Media

Quick Reference Guide

This quick reference guide is designed to explain the new UNC Charlotte brand logomark and naming usage standards.

UNIVERSITY OF NORTH CAROLINA
CHARLOTTE

Our Name

Formal Usage

When referencing the University in publications or articles:

In first reference, use **UNC Charlotte** or **The University of North Carolina at Charlotte.** In subsequent reference, use the **University,** or continue using **UNC Charlotte**.

Informal Usage

When referencing the University in conversation or quoted text within a written article, social media or when referring to Athletics:

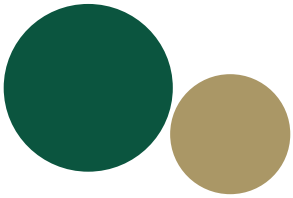
Use **Charlotte** to reference the University.

DO NOT USE/

UNCC
UNC-C
UNC-Charlotte
University of NC at Charlotte
University of North Carolina - Charlotte
University of North Carolina Charlotte
University of Charlotte
Charlotte University

Our Colors

CHARLOTTE GREEN
PMS: 7484
CMYK: 92/8/75/58
RGB: 0/80/53
HEX: 005035



NINER GOLD
PMS: 7503
CMYK: 23/26/57/13
RGB: 164/150/101
HEX: A49665

Our Logo

The All-in Charlotte logo combines the All-in C logo with University nameplate. The collegiate-inspired C with the Niner's pick has beveled corners, aggressive stance and 9° forward slant. The emphasis on Charlotte in the text highlights our tie to this thriving city.

PRIMARY LOGO/
Always use the primary logo for Charlotte references, unless sizing or printing requirements dictate otherwise.

HORIZONTAL/
For when the stacked logo doesn't fit properly in the space.

ALL BLACK/
For when materials must be printed in black and white.

ALL GREEN OR ALL WHITE/
To be used on colored backgrounds when green and gold don't show up properly, or for one color printing

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More Info

Additional information about UNC Charlotte's logo and name usage can be found at **brand.charlotte.edu**.
Questions? Contact Buffie Stephens (buffiestephens@charlotte.edu) or Jason Vaughan (jason.vaughan@charlotte.edu).