CREATING DESIGNS AT UNC

JANUARY 18, 2024
Core Director Meeting
DESIGNING MARKETING MATERIALS

Who can create designs for you?

- You or someone in your department
- UNC Creative
- Outside agency or freelancer

What brand should be used?

- University brand
- Your own custom sub-brand
UNIVERSITY BRAND GUIDELINES

identity.unc.edu

- All University brand rules and guidelines
- Downloadable resources and templates
GETTING YOUR OWN LOGO

Unit Logo

Department Logo

Custom Logo

UNC SCHOOL OF MEDICINE

UNC SCHOOL OF MEDICINE
Biomedical Research Imaging Center

UNC NORC
PRINTING

Print collateral

- Ex: brochures, flyers, postcards
- Any printer

Licensed merchandise

- Ex: t-shirts, lab coats, pens, folders
- Licensed vendor listed on licensing.unc.edu
In-house design agency for UNC-Chapel Hill, specializing in creative strategy, branding and a full range of design.
CONTACT US

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CONTACT US

What should you contact us for?

- Any brand-related questions
- Get approval to create a logo
- Review design work created by your dept. or outside designer
- Host a brand session
- Start a project with us
THANK YOU