



THE UNIVERSITY  
*of* NORTH CAROLINA  
*at* CHAPEL HILL

# CREATING DESIGNS AT UNC

**JANUARY 18, 2024**

Core Director Meeting



# DESIGNING MARKETING MATERIALS

## Who can create designs for you?

- ▶ You or someone in your department
- ▶ UNC Creative
- ▶ Outside agency or freelancer

## What brand should be used?

- ▶ University brand
- ▶ Your own custom sub-brand

# UNIVERSITY BRAND

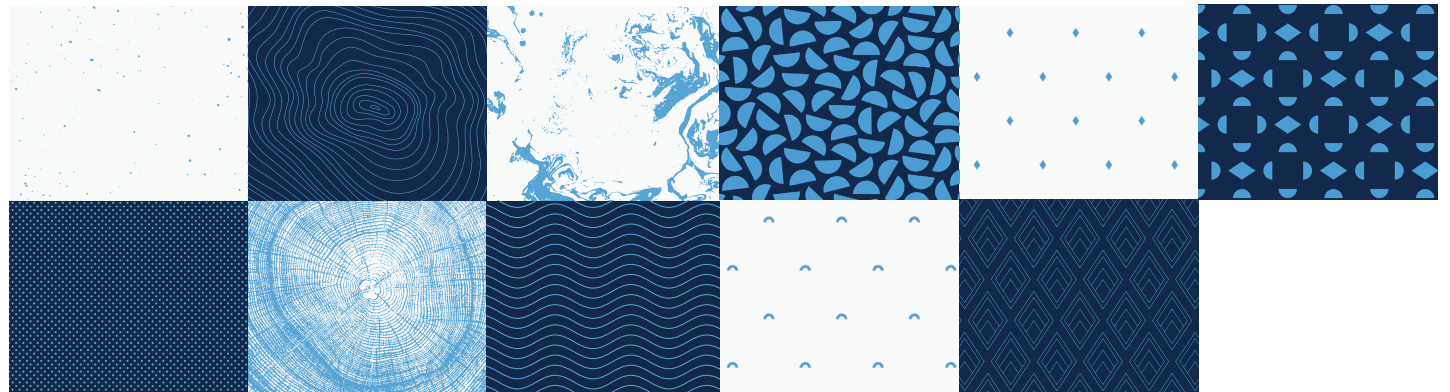
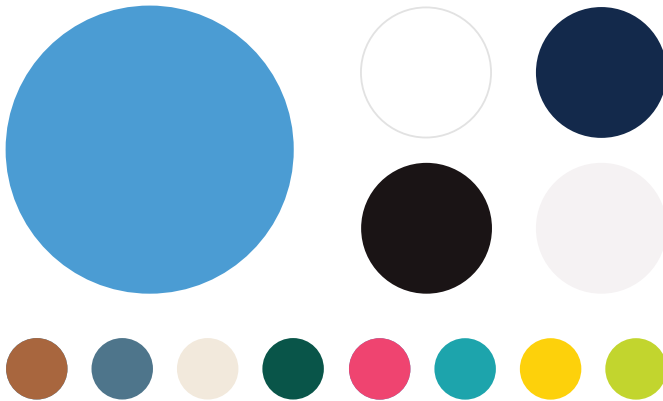


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Bembo MT  
Libre Baskerville

Whitney  
Open Sans

**ITC FRANKLIN GOTHIC LT PRO  
DEMI COMPRESSED**



# CUSTOM SUB-BRAND



UNC NORC



Rig Sans



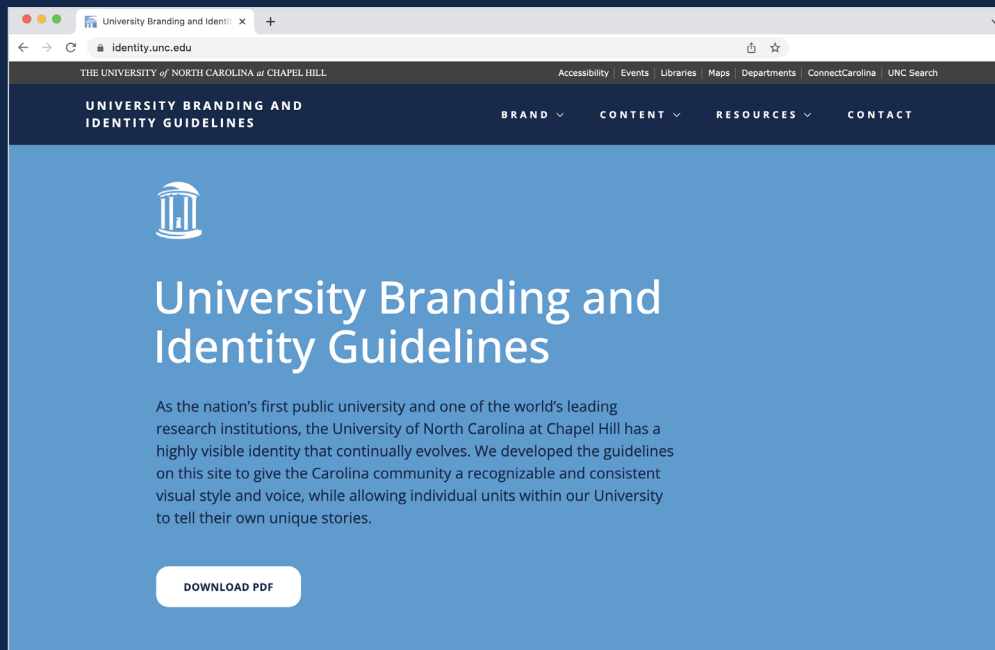
Le Monde Journal



Nunito Sans



# UNIVERSITY BRAND GUIDELINES



identity.unc.edu

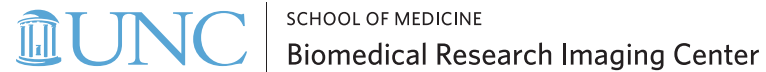
- ▶ All University brand rules and guidelines
- ▶ Downloadable resources and templates

# GETTING YOUR OWN LOGO

Unit Logo —————



Department Logo —————



Custom Logo —————



# PRINTING

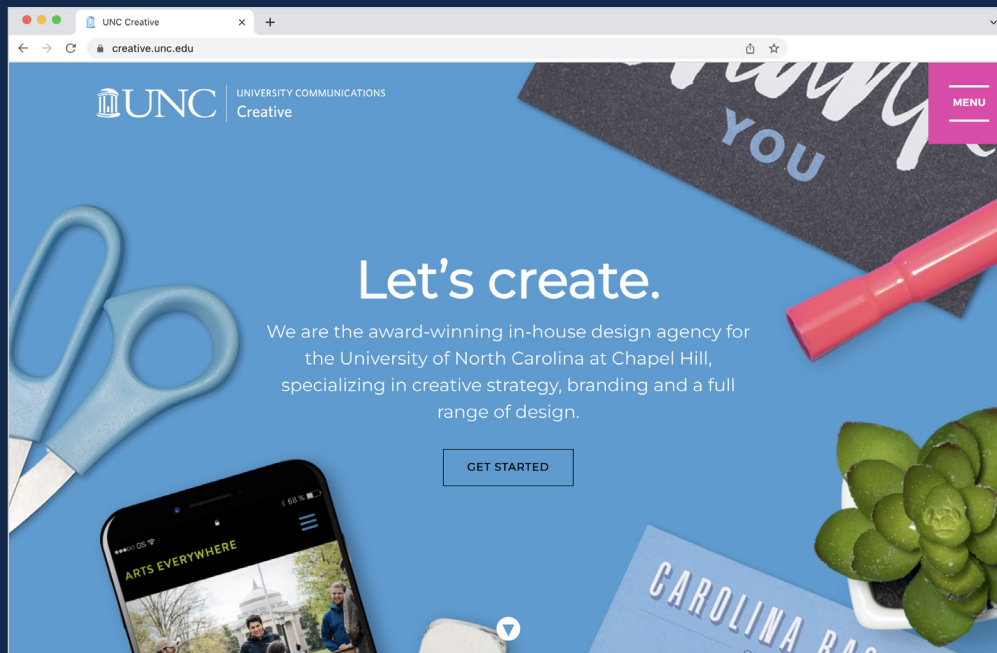
## Print collateral

- ▶ Ex: brochures, flyers, postcards
- ▶ Any printer

## Licensed merchandise

- ▶ Ex: t-shirts, lab coats, pens, folders
- ▶ Licensed vendor listed on [licensing.unc.edu](http://licensing.unc.edu)

# UNC CREATIVE



[creative.unc.edu](https://creative.unc.edu)

 [unc\\_creative](https://www.instagram.com/unc_creative)

- ▶ In-house design agency for UNC-Chapel Hill, specializing in creative strategy, branding and a full range of design.



## CONTACT US

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# CONTACT US

## What should you contact us for?

- ▶ Any brand-related questions
- ▶ Get approval to create a logo
- ▶ Review design work created by your dept. or outside designer
- ▶ Host a brand session
- ▶ Start a project with us



**THANK YOU**