PREFACE

“EXPONENTIAL: The Campaign for UNC Charlotte” is a momentous opportunity to tell the compelling story of our University’s significant growth and successes and invite philanthropic support to sustain the trajectory of exceptional education programs, student access, faculty, applied research and community partnerships.

The following Campaign Communications Guidelines are designed to assist members of the UNC Charlotte community to speak with a clear, common and convincing voice about the Campaign’s vision, purposes and goals, all while elevating its reputation as a nationally preeminent urban research university. In addition, the Guidelines provide the creative standards for the Campaign’s visual brand elements and treatments, such as the Campaign logo and graphics, color palette, typography, and photography.

As the Campaign progresses through its various phases, we intend to add to the Guidelines and its resources. We invite your suggestions on how we can continually refine the Guidelines to enhance the impact of our Campaign and its communications.

FOR MORE INFORMATION

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01  Campaign Graphic

CAMPAIGN GRAPHIC OVERVIEW
COLOR VARIATIONS
SIZE GUIDELINES
USING THE CAMPAIGN GRAPHIC WITH THE UNC CHARLOTTE CROWN OR LOGO
CAMPAIGN GRAPHIC OVERVIEW


**EXPONENTIAL:** The Campaign for UNC Charlotte builds upon its broad academic mission to accelerate innovation as North Carolina’s fastest-growing public university. The great force behind the success of the university and region lies within the shared multiplying power to drive and inspire each other.

The gold arc of the “X” in EXPONENTIAL serves as a reminder not only of tremendous past growth, success and ability to offer an affordable education but of the ongoing mission of continuing to lift our region, citizens and students even higher.

Consistent branding is important not only for the integrity of the graphic and its brand recognition but also for the overall campaign’s success.

It must be used correctly for a clear message and brand voice. Refer to the incorrect examples shown as specific “do-nots.”

**INCORRECT USAGE**

- Do not use drop shadows
- Do not alter the fonts
- Do not remove the subhead
- Do not alter the main colors
- Do not use drop shadows
COLOR VARIATIONS

TWO-COLOR OPTIONS

In cases where two colors can or should be used, use one of the options below. Please refer to the section on Color Breakdowns (pg. 24) for appropriate PMS colors, CMYK or RGB breakdowns. When using the campaign graphic on a photograph, the area must be a solid color or free of distracting background elements.

Note: The solid color is only shown as a background element and not part of the campaign graphic.

ONE-COLOR OPTIONS

In cases where only one color can or should be used, use one of the options below. Please refer to the section on Color Breakdowns (pg. 24) for appropriate PMS colors, CMYK or RGB breakdowns.

Note: The solid color is only shown as a background element and not part of the campaign graphic.
SIZE GUIDELINES

To ensure the campaign graphic is clearly visible and legible, allow adequate clear space from each edge, using the height of the “E” in “EXPONENTIAL” as a guide.

MINIMUM SIZE REQUIREMENTS

For print: Scale the graphic no smaller than 1.75 in.
For web: 80px is the minimum on-screen size.

NOTE

Remember to maintain the correct aspect ratio when scaling the campaign graphic.
USING THE CAMPAIGN GRAPHIC WITH THE UNC CHARLOTTE CROWN

The campaign graphic can be locked up with the UNC Charlotte crown either on the top or to the left, paying attention to the correct amount of clear space.
USING THE CAMPAIGN GRAPHIC WITH THE UNC CHARLOTTE LOGO

The campaign graphic can be locked up with the UNC Charlotte logo either on the top or to the left, paying attention to the correct amount of clear space.

- Keep 2 crown widths between the marks.
- Align the baselines of EXPONENTIAL & UNC CHARLOTTE.
- EXPONENTIAL should be the same width as UNC CHARLOTTE (this determines size).
- Do not use the crown with the EXPONENTIAL logo when using the university logo.
USING THE CAMPAIGN GRAPHIC WITH THE UNC CHARLOTTE LOGO

The campaign graphic can be locked up with the UNC Charlotte logo either on the top or to the left, paying attention to the correct amount of clear space.

- Keep 2 crown heights between the marks.
- EXPONENTIAL & UNC CHARLOTTE should be centered.
- EXPONENTIAL should be the same width as UNC CHARLOTTE (this determines size).
- Do not use the crown with the EXPONENTIAL logo when using the university logo.
02 Color
COLOR PALETTE

UNC Charlotte green and gold are the primary colors and should always be used as the dominant palette when designing for the campaign.

The secondary palette should only be used as a supportive role, such as subhead copy.

The accent palette should be used sparingly, paying close attention to expressing the character of UNC Charlotte through the University’s green and gold.
COLOR BREAKDOWNS

UNC Charlotte green and gold are the primary colors and should always be used as the dominant palette when designing for the campaign.

The secondary palette should only be used as a supportive role, such as subhead copy.

The accent palette should be used sparingly, playing close attention to expressing the character of UNC Charlotte through the University's green and gold.

NOTE

The UNC Charlotte Brand Standards can be downloaded online at www.uncc.university-communications/services/brand-standards
03 Typography
PRIMARY TYPEFACES

Interstate, one of the official UNC Charlotte typefaces, is the primary font to be used for headlines, body copy and captions.

Utopia, another official UNC Charlotte font family, is to be used in headlines or copy that reflect the UNC Charlotte brand.

**Interstate Light**

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
@#$%&(')?
```

**Interstate Regular**

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
@#$%&(')?
```

**Interstate Bold**

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
@#$%&(')?
```

**Interstate Black**

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
@#$%&(')?
```

**Interstate Bold Condensed**

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
@#$%&(')?
```

**Utopia Italic**

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
@#$%&(')?
```

**Utopia Regular**

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
@#$%&(')?
```

**Utopia Semi Bold**

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
@#$%&(')?
```

**Utopia Bold**

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
@#$%&(')?
```

**Utopia Bold Italic**

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
@#$%&(')?
```

**NOTE**

The Utopia and Interstate font families can be purchased online from www.fonts.com.
Design Elements
BACKGROUNDS

Use either one of the backgrounds below to add energy or to further illustrate the EXPONENTIAL campaign message.

**GREEN BACKGROUND**

**GOLD BACKGROUND**
05 Photography
PORTRAITS / PROFILE

This campaign highlights UNC Charlotte’s compelling story of growth and success. These portraits/profiles need to illustrate that growth and success, showing people in proud moments, engaged and connecting with the camera/photographer. The environment should be one that supports their story. These shots should be set up, lit and directed and time should be given to determining the right location, wardrobe and participants.
STORYTELLING / EDITORIAL

Natural, candid photography capture UNC Charlotte at every level, from the classroom, to the lab, to the playing field. These images give the communications an added level of realism, highlighting students, faculty and alumni, depicting their impact around campus, the region and the world.
SENSE OF PLACE

Location shots inspire pride and evoke nostalgia by highlighting our campus. The photography should create a sense of place without taking prominence.
06 Putting It All Together
Putting It All Together

SAMPLE ADS

THE POWER OF COMMITMENT

The Cato College of Education is committed to preparing outstanding teachers, counselors, school leaders and educational researchers. That mission has been advanced significantly by a generous gift from the Cato Corporation, which will help the University to recruit bright students who wish to pursue a major within the College as well as to support outstanding faculty for their excellence in teaching, research, and community engagement.

Through the lead gift for the Exponential campaign, the Cato College of Education now bears the name of the Cato Corporation and its Chairman, president, and chief executive John Cato ’73. The Cato gift supports the College’s ability to produce high-impact alumni, more than a dozen of whom claimed district-wide awards in the Charlotte Mecklenburg Schools.

A power of commitment the Campaign for UNC Charlotte celebrates the dramatic trajectory of growth of our University and our 125,000 alumni. This campaign offers all of us—alumni, business leaders and the University community—the opportunity to shape a future that is even more exciting than our past.

The power of you makes it possible. Join us.

THE POWER OF COMMITMENT

Karen Popp is rooted at the university that prepared her to blossom along a path she traveled to this day, from Charlotte to Oxford University, to law school, Wall Street, the Federal Prosecutor’s office in New York City, to Legal Counsel to the U.S. Attorney General, Counsel to President Clinton, and now partnership in the Sidley Austin firm.

As a first generation college student, Demond Martin’s parents sacrificed so that he might enjoy the opportunities they didn’t have. As a Forty Niner, he devoted himself through study, service and campus leadership, in the process becoming student government president as a sophomore and meeting his future wife, Kia. With his degree in hand this foundation led to success with a job at the White House, a Harvard MBA and a partnership at a large investment firm.

Karen and Demond are among the growing ranks of Forty Niners who are taking the reins of their alma mater, supporting its emerging role as a leading university of the 21st Century and making lead gifts to the Exponential campaign. The Karen A. Popp and Demond T. Martin Student Union now bears their names in the hope of inspiring future Niners.

EXPONENTIAL / CAMPAIGN COMMUNICATIONS GUIDELINES

> Exponential: The Campaign for UNC Charlotte celebrates the dramatic trajectory of growth of our University and our 125,000 alumni. This campaign offers all of us—alumni, business leaders and the University community—the opportunity to shape a future that is even more exciting than our past.

The power of you makes it possible. Join us.

 UNC Charlotte Foundation | exponential.uncc.edu | 704-687-7211

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CAMPAIGN BANNERS

THE POWER OF IMAGINATION

THE POWER OF IMPACT
STATIONERY

Templates will be available for customization for colleges, schools and units as needed. Please contact name@uncc.edu to obtain these materials.