Carolina Alumni

Brand Guidelines

MARCH 2025



Carolina Alumni

Our logo

The Carolina Alumni logo mark sees our iconic Old Well from a new angle, evoking pride and reverence. Our logo type is modern, bold and rounded to express welcoming and inclusion.

Primary logo

Our primary logo is used in all communications and marketing materials that represent Carolina Alumni as an organization. Examples: our website, merchandise, collateral, social media.





Primary logo: black

Our primary logo may be used in black only in limited cases where Carolina Blue may not be printed.





Sub-brand logos

There are many entities that are considered sub-brands of Carolina Alumni and use the same logo structure as the primary logo. (A few examples are below.) These sub-brands also follow the same guidelines for brand application. The Comms team creates all sub-brand logos.

















Logo guidelines

Adhering to the following guidelines will help create a consistent image and maintain the visual impact of the Carolina Alumni identity.

LOGO CLEARSPACE

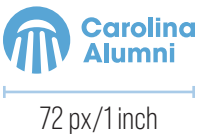
Keep the logo clear of competing text, images and graphics.

Always surround the logo with clear space equaling the height of the wordmark's letter "C."



MINIMUM SIZE

The primary logo can be sized down to a minimum of 72 pixels or 1 inch.



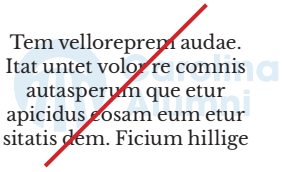
72 px/1 inch

Improper use

Do not alter or distort the logo in any way. Changes, no matter how small, detract from the consistent image we want to project. Illustrated here are common mistakes to avoid.



Do not use the Carolina Alumni mark without the text.



Do not use the Carolina Alumni mark as a screen behind any other element.



Do not stretch or otherwise distort the logo.



Do not set the logo in any colors other than Carolina blue, black, or white.



Do not change the angle of the logo; do not tilt it.



Do not change the logo font.



Do not add anything within the logo's clear space.



Do not alter the proportions of the separate logo elements.



Do not use the Carolina Alumni text without the mark.



Do not place the logo on busy photographs.



Do not place the logo on a color that doesn't provide enough contrast.

Our palette

PRIMARIES:

PMS 542

CAROLINA BLUE
CMYK 60/19/1/4
HEX #4B9CD3
THREAD: MADEIRA 1175

WHITE
CMYK 0/0/0/0
HEX #FFFFFF
THREAD: MADEIRA 1002

COMPLEMENTS:

LIGHT COMPLEMENT

CMYK 41, 4, 0, 0
HEX #9BCDEE

DARK COMPLEMENT

CMYK 87, 57, 31, 9
HEX #3B6282

ALTERNATES:

PMS 2767

NAVY
CMYK 100, 90, 10, 77
HEX #13294B
THREAD: MADEIRA 1043

PMS BLACK 3

BLACK
CMYK 74, 52, 71, 90
HEX #151515

PMS BLACK 3 6%

GRAY
CMYK 4, 3, 3, 0
HEX #F8F8F8

MONOCHROMES:

MONOCHROME 1
CMYK 37, 13, 7, 0
HEX #A5C1D7

MONOCHROME 2
CMYK 77, 44, 24, 2
HEX #527B9B

MONOCHROME 3
CMYK 89, 67, 47, 37
HEX #294051

MONOCHROME 4
CMYK 76, 61, 51, 36
HEX #3F4951

Fonts

To increase accessibility, our fonts are available free from Google.

Montserrat (Thin Black)
Used for headlines, calls to action



ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Bebas Neu Pro
Used for subheads



ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Libre Baskerville
Used for body copy



ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

TYPOGRAPHY

Mailpieces

RETURN ADDRESS

Stacked option:

Carolina Alumni

GEORGE WATTS HILL ALUMNI CENTER • CB 9180
STADIUM DRIVE • PO BOX 660 • CHAPEL HILL NC 27514-0660

Horizontal option:

Carolina Alumni GEORGE WATTS HILL ALUMNI CENTER • CB 9180
STADIUM DRIVE • PO BOX 660 • CHAPEL HILL NC 27514-0660

Bebas Neue Pro and
Arial Rounded MT Bold (bullets),
111% leading

Photography

Photography is one of the best tools to communicate a sense of place. It often creates the first impression with its visual presence. Thoughtfully and carefully chosen photography can transform a marketing piece and provide an effective way to communicate about Carolina. Photography should display the diversity of interests and activities of Carolina alumni. It should vary in place and in subject matter and should reinforce Carolina's friendly, open culture and academic excellence.

Thread colors

- Carolina blue: Madeira 1175
- White: Madeira 1002
- Navy: Madeira 1043

USING "CAROLINA ALUMNI"

Carolina Alumni" doesn't have to fit like a square peg in the round hole where "GAA" has been. Take the time to rewrite your sentence and make it even better. We used "GAA" for decades — the only reason "GAA" made sense is that we used it for so long. It will take some time before "Carolina Alumni" feels natural, but soon it will be as comfortable as a pair of old shoes.

After the first reference to Carolina Alumni in your document you can use "the association" or "association."

(But never "Carolina Alumni Association.")

- ⃠ Never "CA"
- ⃠ Never "Carolina Alumni Association"
- ⃠ Never "CAA"
- ⃠ Never "UNC's alumni association"

Usage examples:

Quick bites, social/sites

Carolina Alumni member
Carolina Alumni life member
Carolina Alumni staff
Carolina Alumni office (only to refer to the building, not the association)
@CarolinaAlumni
#CarolinaAlumni
Carolina Alumni app
"...the Carolina Alumni association..." (Note "association" is lowercase.)

Commonly used

- Carolina Alumni, the alumni association of The University of North Carolina
- Carolina Alumni, the alumni association of UNC (not "UNC's alumni association")
- Meet me at the alumni center (Carolina Alumni is a group of people and an organization, not a place)
- "Carolina Alumni, this is Veronica"
- Veronica Flaspoehler '08, Carolina Alumni president
- Carolina Alumni President Veronica Flaspoehler '08

More real-world usage examples:

- The General Alumni Association of The University of North Carolina at Chapel Hill was formed in May 1843 by volunteers and is now known as Carolina Alumni, with more than 40 full-time staff serving more than 361,000 living alumni.
- Sponsored by Carolina Public Humanities and Carolina Alumni...
- Carolina Alumni calls the George Watts Hill Alumni Center on Stadium Drive home.
- The following scholarships are supported by Carolina Alumni and its members...
- It's definitely a Great Day To Be A Tar Heel for the class of 1994 as Carolina Alumni, the alumni association of UNC, welcomes...
- Carolina Alumni is excited to welcome you to campus and to Chapel Hill. We're the alumni association of UNC, where it's always a Great Day To Be A Tar Heel! We celebrate our 361,000 living alumni and you — our students — every day. Hark the Sound!
- Carolina Athletics would like to thank Carolina Alumni for being the presenting sponsor of today's senior day game. Carolina Alumni is excited to welcome seniors to the family, where it's always a Great Day to Be a Tar Heel!
- Camp Cheerio and Carolina Alumni make important logistical announcements...
- Carolina Alumni will take photographs throughout the weekend that may be published on the Carolina Alumni website or in the *Carolina Alumni Review* ... By taking part in Camp Blue Heaven, you grant Carolina Alumni full rights to use the images ... If you or any member of your family does not wish to be photographed, please inform the Carolina Alumni staff member taking photos.

Do we now use "GAA" or "General Alumni Association" for anything?

Remember, the legal name of the organization hasn't changed. (It's "General Alumni Association of The University of North Carolina at Chapel Hill.") We still use "GAA" or "General Alumni Association" when talking/writing about anything that requires the association's legal name. And we use it when referring to past awards, events, etc., that used a "GAA" name at the time they occurred: "She won the GAA's Faculty Service Award in 2020." (Awards, events, etc. given or held after the name change will use "Carolina Alumni.")


Carolina
Alumni