

NORTH CAROLINA
BOTANICAL
GARDEN

NORTH CAROLINA BOTANICAL GARDEN

Branding Guidelines

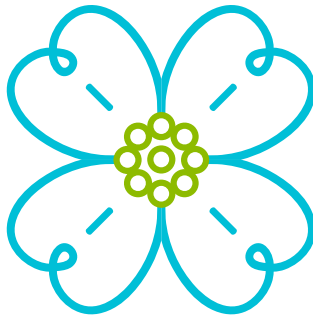


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of NORTH CAROLINA
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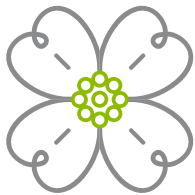
Logo

Always use master artwork when reproducing any logo design. It should never be recreated under any circumstances. Always ensure you are using the correct artwork for the application. When reproducing any logo elements, only the original high resolution or vector graphic files can be used—logos should not be taken directly from this document.

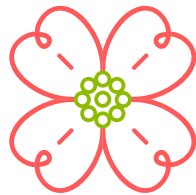
The main logo (blue/green) should be the primary logo used, with the different color variations used for specific departments when needed.



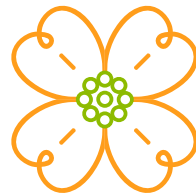
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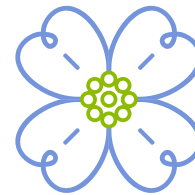
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200 North Greensboro Street, Suite 3D
Campus Box 6200
Carrboro, NC 27599-6200
PHONE: 919.962.7123
FAX: 919.962.5167

Color Palette

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

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.

<p>PMS 376 C CMYK 53 0 96 0 RGB 122 184 0 HEX #7AB800</p>		<p>PMS 3115 C CMYK 69 0 16 0 RGB 0 198 215 HEX #00C8D7</p>	
<p>PMS 423 CMYK 21 14 14 38 RGB 142 144 143 HEX #8E908F</p> <p>RESEARCH</p>	<p>PMS 178 CMYK 0 74 57 0 RGB 255 88 95 HEX #FF585F</p> <p>DEMONSTRATION</p>	<p>PMS 1375 CMYK 0 45 95 0 RGB 255 160 47 HEX #FFA02F</p> <p>EDUCATION</p>	<p>PMS 7452 CMYK 55 33 00 RGB 129 147 219 HEX #8193DB</p> <p>CONSERVATION</p>
75%	75%	75%	75%
50%	50%	50%	50%



Typography

The primary typefaces are Bryant, Bitter, and Open Sans. These have been carefully selected to best represent the brand image, and must be used to retain consistency.

Replacing fonts with alternatives should not be done under any circumstances.

BRYANT

REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789!@#%&*

MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789!@#%&*

OPEN SANS

REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

abcdefghijklmnopqrstuvwxyz

0123456789!@#%&*

0123456789!@#%&*

BITTER

REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

abcdefghijklmnopqrstuvwxyz

0123456789!@#%&*

0123456789!@#%&*

BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789!@#%&*



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Typographic Styles

STYLE 1
HEADLINES, STATEMENT OF EMPHASIS
SET IN BITTER REGULAR, SENTENCE CAPS

Welcome to our Garden!

STYLE 2
BODY COPY AND LARGE BLOCKS OF TYPE
SET IN OPEN SANS REGULAR

The North Carolina Botanical Garden comprises more than 1,000 acres, including 10 acres of display gardens and a number of natural areas in the Piedmont of North Carolina. Our main visitor site, the Display Gardens and Education Center, is located off of Old Mason Farm Road and the US 15-501 Bypass in Chapel Hill. Here we feature habitat display gardens that interpret the plants and vegetation of North Carolina, perennial borders, a Garden of Flowering Plant Families, the Piedmont Nature Trails, a green Education Center with exhibits, and much more.

STYLE 3
SHORT-WORDED PHRASES, PULLQUOTES
SET IN BRYANT MEDIUM, ALL CAPS

OUR MISSION ...



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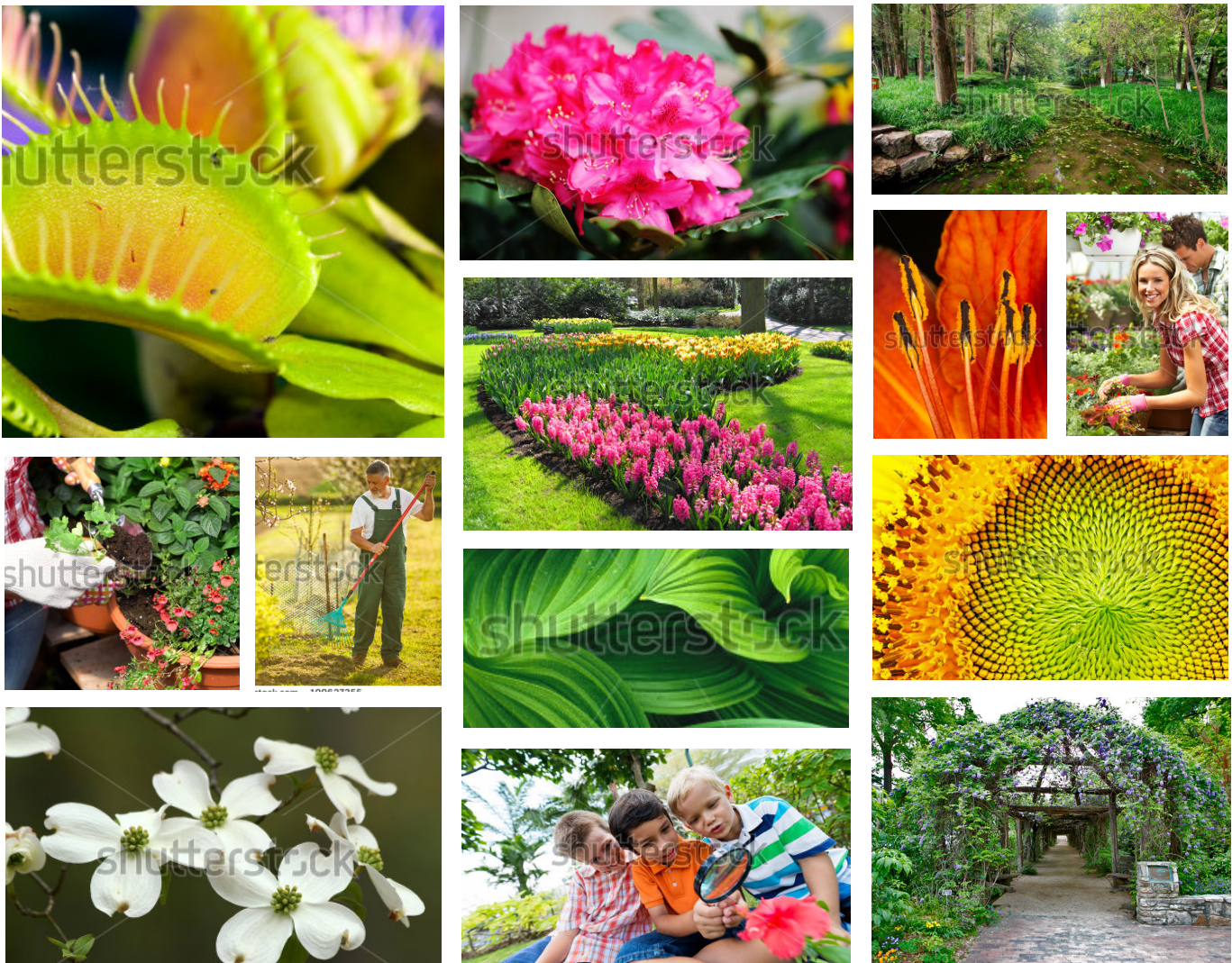
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Campus Box 6200
Carrboro, NC 27599-6200
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Photo Style

MAIN PHOTOS: Plants and flowers that grow at the North Carolina Botanical Garden. When possible, use close-up/macro photography

SECONDARY PHOTOS: People engaging in activities at the Garden

TONES: Artistic, engaging, inviting



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Icons

In addition to photos, these icons can be used in artwork to compliment your message. These should be used either as background images or in instances where the size is kept fairly minimal (as bullet points or next to headings, for example) This is to ensure that the icons don't compete with the type treatment or get mistaken for a logo.

These icons may be used in any of the designated colors (and in any tint of those colors), in the brand's color palette.



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