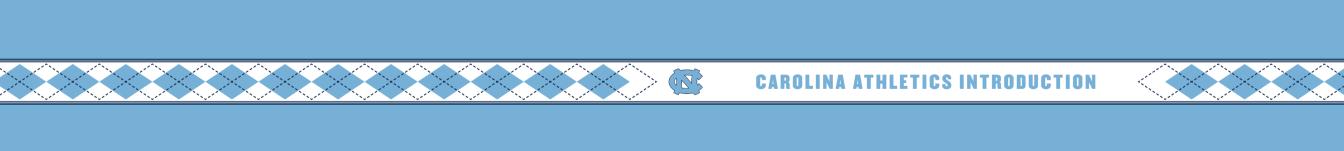




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INTRODUCTION

VISION

Established as the nation's first public university in 1789, The University of North Carolina at Chapel Hill has been recognized as one of the nation's best universities. Though our reputation and core values have remained consistent, our visual identity has varied throughout our history. Realizing the importance of a clear and distinctive brand identity when communicating with a global audience, we have spent the last 12 months envisioning the future of the Carolina Athletics brand. The objective of this exercise is to ensure that our identity is consistent across all applications and captures new audiences in an authentic and meaningful way. The results of our efforts are displayed here, and this guide will serve as a directive for implementing the Carolina Athletics Brand Identity System moving forward.

The purpose of this guide is to provide a framework that enables the University of North Carolina staff, partners and suppliers to express the Carolina Athletics brand effectively across a wide range of applications and media.



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CAROLINA BRAND

What are the elements that make up Carolina's brand identity? The words you choose. The type you use. The colors, graphics and imagery you display. A unique and iconic primary logo. These are the key building blocks that help tell the Carolina story and shape the perception of Tar Heel Athletics. Underlying all Carolina brand expressions is a detailed, well-ordered system of visual assets. When implemented consistently, this unified system is an expression of the values of the Carolina experience.

The updated Carolina Brand Identity System honors UNC tradition while bringing a contemporary edge to the brand, making it timeless and distinct. It is designed to serve as an evolution of an already iconic identity and position the brand for the future.

To continue to lead in the landscape of collegiate athletics, the Carolina Athletics brand must evolve to keep pace with our needs. The updated identity system is designed to do just that. Vibrant, exciting and forward-thinking, our visual system is flexible enough to build communications that are fun and dynamic, or create messaging that is clean, simple and elegant.



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BRAND ATTRIBUTES

Brand attributes are a set of characteristics that represent the essence of the Carolina brand. These attributes identify personality traits and serve as a filter for all of the components of the identity system. These are the characteristics associated with Carolina Athletics:

ATHLETIC
COMPETITIVE
DISCIPLINED
EXCELLENT
INNOVATIVE
LEADING
PROUD
RESPONSIBLE
SERVICE-DRIVEN
TEAM-ORIENTED
TRADITION-DRIVEN



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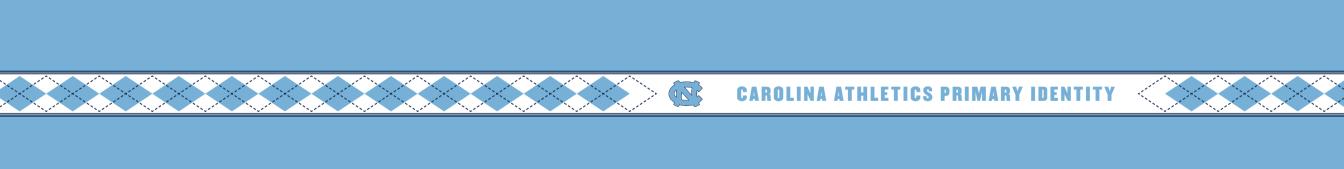
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BRAND OVERVIEW

The building blocks for communicating the Carolina brand identity in a unified, consistent way have been established by a team of University stakeholders. Comprised of core elements including logo, color and typography, as well as extended expressions, treatments and textures, this wide range of tools is designed to be flexible and expandable enabling creativity and innovation across all media. To effectively define the Carolina brand experience, these core elements must be aligned across every touch point.

The following sections provide creative guidance on how to use the brand palette.

With a shared design sensibility, each element can be used to elevate the Carolina brand in a way that is immediately recognizable. The brand identity reinforces our mission to educate and inspire through athletics.





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PRIMARY IDENTITY



INTERLOCKING NC LOGO

Established in 1789, The University of North Carolina at Chapel Hill is the nation's first public university. Over the years, as traditions began and evolved, a variety of logos and verbiage came to signify the University or one of its many facets. The interlocking NC mark was introduced in the 1800s and is still in use today.

The interlocking NC logo is recognized globally as the primary symbol of Carolina Athletics. The version included here is built on a strong foundation—honoring the brand equity that has accrued over decades of competition and further reinforcing the brand for the next generation.

Though they may not be recognizable to the untrained eye, subtle refinements have been made to the primary mark. The logo has been rebuilt using consistent and practical geometry to help bring balance to the mark in size, scale and the relative position of its foundational shapes.

The interlocking NC logo continues to serve as the primary representation of the Carolina Brand and is used as the main identifying device for athletics. In primary or secondary colors, the NC logo works well across all media, and will be adopted across all Carolina sports teams.



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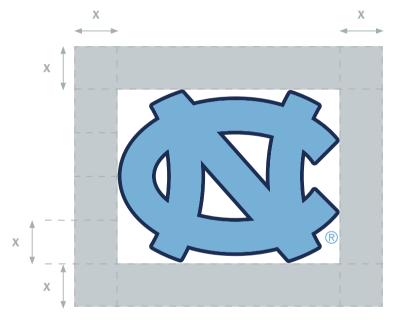
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The protected area around the logo ensures that no other graphic elements interfere with its clarity and integrity. The depth of the protected area is equivalent to the height of the "X":



X = 1/4 HEIGHT OF INTERLOCKING NC LOGO

NOTE: Use good judgment to ensure legibility. A mark that is too small doesn't serve any communicative function. There may be cases where it is difficult to allow the full-recommended clear space (e.g., a very small display ad), and your best judgment should prevail. It is very important that designers or desktop publishers do not attempt to construct the logo themselves. Do not reproduce the logo by scanning a previously printed version. Such "second-generation" art will degrade the quality of the image and may alter the scale of the various elements.

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TAR HEELS LOGOTYPE

PRIMARY IDENTITY

CAROLINA BLUE	WHITE	NAVY BLUE	BLACK	SILVER	FLAT GREY

COLOR

When it comes to communicating the Carolina Athletics brand, color is quintessential. The following color configurations show how Carolina's primary and secondary colors can be expanded analogously to build harmonious color palettes and complementary pairings.

Use of Carolina Blue at UNC dates from 1795, when the Dialectic (blue) and Philanthropic (white) debating societies of the university chose their representative colors. When football became a popular sport in the 1880s, the Carolina football team adopted Carolina Blue and white as the school's colors.

Navy blue, black and metallic silver have been included as part of the secondary color palette. The secondary colors complement the primary palette. These colors may be used to provide variety and visual interest.

Navy blue is a very dark shade of the color blue. Navy is authoritative and powerful. It suggests loyalty and integrity. The color black is authoritative and powerful. Pitch is black in color and the origin of the phrase "pitch-black." Pitch created from the vast pine forests of the region was once one of North Carolina's most important exports early in the state's history. Silver is sleek, modern and distinguished.

At times, an opportunity arises to utilize an expanded color palette or colors outside of the primary palette. This is typically seen in the occasional use of a unique uniform. Though acceptable for special occasions, colors outside of the primary color palette are not intended for long-term use.

Beyond the field of play, color plays a critical role in the retail environment. Retail brand expressions should have seasonal core palette flexibility and when used correctly, will complement the primary color palette utilized on the field of play.



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PRIMARY PALETTE

CAROLINA BLUE

Pantone 542C

RGB: 123/175/212

HTML: #7BAFD4

FORMULA: Trans. Wt. 75.00/ Ref. Blue 21.90/Yellow 3.10

TCX - 15-4225

MADEIRA RAYON: 1175 ROBISON-ANTON: NO MATC

WHITE

No Ink (Or Use Opaque White)

CMYK: 0/0/0/0 RGB: 255/255/255 HTML: #FFFFFF

MADEIRA: 1002

ROBISON-ANTON: 2297

SECONDARY PALETTE

NAVY BLUE

Pantone 2767C

CMYK: 100/90/10/77 RGB: 19/41/75

HTML: #13294B

FORMULA: Blue 072 72.70 /

Black 27.30

TCX - 19-3933

MADEIRA RAYON: 1043 ROBISON-ANTON: 2303

PITCH BLACK

Pantone Process Black C CMYK: 0/0/0/100 RGB: 44/42/41 HTML: #2C2A29

TCX - 15-4225

MADEIRA RAYON: 1000 ROBISON-ANTON: 2296

SILVER*

Pantone 877 C Metallic CMYK: 23/16/13/46 RGB: 141/144/146 HTML: ## 8D9092 FORMULA: BASE

TCX - 17-5102

MADEIRA METALLIC: 5011

FLAT GREY*

Pantone 429 C

RGB: 162/170/173 HTML: #A2AAAD FORMULA: Ref. Blue 2.30

Black 3.90/Trans. Wt. 93.80

TCX - 15-410

MADEIRA RAYON: 1319 ROBISON-ANTON: 2585

NOTE: In lieu of the colors listed on this page, you may use the PANTONE® colors cited, the standards for which can be found in the current edition of the PANTONE formula guide. The colors and CMYK values shown on this page have not been evaluated by Pantone, Inc., for accuracy and may not match the PANTONE Color Standards. For accurate PANTONE Color Standards refer to the current edition of the PANTONE formula guide. PANTONE® is the property of Pantone, Inc.

^{*}Silver Pantone 877 C Metallic is preferred. Limited use only. Prior approval is required from Trademarks & Licensing.





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ABCDEFGHIJKLMN OPORSTUVWXYZ 0123456789

CAROLINA BOLD & NUMERALS

Type tells a story. The right typeface, used consistently, can become a strong brand identifier. To assist in creating a consistent look for a wide variety of athletic communications, a custom display typeface and numeral set have been included as an enhancement to the primary identity.

Strong typography is a critical component of the Carolina Athletics identity, and speaks to the hardworking and determined nature of North Carolina's athletes. coaches and fans.

Our custom font, named "Carolina Bold," fuses modern foundational forms with universal functionality that is unmistakably the University of North Carolina.



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ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789

CHAMPION - HTF LIGHTWEIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789

CHAMPION - HTF WELTERWEIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789

CHAMPION - HTF MIDDLEWEIGHT
[UTILIZED IN SPORT LOCK-UPS]

The sans serif typeface Champion was selected to complement the primary typeface and directly tie back to the Carolina Athletics brand identity. Champion will serve as a secondary typeface used primarily for brand expressions including sport lock-up marks, headlines and environmental graphics. American woodtypes of the late nineteenth century served as the inspiration for Champion, in both form and philosophy. Originally developed for Sports Illustrated, the Champion series was created to help designers deal with headlines of different lengths.



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ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789

FRANKLIN GOTHIC - BOOK

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789

FRANKLIN GOTHIC - MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789

FRANKLIN GOTHIC - DEMI

Franklin Gothic is a realist sans serif typeface. In typography, a sans serif typeface is one that does not have the small projecting features called "serifs" at the end of strokes. The term realist to describe a group of typefaces created in the early 19th century to early 20th century. Franklin is part of a family that offers an exceptionally wide range of weights, thus providing great versatility and legibility. Franklin Gothic is currently used by both UNC Athletics and Academics as an official typeface.



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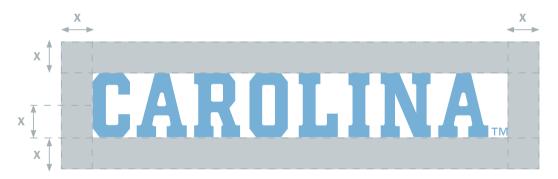
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The protected area around the logotype ensures that no other graphic elements interfere with its clarity and integrity. The depth of the protected area is equivalent to the height of the "X":



X = 1/2 HEIGHT OF CAROLINA WORDMARK

NOTE: Use good judgment to ensure legibility. A mark that is too small doesn't serve any communicative function. The recommended minimum size for printing wordmarks on all materials is .25" in cap-height. The cap height is the distance from the top of the capital letter to its bottom. Larger minimum sizes may be necessary for other media such as video and film, or products that require specialized manufacturing. There may be situations where Carolina Athletics marks will need to appear smaller than the minimum shown (e.g., lapel pins, pencils and CD spine labels). Contact Carolina Athletics Trademarks & Licensing for guidance. There may be cases where it is difficult to allow the full-recommended clear space (e.g., a very small display ad), and your best judgment should prevail. It is very important that designers or desktop publishers do not attempt to construct the logo themselves. Do not reproduce the logo by scanning a previously printed version. Such "second-generation" art will degrade the quality of the image and may alter the scale of the various elements.



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CAROLINA

CAROLINA

CAROLINA

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WORDMARKS

The protected area around the logotype ensures that no other graphic elements interfere with its clarity and integrity. The depth of the protected area is equivalent to the height of the "X":



X = 1/2 HEIGHT OF TAR HEELS WORDMARK

NOTE: Use good judgment to ensure legibility. A mark that is too small doesn't serve any communicative function. The recommended minimum size for printing wordmarks on all materials is .25" in cap-height. The cap height is the distance from the top of the capital letter to its bottom. Larger minimum sizes may be necessary for other media such as video and film, or products that require specialized manufacturing. There may be situations where Carolina Athletics marks will need to appear smaller than the minimum shown (e.g., lapel pins, pens, pencils and CD spine labels). Contact Carolina Athletics Trademarks & Licensing for guidance. There may be cases where it is difficult to allow the full-recommended clear space (e.g., a very small display ad), and your best judgment should prevail. It is very important that designers or desktop publishers do not attempt to construct the logo themselves. Do not reproduce the logo by scanning a previously printed version. Such "second-generation" art will degrade the quality of the image and may alter the scale of the various elements.

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TAR HEELS.

TAR HEELS®

TAR HEELS®

TAR HEELS.

TAR REELS

TAR HEELS.

TAR REELS



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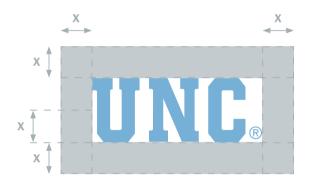
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The protected area around the logotype ensures that no other graphic elements interfere with its clarity and integrity. The depth of the protected area is equivalent to the height of the "X":



X = 1/2 HEIGHT OF UNC WORDMARK

NOTE: Use good judgment to ensure legibility. A mark that is too small doesn't serve any communicative function. The recommended minimum size for printing wordmarks on all materials is .25" in cap-height. The cap height is the distance from the top of the capital letter to its bottom. Larger minimum sizes may be necessary for other media such as video and film, or products that require specialized manufacturing. There may be situations where Carolina Athletics marks will need to appear smaller than the minimum shown (e.g., lapel pins, pens, pens), pens, pens labels). Contact Carolina Athletics Trademarks & Licensing for guidance. There may be cases where it is difficult to allow the full-recommended clear space (e.g., a very small display ad), and your best judgment should prevail. It is very important that designers or desktop publishers do not attempt to construct the logo themselves. Do not reproduce the logo by scanning a previously printed version. Such "second-generation" art will degrade the quality of the image and may alter the scale of the various elements.



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UNC®

UNC_®

UNC®

UNC®

UNC

UNC

UNC

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UNC LOGOTYPE

CAROLINA SCRIPT
TAR HEELS SCRIPT

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RAM HEAD LOGO

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CAROLINA & TAR HEELS SCRIPT

The Carolina script is included as a nod to the heritage of the sports of baseball and softball at the University of North Carolina. Inspired by the fluid stroke of handwriting, the script is a modern rendition of a classic look. In 1953, North Carolina became a founding member of the newly formed Atlantic Coast Conference. In 1960, the Tar Heels won their first ACC baseball title and appeared for the first time in the College World Series. In 1964, the Tar Heels won their second ACC baseball title, posting an undefeated record in conference play. No other team in ACC baseball history has ever been undefeated in conference play.

The North Carolina softball team was officially established in 1977, switching to fast pitch play in 1984. Conference play officially began in 1992, with a first qualification for the NCAA Championship in 2001 after winning the program's first ACC title.



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X = 1/4 HEIGHT OF CAROLINA SCRIPT

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X = 1/5 HEIGHT OF TAR HEELS SCRIPT

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Sport lock-ups supply freshness and uniqueness to products when needed and represent specific university athletics programs. Sport lock-ups unify athletics and promote consistency across the brand by sharing common visual language and hierarchy. Each sport benefits from identification as part of Carolina Athletics.



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X = 1/2 HEIGHT OF CAROLINA WORDMARK

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CAROLINA

ATHLETICS

CAROLINA

ATHLETICS

CAROLINA

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CAROLINA.

ATHLETICS

CAROLINA,
ATHLETICS

CAROLINA...
ATHLETICS

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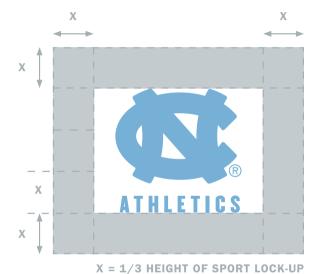
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STRUTTING RAM & RAM HEAD LOGO

The Ram Head logo and the Strutting Ram are the graphic representations of Rameses, the ram mascot of the North Carolina Tar Heels. The origin of a ram as North Carolina's mascot dates back to 1924. The first appearance of Rameses was at a pep rally before the football game against Virginia

Military Institute on November 8, 1924. After the pep rally the ram was taken to Emerson Field. Through three quarters the game was scoreless. Late in the fourth quarter Bunn Hackney was called out to attempt a field goal. Before stepping out on the field he rubbed Rameses' head. Just a few seconds later

Hackney kicked a 30-yard field goal that eventually won the game for the Tar Heels; the final score was 3-0. Rameses has been a fixture on the sidelines at UNC football games ever since. These two marks give the Carolina brand flexibility at retail while maintaining a consistent look and feel.



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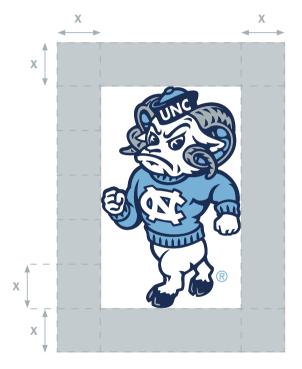
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The protected area around the logo ensures that no other graphic elements interfere with its clarity and integrity. The depth of the protected area is equivalent to the height of the "X":



X = 1/5 HEIGHT OF STRUTTING RAM LOGO

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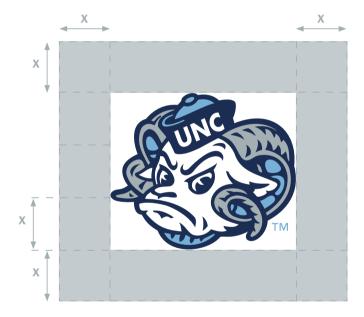
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X = 1/3 HEIGHT OF RAM HEAD LOGO

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TAR HEEL FOOT LOGO

Historically, there is some debate around the origin of the Carolina Tar Heels nickname. One story hails back to the Revolutionary War and the troops of British General Cornwallis. After fording a river in eastern North Carolina, the British troops discovered their feet covered with tar, a product of North Carolina's abundant pine trees and one of the state's most important exports at the time. Some say the clever North Carolinians dumped it in the river to slow down the

invading army. The British were said to have observed that if you waded in North Carolina rivers, you would get tar on your heels.

Another story comes from the Civil War. A group of North Carolina soldiers scolded their comrades for leaving the battlefield when things got tough. The soldiers threatened to stick tar on the heels of the retreating soldiers to help them

stick in the battle. General Robert E. Lee is said to have commented "God bless those Tar-Heeled boys!" Hence, like tar, the moniker stuck.

Whatever the reason for the moniker, our students and sports teams have long worn the Tar Heel Foot with pride. The refined mark modernizes an iconic logo that is suitable for application on competition and retail products alike.



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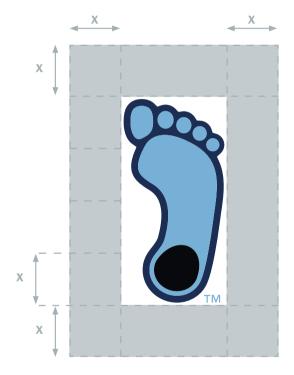
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X = 1/4 HEIGHT OF TAR HEEL FOOT LOGO

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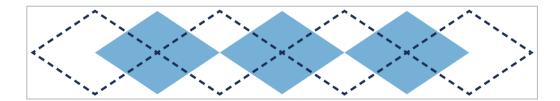
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ARGYLE PATTERN

Historically, each clan and tribe in Scotland had a unique pattern that was worn as the "uniform" of battle. The colors and pattern were meant to embody the characteristics of the clan or tribe it represented. The argyle pattern is derived from the tartan of Clan Campbell, of Argyll in Western Scotland. It is commonly used for kilts, plaids and patterned socks worn by Scotlish Highlanders since at least the 17th century.

For the 1991-1992 basketball season, Coach Dean Smith asked local clothing designer Alexander Julian to redesign the team uniforms. Julian created the trademark argyle pattern and placed it down the side panels of the jersey and shorts. When colored in the iconic colors of Carolina Blue and white, argyle serves as a brand element that is as recognizable as the interlocking NC logo or the Tar Heel foot.

The pattern of argyle colorways has expanded, and the pattern itself has been redrawn to reflect a precise 2:3 ratio for consistent application.

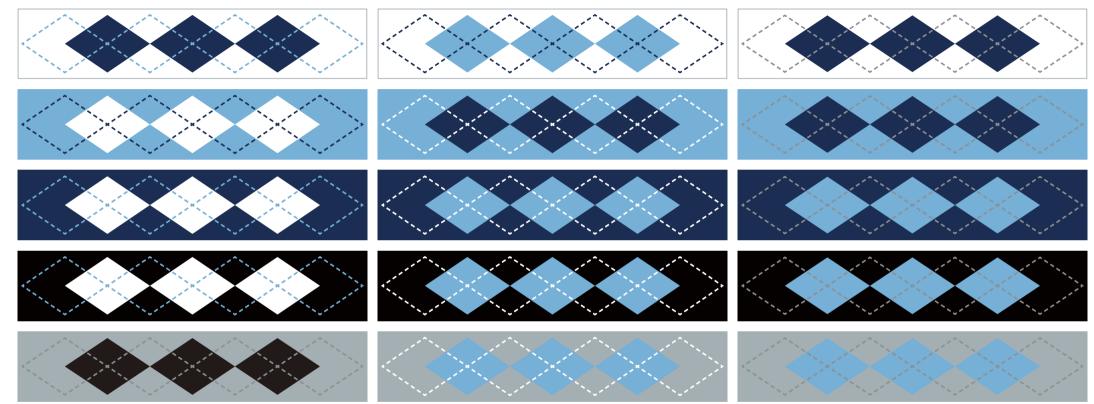


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BRAND APPLICATION

When it comes to developing a brand, consistency is key. That doesn't mean everything has to look the same. Using the brand identity system in a consistent manner will build credibility for the brand, speed recognition, and differentiate us from the competition. As elements of the current design systems evolve, one of the cornerstones of a memorable brand experience is the continued consistent expression of that brand.

The Carolina Athletics Brand Identity System is designed to support a range of creative expression, from the calm to the dynamic. Now any expression can be infused with precisely the right tone to support the right marketing message for your audience. No matter what expression is chosen — your communication will be supported by a foundation built on design integrity and quality.



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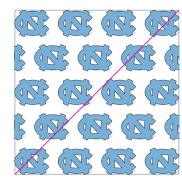
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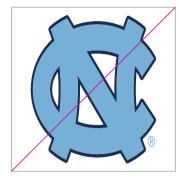
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1. At no time should anything (other logos, type, etc.) be placed over the identity elements.



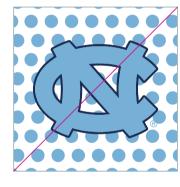
Identity elements should not be used as a repeat in closed patterns.



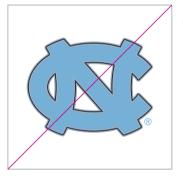
Identity elements should not be modified, stretched or distorted in any way.



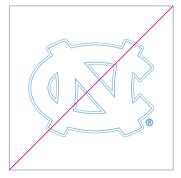
Identity elements should not be used in any other color combinations other than those specifically called out in this manual. Some color variations are acceptable for consumer products. Contact TMs & Licensing for approval.



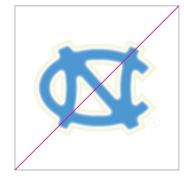
Identity elements should not appear against any distracting textures or repeated patterns.



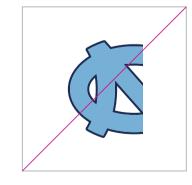
6. Identity elements should not be outlined in any other way other than those specifically called out in this identity manual.



Identity elements should not be used as an outline.



8. At no time should effects be added to the identity elements. (Glow, posterize, etc.)



9. Do not crop the identity elements in any way.



VISION **CAROLINA BRAND BRAND ATTRIBUTES BRAND OVERVIEW** PRIMARY IDENTITY

INTERLOCKING NC LOGO COLOR

TYPOGRAPHY

PRIMARY TYPOGRAPHY **SECONDARY TYPOGRAPHY SUPPORTING TYPOGRAPHY CAROLINA LOGOTYPE** TAR HEELS LOGOTYPE **UNC LOGOTYPE CAROLINA SCRIPT** TAR HEELS SCRIPT **SECONDARY IDENTITY**

SPORT LOCK-UPS STRUTTING RAM LOGO **RAM HEAD LOGO** TAR HEEL FOOT LOGO **ARGYLE PATTERN BRAND APPLICATION INCORRECT USAGE**

TRADEMARKS & LICENSING

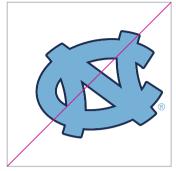
BRAND APPLICATION



10. At no time should the proportions of the sport lock-ups be changed, nor should the positions of the identity elements be modified.



11. The Tar Heels logotype should never appear as one word.



12. Identity elements should not be tilted or rotated.



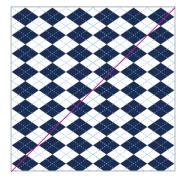
13. Do not invert the colors of the primary logo.



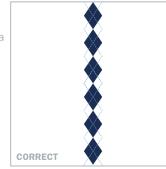
14. Identity elements should not be placed on photographic backgrounds.



15. At no time should additional graphics be added to the identity elements.



16. At no time should the argyle pattern be used as a stacked pattern.



17. Argyle pattern should be used exclusively in a linear format.



18. Argyle pattern should be used exclusively in a linear format.



CONTENTS INTRODUCTION VISION **CAROLINA BRAND BRAND ATTRIBUTES BRAND OVERVIEW** PRIMARY IDENTITY INTERLOCKING NC LOGO **COLOR TYPOGRAPHY** PRIMARY TYPOGRAPHY **SECONDARY TYPOGRAPHY** SUPPORTING TYPOGRAPHY CAROLINA LOGOTYPE TAR HEELS LOGOTYPE **UNC LOGOTYPE CAROLINA SCRIPT** TAR HEELS SCRIPT SECONDARY IDENTITY **SPORT LOCK-UPS** STRUTTING RAM LOGO **RAM HEAD LOGO** TAR HEEL FOOT LOGO **ARGYLE PATTERN BRAND APPLICATION INCORRECT USAGE TRADEMARKS & LICENSING**

TRADEMARKS & LICENSING

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