Brand Identity Guide
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Introduction
We have several “how to” guides to help us manage the UNC Eshelman School of Pharmacy brand:

- Brand Strategy Guide
- **Brand Identity Guide**
- Brand Messaging Guide
- Marketing Planning Guide
- Social Media Guide
- Event Planning Guide

The **Brand Identity Guide** describes the visual brand assets of the School and the proper use of each.

Our distinctive visual brand assets serve as memory cues to help audiences quickly recognize and recall positive mental associations with the School and University. This is called brand linkage.

Following these guidelines help ensure consistency and that the right visual asset is being used at the right time and in the right way.
UNC’s visual identity is managed by UNC Creative. The design standards (size, spacing, color, etc.) that apply to the School logo are the same as those that apply to the University logo.

**Usage**
- Always use the original, high-resolution digital artwork that is available for download on our resources page.
- As the primary graphic identity for our School, the logo must appear on all communications, including brochures, stationery, business cards and websites.
- The logo may not be reconstructed or altered in any way.
- Do not create secondary logos, as this is not permitted and it dilutes our goal of creating a common, mutually reinforced brand.

**Clear Space Requirement**
To ensure the integrity and visual impact of the logo, the appropriate “clear space” must be maintained on all sides. There should always be 1/2 the distance “x” between any part of the logo and any other page element or the edge of the page, where “x” is equal to the height of the well. 

**Size Requirement**
Logo - Horizontal (continued)

The logo must be resized proportionally and as a group (logomark, divider rule and logotype); therefore, measurements for all elements in the logo are relative to each other.

When PMS® 542 or black is used in printing of the logo, the minimum size for the logo is 1.875 inches wide.

When the logo appears as a white knockout on a color, the minimum size is 2 inches wide. If a publication is using a 4 process color build in the printing of the logo, the minimum size is 2 inches wide.

School logo

Center logos

Asheville Campus logos
Logo - Vertical

Usage

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• As the primary graphic identity for our School, the logo must appear on all communications, including brochures, stationery, business cards and websites.
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Logo - Vertical (continued)

**Size Requirement**
The logo must be resized proportionally and as a group (logomark, divider rule and logotype); therefore, measurements for all elements in the logo are relative to each other.

When PMS® 542 or black is used in printing of the logo, the minimum size for the logo is 1.875 inches wide.
When the logo appears as a white knockout on a color, the minimum size is 2 inches wide.
If a publication is using a 4 process color build in the printing of the logo, the minimum size is 2 inches wide.

**School logo**

![School logo](image)

**Center logo**

![Center logo](image)

**Asheville Campus logo**

![Asheville Campus logo](image)

ESHELMAN SCHOOL OF PHARMACY
Center for Medication Optimization

Asheville Campus
Logo & Promise (tagline)

**Tagline with Logo**
To ensure the integrity and visual impact of the logo, the appropriate “clear space” must be maintained on all sides. There should always be a distance equating to $\frac{1}{2}$ the height of the Old Well between any part of the logo and tagline.

The tagline should always be centered with the logo.

The tagline should be rendered in the same color as the logo.

**Logo with Scientific Pattern & Tagline**
When using the scientific pattern background with the logo, it should never go above 25% opacity. The pattern should also have a layer mask that fades the pattern from the bottom to the top.
Promise
Our promise communicates that we are not only innovating across the entire drug life-cycle for the good of all patients, but we are endlessly committed to pushing the boundaries of pharmacy. The tagline should be used as shown, without added punctuation or capitalization.

The promise should always be displayed using Whitney Medium Italic.

As a general rule do not place the brand tagline directly under the logo. Be sure to maintain required spacing. It is not part of the logo and this placement creates the impression that it is.
To ensure the integrity and visual impact of the logo, the appropriate “clear space” must be maintained on all sides when pairing the logo with the School’s tagline. There should always be a distance equating to 1/2 the height of the Old Well between any part of the logo and any other page element or the edge of the page.
The headline font for the UNC Eshelman School of Pharmacy is Quarto. Quarto is a fresh, modern, and optimistic typeface. Its large x-height, short descenders and trim serifs invite tight tracking and solid leading, making it an excellent choice for headlines in both print and digital. Quarto is not meant to be used below 18 pt, and pairs well with Whitney.

Whitney is used for secondary headlines and body copy. Whitney is a warm, refined sans serif that pairs well with Quarto. It works well for body copy and in larger headline sizes.

If you do not have access to Quarto, we suggest using Calisto in its place.
Colors
The brand colors are a fresh take on Carolina’s classic palette, infusing the brand with energy and sophistication. The brand colors utilize the university’s existing palette but put more emphasis on secondary colors in order to provide variety.

The color palette for print application is slightly different than digital in order to ensure the best reproduction.

Use PMS or CMYK values for print projects and HEX and RGB values for digital projects.

Colors outside of the approved palette are not allowed.
Graphic Elements

This argyle X is meant to highlight areas of precision and expertise in a graphic way. It can be paired with photography allowing the viewer to focus on certain areas within the overall composition. It can also function as a visual cue to highlight areas of copy.

Scientific lines and circles are a graphic motif that symbolizes molecular structure.

The microscopic pattern is used to provide background contrast and visual interest to graphic compositions.
Icons

The new icons created for UNC can help enhance the Eshelman School of Pharmacy’s brand look and feel when used sparingly.

UNC Eshelman School of Pharmacy units should use the school logo, or their unit logo as the primary mark in branded materials. Icons should only be used as a secondary branding element to reinforce our brand identity and our connection to UNC in print and electronic marketing materials.

The school or unit logo should be used as the primary mark in branded materials.

These logo marks should only be used selectively as a secondary design element to reinforce our brand identity and our connection to UNC.

These logo marks may only be used if the formal school or unit logo appears elsewhere.
Color photography is used to showcase the real world impact of the UNC Eshelman School of Pharmacy, and our brand tone of “humanity.” To help accomplish this, our photography should focus on people (with an emphasis on faces and eyes), human interaction, peak moments, daily activities, key events, guest speakers, and whenever possible it should include the patients we serve.

When pairing photography with intricate line work and bold typography, it is important that all of these elements work together harmoniously. School representatives who have a need for this intricate styling should submit a MarCom request for brand assistance.
The UNC Eshelman School of Pharmacy has an online photo archive hosted on the website Flickr that is available to school representatives for use in presentations, teaching and for marketing materials. To access additional, private content, please contact Carol Perry for guest login information.
Photography - Photoshelter

The University maintains a collection of images and video on the website Photoshelter that can be downloaded and used by faculty and staff. These images and video tend to focus on the University at large as opposed to any one school or department.

Visit [http://unc.photoshelter.com/](http://unc.photoshelter.com/) to sign up for a free account and use this content.
Signage

Building Signs
Banners and signs that will be visible from the front of the school must go through an approval process. The requested sign must be approved for hanging by Executive Vice Dean Rick Wernoski, then the design must be created or approved by the Marketing and Communications Office. Our facilities team are the only personnel allowed to hang signs on the exterior of the building.

Signs hung in Kerr Lobby and inside our buildings
Any signage that is larger than 8.5 inches by 11 inches must be approved by the Marketing and Communications Office. This does not include academic poster presentations created by students and/or faculty.
If you have any questions about the UNC Eshelman School of Pharmacy Brand Identity guide, please contact:

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