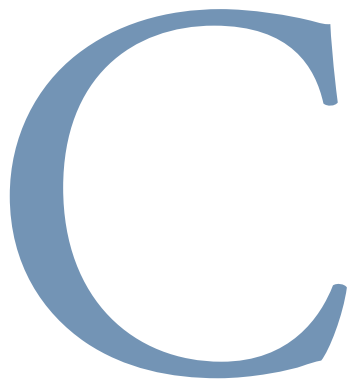


Graphic Identity Manual

Version 1.3
University Publications

This resource guide offers members of the UNC Asheville community the tools for presenting a cohesive graphic identity in printed and electronic communications.





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INTRODUCTION

This guide will provide you with basic guidelines and information for using the UNC Asheville graphic identity system. Please familiarize yourself with the contents of this guide, and contact University Publications with any ensuing questions.

What is a graphic identity?

To restate MIT's definition, a graphic identity is “a set of visual icons that symbolizes an institution's identity.” More importantly, a graphic identity is a tool for the institution it represents—when used consistently, it unifies and maintains the mission, values and brand of an entity through the proper use of its defined attributes, such as specific colors and symbols.

Why worry about a graphic identity?

1. Using a recognizable set of visual icons (e.g. colors, logos, typefaces, etc.) allows all campus offices, departments and programs to communicate more effectively with their audiences. Audiences will more readily identify and recognize communication from the University.
2. Having a firm set of graphic standards provides visual cohesiveness and strengthens the UNC Asheville brand when used in its stationery package, publications, advertisements, signage, Web presence and any other means of communication. It significantly unifies the organization.
3. Using logos, wordmarks, colors and typefaces outside of the approved guidelines set forth in this document weakens the integrity and diminishes the University's brand and presence.
4. Communications, such as letterhead, brochures, etc., represent and tell others about the University, its divisions, departments and community when they are not present or do not have the opportunity to communicate in person.
5. A graphic identity saves the members of an organization time and money since an established set of graphic elements provide members with a existing, proven way of communicating their message.

“Graphic designers don't design an identity for an institution. That identity already exists. As with a human being, an institution's core values, goals, and mission are expressed in its characteristics and personality—in other words, in its identity. A graphic identity is a set of visual icons that symbolizes an institution's identity.”

—MIT I.D. Team

“A graphic identity is an ambassador. It tells people what you are about when you don't have the opportunity to communicate your identity more fully.”

—MIT I.D. Team

LOGO

The UNC Asheville logo (see below on left) was designed and officially adopted into the University's graphic identity system in August 2005. The logo is now the University's sole mark, replacing all other marks used in the past. No other symbols (with the rare exception of the seal and Athletics identifiers) may be used to represent UNC Asheville.

You should use the logo on all UNC Asheville print and electronic communications. If you use another logo, wordmark or symbol other than the logo below, your communication no longer carries the official mark of the University, and the legitimacy of your communication could be questioned.

Though not a comprehensive list, please note the following guidelines for usage:

1. All publications distributed off campus must bear the University logo or appropriate signature (see page 9). This includes brochures, fliers, posters, advertisements, postcards, letterhead, business cards, etc.
2. Do use the complete logo; don't dismantle or use pieces of the logo. (See example on opposite page.)
3. Do use the correct proportions of the logo; don't stretch or transform the shape or dimensions of the logo. (See examples on opposite page.)
4. Do keep the logo at a legible size; don't shrink the logo so that it becomes illegible or unrecognizable.
5. Do use the Pantone colors specified in this manual; don't use other colors or similar colors other than those specified in this manual. The logo may also be reversed out (white) on a large solid background but never on a busy, patterned background.
6. Do not use the logo over multiple photos or over backgrounds that would make it difficult to read. (See example on opposite page.)
7. Do use the logo on all Web pages.

“*A logo is a universal symbol of the organization it represents. All around the world, regardless of the language spoken, people will spot a logo and understand instantly what it represents. But to do its job, a logo must be reproduced consistently and uniformly by all members of the community who use it.*”

—MIT I.D. Team

“*Through repeated and consistent application, the logo helps unify a University made up of numerous divisions, offices and programs, each with its own special character, style and approach to communication. Uniformity of the University's image allows each identity to reinforce others and create an image of the University that is greater than the sum of its parts.*”

—Steve Joel Trachtenberg
President

The George Washington University



Examples of improper logo use:

... do not dismantle or rearrange pieces of the logo



... do not stretch or distort the logo ...



... do not enclose the logo in a frame ...



... do not add special effects to the logo ...



... do not use other colors for the logo ...



8. The logo must be displayed on either the front or back cover of printed publications.

9. Do not enclose the logo in a circle, oval, square or rectangle frame. (See example on this page.)

10. Do not add special effects or alter the logo in any way (e.g. rotated, outlined, shadowed, animated).

11. Do not place other elements over the logo.

12. Careful design consideration must be given to pieces incorporating two or more graphic identity elements. The UNC Asheville logo must be the dominant logo. Contact University Publications for assistance in the proportions and placement of the logo with other logos or symbols representing other entities.

13. The use of logos by units of the University is discouraged. The official UNC Asheville logo or an appropriate signature (see page 9) are the only marks that should be used.

14. Use only digital versions of the logo, which may be obtained through University Publications. Do not use a scanned logo, a logo from the Web, or poor quality reproductions.

15. A University signature (see page 9), wordmark or logo should appear equally prominent in size and placement to the identifying marks of other entities when UNC Asheville co-sponsors or is a participant in an event or enterprise with other institutions.

16. All UNC Asheville entities are to use the official UNC Asheville stationery, available through the Copy Center, when current stationery supplies become depleted and new stationery is re-ordered.

TYPEFACES

Typefaces (fonts) carry great identification power. Three type families have been chosen as primary UNC Asheville typefaces—Adobe Garamond (serif), A Geometrica Titling (display) and News Gothic (sans serif). In general, Adobe Garamond should be preferred. The consistent use of these type families by the campus community will strengthen and unify the University brand.

All professionally printed projects should use Adobe Garamond and/or News Gothic.

Serif family.

Adobe Garamond comes in basic weights shown on this page. It is available for both PC and Mac formats. Do not use other versions of Garamond or substitute fonts that are merely close in nature. Adobe Garamond is well suited for heads, subheads, captions and large amounts of body text.

Sans serif family.

News Gothic can be used in headlines, subheads and text to complement Adobe Garamond. It is less appropriate for heavier amounts of body copy and may reduce legibility.

Display type.

Al Geometrica Titling is appropriate for titles and other short lines of text where a more formal feel is required. Al Geometrica Titling is displayed in the University's logo.

General Notes on Typography:

1. Avoid condensing or stretching the typeface.
2. Use all-uppercase sparingly as it is difficult to read; all-uppercase lettering should be used for emphasis or headlines only.
3. Leading is the amount of space between two lines of text. In general, set your leading to two points higher than the type size (e.g. if your type size is 12 pts., set your leading at 14 or 15).
4. Avoid center justified text; it is difficult to read.

“*Typography is a subtle craft, in which the smallest mistake can appear as a glaring error even to the untrained eye. Unlike the spoken word, which passes quickly and is forgotten, printed type has the potential to survive for hundreds of years.*”

—Tappendon, Jefford and Farris
from *Foundation Course Graphic Design*

“*Every typeface has a persona, and it imbues a text—whether it's a paragraph, a poem, or just a page number—with that personality. Letterforms carry information, but they also create a mood and confer text. They can delight the eye, but they can also reinforce (muddle) the message they bear.*”

—Alyson Kuhn
from *Step Inside Design* magazine”
May/June 2005

“*Good typography, especially within the body copy, often passes unnoticed as the information leaps from the page quickly and cleanly. However, this does not mean that your efforts are wasted; the reader's ease of reading demonstrates that you have done your job well. Conversely, bad typography is memorable and intrusive.*”

—Tappendon, Jefford and Farris
from *Foundation Course Graphic Design*

Adobe Garamond

Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo
Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

1 2 3 4 5 6 7 8 9 0

Italic

*Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp
Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz*

1 2 3 4 5 6 7 8 9 0

Semibold

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo
Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz**

1 2 3 4 5 6 7 8 9 0

Semibold Italic

***Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp
Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz***

1 2 3 4 5 6 7 8 9 0

Bold

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo
Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz**

1 2 3 4 5 6 7 8 9 0

Bold Italic

***Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo
Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz***

1 2 3 4 5 6 7 8 9 0

AL GEOMETRICA TITLING

AA BB CC DD EE FF GG HH II JJ KK LL MM
NN OO PP QQ RR SS TT UU VV WW XX YY
ZZ

1 2 3 4 5 6 7 8 9 0

News Gothic

Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

1 2 3 4 5 6 7 8 9 0

Italic

*Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo
Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz*

1 2 3 4 5 6 7 8 9 0

Bold

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz**

1 2 3 4 5 6 7 8 9 0

COLOR

Color, like other visual attributes (logos, typefaces, wordmarks, etc), is an important member of a graphic identity system. Using the color palette depicted in this manual consistently in your communications creates a strong association with the University. Always consider these colors as options and use them whenever appropriate.

Pantone 654 (dark blue) is the official color of the University of North Carolina at Asheville. Use only this color for the logo. Other shades of blue or other color combinations may never be used for the logo.

Pantone 7510 (gold) or Pantone 576 (green) may be used with Pantone 654 as a complementary palette. The gold provides a warm, youthful, energetic hue that complements the blue. Similarly, the green is a warm green that evokes the natural setting of the University.

Percentages of PMS 654 or PMS 7510 may also be used as a complementary color. (See samples ranging from 100% to 10% on opposite page.)

The opposite page depicts the color palette and the four color (CMYK) process formulas as well as the appropriate codes to use for displaying these colors over electronic mediums.

Contact University Publications for questions about color, including Pantone guides and the use of metallic ink. Our office will also work with you to create a color palette that is suitable for your project.

Pantone is a registered trademark.

Note 1: due to the inaccuracy of desktop printers and computer monitors, these colors may not be displayed properly. Please refer to a Pantone Matching System (PMS) book for accurate color.

Note 2: the appearance of the ink will vary greatly depending on the texture and color of the paper on which it is printed. Contact University Publications for help in determining the best paper for your project.

“Of all the forms of nonverbal communication, color is the most instantaneous method of conveying messages and meanings...color stimulates and works synergistically with all of the senses, symbolizes abstract concepts and thoughts...and produces an aesthetic or emotional response.”

—Leatrice Eiseman
from *Pantone Guide to Communicating
With Color*

Adjectives describing the color blue:

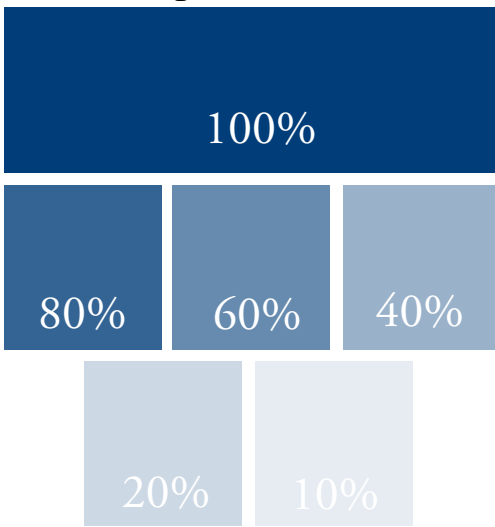
constant
reliable
trustworthy
dependable
committed
confident
restful
serene
soothing
meditative
serious and powerful (navy blue)

from *Pantone Guide to Communicating
With Color*

UNC Asheville Color Palette



Percentages of Pantone 654



Pantone 654

4-color process

C=100

M=73

Y=10

K=48

HTML=002C5F (for the Web)

screens/monitors/PowerPoint

R=0

G=44

B=95

Pantone 7510

4-color process

C=4

M=35

Y=65

K=10

HTML=C88F42 (for the Web)

screens/monitors/PowerPoint

R=200

G=143

B=66

Pantone 576

4-color process

C=52

M=6

Y=79

K=25

HTML=69923A (for the Web)

screens/monitors/PowerPoint

R=105

G=146

B=58



OTHER MARKERS & IDENTIFIERS

The seal (top left), UNC Asheville’s official identifying mark, is reserved only for formal documents (e.g., diplomas) and formal ceremonies and occasions. The seal is the official indicia of the University. The seal may not be altered in any way. It is not to be used except as authorized by the Office of the Chancellor.

The seal is not to be used on stationery.

Please contact University Publications for specific instructions on use and display of the seal.

Athletic logos represent school spirit and should not be used on business letters or publications that relate to academic or research programs.

WORDMARKS & SIGNATURES

Divisions, programs, offices and administrative units may work with University Publications to develop a “signature” (see below left example) and/or “wordmark” for display on their publications and Web pages.

All UNC Asheville entities are to use the appropriate mark on their publications and communications. Use approved, unaltered versions only.

Signatures and wordmarks should not be blended or incorporated into other logos and unit names, but may be used with them as prescribed.

Furthermore, University wordmarks and signatures are graphic elements, not typetypes, so please don’t attempt to type or create your own.

Please contact University Publications for assistance in developing a signature for your division, department, program or office.



UNIVERSITY of NORTH CAROLINA at ASHEVILLE
Teacher Education

“

The most widely traveled and widely seen representatives of Northeastern's graphic identity are the pieces that form the University's stationery system.”

—Northeastern University Publications

STATIONERY

Once your current stock of letterhead, business cards, envelopes and labels become depleted, please call the Copy Center to order stationery displaying the graphic identity detailed in this guide.

You will have a choice between watermarked and non-watermarked letterhead. The official watermark is used for official University business.

Copy Center
CPO #1120
251.6430

THE UNIVERSITY NAME

For external audiences, use the complete name of the University— “University of North Carolina at Asheville”—the first time you refer to it.

The term “UNC Asheville” is appropriate in second references to the University.

The use of “UNCA” as a reference to the University must be replaced in **all** cases by “University of North Carolina at Asheville” or “UNC Asheville.” This relates to verbal as well as written communication, building signage, parking signs, campus mailboxes, etc. While this change in awareness might take some time for external entities (e.g. the media) to implement, the UNC Asheville community should set the example through consistent treatment of the term in all internal and external communications.

Student organization use of the University name

The University’s name is not to be the “featured element” of any logos or club names, to make clear the student nature of the organization and the relative relationship. It’s the XYZ Club (or Student XYZ Club) at UNC Asheville, and not the UNC Asheville XYZ Club.

The University’s logo, wordmarks and signatures may not be used to promote non-University activities or imply their endorsement.

“*You’re just anybody without your identity.*”

–Grenville Main
DNA Design

“*A brand is the proprietary visual, emotional, rational and cultural image that you associate with a company or product.*”

–Charles R. Pettis III
Brand Solutions

“*Success means never letting the competition define you. Instead you have to define yourself based on a point of view you care deeply about.*”

–Tom Chappell
Tom’s Of Maine

I information

University Publications is available for consultation on the implementation of these guidelines.

For more information, contact
University Publications
CPO #3000
828.251.6967