



UNC

ESHELMAN SCHOOL  
OF PHARMACY

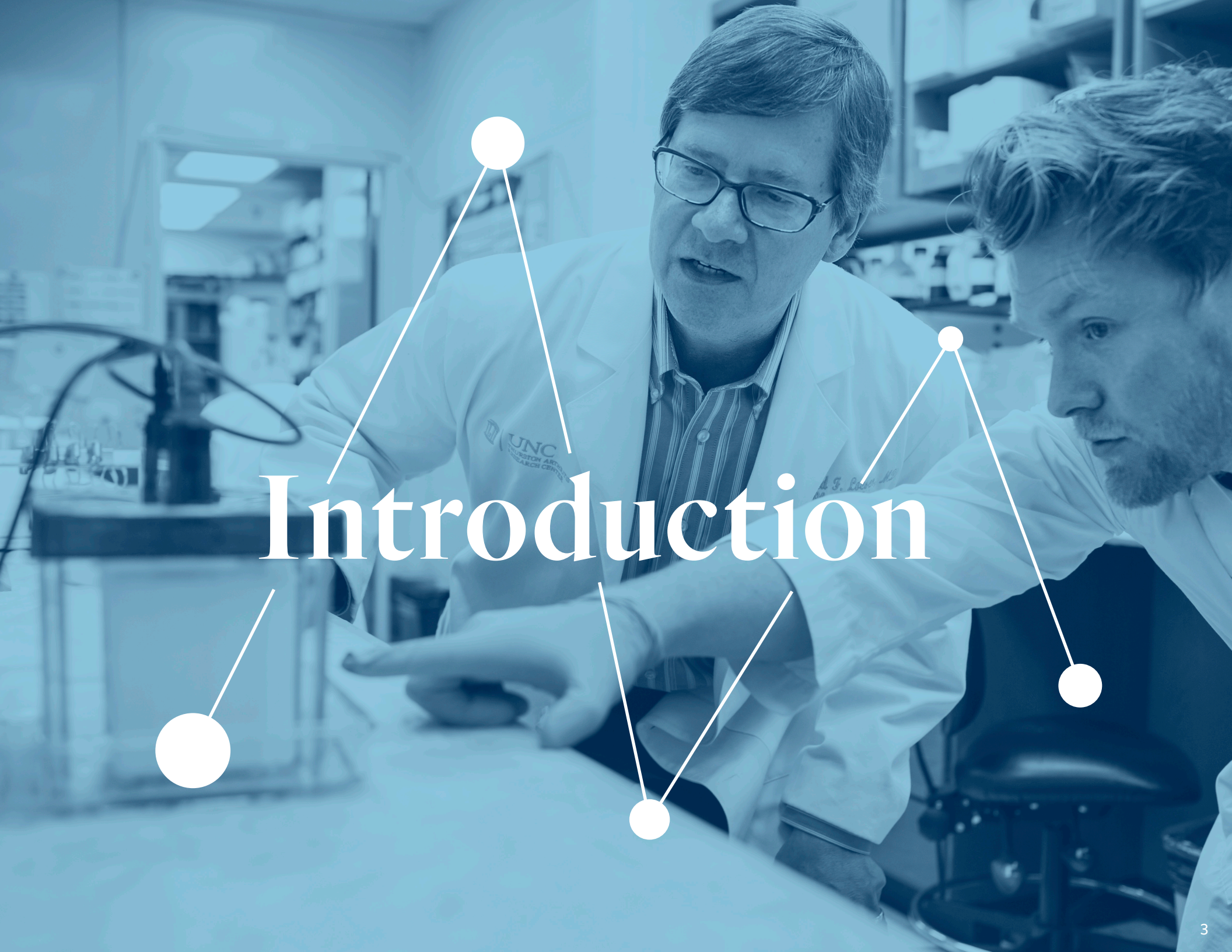


# Brand Identity Guide

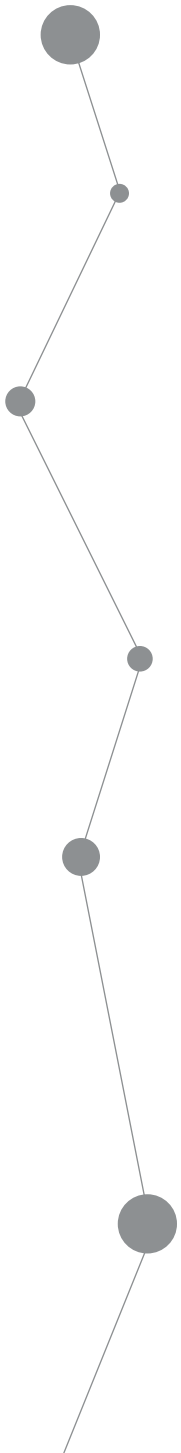


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# Introduction



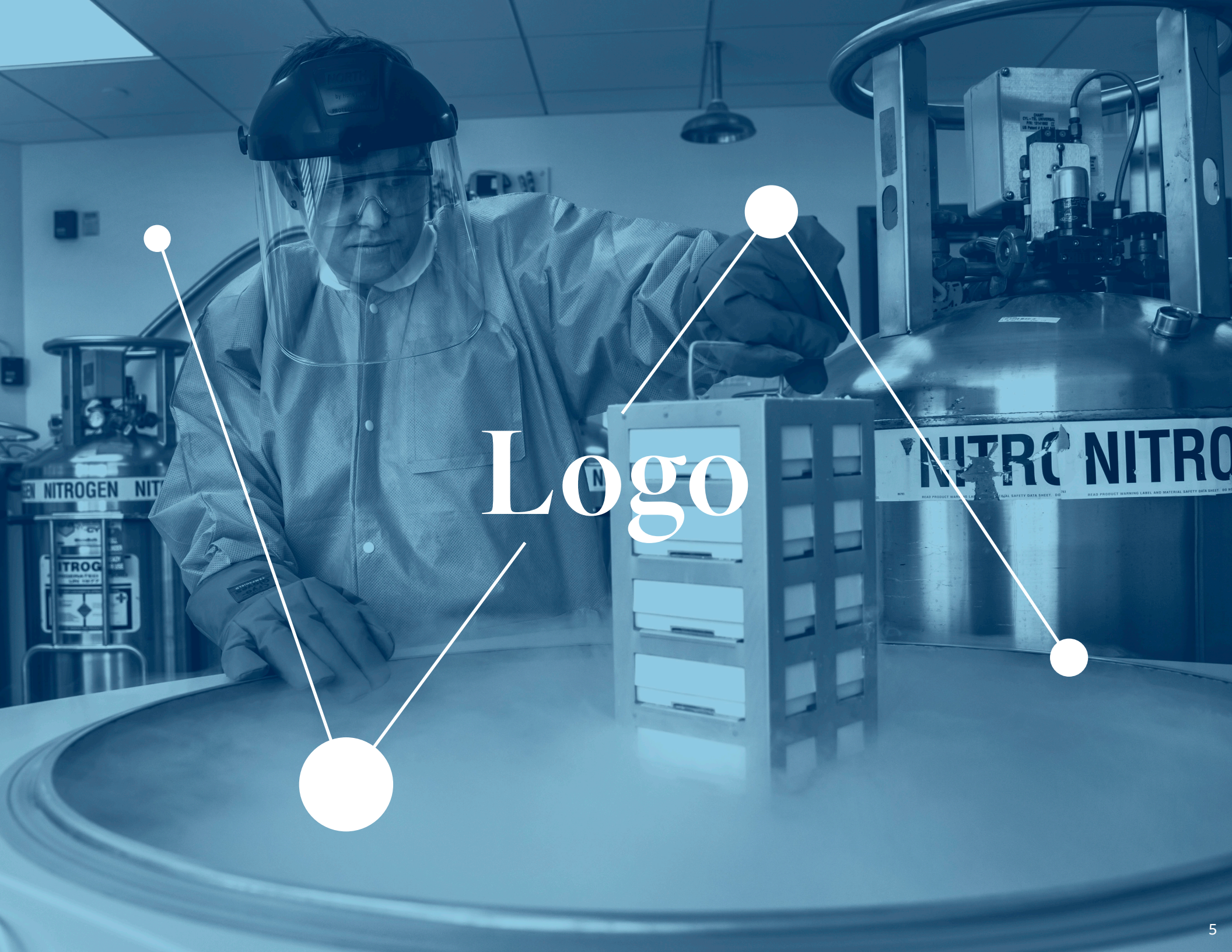
We have several “how to” guides to help us manage the UNC Eshelman School of Pharmacy brand:

- 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 they right visual asset is being used at the right time and in the right way.



Logo

# Logo - Horizontal

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

## School logo



## Center logos



## Asheville Campus logo



Asheville Campus

# 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 logo



Asheville Campus

# Logo - Vertical

## 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.
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## School logo



**ESHELMAN SCHOOL  
OF PHARMACY**

## Asheville Campus logo



**ESHELMAN SCHOOL  
OF PHARMACY**

Asheville Campus

## Center logo



ESHELMAN SCHOOL  
OF PHARMACY  
Center for  
Medication  
Optimization



# 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.

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## School logo



**ESHELMAN SCHOOL  
OF PHARMACY**

## Asheville Campus logo



**ESHELMAN SCHOOL  
OF PHARMACY**

Asheville Campus

## Center logo



ESHELMAN SCHOOL  
OF PHARMACY  
**Center for  
Medication  
Optimization**

# 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 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.



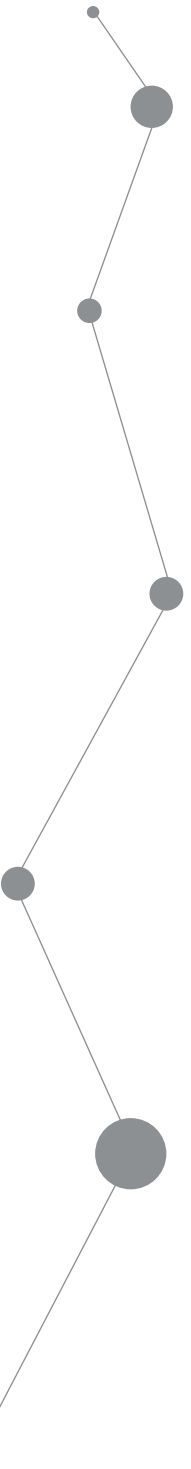
*Advancing Medicine For Life*



*Advancing Medicine For Life*



# Promise

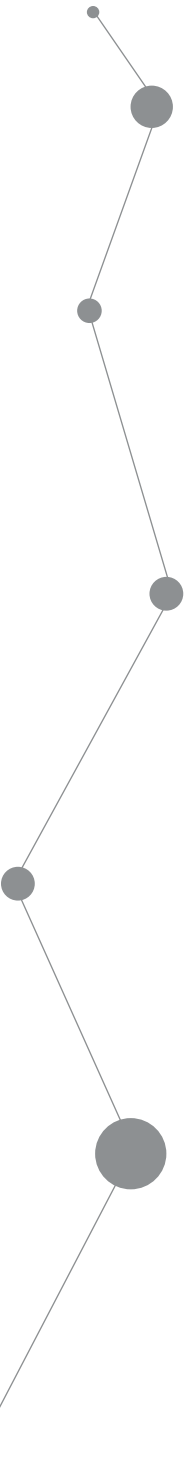


Our promise communicates that we are not only innovating across the entire drug life-cycle for the good of all patients, but we are endlessly committed to pushing the boundaries of pharmacy. The tagline should be used as shown, without added punctuation or capitalization.

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.

*Advancing Medicine For Life*



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.





# Fonts



**Quarto Black**

***Quarto Black Italic***

**Quarto Medium**

***Quarto Medium Italic***

**Quarto Semibold**

***Quarto Semibold Italic***

Quarto Medium

*Quarto Medium Italic*

Quarto Light

*Quarto Light Italic*

Whitney Book

Whitney Medium

**Whitney Semibold**

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.

Calisto

**Calisto bold**

*Calisto Italic*

***Calisto Italic bold***

If you do not have access to Quarto, we suggest using Calisto in its place.

Calibri

**Calibri bold**

*Calibri Italic*

***Calibri Italic bold***

Calibri light

*Calibri light italic*

If you do not have access to Whitney, we suggest using Calibri in its place.



# Colors



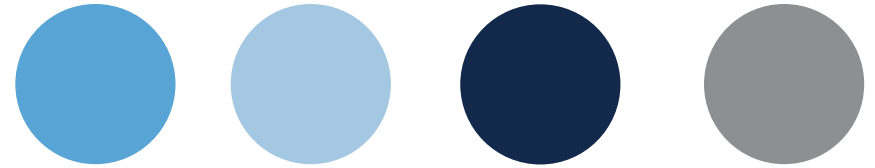
The brand colors are a fresh take on Carolina's classic palette, infusing the brand with energy and sophistication. The brand colors utilize the university's existing palette but put more emphasis on secondary colors in order to provide variety.

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.**

### PRIMARY



<b>PMS 542</b>	<b>PMS 543c</b>	<b>PMS 2767c</b>	<b>PMS 429c</b>
<b>CMYK 60/19/1/4</b>	<b>CMYK 38/9/0/1</b>	<b>CMYK 100/90/10/77</b>	<b>CMYK 21/11/9/23</b>
<b>HEX #4b9cd3</b>	<b>HEX #a4cae1</b>	<b>HEX #13294b</b>	<b>HEX #8d9092</b>
<b>RGB 75/156/211</b>	<b>RGB 164/200/225</b>	<b>RGB 19/41/75</b>	<b>RGB 141/144/146</b>

### SECONDARY



<b>PMS 1645</b>	<b>PMS 1365</b>	<b>PMS black</b>	<b>PMS opaque white</b>
<b>CMYK 6/66/69/0</b>	<b>CMYK 7/32/73/0</b>	<b>CMYK 73/67/65/80</b>	<b>CMYK 0/0/0/0</b>
<b>HEX #E88A6B</b>	<b>HEX #EAB05E</b>	<b>HEX #151515</b>	<b>HEX #ffffff</b>
<b>RGB 232/138/107</b>	<b>RGB 234/176/94</b>	<b>RGB 21/21/21</b>	<b>RGB 255/255/255</b>

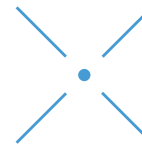


# Brand Imagery

# Graphic Elements

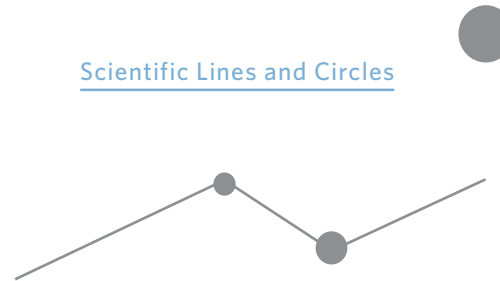
This argyle X is meant to highlight areas of precision and expertise in a graphic way. It can be paired with photography allowing the viewer to focus on certain areas within the overall composition. It can also function as a visual cue to highlight areas of copy.

Argyle X



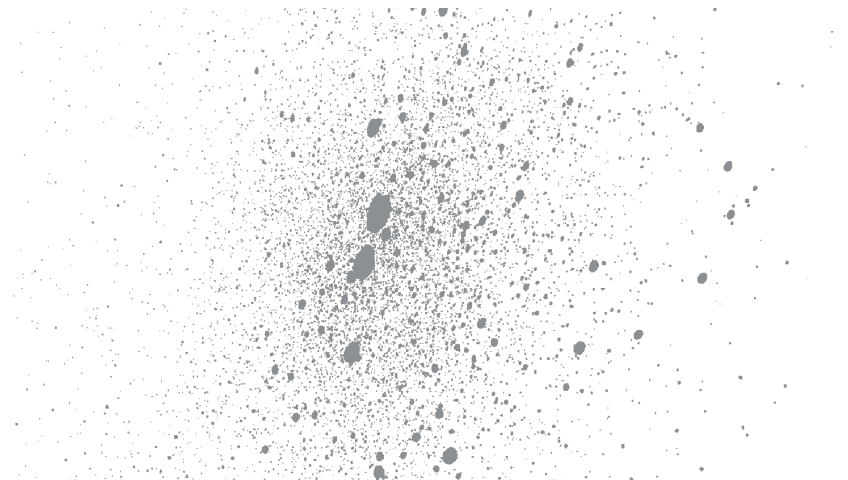
Scientific lines and circles are a graphic motif that symbolizes molecular structure.

Scientific Lines and Circles



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

Microscopic Pattern



# Icons

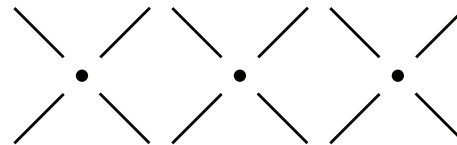
The new icons created for UNC can help enhance the Eshelman School of Pharmacy's brand look and feel when used sparingly.

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.



# Photography

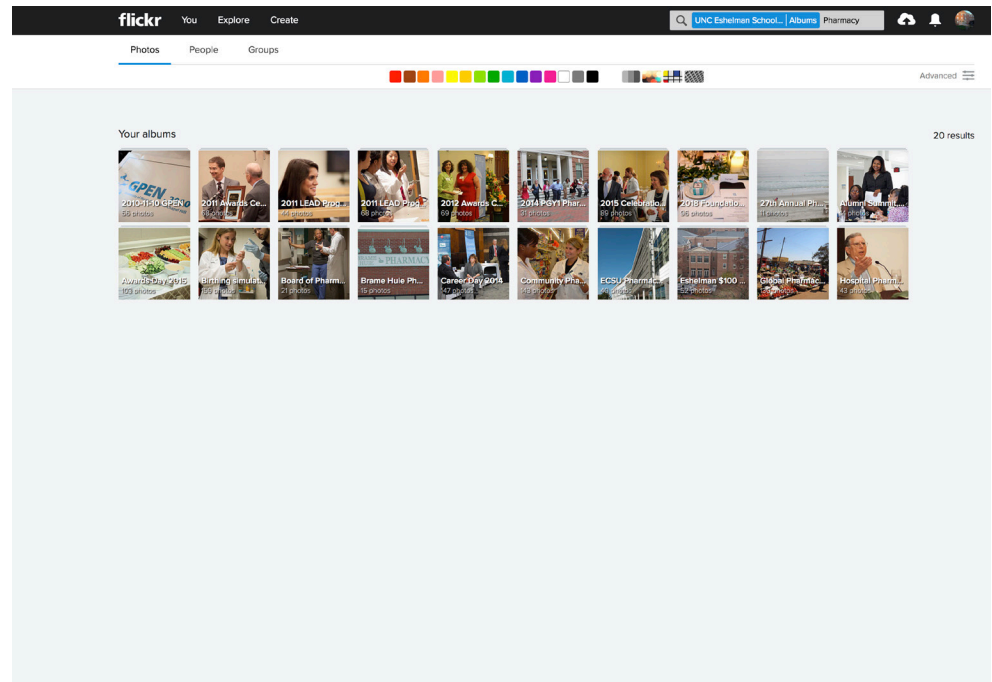
Color photography is used to showcase the real world impact of the UNC Eshelman School of Pharmacy, and our brand tone of "humanity." To help accomplish this, our photography should focus on people (with an emphasis on faces and eyes), human interaction, peak moments, daily activities, key events, guest 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.



# Photography - Flickr Gallery

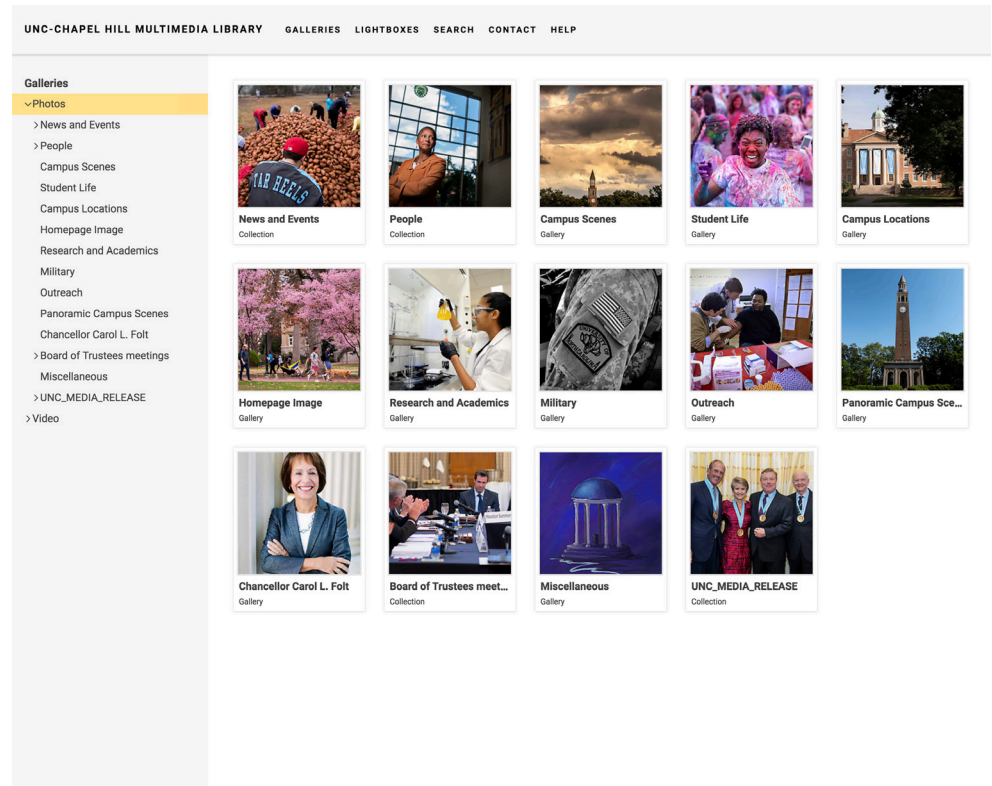
The UNC Eshelman School of Pharmacy has an online photo archive hosted on the website Flickr that is available to school representatives for use in presentations, teaching and for marketing materials. To access additional, private content, please contact Carol Perry for guest login information.



# 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/> to sign up for a free account and use this content.



UNC-CHAPEL HILL MULTIMEDIA LIBRARY GALLERIES LIGHTBOXES SEARCH CONTACT HELP

**Galleries**

- Photos
- News and Events
- People
- Campus Scenes
- Student Life
- Campus Locations
- Homepage Image
- Research and Academics
- Military
- Outreach
- Panoramic Campus Scenes
- Chancellor Carol L. Folt
- Board of Trustees meetings
- Miscellaneous
- UNC\_MEDIA\_RELEASE
- Video

**News and Events**  
Collection

**People**  
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**Panoramic Campus Sc...**  
Gallery

**Chancellor Carol L. Folt**  
Gallery

**Board of Trustees meet...**  
Collection

**Miscellaneous**  
Gallery

**UNC\_MEDIA\_RELEASE**  
Collection

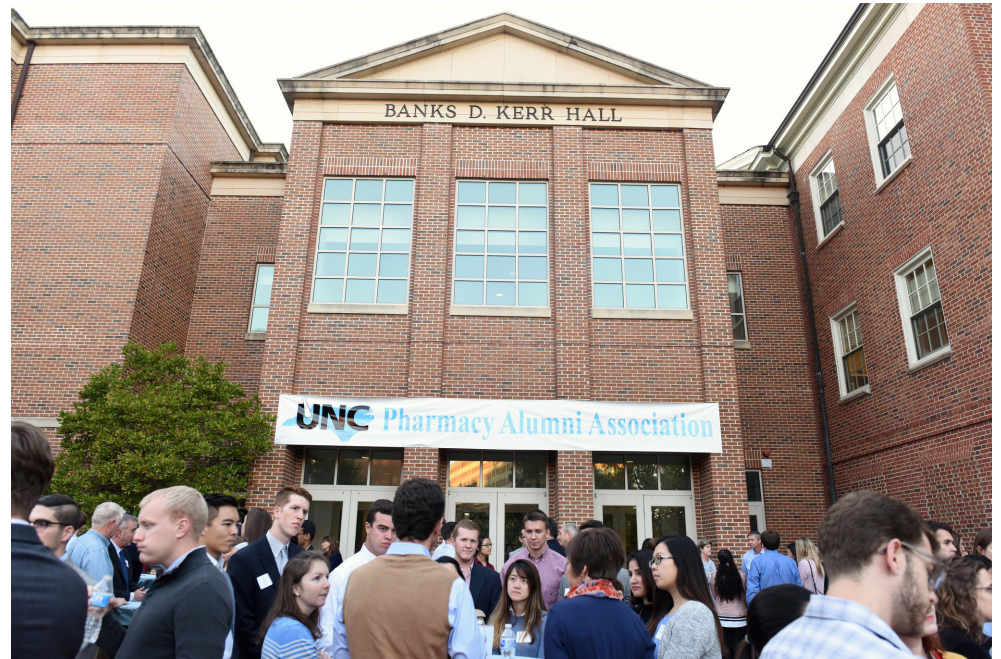
# Signage

## **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.







# Questions?

If you have any questions about the UNC Eshelman School of Pharmacy Brand Identity guide, please contact:

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