



BRANDING, STYLE AND IDENTITY GUIDELINES



UNC Pembroke exists to honor its unique heritage, empower every student and serve as a catalyst for positive change. Grounded in the strength of its American Indian roots and the diversity of its people, UNCP provides opportunities for students to achieve their dreams, uplift their communities and leave their mark on the world.

This style guide has been designed to ensure the consistent application of graphic standards for UNC Pembroke (UNCP).

In the following pages, you will find detailed guidelines on the proper use of institutional logos in various communication materials and documents.

Additionally, this guide includes other university graphics, approved type fonts, official colors, patterns, textures and guidelines for written content.

By adhering to this guide, we aim to create a more cohesive and powerful presence for UNCP. By offering university departments uniform language and visual resources, we equip them with the necessary tools to uphold our brand identity. This unity is vital in our collective pursuit of successful communication.

Table of Contents

BRAND

- 05 Naming
- 06 University Logo
- 10 Other University Marks
- 12 Athletic Logos
- 13 Color Palette
- 14 Color Gradients
- 15 Typography
- 16 Patterns

STYLE

- 19 Photography & Videography
- 23 Social Media
- 24 Writing Style

RESOURCES

- 28 Stationery
- 30 Creative Services
- 30 Web Services
- 32 Trademark & Licensing
- 32 Requests

BRAND

BRAND

Naming

Use UNC Pembroke on first reference in communications intended for external audiences, such as prospective student materials, parent and family updates, alumni messages, advertisements and news releases for local media.

UNCP is appropriate for second references in most cases. It may also be used on first reference for internal communications, including departmental flyers, campus emails and social media posts (where character limits apply).

When referring to UNCP, “university” should be written in lowercase (e.g., The university is closed today).

BraveNation is suitable for social media, undergraduate admissions and athletics.

The full name, University of North Carolina Pembroke, will only be used in specific formal or legal contexts, such as diplomas and commencement materials. While maintaining our connection to the UNC System, we prioritize our distinct identity by emphasizing “Pembroke” and the “P.”

University of North Carolina Pembroke
FULL NAME

UNC Pembroke
SHORT HAND

UNCP
ACRONYM

BraveNation
NICKNAME



BRAND

University Logo

PRIMARY LOGO

The primary logo, designed to depict Old Main, is used in all branding materials or communications from or about the university. This logo should be used in internal and external communications.

The university offers a vertical, horizontal and circular version of the primary logo. The version used should be selected based on design aspects. All logos can be found in the shared (k) drive in the branding folder.

PRIMARY VERTICAL



PRIMARY HORIZONTAL



PRIMARY CIRCULAR



USAGE

The logo should not be modified or reconstructed in any way. Creating secondary logos is not allowed, as it can confuse audiences and weaken our efforts to maintain a unified, recognizable brand. The logo should never be cut, cropped or distorted disproportionately.

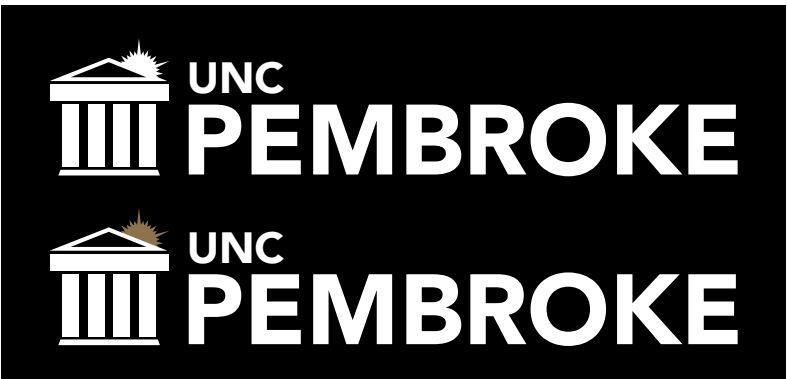
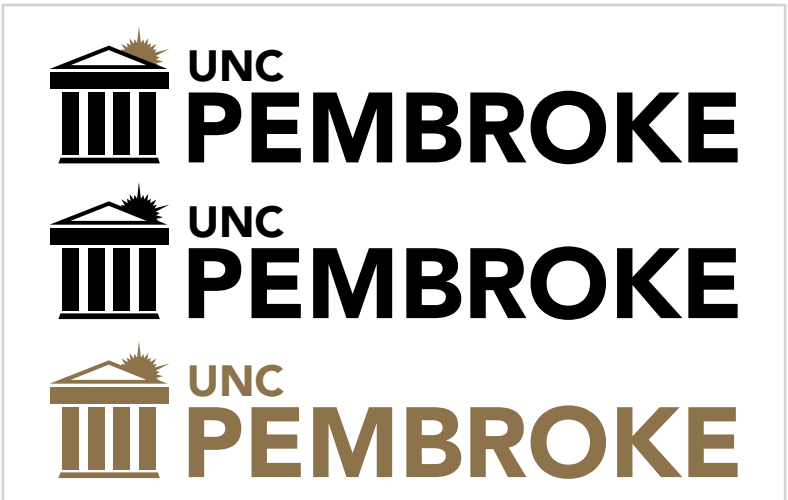
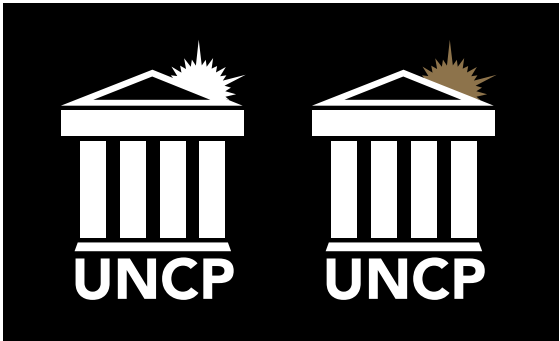
Avoid placing the logo on a background that matches any of its design elements (such as the sun), as this can cause parts of the logo to become invisible. Always use versions with transparent backgrounds – there should be no box or border surrounding the logo.



BRAND

University Logo

COLOR OPTIONS



IMPROPER LOGO TREATMENT

- Do not rearrange the logo elements to create a new design.
- Do not crop or remove any part of the logo.
- Do not stretch, compress or distort the logo in any way.
- Do not apply shadows, effects or additional elements to the logo.
- Do not change the logo's proportions.
- Do not combine the logo with program-level identifiers or create custom unit, office or department logos.
- Do not use parts of the logo to form a repeated pattern.
- Do not modify the typography or replace it with a different font.

BRAND

University Logo

UNIT, DEPARTMENT AND OFFICE LOGOS

Unit, department and office logos may be used in instances when it is important to clearly identify the division, college, school, department or office. The main UNCP logo should always be used to represent the university as a whole.

Only divisions, colleges, schools, departments and offices are allowed to have a branded logo. Programs, clubs and organizations cannot have their own logos but may use the logo of their respective division, college, school, department or office for program-specific communications. Approved logos are available in the shared (k) drive under the branding folder.

For the traditional version, with the secondary vertical rule having a stroke of 1 pt., the department name is set in Avenir Medium 19 pt. with 21 points of leading.

For the stacked version, with the secondary vertical rule having a stroke of 1 pt., the department name is set in Avenir Medium 23 pt. with 25 points of leading.

These basic specifications must be maintained.

Once set to these specifications the logo can be increased or decreased proportionally in size as needed.

- USAGE:**
- Shirts
 - Signage
 - Banners
 - Tablecloths
 - Promotional Materials
 - Email and Newsletter Headers
 - Event Postings

TRADITIONAL



ENROLLMENT
MANAGEMENT

STACKED



UNC
PEMBROKE

ENROLLMENT
MANAGEMENT

BRAND

University Logo

STANDALONE UNIT LOGOS

The Givens Performing Arts Center (GPAC), The Museum of the Southeast American Indian (MSAI) and The Thomas Entrepreneurship Hub (Hub) are the only UNCP units who have their own standalone logo. Only use these logos when promoting the respective unit.

GPAC, MSAI and the Hub are the only departments permitted to have unique logos because they function as more independent, public-facing entities with distinct programming and audiences. Their level of autonomy justifies separate branding while maintaining a connection to the university.

For all other departments, a unified logo system ensures brand consistency, professionalism and easier recognition. Allowing separate logos could lead to brand fragmentation, making it harder for the public to identify departments as part of the university. Maintaining a cohesive visual identity strengthens the overall brand rather than diluting it with competing visuals.

All approved color options are available in the shared (k) drive under the branding folder.

GPAC



HUB



AG-HUB



MSAI



BRAND

Other University Marks

WORDMARK

The formal wordmark should be used in formal communications, both internally and externally.

WORDMARK



Variations of our existing logos are only permitted to accommodate specific layout, size or formatting constraints. If the standard logo does not fit due to space limitations, proportions or readability, an approved alternative may be used. However, any variation must be approved by UCM, maintain brand integrity and adhere to official design guidelines to ensure consistency and recognition.

BRAND

Other University Marks

BRAVES HEAD AND BRAVEHAWK

The Braves Head logo can be used for communications pertaining to athletics, undergraduate admissions, alumni and university spirit. This logo can also reinforce pride in the university through usage in physical signage on campus.

BraveHawk can be used for communications pertaining to athletics, campus life, undergraduate admissions and university spirit. The BraveHawk logo is designed for fun, student-focused campus life materials and should not be used for formal communications or academic departments. For example, The Graduate School should use the official university branding rather than BraveHawk to maintain a professional and sophisticated image in its communications.

BRAVES HEAD



BRAVEHAWK



USAGE:

- Athletics promo materials
- Spirit wear
- Campus Life event flyers
- Residence hall activities
- Welcome Week
- Orientation materials
- Fun giveaways
- Undergraduate Admissions
- High school visit materials
- Campus tour handouts

BRAND

Athletic Marks

GO BRAVES

Where the primary logo is the cornerstone of our university’s visual identity system, the athletic marks do the same for our teams, spirit and community. All athletic logos, marks and color variations can be downloaded from uncpbraves.com.

BRAVES WORDMARK



CONTEMPORARY WORDMARK



ATHLETICS STATE OF NC



BRAVES ATHLETICS STACKED



ATHLETIC FONT:

VARSITY TEAM BOLD

BRAVES SCRIPT WORDMARK



BASEBALL P



NCAA/CONFERENCE LOGOS



ATHLETIC SCRIPT:

Pipetton

BRAND

Color Palette

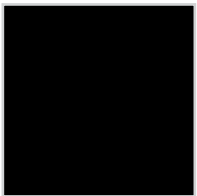
COLOR USAGE

Ink colors are specified according to the Pantone Matching System (PMS). The Pantone number, its process-color equivalent (CMYK) and the recommended screen colors (RGB) are indicated. Adhering to the following color reproduction guidelines will help to create a consistent image and maintain the visual impact of the identity.

Adidas, Nike and Under Armour offer apparel with fabric which supports the brand gold. Use the following fabric colors: Adidas – Sandstorm, Nike – Team Gold, Under Armour – Gold Rush. When purchasing non major brand apparel, consult with UCM to best color match fabric to the university brand gold.

Primary Palette

The primary colors should be used predominantly on communication materials.



Black
PMS® Rich Black 2
Hex #000000
CMYK 60, 40, 40, 100
RGB 0, 0, 0



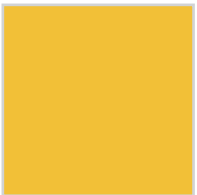
Gold
PMS® 872C
Hex #947843
CMYK 41, 48, 76, 17
RGB 148, 120, 67



White
PMS® (none)
HEX #FFFFFF
CMYK 0, 0, 0, 0
RGB 255, 255, 255

Secondary Palette

The secondary color palette should be used sparingly as accents to complement the primary palette.



Retro Gold
PMS® 136C
Hex #F2C039
CMYK 5, 24, 90, 0
RGB 242, 192, 57



Honeysuckle
PMS® 7508C
Hex #DDB672
CMYK 14, 27, 64, 0
RGB 221, 182, 114



Railway
PMS® 7699C
Hex #3E5C73
CMYK 81, 58, 38, 17
RGB 62, 92, 115



Red-Tailed
PMS® 1797C
Hex #C30A09
CMYK 16, 100, 100, 7
RGB 195, 10, 9

BRAND

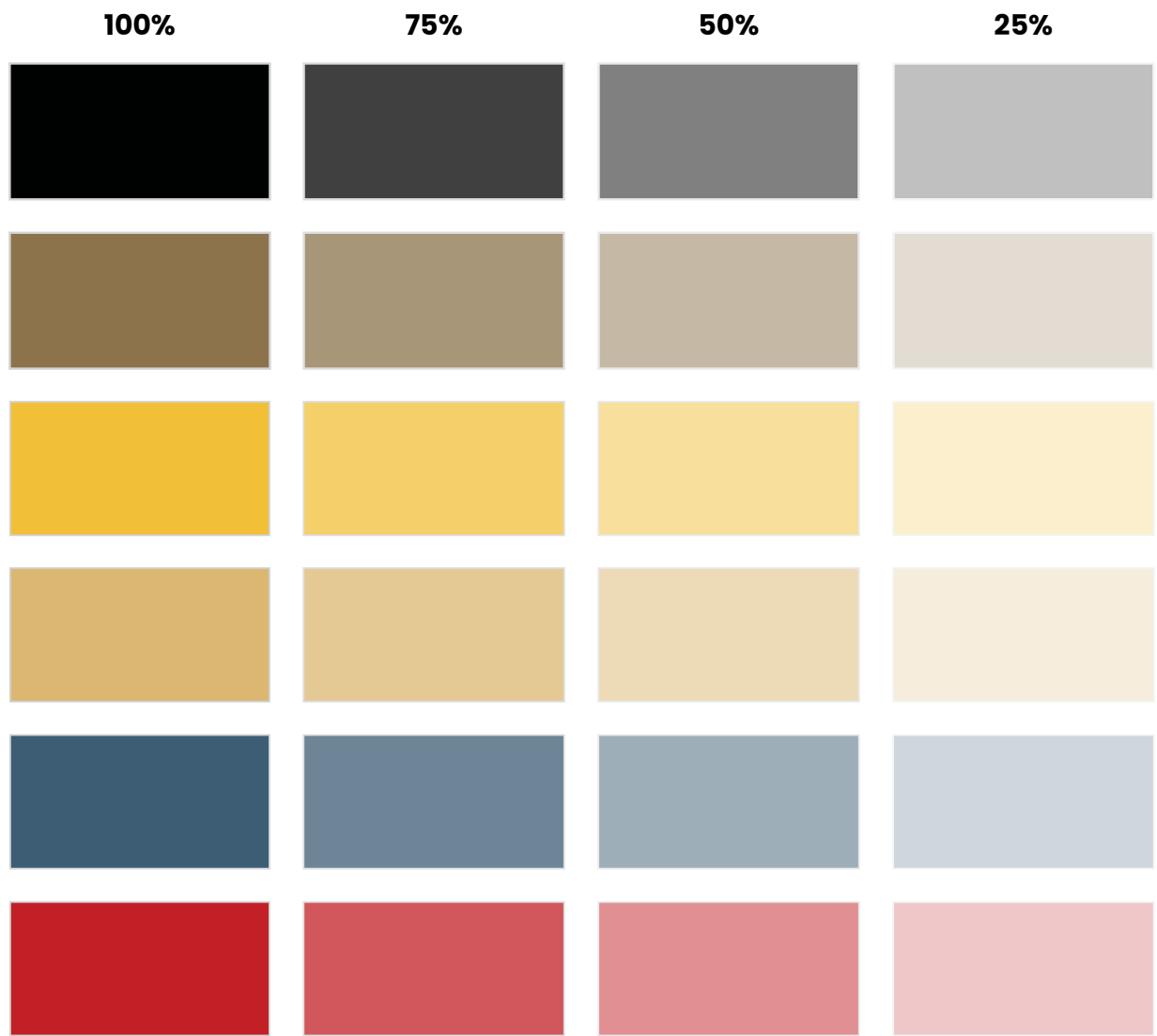
Color Gradients

GRADIENT USAGE

Gradients play a crucial role in the design, style and branding of a university by infusing visual depth, modernity and a sense of dynamic energy into its identity.

They enhance the aesthetic appeal of communication and marketing materials, making them more engaging and memorable.

By transitioning smoothly between colors, gradients can convey a sense of progress and innovation, aligning with a university's mission of continual growth and development. Gradients are also useful to transition or overlay colors into a photo or video.



BRAND

Typography

PRIMARY FONT

Poppins is the primary typeface used for UNCP and should be used whenever possible. Poppins Black is used for headlines and when a very bold font is needed. There are several weights to each typeface, and all shown are acceptable. Poppins is a free, downloadable font available on Google Fonts, making it easy to access and use across all UNCP materials. Avenir remains an approved typeface, supporting continuity with legacy materials while aligning with the evolving brand system.

Poppins Thin
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Poppins Thin Italic
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Poppins ExtraLight
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Poppins ExtraLight Italic
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Poppins Light
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Poppins Light Italic
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Poppins Regular
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Poppins Italic
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Poppins Medium
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Poppins Medium Italic
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Poppins SemiBold
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Poppins SemiBold Italic
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Poppins Bold
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Poppins Bold Italic
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Poppins ExtraBold
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Poppins ExtraBold Italic
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

POPPINS BLACK
ABCDEFGHIJKLMNOPQRSTUVWXYZ

➡ **HEADLINE OR VERY BOLD:
POPPINS BLACK**

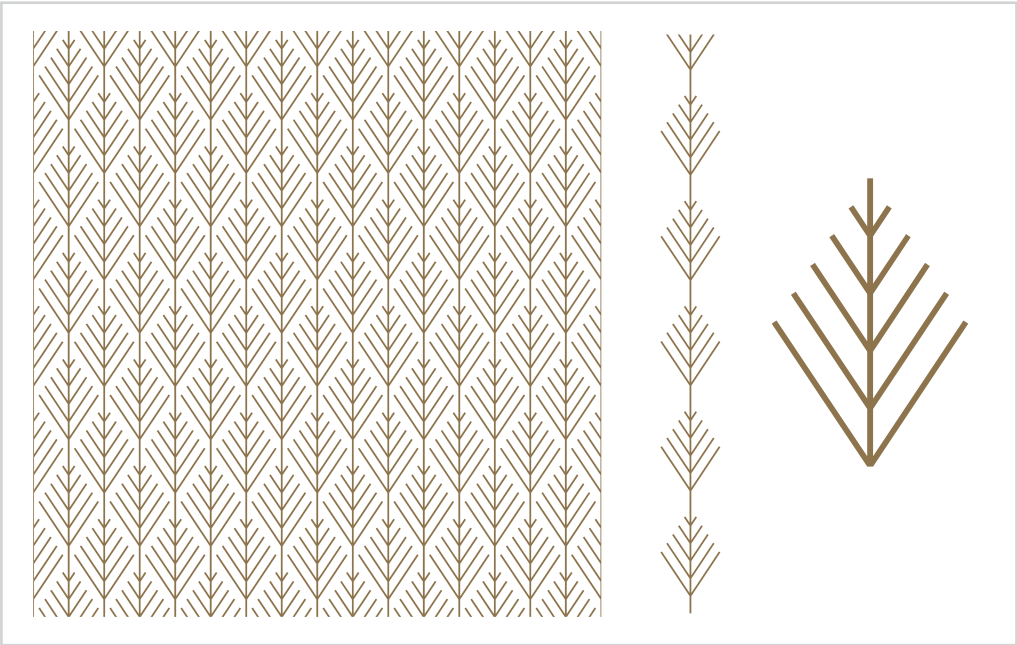
➡ Body:
Poppins Light or Regular

BRAND

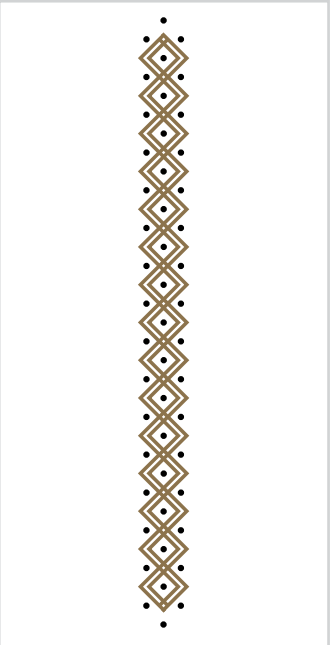
Patterns

Patterns, inspired by lofty pine trees, Native culture, the UNCP water feature, Lumber River and bees from the UNCP apiary may be used to create continuity throughout materials and increase brand recognition. Only use the Native pattern for the Curt and Catherine Locklear American Indian Heritage Center (AIHC), Southeast American Indian Studies (SAIS) and Advancing Indigenous People in STEM (AISES) communication. If you need the Native pattern for any other reason, request permission from UCM.

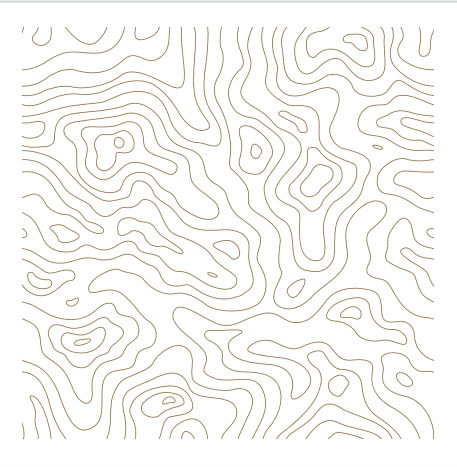
PINE



NATIVE



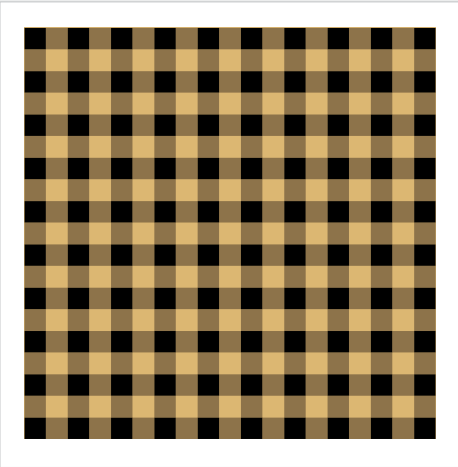
RIVER



HONEYCOMB



GINGHAM



BRAND

Patterns

HOW TO USE

If using as a background or border, lower the opacity to 5%–20% so the pattern doesn't compete with the text and imagery in the front. Full opacity can be used when the pattern is not behind or surrounding text and photos.



WELCOME TO BRAVENATION
THIS IS WHERE YOUR JOURNEY BEGINS

ACCEPTED STUDENT DAY
APRIL 13, 2024

8:30 a.m. **OPTIONAL EARLY BIRD TOUR**
Givens Performing Arts Center

9:30 a.m. **CHECK-IN**
Givens Performing Arts Center

10 a.m. **WELCOME**
Givens Performing Arts Center

11:15-11:50 a.m.
EXPERIENTIAL LEARNING REFLECTIONS
James A. Thomas Hall, Upchurch Auditorium

FINDING YOUR FIT/NEXT STEPS
James A. Thomas Hall, Upchurch Auditorium

Noon **POWER YOUR PROGRAM CONNECTIONS BREAK**

12:30-1:15 p.m.
STUDENT RESOURCE SCAVENGER HUNT
Departing from James A. Thomas Hall

PARENT AND STUDENT SUPPORTER SESSION
James A. Thomas Hall, Upchurch Auditorium

1:30-4 p.m.
LUNCH & FESTIVAL AT OLD MAIN
University Quad

3-4 p.m.
ACADEMIC SIGNING AND HONOR CORD CEREMONY
Moore Hall, Auditorium

4-5 p.m. **RESIDENCE HALL & CAMPUS TOURS**
Departing from James B. Chavis Student Center Lawn

CONTACT

910.775.4663
aih@uncp.edu
uncp.edu/aih

STYLE

STYLE

Photography & Videography

Priorities for photographic assignments are news stories, marketing and advertising projects, campus publications, documentation of significant campus events and stewardship. All photography requests must fall into one of these categories before approval is considered. We do not have the resources or time to cover all events. In addition, we do not supply photo prints.

UNCP photography should fall in line with the success criteria for the brand:

- Convey the supportive, community-oriented nature of UNCP
- Highlight the value of a UNCP education as a launching pad for student success that prepares them for next steps in education or career
- Support a mobile-friendly web experience that considers users with varying bandwidth access
- Show the spirit and diversity that UNCP celebrates every day

Every effort should be made to ensure photography and video align with UNCP brand voice. Photography and videography should have an authentic feel, use rich color and support UNCP brand identity and key messages, which focus on the following:

- Commitment & Appreciation
- Creation, Exploration, Evaluation and Articulation of Ideas
- Self-Realization and Lifelong Learning
- Honor & Integrity
- Diversity with Respect for Everyone
- Accessibility of Education
- Sustainable, Safe, Healthy, Attractive and Accessible Campus



STYLE

Photography & Videography

STYLE GUIDELINES

General Qualities

All photography, regardless of subject and distance, should share the following qualities:

- Be well-lit – Having adequate brightness and contrast
- Be authentic – Relying on non-posed scenes with genuine expressions
- Have dynamic angles – Leaning into asymmetry and interesting points of view
- Use a journalistic lens – the viewer should feel invested in the subject

Portraits

Highlight the strength and personality of individuals

- Pair these with quotes or bios
- Non-busy backgrounds – To keep the attention on the subject’s face
- Choose simple backgrounds when possible – uncluttered walls, foliage
- Shallow depth of field – blur out irrelevant details
- Genuine expression – Ensure faces convey genuine emotion – pride, happiness, determination
- Cropped just below the shoulders

Situations

Highlight real-world learning and engagement at UNCP.

- Include the environment if it contributes to understanding the subject – for example, a lab, classroom or street scene
- Invite the viewer into the scene – have a strong focal point and avoid too many backs of people

Environments

Convey the character of a large space, for tone setting

- Use occasionally
- Landscape shots of campus that establish the location as well as show off an exciting and bustling campus life
- Local landmarks, street scenes and hot spots



STYLE

Photography & Videography

RESOURCES

In planning your project, you may find the images you need in our growing archive of campus shots linked here: uncpphoto.smugmug.com. If not, contact the university photographer about your project idea and a photo shoot can be scheduled to produce images more tailored to your specific needs. Please plan for these production sessions well in advance since we are continually working around news deadlines.

PHOTO RELEASE GUIDELINES

UNCP is a public university and often uses images of public campus life, events, ceremonies and other activities to advance the mission of the institution. By visiting, registering or being employed by UNCP and being present in public settings, you authorize the use and reproduction by the university, or anyone authorized by the university, to any photographs taken while at UNCP, without compensation. All photo files are university property, solely and completely.

USE OF UNIVERSITY PHOTOGRAPHS

All photographs taken with the consent of UCM staff are property of UNCP and are available for non-commercial use by university students, faculty and staff, and with prior approval, off-campus media outlets and publications may use them as well. Images should be credited as “UNCP – Communications & Marketing” in all print and electronic publications.

Contact information for photography: photo@uncp.edu

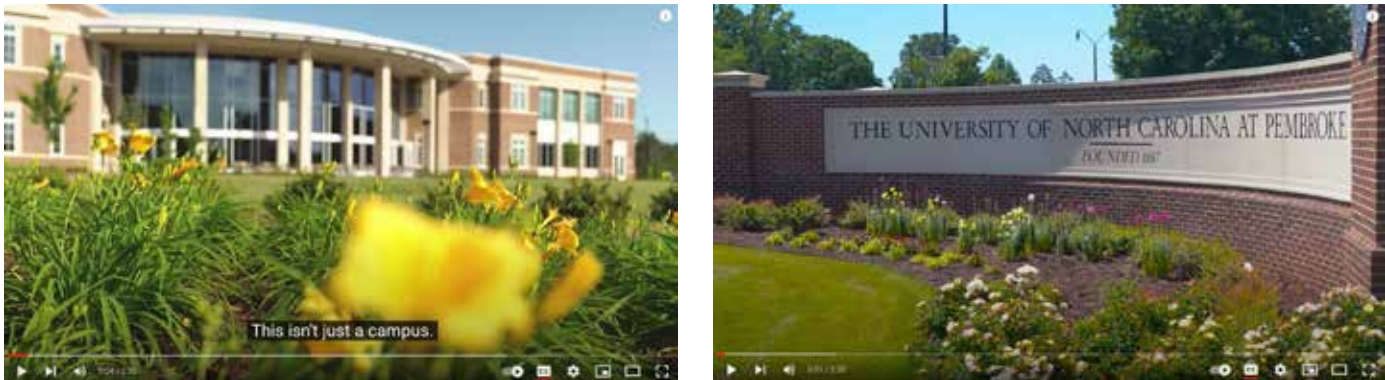


STYLE

Photography & Videography

VIDEOGRAPHY SERVICES

UCM's videography services focus on creating high-quality, engaging content that showcases the university's vibrant academic and extracurricular programs. Our priority is to produce videos that strengthen relationships with prospective and current students, their families, alumni and the broader community. Our work enhances the university's image, increases brand awareness and effectively communicates UNC Pembroke's mission and impact across social media and other key marketing channels.



OUR FOCUS

To ensure that our resources are used to maximize impact, our video production efforts prioritize:

- Content with broad appeal that enhances the university's reputation.
- Videos that support undergraduate and graduate recruitment.
- Stories that inspire alumni engagement and donor support.
- Marketing materials that communicate essential information in a compelling way.

WHAT FALLS OUTSIDE OUR SCOPE

While we strive to support the university community, some video requests fall outside our primary marketing and communications mission. These include:

- Recording full lectures, meetings or long-form presentations.
- Projects with a highly limited internal audience.
- Live streaming of events.
- If you need to capture a full lecture or presentation, we recommend using a tripod with an iPad, smartphone or video camera for a simple and effective recording.
- We're excited to collaborate on video projects that help tell UNCP's story in dynamic and impactful ways! If you have a project in mind that aligns with our focus areas, let's connect and bring your vision to life.

Contact information for videography: video@uncp.edu

STYLE

Social Media

UNCP's social media presence plays a vital role in engaging our community, sharing university stories and reinforcing our brand identity. To ensure consistency across all platforms, we have developed a Social Media Style Guide with best practices, branding requirements and content guidelines.

If you manage or contribute to a UNCP-affiliated account, please refer to the Social Media Style Guide for details on platform-specific recommendations, branding standards, engagement strategies and how to be recognized as an "official" UNCP social media account.

The UNCP main social media accounts are:



STYLE

Writing Style

All publications for external audiences must be approved by UCM for compliance with the style guide and university standards before printing.

Disability Support Statement – required on all publications:
This publication is available in alternative formats upon request. Please contact Accessibility Resource Center, Oxendine Administrative Building, Room 110, or call 910.521.6695.

Cost Statement – required on all publications with a quantity of 200 or more, purchased with state dollars: 000 copies of this public document were printed at a cost of \$000 or \$.00 per copy

UNCP follows the Associated Press Style Guide, except in cases noted here. Excerpts from the Style Guide relative to higher education are noted here for writers and editors.

Dates: To write a full date, commas should be used to separate the day of the week from the month, the day of the month from the year and after the year if it appears mid-sentence: The events planned for Friday, June 21, 2014, are expected to be well attended.

Days of the week are not abbreviated except when describing a range of dates: Mon.–Thurs.

The time of the day is indicated by writing a numeral followed by a space then a.m. or p.m. The letters are always lowercase and separated by periods. The only two exceptions to this rule are 12 a.m. (midnight) or 12 p.m. (noon). The phrase o’clock should never be used.

CORRECT: 4:15 p.m. 1 p.m. INCORRECT: 4 PM 1:00pm

Numbers: Numbers zero through nine should always be spelled out. Numbers 10 and above are written with numerals unless the number is the first word in a sentence. Do not use st, nd, th, rd. – 1st – 1, 2nd – 2, 3rd – 3, 4th – 4 (this includes when writing dates).

Titles and Names: In a departure from AP style, UNCP uses “Dr.” for persons with a PhD and EdD. First names should be dropped after the first reference. In instances where there are two people with the same last name, first and last name should be used on first reference and then just the first name moving forward. Always use the chancellor’s full name – Dr. Robin Gary Cummings.

Professional titles appearing directly before a name should be capitalized but are lowercase in all other instances: Vice Chancellor for Advancement, Jane Doe • Jane Doe, vice chancellor for Advancement.

STYLE

Writing Style

BraveNation should always be used as one word where the “B” and the “N” are capitalized or used entirely in all caps.

These words do not need an ‘s’ at the end: toward, forward, backward, afterward

CAPITALIZE

Academic degrees (complete) – Bachelor of Arts in History, Master of Business Administration (MBA)

Classes – Class of 1949

Departments – Department of Chemistry and Physics

Offices – Office of Student Affairs (or just Student Affairs when referring to that office)

Committees – Chancellor’s Search Committee, Technology Committee

Programs – Teaching Fellows Program

Course titles – Lumbee Literature 504 and Principles of Economics 333

Titles of campus activities – Homecoming, Miss UNCP Scholarship Pageant, Pembroke Day, etc.

Distinguished professorships – Martha Beach Chair in Art

Rooms – Oxendine Science Building, Room 212 and the Andre Nadeau Room

Geographical regions – the South, West, Southeast

DO NOT CAPITALIZE

Titles that appear after a person’s name – John Doe, vice chancellor for Student Affairs.

Degrees (standing alone) – bachelor’s degree, doctorate, master’s degree, etc.

Academic disciplines standing alone – chemistry, biology, etc.

Fragmentary references – the university, division, school, department, board, trustees, etc.

Alma mater is not capitalized.

STYLE

Writing Style

COMMAS

In accordance with AP Style, UNCP does not use the Oxford Comma.

- Lists** – apples, oranges, plums and lemons.
- Dates** – The events planned on February 19, 2000, will be well attended.
- Junior** – Jr. is not set off by commas, e.g., John Doe Jr. is a member of the Class of 1929. His son is John Doe III.

Percent: Use % rather than spelling it out.

Periods:

- Do not put periods between BA, BS, MA, MS, MEd, MD, PhD, EdD, BSN, etc.
- Use periods for a.m. and p.m.
- Use periods for N.C., etc.

Racial References: Native American, American Indian and Indian are acceptable uses and should be capitalized. Indigenous should be capitalized. American Indian is preferred as is African American. White and black are lower case.

Academic Titles: Bachelor of Arts, Bachelor of Science and Master of Business Administration should be spelled out on first reference and abbreviated in subsequent references. A doctorate degree appears following the name and a comma: John Doe, PhD • A master’s degree is indicated by saying someone “ has a master’s degree in...”

Punctuation:

- Quotes – Periods and commas should always be placed within quotes, not outside of them. Other punctuation marks (exclamation points, question marks, etc.) go within the quote only if it is part of the quoted material. Otherwise, they are placed outside of the quotation.
- Single quotation marks – Only use for quotes appearing in a headline or within a quote.
- Titles – Quotation marks should be used for titles of articles, poems, short stories, individual chapters in books, movies, albums and songs. Italics are used for titles of books, films, magazines, paintings, sculptures, plays and newspapers.
- Hyphens – Use in compound modifiers before nouns (e.g., “well-known author”), but they should not be used with adverbs ending in “-ly” (e.g., “easily remembered rule”).
- Em Dash – Put a space before and after em dashes.

Sports and States: Please refer to the “AP Stylebook.” There is a section devoted to sports or call Sports Information. Postal abbreviations are not acceptable.

RESOURCES

RESOURCES

Stationery

LETTERHEADS, ENVELOPES AND BUSINESS CARDS

The university provides standardized templates for stationery, letterheads and business cards to maintain brand consistency. All business cards, letterheads and envelopes must be created using the designated templates available through Staples.

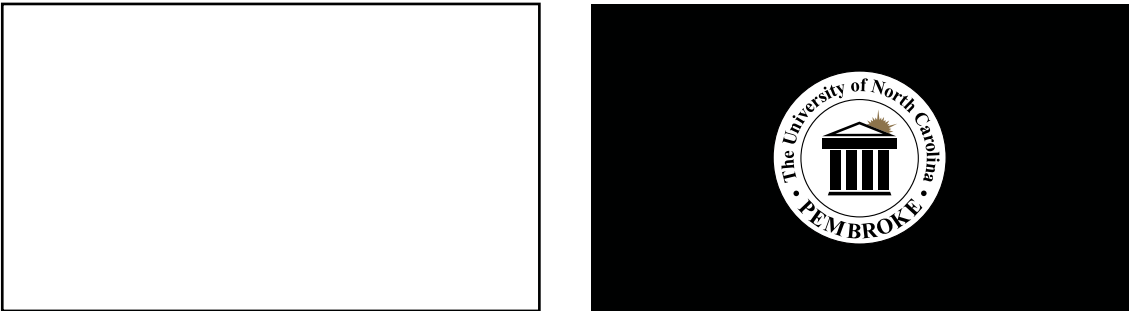
For business cards, employees may choose from approved single-sided and double-sided designs.

To order, users should access the Staples platform, select from the available templates and ensure all details adhere to the predefined formatting. Any modifications outside of the provided templates are not permitted.

FRONT OPTIONS



BACK OPTIONS



RESOURCES

Stationery

EMAIL SIGNATURE

To maintain a consistent and professional appearance across all university communications, employees must use the official UNCP email signature template. Signatures must be created using the UNCP email signature generator, available at uncp.edu/generator. All signatures must use Arial font as provided in the generator.

Please view your email signature as an electronic business card. It reinforces the university's identity standards and reflects our shared commitment to a unified brand. Only the official UNC Pembroke university logo may be used in email signatures. Individual college, school, department or unit logos are not permitted. This ensures a unified and consistent brand presence across all communications and reinforces our shared identity as one university.

Signatures must not be altered in any way. Do not change fonts, font sizes, colors or formatting. Do not add photos, images, graphics, badges, inspirational quotes, taglines, personal statements or additional design elements.

Because your signature represents the university, it should remain professional and consistent across all communications. If social media links are included, they must link to official UNCP university, division, college, school, department or office accounts — not personal accounts. Please do not link inactive accounts.

POWERPOINT

To ensure brand consistency in presentations, the university provides official PowerPoint templates that must be used for all internal and external presentations. These templates are designed with the university's branding, including approved colors, fonts and logo placements.

Employees can access the templates in the shared (k) drive and should not modify the core design elements. Content such as text, images and charts may be customized within the template's guidelines.

OTHER STATIONERY

Other stationery including notecards, notepads, postcards, etc. can also be ordered through the Staples platform.

RESOURCES

Creative Services

Our Creative Services team offers a comprehensive range of creative solutions to support the university’s goals and initiatives. Comprising talented professionals in graphic design, social media management, marketing development and advertising, our team is dedicated to enhancing the visual and communicative impact of university publications, events and promotional materials.

We focus on marketing efforts that support student recruitment and university branding; requests for non-promotional or personal materials fall outside our scope.

We offer design assistance at no charge, provided a **minimum two-week notice** is given. If you choose to craft your own materials, it’s essential to seek approval from UCM before printing or publicizing by submitting an approval request at uncp.edu/ucmrequest. This ensures that your publication aligns with the university’s brand guidelines and maintains a cohesive visual identity. We’re here to help bring your ideas to life and showcase the excellence of UNCP.

EXAMPLE PROJECTS:

- | | | | |
|----------------|-----------------------|--------------------------|--------------------|
| Advertising | Brochures/flyers | Marketing strategy | Signage |
| Animated gifs | Event invitations | Newsletters | Social media |
| Annual reports | Exhibit installations | Posters | Stationery |
| Banners | Flags | Presentation slide decks | Strategic planning |
| Booklets | Infographics | Programs | Website graphics |
| Brand guides | Magazine layout | Promotional items | → and more! |

RESOURCES

Web Services

UCM is responsible for the design and maintenance of the university’s home page and all second-tier pages. In addition, assistance is provided to departments and campus groups in developing webpages. A template is provided for use by departments.

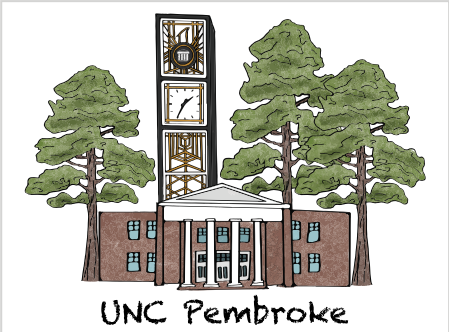
View UNCP’s [Web Policy](#)

For more information, contact UCM at web@uncp.edu.

VIEWBOOK



STICKER



POSTCARD



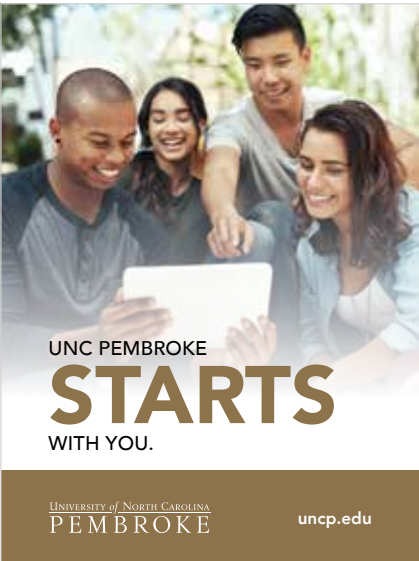
BOOKLET



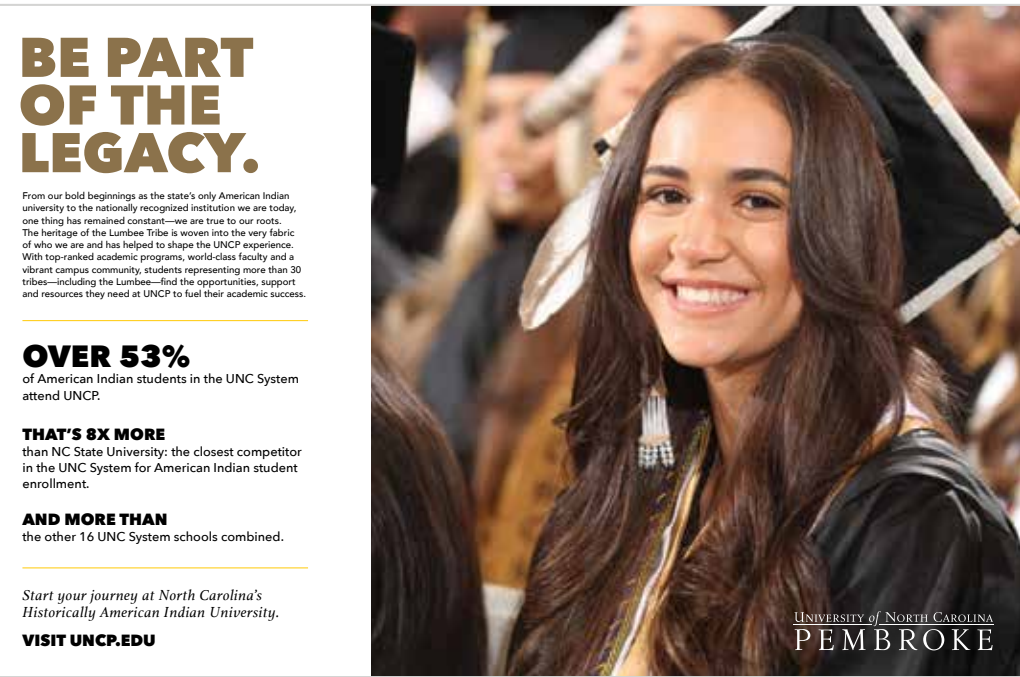
LETTER HEADER



LENTICULAR CARD



PRINT ADVERTISEMENT



BUTTON



RESOURCES

Trademark & Licensing

UNCP has partnered with Affinity Licensing to license the university's marks (logos and seal) to assure quality and control usage of those marks. Trademark licensing creates cooperative working relationships between UNCP, the manufacturers of approved and authorized products and the retail community. It ensures that all merchandise bearing the university's marks promote and protect the image of the university while fulfilling the needs of consumers.

UCM manages the retail and trademark licensing programs. If you are a vendor interested in retailing merchandise with official UNCP logos, the first step is to become a licensed vendor through our program's manager.

Any items ordered by campus departments that incorporate UNCP trademarks (excluding printed material) must use a licensed vendor.

GET LICENSED

Any person, business or organization with an interest in producing items bearing the trademarks of the university need to first obtain a license through Affinity Licensing. Apply for a license [here](#). As always, state purchasing policies must be followed.

RESOURCES

Requests

For communication and marketing assistance – including advertising, graphic design, marketing strategy, media releases, photography, social media, special projects, videography, website updates or project consultations – submit a request at uncp.edu/ucmrequest. For publishing announcements or marquee services, visit uncp.edu/signage. Include all relevant content, text, attachments and photos in your request. You will receive a notification once it is assigned to a UCM team member. Please submit a request before reaching out via email to ensure proper assignment.

For access to UNCP templates and logos:

- | | |
|---|--|
| ➡ Connect to the shared (k) drive: facstaff.filer.uncp.edu | ➡ Open the Departmental Logos folder |
| ➡ Open the Shared folder | ➡ Open your Department Folder |
| ➡ Open the Branding folder | ➡ Use .ai version if vector file is needed for print |
| ➡ Open the Acceptable Logos folder | ➡ Use png version for digital materials |