.**



 The University
of North Carolina
at Chapel Hill

FIRST. AND FOR ALL.

University Signature

The University signature is composed of two elements: the interlocking NC and wordmark. It should be used on all University communications and marketing materials when possible. Using the University signature prominently and consistently enhances our recognition and helps build a lasting connection with our audiences.

The University signature is available in two variations: horizontal and vertical.

Horizontal



Vertical



Glossary of Terms

A list of commonly used terms in these guidelines is below.

Logo: The graphic element

Wordmark: The text element

Signature: The entire brand mark

Brand Architecture: The structure of the system

Division / School: Vice chancellor unit, vice provost unit, school, the College

All Other Units: Programs, centers, institutes, departments, etc.

Special Marks: University graphic elements used in select instances



University Signature Colors

The University signature is available in six color options. Whenever possible, the two-color variations of the signature should be used. Single color variations are available for limited print use, only when using a two-color variation is not possible. No other color variations may be created or used.

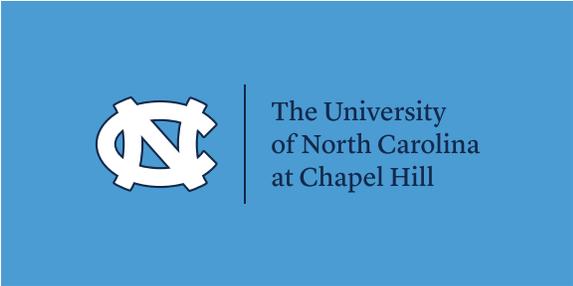
Carolina Blue with Navy



Black



White with Navy



White



Carolina Blue with White



Carolina Blue

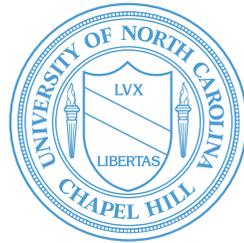


Special Marks

There are a number of logo marks associated with the University in addition to the University signature. Each of these marks has specific usage guidelines and should not be considered for primary use.

University Seal

There are three authorized versions of the seal; two English versions and a Latin version. The two English versions may be used only on licensed merchandise as described by the Office of Trademarks and Licensing. The Latin version is the only seal that University schools and divisions may use on materials.



Old Well

The Old Well icon may be used for key campus events and celebrations, as well as to commemorate University anniversaries and milestones. It should not be used in any custom logos or as a replacement for the interlocking NC. It is available in Carolina Blue, black and white, and should not be used in any other color combinations.



Spirit Mark

The Carolina spirit mark is a special mark for the University. It is intended to be used in informal applications to bring campus spirit and community. It may not be used as a replacement for the University signature or a school / division signature. No additional text may be added to the spirit mark to create a new signature. Prior approval is required before using the spirit mark on any materials.



School / Division Signature

School / division signatures are a way of branding schools, the College and top-level administrative areas within the University. When appropriate, school / division signatures may replace the University signature. In no case should more than one signature be used at the same time. In the event that two or more division brands are needed, please use the University signature.

The school / division signature is available in two variations: horizontal and vertical.

Horizontal



Vertical



School / Division Signature Colors

School / division signatures are available in six color options. Whenever possible, the two-color variations of the signature should be used. Single color variations are available for limited print use, only when using a two-color variation is not possible. No other color variations may be created or used.

Carolina Blue with Navy



Black



White with Navy



White



Carolina Blue with White



Carolina Blue



Other Units

Departments, centers, institutes, programs and all other units are also included in the University's brand architecture. The names of these groups may be typeset in Open Sans in addition to using the University signature or a school / division signature. The minimum distance of the height of the interlocking NC must be maintained from the signature on all sides. Align the typeset text in the same vertical or horizontal plane as the signature to create an association with the signature.

Do not pair the interlocking NC, University signature or school / division signature with the text of a department, center, institute, program or other unit name to form what visually looks like a logo mark. This will take away from the alignment of the brand framework and strength of the University's brand presence.

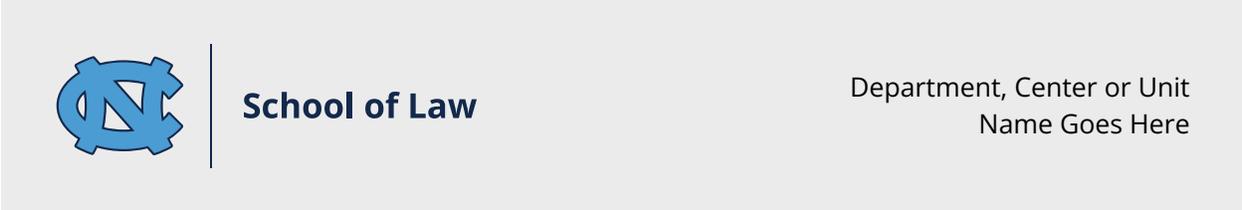
X		College of Arts and Sciences	Department, Center or Unit Name Goes Here

X = Height of Interlocking NC

X		

	College of Arts and Sciences	
	Department, Center or Unit Name Goes Here	

Other Unit Examples



 | **School of Law** Department, Center or Unit Name Goes Here



 | **School of Law** Department, Center or Unit Name Goes Here

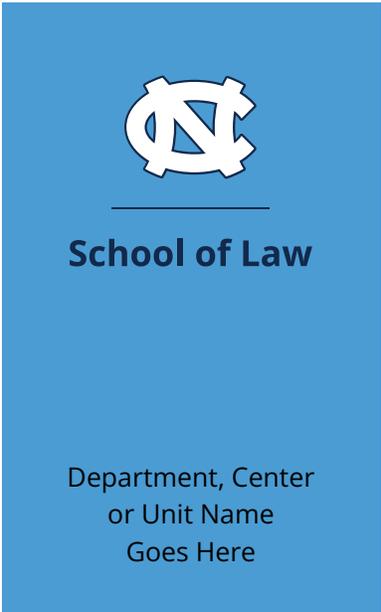


 | **School of Law** Department, Center or Unit Name Goes Here



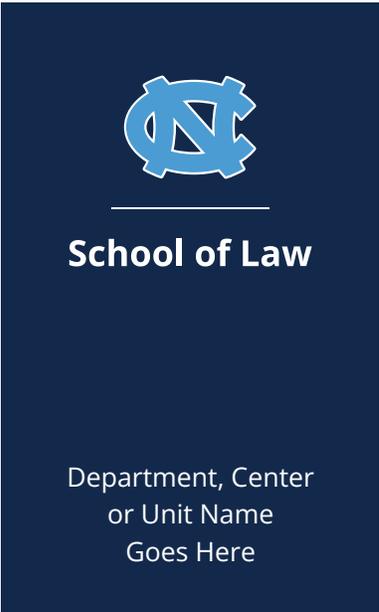

—
School of Law

Department, Center or Unit Name Goes Here




—
School of Law

Department, Center or Unit Name Goes Here




—
School of Law

Department, Center or Unit Name Goes Here

Print Examples

DISCOVER
WHAT'S POSSIBLE

 College of Arts and Sciences Public Policy

PHILOSOPHY, POLITICS AND ECONOMICS PROGRAM

DISCOVER
WHAT'S POSSIBLE

 College of Arts and Sciences

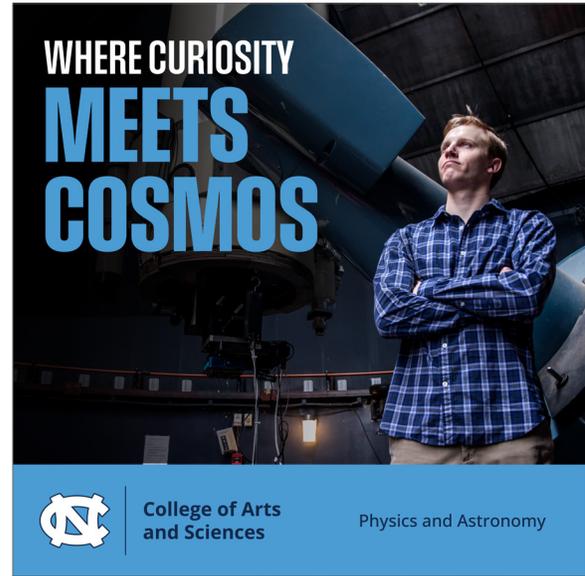
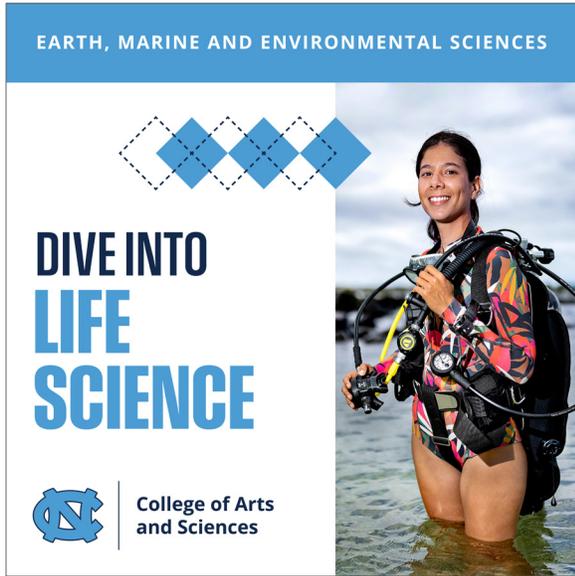
Earth, Marine and Environmental Sciences
Murray Hall, Office 3202
121 South Road
CB#3300
Chapel Hill, NC 27599
emes.unc.edu

 College of Arts and Sciences

YOUR FUTURE STARTS HERE.

 College of Arts and Sciences Art and Art History

Digital Examples



Website Headers

To help unify the University's digital presence, an updated website toolbar is being created. It will include the interlocking NC along with the University name for stronger brand recognition across all sites.

In addition to using the toolbar, schools, departments, centers, institutes, programs and all other units should typeset their name in Open Sans instead of using a separate logo in their website headers. Live text is preferred. If that is not possible, a typeset image file of your unit's name will be provided by University Communications and Marketing by request and should be used to replace any existing logos in your website header.

University or school / division signatures may still be used in the footer. Please remove any Old Well logos and icons, custom logos and type treatments from your websites.

Examples of the updated website header layout can be found on the following page.

Typeset Guidelines

College of Arts and Sciences

Font: Open Sans Bold
Line Height: 1.3x text size
Color and text size will vary depending
on current site design

Curriculum in Global Studies

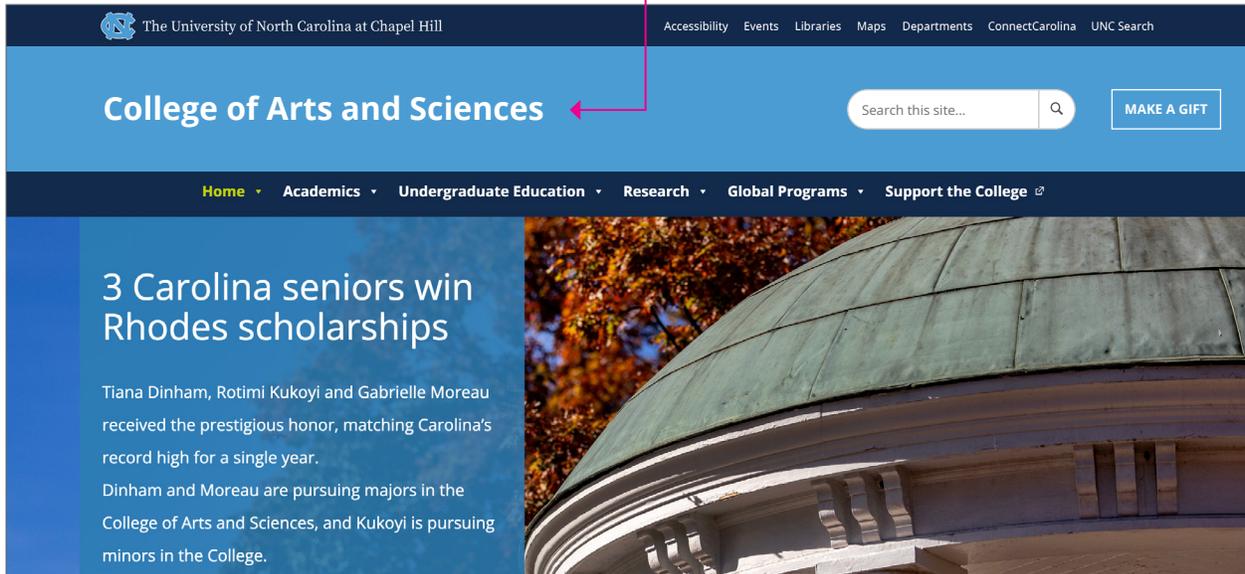
College of Arts and Sciences

Unit Font: Open Sans Bold
Division Font: Open Sans Regular
Text Size Ratio: 4:3 (Unit:Division)
Line Height: 1.3x largest text size
Color and text size will vary depending
on current site design

Website Header Examples

Updated Toolbar

Division Typeset



Updated Toolbar

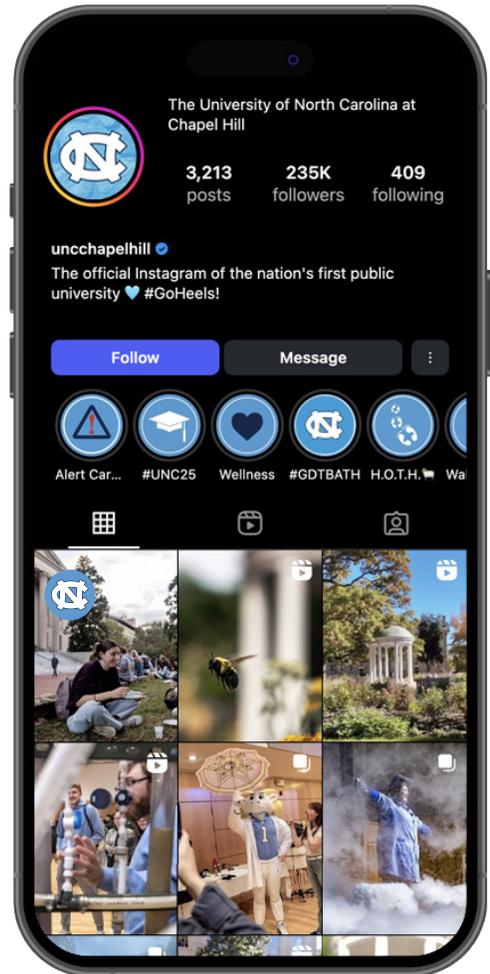
Unit Typeset



Social Media

As part of the refreshed brand rollout, all campus social media accounts should update their profile images to align with the new visual standards. Each social media profile should feature the interlocking NC on top of a duotone campus scene in Carolina Blue, navy or gray or a division signature if applicable.

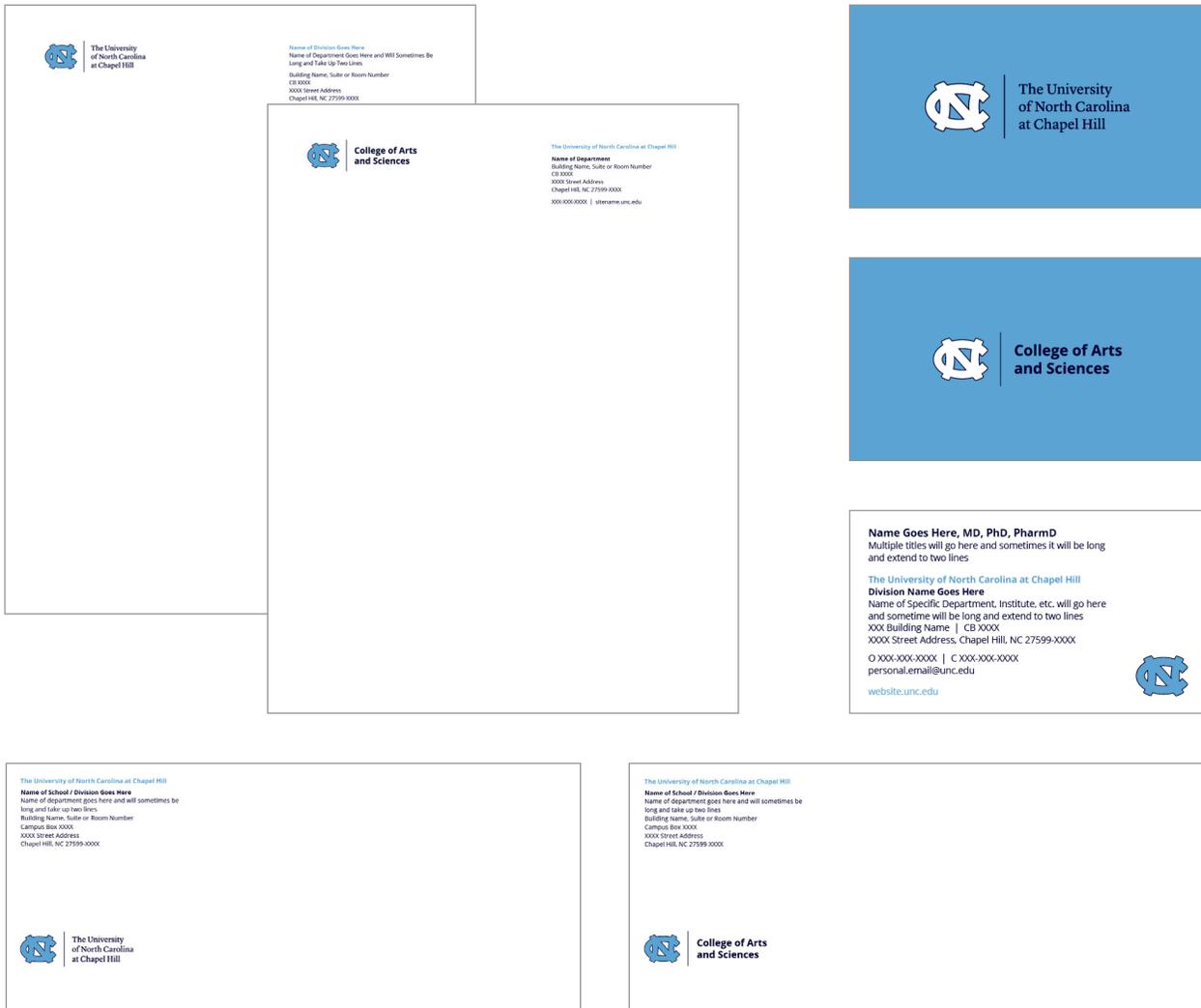
A customizable template has been created and is available to all schools, divisions and other units. If you are not able to create your own, a library of profile images with general campus scenes is available on the University's branding and identity guidelines website.



Stationery

The University offers multiple resources for schools, divisions and other units on campus that need standardized letterhead, e-letterhead, envelopes and business cards. Updated printed stationery will be available to order through The Print Stop's website. Please use any existing printed stationery that you may have before ordering updated materials.

An updated e-letterhead template is included in your brand package that can be edited with an individual unit's contact information. These may be distributed and used at your discretion.



Coming Soon

Brand Resources

A variety of visual assets and brand resources will be available to download on identity.unc.edu. Limited templates will be available at launch with additional support and resources coming soon.

- Logo and Signature Files
- Tagline Artwork
- Argyle and Graphic Elements
- Favicon
- Color Swatches
- Print Templates
- Digital Templates
- Social Media Templates
- Video Assets

Upcoming Events

In Spring 2026, University Communications and Marketing will host several brand camp training sessions. More information will be shared as we get closer to that time.

Thank you for your support of
the University's brand! Please let
us know if you have any questions.

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