Branding, Logo Standards, & Ordering Departmental Promotional Products

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Save money.
Live better.
UNC Charlotte Branding

- Color
- Font
- Logo
- Slogan

The WILLIAM STATES LEE COLLEGE of ENGINEERING
UNC CHARLOTTE
Official Color

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.

CMYK /

(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 /

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

University Mark

UNC CHARLOTTE

UNCC Logo

The UNIVERSITY of NORTH CAROLINA at
CHARLOTTE

University Out-of-State Logo
Official Logos, cont.

College Sub-Brand Logo

College Sub-Brand Horizontal Logo
Athletics Logos
Logo Resolution

Low Resolution File
- Smaller file size
- Blurred edges/pixelated
- Best for small imprints

High Resolution File
- Larger file size
- Sharp, clean lines
- Best for large imprints
Splitting Up College Logo

May split “College of Engineering” onto the next line if the area of the item you are imprinting is too small and would make the logo unreadable.
May use department/center logo instead of college logo.

- Must use “Department of” or full center name so it does not get confused as its own college
- Must abide by spacing guidelines outlined in the print standards
- Must use correct color and official university font, Utopia
General Fund vs. Discretionary

General Fund

- Recruiting
- Promotion
- Conferences
- Events

Discretionary

- Gifts
- Awards
Resources

https://brand.uncc.edu

- Branding Standards (Print, Web, Electronic)
- Print Standards Guide
- Logo Bundles

http://engr.uncc.edu/faculty-and-staff/templates-and-downloads

- College Logo
Help/Questions?

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