

# Allied Health Sciences

## Branding Guidelines



THE UNIVERSITY  
*of* NORTH CAROLINA  
*at* CHAPEL HILL

### UNC CREATIVE

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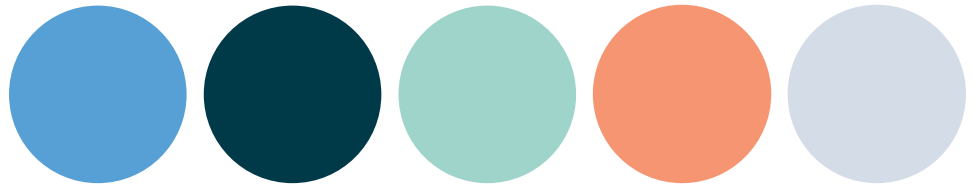
# Color Scheme

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

This palette would act as the main palette for all communication from the department of Allied Health Sciences.

These basic tones should be incorporated into materials produced for all other branches and groups within the department of Allied Health Sciences scope.

## PRIMARY PALETTE



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# Color Scheme






The Pantone colors should be used wherever possible, with CMYK/RGB being matched as closely as possible depending on the materials and print process. The colors may be used at various levels of opacity when necessary.

Black and white are acceptable as accent colors, in addition to the colors within the assigned scheme.

This palette would act as the main palette for all communication from the department of Allied Health Sciences.

These basic tones should be incorporated into materials produced for all other branches and groups within the department of Allied Health Sciences.

## PRIMARY PALETTE

	PANTONE	C	M	Y	K	R	G	B	HEX
	542	60	19	1	4	123	175	212	#7BAFD4
	309	99	27	22	80	0	59	73	#003B49
	565	30	0	18	0	161	214	202	#A1D6CA
	1635	0	51	55	0	255	141	109	#FF8D6D
	642	20	3	1	2	155	184	211	#9BB8D3



# Typography

The primary typeface is Roboto Slab (Bold and Regular). This has been carefully selected to best represent the brand image, and must be used to retain consistency.

Replacing fonts with Word alternatives in the Brand Guide should only be done in extenuating circumstances.

## PRIMARY

The typeface Avenir has been chosen to be the lead with all brand messaging, including headlines and display copy.

This typeface is available in desktop and web formats and can be downloaded at [google.com/fonts/specimen/Roboto+Slab](https://www.google.com/fonts/specimen/Roboto+Slab).

## Roboto Slab Bold

abcdefghijklmnopqrstuvxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

## Roboto Slab Regular

abcdefghijklmnopqrstuvxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890



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# Typography

The secondary typeface is Raleway (Regular, Bold, Italic, and Bold Italic). This has been carefully selected to best represent the brand image, and must be used to retain consistency.

Replacing fonts with Word alternatives in the Brand Guide should only be done in extenuating circumstances.

## SECONDARY

The typeface Raleway has been chosen to be the secondary font.

All body copy or paragraphs where lots of text is needed will be set in this typeface. Where appropriate in select publications, this typeface could be used as for sub-heads as a compliment to the primary typeface, Roboto Slab.

Typically, this would be done using Raleway Bold.

This typeface is available in desktop and web formats and can be downloaded at [google.com/fonts/specimen/Raleway](https://google.com/fonts/specimen/Raleway).

### RALEWAY REGULAR

Raleway Regular

### RALEWAY ITALIC

*Raleway Italic*

### RALEWAY BOLD

Raleway Bold

### RALEWAY BOLD ITALIC

*Raleway Bold Italic*



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# Typography

Fonts should only be replaced with Microsoft Word alternatives in extenuating circumstances if the Google fonts are not able to be downloaded or cannot be accessed.

## WORD ALTERNATIVES

Microsoft Word font alternatives have been selected at the request of the client and should only be used as in place of the Primary and Secondary fonts in extenuating circumstances when the Google fonts cannot be downloaded or used. Rockwell should be used in place of Roboto Slab and Arial should be used in place of Raleway if necessary.

AVOID WORD USING FONTS IF POSSIBLE.

ROCKWELL REGULAR

**Rockwell Regular**

ROCKWELL BOLD

**Rockwell Bold**

ARIAL REGULAR

**Arial Bold**

ARIAL ITALIC

*Arial Regular*

ARIAL BOLD

**Arial Italic**

ARIAL BOLD ITALIC

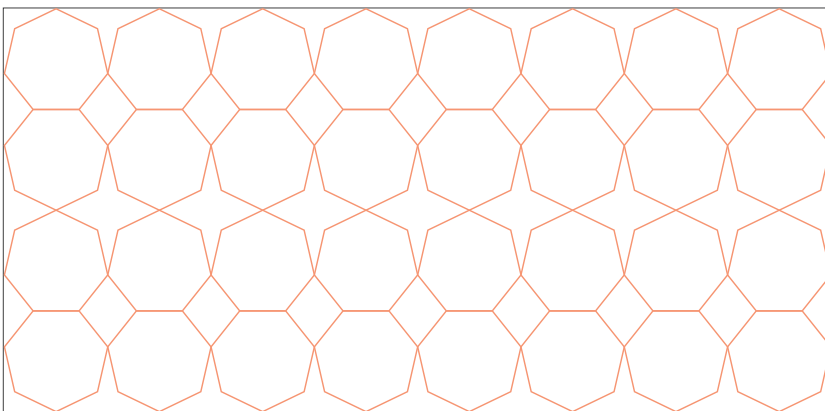
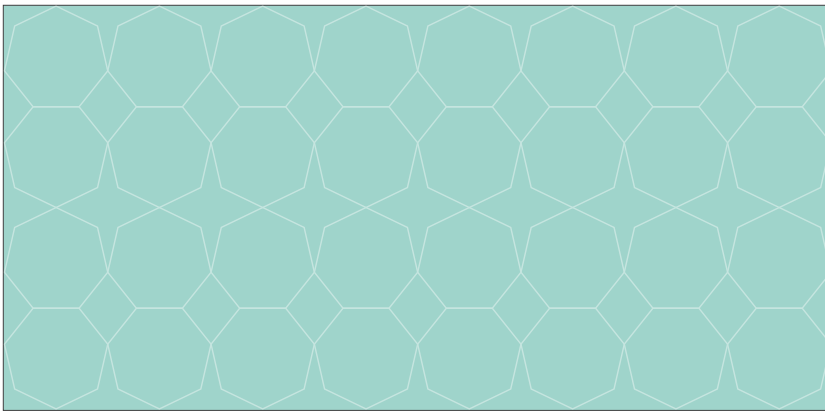
*Arial Bold*



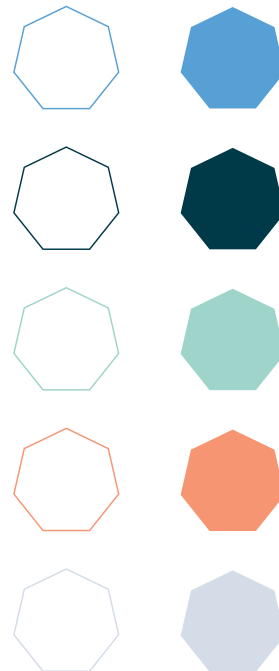
# Accent Patterns

These patterns may be used throughout Department projects as backgrounds, overlays, or stand-alone images. The purpose of using these is to create visual interest and cohesion across different projects, and should follow the same color guidelines listed in this document (though each pattern doesn't specifically go with one color or another). The patterns can be repeated to create larger patterns and may also be cropped to create smaller patterns.

When reproducing any pattern elements, only the original high resolution or vector graphic files shall be used — patterns should not be taken from this document.



## Associated Optional Icons:



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