

Department of Romance Studies: Brand Colors and Patterns



THE UNIVERSITY
of NORTH CAROLINA
at CHAPEL HILL

UNC CREATIVE

200 North Greensboro Street, Suite D3
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Carrboro, NC 27599-6200

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Department Logo

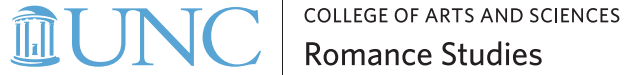
Any group within a University unit, including departments, offices, divisions and programs, may receive a department logo, if approved by their respective dean, vice chancellor or vice provost. It should be the first choice when deciding which mark to use for branded designs.

There are horizontal and vertical versions of each department logo for design flexibility. Both horizontal and vertical department logos are available in four color options: Carolina Blue/black, Carolina Blue, black and white.

When using the department logo, the University's full name, "The University of North Carolina at Chapel Hill," must appear elsewhere on the publication.

Minimum size

When the department logo is printed, the height of the Old Well should never be smaller than 0.25 inches tall. On-screen, it must be at least 40 pixels tall.



Color Scheme

Accurate reproduction of the brand color scheme is essential in communicating a clear and consistent message about the department's image.

PRIMARY



CMYK: 49 89 59 64
RGB: 70 19 37
HEX: 451225



CMYK: 28 90 100 31
RGB: 156 31 63
HEX: 9b3d21



CMYK: 117 42 0
RGB: 251 212 157
HEX: fad49c



CMYK: 0 6 20 0
RGB: 255 237 206
HEX: ffdce

SECONDARY



CMYK: 60 19 1 4
RGB: 123 175 212
HEX: 59a3d2



CMYK: 43 0 95 13
RGB: 139 181 59
HEX: 8bb53b



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Pattern Set



COLLEGE OF
ARTS AND SCIENCES
Romance Studies



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