UNCASG Visual Identity and Branding Guide

Mission:

Founded and funded by students, **The University of North Carolina Association of Student Governments** champions the concerns of students and ensures affordability and accessibility to quality education today and tomorrow.

Vision:

Uniting Campuses. Serving Students.

Purpose:

The UNC Association of Student Governments is the student organization designated to represent the interests of students in the deliberations of the UNC Board of Governors. Our purpose is to advocate for the collective best interests of students in serving as a liaison between students and the Governor of North Carolina, the North Carolina General Assembly, and the Office of the President of the University of North Carolina; and collaboratively increase awareness of issues affecting students and the University.

Title:

There are multiple official ways to write out the name of the Association.

It can be the full title: The University of North Carolina Association of Student Governments.
It can be the acronym: UNCASG.
When writing "UNCASG", there should not be a space between "UNC" and "ASG".

It can be "ASG" for internal and informal purposes such as meeting agendas and social media, but prioritize "UNCASG" for formal/external purposes such as newsletters and press releases.

It is also appropriate to refer to the organization as "The Association", but only if the full name has been written out prior in the document.

Brand Personality:

The UNCASG personality traits are Cooperative, Resilient, and Accessible; three things that we know to be true of the constituent institutions within the UNC System, as well as the individual students that we serve.

Cooperative is defined as *involving mutual assistance in working toward a common goal.*
The structure of UNCASG was designed intentionally to foster collaboration, cooperation, and connection. Much of the UNCASG experience is centered around the unique ability we provide to network and freely share ideas. Much of the weight that UNCASG holds is centered around our ability to bring forth recommendations that have been written by, seen by, and approved by students from all seventeen institutions in the UNC System, from mountains to sea. We take pride in being *cooperative*, and we strive to increase cooperation between all constituent institutions.

Resilient is defined as able to withstand or recover quickly from difficult conditions.
We believe in the strength of UNCASG. We believe in the UNC System. We believe in each of our seventeen constituent institutions, and we believe in all of the students we serve. We know that each of our students, and all of our institutions face hardships. But we know that we are in it together, as the UNC System, and UNCASG serves as a reminder of our abilities to respond, react, and always move forward.

Accessible is defined as *able to be reached or entered* and *friendly and easy to talk to.*
We strive to increase accessibility at each of our constituent institutions, and increase the accessibility of UNCASG as a whole. We strive to continue to break barriers to student success and stand firm in our rights as students. Further, we strive to be welcoming and inviting for all of the

students that we serve, and increase awareness of our mission and values through continuously being present and open.

Voice and Tone:

We are informed, aware, and inviting first and foremost.
We are committed to presenting ourselves and using language that conveys that sentiment.
We are committed to always embody our brand personality.
We are committed to presenting our messages as clear and concise, and not distracting from our central message by prioritizing catchy or cute language.
We are committed to always being aware of our audience and knowing that it is not about us as an organization, but is always about the students that we serve.
We are committed to using progress-forward language, and conveying that we are always reaching for the next step.

The UNCASG Verb List includes but is not limited to;
Achieve,
Advance,
Aspire,
Create,
Diversify,
Encourage,
Enhance,
Improve,
Lead,
Overcome,
Provide,
Serve,
Streamline,
Strive,
Transform.

There are verbs UNCASG uses often as they embody our brand personality and are congruent with our mission and values.

Logos:

These are the only official logos for UNCASG. The one on the left is the primary logo, and serves as the official letterhead for Association press releases and newsletters. The one on the right is the secondary short-title logo, to be used on graphics when there is not enough available space to use the primary logo.

The primary logo is best utilized on marketing materials when centered, and the short-title logo is best utilized on marketing materials with a corner placement, preferably top-right or bottom-right.

Both of these logos also exist in white to be used on non-white documents and graphics.

Typography:

The official UNCASG font is "Comfortaa". Comfortaa offers light, normal, medium, semi-bold, and bold. Headings and Titles should be written in "bold", with Headings also being underlined. Body text should be written in "normal".

The official document font sizes are twenty-point for Titles, fourteen-point for Headings, and twelve-point for body text.

When writing "UNCASG" as included in a title, the "UNC" should be in bold, and "ASG" should be in light, as follows: **UNC**ASG. An example of this can be seen in the official Association logo.

Examples of our preferred typography can be found throughout this guide.

Color Palette:

Primary Colors:

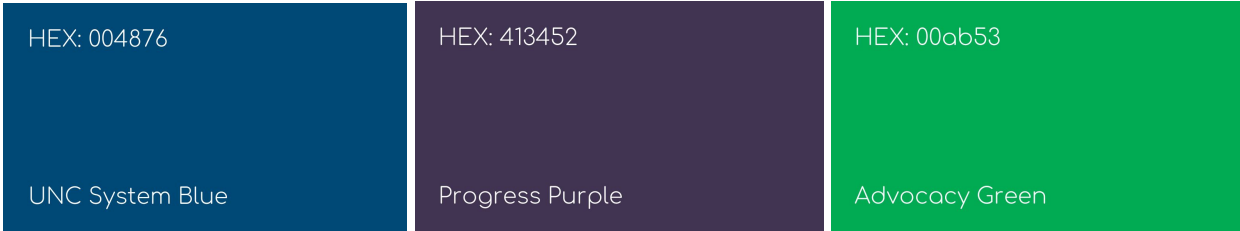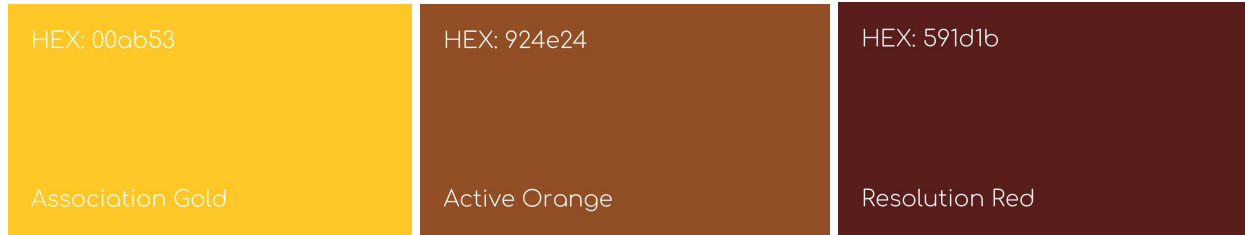|		
HEX: 373f5d	HEX: 3d3d3d	HEX: 1d2024
UNCASG Blue	Governing Gray	Charcoal
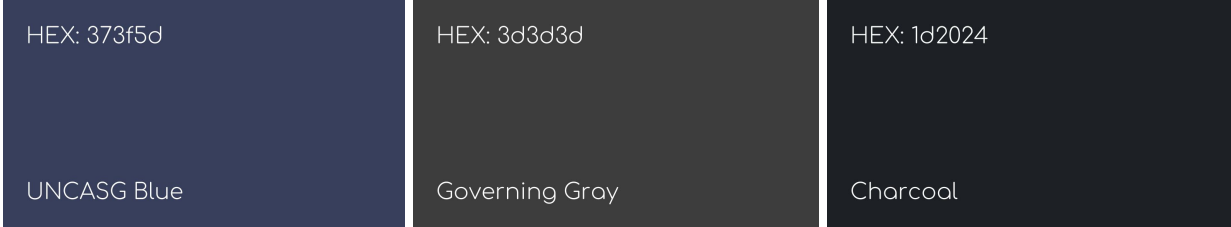
In order left to right:
UNCASG Blue (HEX Code: 373f5d)
Governing Gray (Hex Code: 3d3d3d)
Charcoal (Hex Code: 1d2024)

UNCASG's Primary Colors consist of a specific UNCASG Blue. This blue should play a dominant role in most marketing pieces, with Governing Gray and Charcoal serving as excellent complementary colors. The Primary Color palette should be used for graphic and advertising background colors. We refrain from using pure black as it tends to dominate over our favorite color, UNCASG Blue.

When using one of the UNCASG Primary Colors as a background, text should be written in White, as seen above. This creates a clean look for the Association and also increases the accessibility of our marketing materials.

Secondary Colors:

HEX: 004876	HEX: 413452	HEX: 00ab53
UNC System Blue	Progress Purple	Advocacy Green

HEX: 00ab53	HEX: 924e24	HEX: 591d1b
Association Gold	Active Orange	Resolution Red

In order of top row, left to right, then bottom row, left to right:
UNC System Blue (HEX Code: 004876)
Progress Purple (HEX Code: 413452)
Advocacy Green (HEX Code: 00ab53)
Association Gold (HEX Code: 00ab53)
Active Orange (HEX Code: 924e24)
Resolution Red (HEX Code: 59d1b)

The Secondary Colors are generally to be used as accent colors and are to be used creatively throughout Association marketing as they are all specifically designed to be eye-catching. Secondary colors should rarely serve as marketing backgrounds as they can be overwhelming and inaccessible for readers, however if our secondary colors are used as a marketing background, white text should be used, and there should be a semi-transparent layer between the background and the text so that the text is more accessible to the viewers.

The only exception is Association Gold. Black text can be used over Association Gold, when necessary, but we prefer Association Gold as an accent color rather than a background.

In general, the Association prefers "cool" colors as they are naturally sleek and calming, hence our emphasis on the blue-gray color spectrum.

The University of North Carolina Association of Student Government's Branding Guide was developed during the Schmidt-Davis Administration (2019-2020) by the Director of Media Outreach, Sara Mears.