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1. INTRODUCTION

What is a brand? It’s more than just your logo. A brand is a perception of you by your audience. It’s what students, potential students, employees and outside observers think, feel and respond to when they hear your name. By creating a strong and versatile brand, we continue to shape the way people think and feel about UNC Kenan-Flagler for the better. Though this brand is still recognizable as living within the overarching UNC brand, it features distinct elements that make it uniquely UNC Kenan-Flagler.

This guide provides a resource for future implementation of this brand for designers and developers working in both digital and print applications. These guidelines describe essential elements along with basic instruction on how to use them. Following these guidelines will help maintain consistency and recognition of our brand, thereby amplifying our voice. The elements and uses in this guide are open to change, but we will review and assess change to ensure there is always a single, standard usage.
2. BRAND POSITIONING
2.1 MESSAGING PLATFORM

What We Deliver: The Business of Next
The frontline of preparing students to lead in the increasingly unpredictable dynamics of industry and society

Our Difference: Leading the Culture for Success

DRIVING A CULTURE OF PURPOSE BEFORE SELF
• Steadfast in the belief that those who lead with altruism and open-mindedness thrive in the business world
• Fostering a collaborative climate that produces leaders equally skilled at leading their leaders and subordinates as they are their peers
• Enabling diversity of thought and experience is the only way to thrive and advance

PRIORITIZING DEVELOPMENT OF LEADERSHIP DEXTERITY
• Research is the engine that pushes continual identification of emerging ideas & theories to improve business practice and society
• Faculty who are required to be as adept at teaching as at research, bring emerging these ideas into the classroom
• Classroom and applied learning experiences strengthen ability to maneuver with managerial relevance and agility

DELIVERING FUTURE-PROOF LEARNING
• An in-depth management curriculum steeped in a tradition of innovation
• Adhering to a defined set of core values that instill an enduring compass that provides the foundation for classroom, workplace and community success
• Top-tier education delivered with the flexibility to meet students evolving needs
2.2 TONE WORDS

The positioning statement is complemented with tone words that personify UNC Kenan-Flagler. All of our communications should use the following tone words as a guide when developing marketing concepts and copy:

GENUINE
STEADFAST
HUMBLE
SHARP
CONFIDENT
CURIOUS
DISTINGUISHED

You don’t need to explicitly use these words within the copy. Depending on the audience, these tone words can flex to meet certain needs.
Taking the brand positioning and tone words into account, the creative work was built upon the following rationale:

At UNC Kenan-Flagler, the confidence to do things differently leads to success. Through experiential opportunities grounded in technical acumen, students are emboldened to put society ahead of self, to collaborate to solve problems and to graduate as successful leaders who are known for their character. This integrity defined our past and guides our future — toward change that makes more than a mark, but an impact on our world.
3. DESIGN
The UNC Kenan-Flagler Business School logo is essential to our visual identity and should be used on all communications materials. Using it consistently will enhance the world’s recognition of who we are.

The logo has a horizontal and a vertical version, each of which should be reproduced from high-resolution digital artwork. When using the UNC Kenan-Flagler logo, you do not need to include the main University of North Carolina at Chapel Hill logo, however, the University’s full name must appear elsewhere on the publication.

**Primary**
The Primary logo (which includes “Business School”) is for all uses EXCEPT for digital banner ads and merchandising.

**Size Requirements**
The logo must be resized proportionally and in its entirety; therefore, measurements for all elements in the logo are relative to each other.

One-half of the old well makes up the clearance requirement for both logo variations. Leaving space around the logo allows it to breathe, and helps to maintain its integrity. The area around the logo is known as “clear space.” Clear space must remain free from copy and other elements to ensure that the logo is not obscured.
3.1b SCHOOL LOGO - SIMPLIFIED

ALTERNATIVE
This logo is to be used for digital banner ads and merchandising only. It has been created for legibility for digital and merchandising applications.

SIZE REQUIREMENTS
The logo must be resized proportionally and in its entirety; therefore, measurements for all elements in the logo are relative to each other.

One old well makes up the clearance requirement for both logo variations. Leaving space around the logo allows it to breathe, and helps to maintain its integrity. The area around the logo is known as “clear space.” Clear space must remain free from copy and other elements to ensure that the logo is not obscured.
3.1c SCHOOL LOGO - USE AND RESTRICTIONS

**USAGE**
- As the primary graphic identity for the University, the formal logo (or official unit logo or department logo) must appear on all communications, including brochures, stationery, business cards and websites.
- The logo may not be reconstructed or altered in any way. This prohibition includes, but is not restricted to, type, the vertical line, outlines and embellishments. Do not create secondary logos, as this is confusing to audiences and dilutes our goal of creating a common, mutually reinforcing image.
- The logo may not be cut or cropped in any way.

**IMPROPER LOGO TREATMENT**
- Do not configure the elements into a different logo.
- Do not crop or remove any part of the logo.
- Do not distort the logo.
- Do not tilt the logo in any direction.
- Do not add any shadows, effects or other elements to the logo.
- Do not alter the proportions of the logo.
- Do not attach a program-level identification to the logo or attempt to create your own unit or department logo.
- Do not duplicate any part of the logo to create a pattern.
- Do not recreate the type or substitute another typeface.
- Do not surround the logo with other competing shapes.

**COLOR AND RESTRICTIONS**
- Do not change any colors of the logo.
- Do not screen any of the logo colors.
- Do not print the logo in black over a dark background.
- Do not print the reversed (white) logo onto a light or white background.
- Do not place the logo over a heavily patterned background.

**LOGO USE AND PROPER BACKGROUND COLOR CONTRAST**
Unacceptable background contrast

![Blue logo on a dark gray background.](image1)

![Blue or white logo on a light gray background.](image2)

![Blue logo on a yellow background.](image3)
3.2 COLOR PALETTES

3.2a Digital Color Palette
3.2b Print Color Palette
3.2c Digital Accessibility
The UNC Kenan-Flagler website and digital media including advertising employs a slim color palette dominated by Carolina Blue and neutrals. Alert Yellow is used sparingly for alert banners and CTAs. These colors can be variously used for text and backgrounds as described in section 3.2c, Accessibility.
The official color of the University is Carolina Blue. Adhering to the following color reproduction guidelines will help to create a consistent image and maintain the visual impact of the identity. A minimum of approximately 80% Carolina Blue should appear in all print and web materials produced for UNC Kenan-Flagler Business School.
Web Content Accessibility Guidelines (WCAG) 2AA accessibility compliance requires a minimum contrast ratio of 4.5:1 between text and background.

- “Carolina Blue” (#4B9CD3) backgrounds support black text at all sizes, and white text that is larger than 18pt (24px). For blue text smaller than 18pt, use “Small Text Blue” (#3B7CA7) on white backgrounds.
- “Carolina Blue” text that is 18pt or larger is accessible on white and black backgrounds.

- **DO** Use Black for text over Light and “Medium Gray” (#E1E1E1) and White backgrounds.
- **DO** Use “Medium Gray” and White for text over Black backgrounds.
- **DO** Use Black at all sizes for text over Yellow alert banners.
- **DO NOT** use shades of Gray for text over “Carolina Blue”.
- **DO NOT** use Light Gray for text. “Light Gray” (#F7F7F7) should be reserved for backgrounds only.

UNC Kenan-Flagler uses commonlook.com for all accessibility and remediation needs.
3.3 TYPOGRAPHY

3.3a Franklin Gothic URW Digital
3.3b Franklin Gothic URW Print
3.3a FRANKLIN GOTHIC URW - DIGITAL

Franklin Gothic URW is the primary typeface used across kenan-flagler.unc.edu. A summary of weights and styles that are used is shown to the right.

- Page title is always set to FranklinGothic Extra Compressed Demi set to all caps (700).
- Sub-headings are set to Franklin Gothic Demi (700).
- Franklin Gothic Medium is used where bold body text is desired (500).
- Body copy is always set to Franklin Gothic Book (400).
- A link to this font will be provided in the UNC Kenan-Flagler Toolkit (p37). It is available to all who use the Adobe Suite and have access to the UNC Adobe enterprise account.
Franklin Gothic URW is the primary typeface used across UNC Kenan-Flagler print and advertising. A summary of weights and styles that are used is shown to the right. FranklinGothic URW is a softened, humanized sans serif. Its imperfect edges and quirky nature make it great for almost any application. It works well for both body copy and in larger headline sizes.

- A link to this font will be provided in the UNC Kenan-Flagler Toolkit (p37). It is available to all who use the Adobe Suite and have access to the UNC Adobe enterprise account.

3.3b FRANKLIN GOTHIC URW - PRINT

**FRANKLIN GOTHIC URW EXTRA COMPRESSED DEMI CAPS**

**Franklin Gothic URW Demi**

**Franklin Gothic URW Medium**

**Franklin Gothic URW Light**
3.4 PHOTOGRAPHY

3.4a Portrait
3.4b Group
3.4c Scenic/Architectual
Our photography style should reflect the beauty of the people, experiences and places that make UNC Kenan-Flagler such a special community. Photos should feel authentic and real (as opposed to staged and manipulated) and showcase our warm, vibrant community — from portraits conveying bold leadership to collaborative group shots embodying our core values to dynamic scenic shots of Chapel Hill or wherever their studies or careers take our students and graduates.
The best group shots focus on 2-5 people. Provide a focal point for the image and try to make it dynamic with angles and shallow depth of focus.
Architecture is static by nature. Try to add a dramatic twist with color, angles and composition.
3.5 VIDEO STYLE GUIDE

3.5a Video Best Practices
3.5a VIDEO BEST PRACTICES

Videography is a powerful communications tool. It can engage and tell a story that will stick with someone long after being viewed. When strategically planned and well-produced, video can be one of the most effective ways to reach an audience.

It is important to use professional videography whenever possible. For assistance in locating a freelancer contact Sandra Hedrick at 919-962-8858 or sandra_hedrick@kenan-flagler.unc.edu.

**TONE AND MOOD FOR UNIVERSITY VIDEOGRAPHY**

UNC Kenan-Flagler videography should reinforce UNC Kenan-Flagler’s friendly, open culture and academic excellence. Although subjects and stories will vary depending on the type of video being produced, all videos should reflect these core values of UNC Kenan-Flagler.

**ESSENTIAL FOUNDATIONS FOR A GREAT VIDEO**

Use a Stable Camera — A straight and stable shot will allow the viewer to focus on the subject and story instead of trying to correct the movement and/or angle of the camera to be balanced. For this reason, it can be advantageous to use a tripod during video shoots.

Record Clear Audio in a Quiet Setting — Noise interference can distract from the story being told as well as obscure the words of the speaker. Try to keep the background noise to a minimum, or non-existent, if possible, unless the noise helps to tell the story. Using a good mic is essential in video recording so that the viewer isn’t distracted by background noises unrelated to the shoot. Clear audio is one of the most important aspects in keeping viewers engaged.

**Keep the Video Short and Concise** — An ideal video length is typically less than two minutes. When considering its use on social media, cutting it to be about 30 to 45 seconds long is preferred.
3.6 GRAPHICS

3.6a Graphics
3.6b Design Spectrum — Print
THE ARGYLE SERIES makes use of a modified argyle pattern used by the University of Carolina athletics program. By modifying this familiar pattern it can be used in various ways to create a consistent style for a wide spectrum of advertising formats.
THE ABSTRACT SERIES makes use of amorphic shapes to create a consistent style for a wide spectrum of advertising formats.
THE GEOMETRIC SERIES makes use of simple geometric shapes to create a consistent style for a wide spectrum of advertising formats.
The UNC Kenan-Flagler Business School brand is flexible and can be used for different types of executions, applications and audiences. The design spectrum comprises three distinct modes of the brand.

1. HIGH IMPACT
The “high impact” mode is the most immediate and attention-grabbing brand mode — it shouldn’t be complicated or difficult to understand. This messaging should be used for on-campus communications like banners and signage, and general student communications like social media.

High Impact Example:

2. INFORMATIONAL
The information and layout can flex to accommodate longer copy executions. These considerations should be used when creating editorial features and large brochures, web content and admissions pieces.

Informational Example:

3. IN-DEPTH
“In-Depth” messaging should take on a more professional tone, both in copy and design. A minimal color palette and plenty of breathing room help communicate a cleaner approach. This mode should be used for communications in areas like alumni pieces and donor relations.

In-Depth Example:

3.6d DESIGN SPECTRUM - PRINT
4. COPY
4.1 BRAND VOICE

The UNC Kenan-Flagler voice should be confident and aspirational. We should communicate the difference that our education makes — both in the lives of our students and for the real world. Our education is grounded in real-world business, so as we tell our story, we should use real examples of opportunities in the classroom and of our alumni success stories. The reader should be left inspired to take action; be it to learn more or to get started.
Headlines are your first opportunity to capture the audience’s attention and should be interesting enough to get them to fully engage with the copy in the piece. They should never take more than a few seconds to comprehend. Strong headlines, while driven by the subject matter of the communication, should always tie back to the positioning and rationale of the UNC Kenan-Flagler brand. Here are a few on-brand examples:

• THE MAP TO YOUR DREAM CAREER.

• BECOME THE LEADER YOU’D WANT TO WORK FOR.

• LIFE+MBA DO BOTH.

• COLLABORATIVE NOT CUTTHROAT.
ACCELERATING YOUR CAREER.

You've always been driven—a born leader. "Change the world" is a standard-to-do list item for you. And although your success may not be optional, it's never achieved at the expense of others. So earning your MBA is the ideal power move.

A UNC Kenan-Flagler MBA gives you the knowledge and experience to accelerate your career and transform your approach to leadership.

The outstanding reputation of our MBA programs provides you with an instant surge in credibility from the moment of admission. We are consistently recognized for our innovative and customizable curriculum, world-class faculty, and unique, highly collegial learning environment.

Whether you want to start your own business, fill in skills gaps, prepare yourself for a career shift or hone your leadership expertise, you can transform yourself and your career with a UNC Kenan-Flagler MBA.

With a UNC Kenan-Flagler MBA, you will:

- Get a tangible competitive advantage in the job market, signaling to potential employers that you're equipped to influence their organizations for the better.
- Sharpen your career objectives, uncover new opportunities and identify uncharted paths to success.
- Be transformed, changing the way you think about yourself, your capability and your potential.

The Career and Leadership team are an innovative and dedicated group who truly look for new ways to engage with and support students. One event that stood out was a cross-program networking opportunity. I never thought I would enjoy a networking event, but I did. It was well done and even entertaining, with high levels of energy and engagement from everyone.”

Calvin Carpenter (MBA '19)
4.4 SOCIAL MEDIA

HOW WE USE SOCIAL MEDIA:
We use the School’s social media channels to convey the unique brand of UNC Kenan-Flagler.

For all posts on all social media channels, determine which audience you want to reach and what you want them to think and/or what you want them to do.

Our primary hashtags are:
#UNCKF
#KenanFlagler

OUR CONTENT VOICE:
• Reflects UNC Kenan-Flagler core values
• Is warm, conversational and inclusive in tone
• Informs and adds value for the audience
• Is timely, relevant and accurate
• Appropriate to the audience of the social media platform

PLATFORM SPECS:
Use the following dimensions for graphics:
• 1080X1080 for Instagram
• 1080X1920 for Instagram Story graphics
• 1920X1080 for Facebook and Twitter
• 1080X2340 for Snapchat filters

SOCIAL MEDIA POLICY:
Consult with MarCom before creating a social media account for the School. We will collaborate with you on best practices and tools.

• Sandra Hedrick, Sandra_Hedrick@kenan-flagler.unc.edu
  919-962-8858

For every School account:
• Page and account names should include “UNC” or “KenanFlagler” (ie. @KenanFlagerSA)
• UNC-affiliated accounts should have a branded badge or logo as the profile image.
• Uphold liability, confidentiality and emergency PR standards in all posts.
• Accessibility is required across all University platforms.
• Conduct quarterly audits of all social accounts for bios, URLs, content and logos.
Our design elements provide a powerful set of tools for conveying the unique brand that is only UNC Kenan-Flagler. They set the stage for storytelling and allow you to instantly establish a connection to our brand.

Contact Sandra Hedrick, sandra_hedrick@kenan-flagler.unc.edu, or call 919-962-8858 to gain access to our Toolkit.

This Toolkit includes:

- Access to UNC Kenan-Flagler Logos
- Link to Franklin Gothic URW for UNC Adobe Enterprise account holders: https://fonts.adobe.com/fonts/franklin-gothic-urw
- Link to generic campus photos for use on UNC Kenan-Flagler related materials: https://www.dropbox.com/sh/2f530ia4o8bxbkx/AABSIIEZoJRdlFho1HzVaMn-ra?dl=0
- Link to Trademarks and Licensing website: https://enterprises.unc.edu/trademarks/
If you have any questions or need clarity about this guide, please contact Sandra Hedrick at the Kenan-Flagler Business School:

Sandra Hedrick
sandra_hedrick@kenan-flagler.unc.edu
919-962-8858

Prepared by
UNC Kenan-Flagler Business School - Marketing & Communications