01 Color palette

DIGITAL **#805C82** R 128 G 93 B 131 PRINT PANTONE 5205 C C 54 M 70 Y 27 K 6	DIGITAL **#4B579E** R 75 G 87 B 158 PRINT PANTONE 7670 C C 82 M 74 Y 5 K 0	DIGITAL **#5CC1A5** R 92 G 193 B 165 PRINT PANTONE 338 C C 62 M 0 Y 45 K 0	DIGITAL **#F6894E** R 246 G 137 B 78 PRINT PANTONE 151 C C 0 M 57 Y 76 K 0	DIGITAL **#F3735D** R 243 G 115 B 93 PRINT PANTONE 7416 C C 0 M 69 Y 63 K 0

UNC BLUE
See branding guidelines at identity.unc.edu/colors/

DIGITAL **#7BAFD4** | R 123 G 175 B 212

PRINT PANTONE 542 C | C 60 M 19 Y 1 K 4

02 Logo usage

RIZZO CENTER
AT THE UNIVERSITY OF NORTH CAROLINA AT CHAPEL HILL

LOGO CLEARSPACE
Leave at least the width of the ram mark between the logo and all other elements, as shown below.

INCORRECT LOGO USAGE
Do not stretch, recolor, or otherwise modify the logo.

03 Typography

NOTE All fonts available via google.com/fonts.

Text color: #4A4A4A

Header h1
Hind Light, 58px

Header h2
Hind Light, 42px

Header h3
Hind Bold, 35px

Header h4
Hind Bold, 30px

Header h5
Hind Bold, 24px

Lorem Ipsum
25px
Dolor Sit of Amet
45px

Nullam in dui mauris. Vivamus hendrerit arcu sed erat molestie vehicula. Sed auctor neque eu tellus rhoncus ut eleifend nibh porttitor. Ut in nulla…

Source Serif, 16px

04 Buttons

FILLED

Default: Button
Hover: Button

Default: Button
Hover: Button

OUTLINE

Default: Button
Hover: Button

Default: Button
Hover: Button