CONTENTS

04 THE CREATIVE STRATEGY CONCEPT AND TONE
06 CREATIVE EXAMPLES
10 FONTS AND TYPESTYLE
16 COLOR PALLETE FOR FULL COLOR ADS
18 COLOR PALLETE SAMPLES
20 LOGO USE WITHIN THIS BRANDING
22 PHOTOGRAPHIC STYLE RECOMMENDATIONS
24 PR AND MEDIA STRATEGY GUIDELINES
26 SUMMARY
CREATIVE STRATEGY

At UNC Charlotte, it’s time to separate ourselves from the pack. To establish a strong image that will clearly differentiate us from other universities. To create awareness, energy, excitement, enthusiasm, and pride around the UNC Charlotte experience. To accomplish these goals, we have worked with a research firm and a consumer marketing agency to develop the creative strategy behind our new brand identity.

Research showed that our students felt a lack of attention to history, heritage and tradition in our university’s personality. According to surveys, they crave a stronger sense of pride and ownership, in connection with their university’s heritage. Although UNC Charlotte is a young university, we have a rich history, dating back to the 1940’s. The nickname, the 49ers, was chosen in recognition of the importance of the year 1949 in the history of the university. UNC Charlotte would have been extinguished in 1949, had Bonnie Cone and her supporters not convinced the N.C. Legislature that Charlotte needed a permanent college. Charlotte College was established that year. It is fortuitous that the campus is also located on N.C. Highway 49; and, that Charlotte has a rich gold mining history, and has had plenty of “49ers” in our city. We owe the term, “staking a claim”, to the Miner 49ers of days gone by.

When gold miners found an area (made available by the state) that they planned to mine, they would literally stake their claim with wood stakes and no more than a small note proclaiming that had claimed this area to mine. The creative strategy for this new brand identity rests in the pride of ownership, pioneering spirit, and tenacity of claiming your territory – and “Stake Your Claim” was born.

TONE

The job of the “Stake Your Claim” brand is to provide a platform to share the achievements of UNC Charlotte and to invite others to stake their claim here, too. The tone of “Stake Your Claim” should always capture the historic proportions, the rapid acceleration, amazing tenacity and unbelievable collegiate effort at this university. It should always feel inspirational, rallying, energetic, self-assured, proud, pioneering, and always come from the heart of the hard working, self-assured point of view. All of these traits lead to one unifying direction -- and that is confidence.

In this guide, you’ll find all the essential elements for keeping the communications you create within this newly established brand identity. If you have any questions, or find that something isn’t addressed within this guide, please don’t hesitate to contact Richard McDevitt, (BIG TITLE HERE), at rkmcdevi@uncc.edu.
Stake Your Claim billboards are arresting and bold – with a three-dimensional pickaxe staked into the top. Outdoor art installations will also be seen around campus and the city of Charlotte: giant, 20 ft pickaxes in heavy-traffic locations will stake a claim for UNC Charlotte.
The Campaign


Exponential growth. World-class scholarship. Leaders in research and innovation. It’s no wonder that UNC Charlotte was recently recognized by U.S. News and World Report as a university to watch.* 23,000 strong and growing, we’re the home of award-winning faculty, notable alumni, and the next generation of leaders who have what it takes to set the world on fire. Stake your claim to a university that’s got the whole world watching.

BIOFUELS
Genome Research
Photovoltaic Technology
It’s Not Science Fiction. It’s College.

UNC Charlotte is a hotbed for innovation in science and technology. Take our Global Challenge team. Based on their work in revolutionizing solar energy, our team was selected as finalists in a worldwide competition for creating market-viable energy technologies. With our award-winning faculty, notable alumni, and 23,000 forward-thinking students, UNC Charlotte is cultivating world-changing ideas, right here in your backyard. Stake your claim to a university that’s light-years ahead of the pack.

Dr. Mohamed-Ali Hasan, Associate Professor, Optoelectronics and Optical Communications
Leader of the UNC Charlotte Global Venture Challenge team Raesto

FONTS AND TYPE STYLE

THE TYPE CHOICES MADE FOR THIS BRANDING EFFORT HAVE BEEN CAREFULLY SELECTED TO CREATE MAXIMUM IMPACT. THE BOLD ATTITUDE OF STAKE YOUR CLAIM IS STRONGLY COMMUNICATED WITH THE CAMPAIGN'S TYPE. READABILITY IS THE HIGHEST PRIORITY, SO MESSAGES SHOULD BE CONCISE AND DIRECT, ALLOWING TYPE TO BE AS LARGE AS POSSIBLE.

THE FOLLOWING PAGES CONTAIN DESIGN GUIDELINES FOR STAKE YOUR CLAIM. PLEASE USE EVERY EFFORT TO CREATE YOUR COMMUNICATIONS WITHIN THESE PARAMETERS – IT'S VERY IMPORTANT FOR MAINTAINING THE INTEGRITY OF THE BRANDING EFFORT. WHEN POSSIBLE, PLEASE USE A PROFESSIONAL TYPESETTING OR DESIGNER. IF YOU HAVE ANY QUESTIONS, WOULD LIKE HELP, OR NEED GUIDANCE FOR HOW TO BEST UTILIZE THESE GUIDELINES FOR YOUR COMMUNICATIONS PIECES, PLEASE CONTACT RICHARD MCDEVITT AT RKMCDDEVI@UNCC.EDU.

FONT for headlines and tagline:

IMPACT

Yes, that is the actual name for the font. When the boldest Helvetica still wasn't bold enough, this font was chosen -- to make the biggest impact possible. It is preferred that this font be used in ALL CAPS.

In the event a headline is very long, please upper and lower case letters to accommodate the space.

FONT for body copy captions and disclaimers.

Trade Gothic Condensed No. 18

Trade Gothic

This font was chosen simply due to its amazing readability, even when used very small. Often a message has a great story to be told, and very small space to tell it in. In this is the case for your communications piece, please choose Trade Gothic Condensed. It remains easy to read and still compliments the headline font, Impact.

FONT for website url Under logo and tagline:

UTOPIA SEMIBOLD

This font was chosen right out of the Official UNC Charlotte Logo Use Guidelines. It compliments the official “crown” logo perfectly and reinforces that this is the official website for all UNC Charlotte information. This font should always be used in ALL CAPS.
The headline typsetting for this campaign can be tricky to say the least. Once the headline has been concisely written and approved real effort is required to make the bold statement have the most impact possible. Deciding on key words to be larger and supporting or qualifying words to be smaller is an art form. Type size should be noticeable different when a change is required. And too many size changes can look amateurish.

The font is always green with a thick gold outline that is proportional to the size of the type being used. Example: 66 point type should have 3 point outline. 260 point type should have a 9 point outline. A good way to check your outline weight is to make gold outline just heavy enough to fill center of a capital letter H.

The following visual example are meant to help you understand headline setting goals.

GOOD:

PROPER HEADLINE SETTING
REQUIRES EFFORT

OK:

PROPER HEADLINE SETTING
REQUIRES EFFORT

NEVER:

PROPER HEADLINE SETTING
REQUIRES EFFORT
Special attention should be taken when typesetting headlines for Stake Your Claim communications pieces. Once your headline has been concisely written (shorter is better!) and approved by Richard McDevitt, real effort is required to make the headline have the most impact possible. Please take special care when deciding which key words should be larger, and which should be treated as supporting, smaller words. Your decisions here will GREATLY impact the message of your communications piece! Please treat this portion of your process as an art form.

Be sure to create noticeable differences between your large and small size choices – but steer clear of too many size changes; two or three at most. The headline font is always green with a thick gold outline that is proportional to the size of the type.

Example: 66 point type should have a 3 point outline. 260 point type should have a 9 point outline. A good way to check your outline weight is to make the gold outline just heavy enough to fill the center of a capital letter H.

From the examples, you can see that kerning and tracking are rather tight. This creates a solid block of type, or a type unit. This can help simplify the design of the ads and brochures. Minor tweaks to type in scaling, kerning and leading can be adjusted – but should only be used as a last resort in typesetting. A minimum horizontal scaling of 97% and maximum scaling of 103% should be followed. Also a maximum of 30 points in scaling between letters and a minimum of 15 scaling should be followed, to allow for gold stroke to show, and for type to “breathe”.

GOOD:

PROPER HEADLINE SETTING REQUIRES EFFORT

OK:

PROPER HEADLINE SETTING REQUIRES EFFORT

NEVER:

PROPER HEADLINE SETTING REQUIRES EFFORT
COLOR PALETTE

UNC CHARLOTTE’S COLORS ARE GOLD AND GREEN, AND THEY ARE THE ONLY COLORS APPROVED FOR THE STAKE YOUR CLAIM CAMPAIGN. COLOR USAGE SHOULD CONVEY A SENSE OF HERITAGE, WITHOUT BECOMING CORPORATE, HEAVY, OR STIFF. THE EXACT GREEN FROM PREVIOUS LOGO GUIDELINES IS THE APPROVED, AS IS THE ANTIQUE GOLD DEPICTED. METALLIC INKS DO NOT APPLY TO CMYK PRINTING.

Additionally, a light gold background tone was created for use in all advertising, outdoor, and any other printed or online image. This tone can be seen in the ad samples and can be downloaded at __________.com

IN THE EVENT you are creating a 2-color ad, green and black is the approved color combination. Gradations and tints of the provided colors can be used, as long as the overall result is consistent with the Stake Your Claim campaign.
Dr. James Amburgey, Assistant Professor, Dept. of Civil & Environmental Engineering

Like the rest of UNC Charlotte’s faculty, Dr. James Amburgey is more than just a professor. He’s a doer. Through his research, he created a simple, low-tech filter that can deliver safe, clean drinking water to millions of people.

Thanks to notable faculty like Dr. Amburgey, students at UNC Charlotte don’t just take classes—they’re shaped by real-life innovators and achievers. Stake your claim to a university where great things get done.

THOSE WHO CAN, DO.
THOSE WHO CAN DO IT BETTER,
TEACH HERE.

Unc Charlotte is home to the spirited. The tenacious. Can-do kind of pioneers who raise eyebrows and leave a mark. Whether it’s academics, athletics, or the arts, we’re home to world-class achievers and leaders. 23,000 students strong and growing, UNC Charlotte boasts an award-winning faculty, notable alumni, and a student body of winners. Stake your claim to a university that doesn’t just try—we succeed.

UNC Charlotte is home to the spirited. The tenacious. Can-do kind of pioneers who raise eyebrows and leave a mark. Whether it’s academics, athletics, or the arts, we’re home to world-class achievers and leaders. 23,000 students strong and growing, UNC Charlotte boasts an award-winning faculty, notable alumni, and a student body of winners. Stake your claim to a university that doesn’t just try—we succeed.

Lindsey Ozimek
Women’s Soccer
MVP B.A. Special Education
Class of 2008

UNC Charlotte is home to the spirited. The tenacious. Can-do kind of pioneers who raise eyebrows and leave a mark. Whether it’s academics, athletics, or the arts, we’re home to world-class achievers and leaders. 23,000 students strong and growing, UNC Charlotte boasts an award-winning faculty, notable alumni, and a student body of winners. Stake your claim to a university that doesn’t just try—we succeed.
LOGO USE IN BRAND

FOR COMPLETE DETAILS ON ALL LOGO USE, REFER TO THE UNC CHARLOTTE IDENTITY STANDARDS GUIDE. LOGO USE FOR “STAKE YOUR CLAIM” FOLLOWS THE UNC CHARLOTTE STANDARDS – WITH THE ADDITION OF THE “STAKE YOUR CLAIM” TAGLINE.

PLEASE USE THE GRAPHICS HERE AS A GUIDE, AND PLEASE ADHERE TO THEM AS CLOSELY AS POSSIBLE. ALL LOGOS SEEN HERE MAY BE DOWNLOADED AT ______________.COM.

EXAMPLES:

Use only when STAKE YOUR CLAIM is headline

Logo use should always adhere to options available from UNC Charlotte. Any variations needed should be requested from the Marketing Department at 704.687.2523.
PHOTOGRAPHIC STYLE

ALL PHOTOGRAPHY SHOULD BE THE HIGHEST POSSIBLE QUALITY, TO CONVEY THE HIGH STANDARDS OF UNC CHARLOTTE. REAL STUDENTS, FACULTY, STAFF, PROFESSORS, AND ALUMNI MUST BE USED; STOCK PHOTOGRAPHY IS PROHIBITED!

PHOTOGRAPHY SHOULD BE HIGH CONTRAST, AND NEVER OVER-SATURATED WITH A WARM TONE. EXPRESSIONS OF THE SUBJECTS IN THE PHOTOS SHOULD CONVEY CONFIDENCE, ABOVE ALL ELSE.

EXAMPLES:
WHEN CHOOSING THE MEDIUM FOR YOUR STAKE YOUR CLAIM MESSAGE, IT’S IMPORTANT TO BEAR IN MIND THE TONE OF THE BRAND. THE TONE OF “STAKE YOUR CLAIM” SHOULD ALWAYS CAPTURE THE HISTORIC PROPORTIONS, THE RAPID ACCELERATION, AMAZING TENACITY AND UNBELIEVABLE COLLEGIATE EFFORT AT THIS UNIVERSITY. IT SHOULD ALWAYS FEEL INSPIRATIONAL, RALLYING, ENERGETIC, SELF-ASSURED, PROUD, PIONEERING, AND ALWAYS COME FROM THE HEART OF THE HARD WORKING, SELF-ASSURED POINT OF VIEW.

The Stake Your Claim message may be communicated through many different mediums; however, please make your choices with creativity in mind. When placing print media, larger-space ads, with color, are preferred. When developing event and news communications, choose the most creative option available to you. Word-of-Mouth teams in Stake Your Claim t-shirts are a more creative option than a poster on campus, USB drives pre-loaded with information are more creative than printing booklets, etc.
SUMMARY

We hope you will enjoy creating your communications within the new Stake Your Claim parameters. This new brand effort provides UNC Charlotte an opportunity to have a unified voice, and a cohesive message. Please have your communication pieces, media, and PR plans approved by the Marketing Department in advance of placement or printing. Whenever possible, please use professional marketing, design, and photography services. Our agency partners in the creation of the Stake Your Claim campaign, Tattoo Projects, are the preferred vendors for marketing, advertising, and design, and are available to help you in the creation and production of your communications pieces. To work with Tattoo Projects, contact Buffy McCoy Kelly at buffy@tattooprojects.com.

The success of UNC Charlotte’s brand is now in your hands – thank you, in advance, for adhering to these guidelines, and for making our brand a success!