

UNCG



CELEBRATING  
125 YEARS OF  
OPPORTUNITY  
& EXCELLENCE

# 125TH ANNIVERSARY STYLE GUIDE



THE UNIVERSITY *of* NORTH CAROLINA  
**GREENSBORO**

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# INTRODUCTION

## MAKING THE MOST OF OUR 125TH ANNIVERSARY



*This is going to be a BIG year for UNCG ...  
a year of Giant Steps!*

UNCG's 125th anniversary is not simply a moment in time. It is a platform to celebrate who we are, where we come from and where we are going. It is a unifying theme we can use to connect students with the university, to reach influencers in our community and to inspire alumni to engage with UNCG in new and exciting ways.

The 125th anniversary presents an opportunity for everyone in terms of our communications. We should all leverage this celebration to the maximum benefit of our programs, our audiences and our institution. I hope you will make the most of this unique moment in time. Share our story, and help us make our 125th year one of our most significant!

**FRANKLIN D. GILLIAM, JR.**  
*Chancellor*

## 125TH ANNIVERSARY COMMUNICATIONS PRIORITIES



Welcome to your home for resources designed to help convey the excitement behind UNCG's 125th anniversary. Throughout this site, you will find the tools to effectively and efficiently participate. Let me emphasize a few points:

1. For the duration of the 2017–18 academic year, everyone should use a combination of our existing logo (Minerva) and the 125th anniversary mark. There will be no interim marks, extra taglines or other temporary branding.
2. We plan on having a very focused campaign, beginning on June 2, 2017. This date marks 125 days before Founders Day. While our most focused efforts will take place between June 2 and Oct. 5, please use the anniversary mark for the entirety of the academic year.
3. Please be consistent and follow the guidelines set forth here. Consistency is efficiency, and it's essential as we build a stronger identity for UNCG.

This year, we will celebrate 125 years, unveil a new strategic plan and exceed 20,000 students. UNCG will take Giant Steps forward as it transforms from the "best kept secret" into a leading institution in our region and one of the most vibrant campuses in the state. And that effort starts here, with you, right now.

**JEFF SHAFER**  
*Associate Vice Chancellor and Chief Communications Officer*

# 125TH – AT-A-GLANCE

## WHAT IS THE 125TH ANNIVERSARY?

UNCG's 125th anniversary is not simply a moment in time. It is a campus-wide celebration that provides a platform to tell our story of excellence and opportunity and share our vision for the future.

## WHEN SHOULD I USE THE ANNIVERSARY MARK?

June 2, 2017 – May 5, 2018

## WHERE SHOULD I USE THE ANNIVERSARY MARK?

- Websites
- Social media
- Print materials
- Email signatures
- Stationery
- PowerPoint presentations
- Banners
- Merchandising

## HOW DOES THE ANNIVERSARY MARK WORK WITH THE EXISTING UNIVERSITY BRAND?

- The mark is to be used in conjunction with the university's main brand identity and will be secondary to the university logo (Minerva).
- "Do something bigger altogether" branding will not be used in conjunction with the mark.
- See pages 9–18 to view usage examples.

## WHERE CAN I GET THE ANNIVERSARY MARK?

Artwork can be downloaded here: <http://125guide.uncg.edu>.

## WHAT IF I HAVE QUESTIONS?

- As you begin to create and produce material with the mark, please consult University Communications at [125guide@uncg.edu](mailto:125guide@uncg.edu) or 336-334-5371.
- See page 19 to view other on-campus resources that can provide support during the celebration.



# 125TH – THE MARK

## OVERVIEW

The 125th anniversary mark was designed to embody the spirit of the anniversary and its goal of celebrating the past while envisioning the future.

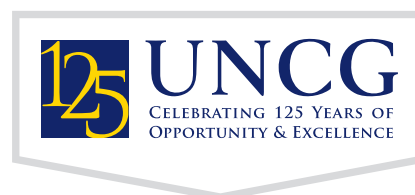
- The mark is to be used in conjunction with the university's existing brand identity.
- It should always be secondary to the main UNCG logo (Minerva).
- Its key elements should not be altered, separated or used individually.

## PRIMARY MARK

The primary mark consists of the following elements:

- Prominent rectangle with numbers 1, 2 and 5 arranged asymmetrically
- Abbreviated university name: UNCG
- "Celebrating 125 Years of Opportunity & Excellence" tagline
- Shield-shape border encompassing the mark

*To review examples of how to use the mark, see pages 9-18.*



## PRIMARY “DIMENSIONAL” MARK

The primary “dimensional” mark features shading for a more impactful look. This mark may be used for the following special applications:

- Large banners that prominently feature the mark
- High-end print materials that prominently feature the mark
- Merchandising where applicable

For questions about how to use this special mark, please contact University Communications.



Alternative mark #1: May be used with a white background



Alternative mark #2: May be used when the text of the tagline becomes too small to read



Alternative mark #3: May be used when mark is placed near Minerva logo

# 125TH – THE MARK

## TAGLINE USAGE

- Trajan is used for the tagline and the numbers.
- The tagline is set in capital letters.
- To improve readability, the tagline incorporates large and small caps.



## TYPOGRAPHY USAGE

The tagline uses the typeface Trajan to form clean, even lines. In keeping with the Trajan typeface, the tagline is set in capital letters. To improve readability, it incorporates large and small caps.

CELEBRATING  
125 YEARS OF  
OPPORTUNITY  
& EXCELLENCE

# 125TH – THE MARK

## COLORS

- The anniversary mark features PMS 281 (blue), PMS 116 (yellow) and white.
- No other colors, with the exception of black, may be used.
- The PMS color indicated under “solid color” of 115 is only substituted for PMS 116 when printing on uncoated paper.



**BLUE**

PMS 281

CMYK COATED - 100/90/5/36

CMYK UNCOATED - 99/75/3/25

RGB - 000/051/102

HEX - 003366



**WHITE**

RGB - 255/255/255

HEX - FFFFFFFF



**YELLOW**

PMS 116 COATED

PMS 115 UNCOATED

CMYK COATED - 0/14/100/0

CMYK UNCOATED - 0/11/94/0

RGB - 255/204/000

HEX - FFCC00

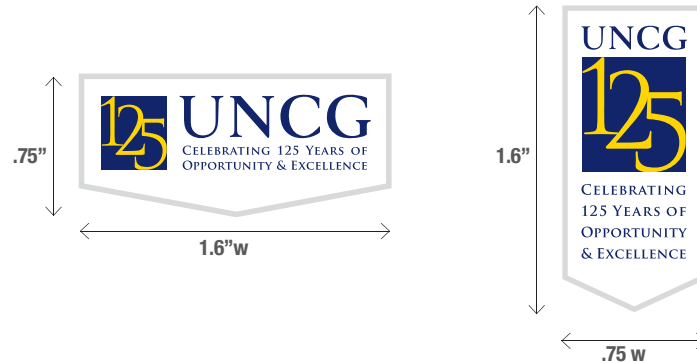
# 125TH – THE MARK

## SIZING

All uses of the mark must be in accordance with the size specifications outlined below.

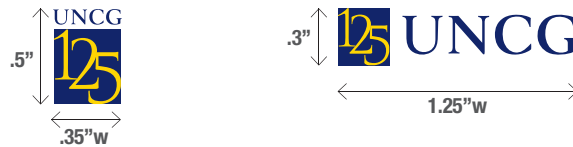
### Minimum size – with tagline

Primary mark must always be used with university logo.



### Minimum size – without tagline

Alternative mark without tagline must always be used with university logo.



### Isolation area

To ensure that the mark is highly visible, always separate it from its surroundings. The area of isolation, or clear space, surrounding the mark should equal the height of the "N" in "UNCG." Do not allow any other graphic element to penetrate this area of isolation.



# USING THE MARK – WEBSITES

The anniversary mark will replace the horizontal Minerva logo in the header of public-facing UNCG unit websites. The Minerva logo will now appear in the footer.

Most unit websites – those using the UNCG PHP Wrapper, Wordpress Static Theme or Wordpress Responsive Theme – will receive this update automatically. Websites using a local copy of one of these themes or custom theme will require manual updates to show the anniversary mark.

This change will be effective June 2, 2017. For help updating to the new header/footer, please contact 6-TECH at 336-256-TECH (8324).

The screenshot displays the UNCG 125th Anniversary Style Guide website. The header features the UNCG logo with '125' in a large, stylized font, followed by 'UNCG' and 'CELEBRATING 125 YEARS OF OPPORTUNITY & EXCELLENCE'. Navigation links include 'Future Students', 'Current Students', 'Faculty & Staff', 'Alumni', and 'Community & Friends'. A search bar is located in the top right corner. Below the header is a large banner image of a historic building with the text '125TH ANNIVERSARY STYLE GUIDE'. The main content area has a navigation bar with 'HOME', 'AT-A-GLANCE', 'THE MARK', 'USING THE MARK', and 'QUESTIONS'. The 'USING THE MARK' section is active, showing a 'MAKING THE MOST OF OUR 125TH ANNIVERSARY' section with a photo of a man and a quote: 'This is going to be a BIG year for UNCG ... a year of Giant Steps!'. Below the quote is a paragraph about the anniversary's significance. To the right, there are 'DOWNLOADS' for '125th Mark Files' and 'Style Guide PDF', and a 'QUESTIONS?' section with contact information. The footer contains contact details for The University of North Carolina at Greensboro, a 'Web Standards & Policies' link, 'Emergency Info', 'uncgconnect Social Media Hub', a 'Select Language' dropdown, and 'Powered by Google Translate'.

# USING THE MARK – SOCIAL MEDIA

Social media administrators across campus are asked to follow these guidelines:

- The vertical primary mark should be added to Facebook and Twitter cover images.
- The mark should be placed in the top right corner and should not conflict with the image.
- The hashtag #UNCG125 should be used when posting about anniversary-related events and news.





# USING THE MARK – PRINT

The anniversary mark should be used as a secondary mark on all print materials related to the anniversary, as well as on print pieces that are not anniversary-specific but will be created and used during the yearlong celebration.

The anniversary mark that doesn't include "UNCG" should be used as part of a "brand bar" on all print materials and their digital versions. Download the brand bar template at <http://125guide.uncg.edu>.

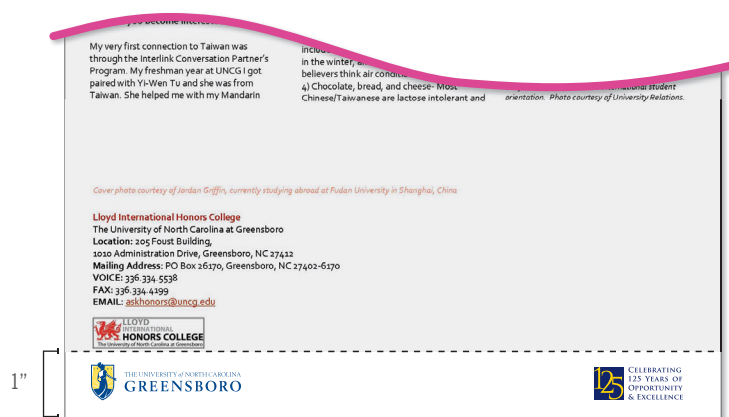


Anniversary mark brand bar using the horizontal mark example on on-campus flyer



Anniversary mark brand bar using the horizontal mark example on on-campus flyer

- The brand bar is placed at the bottom of each print/digital piece.
- The brand bar includes the main university logo (left) and anniversary mark (right).
- The height of the box should be between 1-2 inches.
- Exceptions may apply.



Example of brand bar usage on existing department newsletters



# USING THE MARK – EMAIL SIGNATURES

All UNCG employees are asked to incorporate the anniversary mark in their email signatures from June 2, 2017, through May 5, 2018.

Download the email signatures at <http://125guide.uncg.edu>.



Fullname horizontal logo with anniversary box and tagline

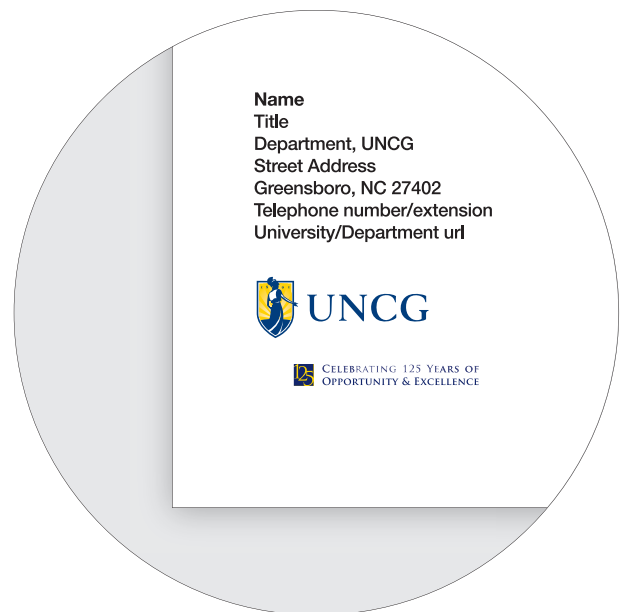


Abbreviated horizontal logo with anniversary box and tagline

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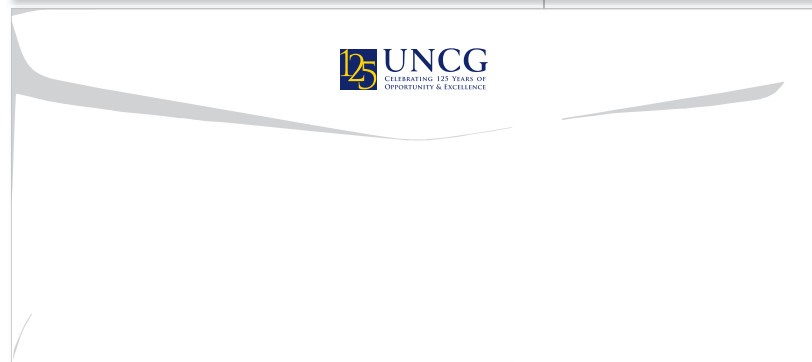
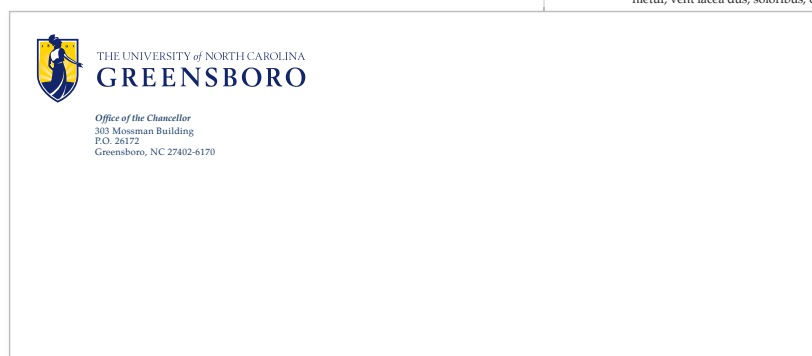
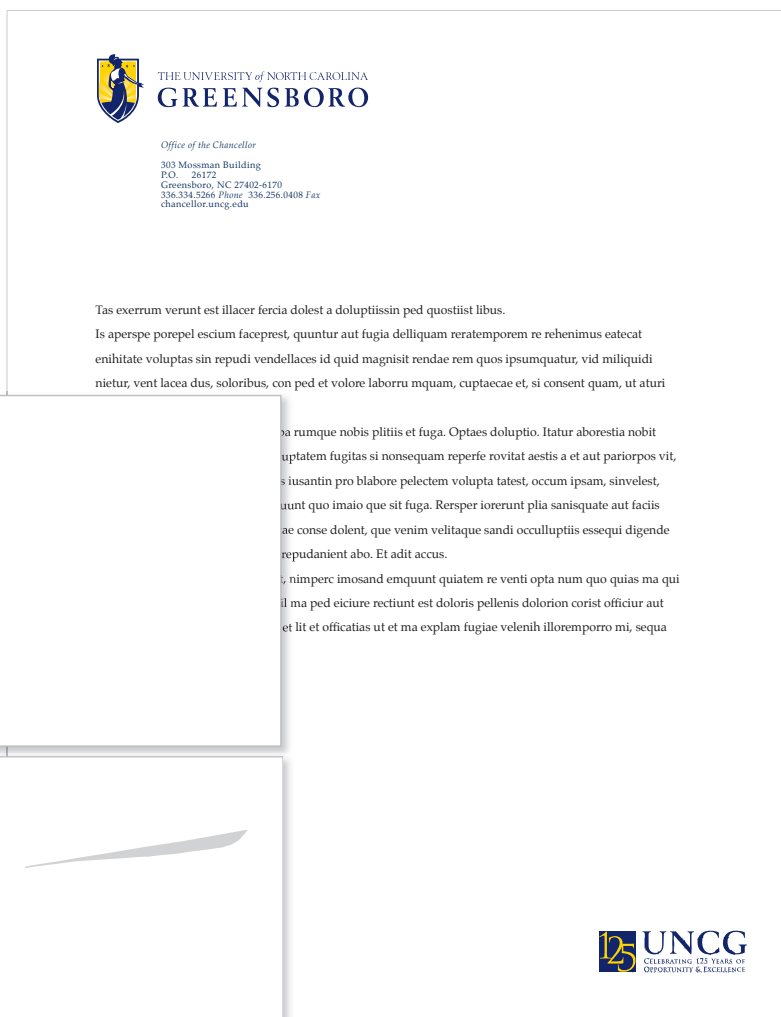
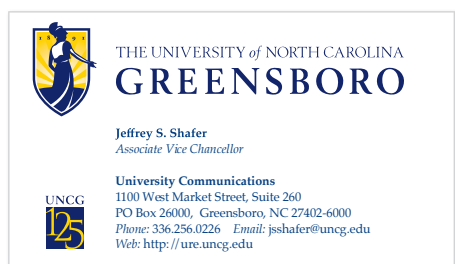
## Example email sign-off/signature

Example of each in-place with sign-off



# USING THE MARK – STATIONERY

The anniversary mark that doesn't have a shield should be placed in the bottom right hand corner. This mark is secondary to the main university logo, which will remain in the top left corner. On business cards a different anniversary mark is used as seen in the example below. All stationery, letterhead and business card orders will be placed by Spartan Printing.



# USING THE MARK – POWERPOINT PRESENTATIONS

As you create various presentations throughout the year, please use the 125th anniversary template available at <http://125guide.uncg.edu>.



## USING THE MARK – BANNERS



To incorporate the mark on banners, please contact University Communications.



## USING THE MARK – MERCHANDISING

The anniversary mark may be applied in merchandising. Please contact University Communications to discuss these special applications.



# USING THE MARK - INCORRECT USAGE

## INCORRECT USAGES

~~CELEBRATING 125 YEARS OF  
OPPORTUNITY & EXCELLENCE~~

Do not separate tagline from anniversary mark.



Tagline cannot be used with logo.



Anniversary mark and university logo cannot be combined.



Anniversary mark and university logo cannot be combined.



Elements cannot be switched.



Tagline cannot be used with logo.



A drop shadow cannot be added to the anniversary mark.



Anniversary mark cannot be stretched horizontally or vertically.



Anniversary mark cannot be used without white field.



Tagline font cannot be replaced with Trade Gothic or any other font.

# USING THE MARK – INCORRECT USAGE

## INCORRECT USAGES



Anniversary mark cannot be placed together with any part of logo.



Anniversary mark cannot be altered.



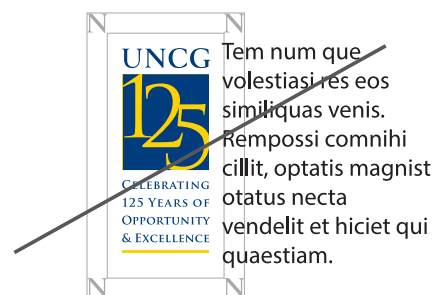
Anniversary mark color cannot be altered.



Tagline font cannot be replaced with Palatino or any other font.



No element can encroach the area of isolation.



No element can encroach the area of isolation.

# QUESTIONS

Below is a list of on-campus resources to help answer your questions as you celebrate UNCG's 125th anniversary.

## **Have questions about how to use the mark?**

Contact: University Communications  
[125guide@uncg.edu](mailto:125guide@uncg.edu)  
336-334-5371

## **Need help updating your website so that the anniversary mark appears in the blue header?**

Contact: 6-TECH, Information Technology Services  
[6-TECH@uncg.edu](mailto:6-TECH@uncg.edu)  
336-256-TECH (8324)

## **Want to learn more about the history of the campus and your unit?**

Contact: Martha Blakeney Hodges Special Collections and University Archives  
[scua@uncg.edu](mailto:scua@uncg.edu)  
336-334-5246

## **Need help producing anniversary-related materials?**

Contact: Purchasing (for list of approved vendors)  
[purchasing@uncg.edu](mailto:purchasing@uncg.edu)  
336-334-4104

Contact: Spartan Printing

[print@uncg.edu](mailto:print@uncg.edu)  
336-334-5220

## **Any other questions?**

Contact: University Communications  
[125guide@uncg.edu](mailto:125guide@uncg.edu)  
336-334-5371



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