

BRAND DESIGN REFERENCE

 **DOWNLOADS**
UNC Brand Central

 **QUESTIONS**
brand@unco.edu

LOGO



PRIMARY LOGO

Our brandmark (aka "bear head") paired with the UNC monogram. Available in horizontal and vertical formats.



LOGO SIGNATURE

Our brandmark paired with a stylized wordmark. Available in horizontal and vertical formats.



BRANDMARK

Used in our logos and as a stand-alone graphic element.



MONOGRAM

Used in our primary logo, merchandise and apparel.

COLOR

BEARS BLUE

HEX #013c65
RGB 01 45 91
CMYK 100 69 08 54
PMS 295

BEARS GOLD

HEX #ffb71b
RGB 254 189 54
CMYK 00 28 89 00
PMS 1235C

TYPOGRAPHY

Questa Slab

Light Medium **Black**

Large headings and body copy.
Backup: Arvo

Ringside

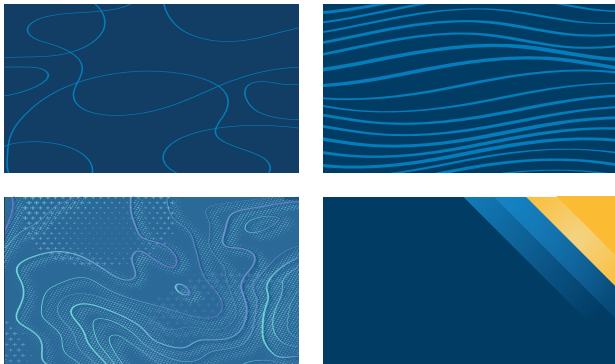
Light Medium **Black** | Condensed Light Medium **Black**

Headings and body copy, including smaller paragraph content.
Backup: Roboto

*Ed's Market /
Zaja Pro*

Handwritten / marker fonts; used sparingly for highlights & callouts.

DESIGN ELEMENTS



BACKGROUND PATTERNS

Abstract lines, shapes and corner elements used to enhance visual interest and frame content areas.



DOODLES

Arrows, sunbursts and icons used to call attention to specific content.



SPIRIT PHRASES

Popular UNC phrases, typeset in handwritten fonts and arranged in various ways.