UNC School *of* Education

Brand Guidelines

UNC | SCHOOL OF EDUCATION
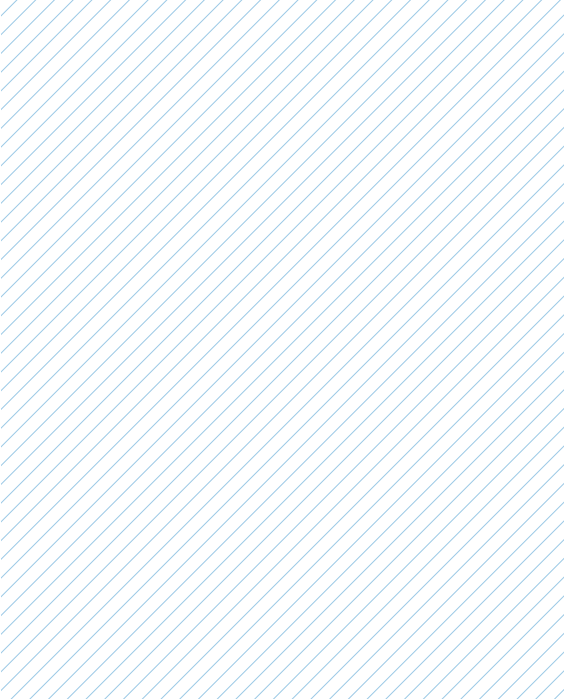
Table *of* Contents

Introduction

Explanation *of a* Brand

What is a brand? It's more than just an organization's logo or logotype or graphic identity. A brand is a perception of an organization by its audience. In the case of a university or a school within it, a brand is what students, prospective students, faculty and staff members, peers and members of the public think and feel, and how they respond, when they hear the school's name.

By creating a strong and dynamic brand, the UNC School of Education will help to shape the way people perceive it — how they think and feel — for the better. This brand lives within the larger brand of the University of North Carolina at Chapel Hill, but features elements that distinguish it from other schools on campus and other schools of education across the U.S.

This guide will serve as a resource for implementation of this brand. The following pages describe essential elements of the brand, basic instruction on how to use those elements and the rationale for the brand. Following these guidelines will help create consistency and increase recognition of the brand — amplifying the UNC School of Education's voice and increasing its visibility.

It should be noted that the elements and uses in this guide are fluid and flexible. However, any changes will be reviewed and assessed to ensure there is always standard usage.

Following these guidelines will help create consistency and increase recognition of the brand — amplifying the UNC School of Education's voice and increasing its visibility.

Background

In 2016 — after more than 130 years in existence — the UNC School of Education sought to reassess its mission and understand its brand within a new and politically-charged landscape. While the core values and inherent truths of the School have not changed since its inception, a new sense of place must be established along with a compelling narrative that supports the University's priorities for the future.

The organizational structure, program offerings, research initiatives and interdisciplinary relationships have adapted with changing times and environment, and a new message was needed to best articulate the School's story and how it appeals to a variety of audiences. Notably, the UNC School of Education is home to 20,000 alumni, making it the third largest alumni base at the University of North Carolina at Chapel Hill.

A new sense of place must be established along with a compelling narrative that supports the University's priorities for the future.

Discovery

A four-person team from 160over90 — a Philadelphia-based creative agency that led the creative and branding efforts for the University of North Carolina at Chapel Hill's comprehensive fundraising campaign "For All Kind: the Campaign for Carolina" — visited the School of Education and conducted on-site interviews to capture the perspectives of several audience groups including:

Dean
Fouad Abd-El-Khalick

Student Affairs
Anne Bryan
Diana Lys

Students
Lauren Casey
Michael Little
Toni Miguel
Jorge Pradilla
Haiyan Xiang
Xiaoshuang Zhang

Faculty
Claire Baker
Greg Cizek
Jennifer Diliberto
Dana Thompson Dorsey
Jeff Greene
Suzanne Gulledge
Martinette Horner
Eric Houck
Sherick Hughes
George Noblit
Kelly Ryoo
Keith Sawyer
Cathy Scott
Lynne Vernon-Feagans

Development and Alumni Relations
Leslie Deslis
Mike Hobbs
Laurie Norman

Alumni
Belinda Corpening
Artie Kamiya
Mike Priddy
Terrell Morton
Mary Faith Mount-Cors
Melissa Rasberry
Amy Rickard
Cindi Rigsbee
Kelli Smith

Discovery (cont'd)

160over90 also reviewed discovery documentation provided by the School of Education that included:

Alumni Publications

- Highlights Mailer
- Honor Roll
- *The Carolina Slate*

Donor Stewardship Pieces

- Abby Ampuja
- Betty Davidson
- Hillary Parkhouse

Planning Documents

- School of Education Strategic
  - Framework Response

Marketing Materials

- CREATE Brochure
- The Daily Tar Heel Ads
- Minor in Education Posters
- Human Development and Family Studies Brochure
- Bachelor's/M.A.T. Brochure
- Special Education M.Ed. Brochure
- Minor in Education Brochure
- Bachelor's/MAT Program Open House Flier
- Bachelor's in Music Education Flier
- UNC-BEST Flier
- Ph.D. in Education Flier
- Ph.D. in Policy, Leadership and School Improvement Program Announcement
- SOE@WORK Flier

Noteworthy Initiatives

Noteworthy Personnel

Publications, Honors and Awards

Stories of Impact

Creative

- Photography

Discovery (cont'd)

In the discovery process, 160over90 heard recurring messages that included:

- Equitable Access and Outcomes
- Unknown Future
- Too Much Information, Not Enough Knowledge
- On the Precipice of Change
- Re-imagining Education
- Helping the Most Vulnerable
- Community and Collaboration
- Education is Dynamic
- Experiential Learning
- Small School in a Powerhouse
- Nurturing Leaders
- Graduates Among Most Successful in State

- Systematic Way of Thinking
- Leaders in Every Field
- Research University, Not a Teaching College
- Graduate and Research School
- All About Human Impact
- Passion for Service
- Break Out of the Traditional View
- Duty to the State
- Broadening Perspectives
- Education Under Attack
- In the Business of People
- Negative Narrative
- Investing in the Public

- Teaching the World How to Educate
- Digital Literacy and Integrity
- Nexus of Educator Prep and Research
- Contextual Environment
- Strengthening Communities
- Lack of Dissemination

Brand Strategy

Audiences

No matter the audience with which we communicate, we aspire for people to respond by any combination of the following:

- **Thinking** — Audiences should acknowledge that the UNC School of Education is redefining education through a transformative and forward-thinking view of the field and the world.
- **Feeling** — Audiences should be inspired by the merit, vision and potential of faculty members, students and alumni.
- **Doing** — Audiences should support the School through financial contributions and/or through advocation of the School's impact.

Our audiences include the following:

Supporters

Donors

- Educational, entrepreneurial-minded donors who want to further innovative research and teacher preparation already happening at the UNC School of Education
- Those who have a strong belief in the value of public education and value equity and social justice with access to high-quality educational opportunities for all
- Increased support from private/family foundations

Legislature

- Legislators and policymakers at the state and federal levels who can enhance fundraising campaign goals through an increased allocation of state dollars

Audiences (cont'd)

Influencers

Alumni

- With more than 20,000 living alumni, the UNC School of Education has the third largest alumni base at the University of North Carolina at Chapel Hill.

- Widespread influence to advocate on behalf of the School (to supporter groups, etc.).

- It should be noted that over the life of the School, its degree programs have evolved. While the School still produces teachers through its MAT program, it also produces doctoral graduates and scholars who have the ability to affect schools, teaching and learning at a macro level.

University Community Members

- Low awareness about the impact and benefits from the UNC School of Education.

Faculty and Staff Members

- As with any organization, employees are brand ambassadors — in professional settings and in personal/social ones. Particularly with faculty members, their voice in circles of peer scholars is perhaps the single-most important medium for conveying the brand.

Peers

- Peer education programs across the country who are unaware of the value and offerings of the School.

Current Students

- Have a broad focus and value the interdisciplinary nature of the UNC School of Education.

Prospective Students

- Future students who are looking for innovative education and value the School and public service.

State Education Leaders

- State government leaders — inlcuding the Governor, state legislators, state superintendent, superintendents, etc. — hold decision-making power and a larger platform for advocacy.

- Particularly school district leaders and principals are able to establish partnerships with the School and also nominate teachers and principals for degrees that enhance leadership opportunities.

Brand Pillars

From the discovery process, four distinct ideas emerged in all conversations with stakeholders. Those four ideas provide the foundation for our work.

Educating the Whole

- *A systematic way of thinking* exists that can apply to education. The School has critical mass in assessment, implementation science and improvement science. Focused on how people learn and how schools operate, and how improvements can be scaled and sustained across educational systems.

- *Seeking holistic approaches toward education* as it relates to the whole child, family, and community.

- *The ripple effect of impact* defines success.

- *Partnering with and investing in communities* results in positive outcomes in community mental health, economic development and in schools.

- *A shift in the cultural aspect of teaching* children at an economic, physical, social, and emotional level.

- *The new age of digital literacy* requires teaching the integrity of information. An overwhelming amount of information exists — at students' fingertips — which forces us to change the way we operate.
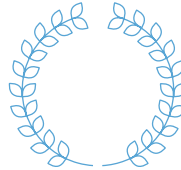
Empowering Leaders of Tomorrow

- *Preparing, equipping and empowering educational leaders* and researchers to work effectively in cross-cultural and socially diverse settings, and to engage with current education problems and be ready to face future challenges.

- *Students learn from top leaders in the field.* The School already has the foundation needed to instill knowledge in others on how to succeed. It starts with those already at the School who are the top leaders and experts in their field.

- *Nationally and internationally renowned researchers with deep expertise in:*
  - Learning sciences
  - Social justice and equity
  - Educational leadership and policy
  - Curriculum and instruction
  - School psychology and counseling
  - Human development
  - Educational assessment and evaluation

Brand Pillars (cont'd)
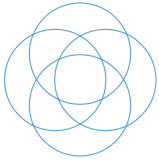
Collaborating for the Greater Good

- *Recognizing, embracing and pursuing new initiatives and partnerships* leading to more impactful results.

- *Experiential learning* efforts enable collaborations with units across campus to realize the new teaching and learning imperatives for Carolina students — across educational settings, both formal and informal.

- *A collaborative effort for a newly established degree in educational innovation*, MEITE (Master of Arts in Educational Innovation, Technology and Entrepreneurship) is a collaboration between the School of Education, Kenan-Flagler Business School, School of Information and Library Science, and the Department of Computer Science.

- Graduates will stand ready to identify opportunities and develop innovative ideas; to ground their innovations in cutting-edge technology and learning sciences research; and to create value by founding and managing new entrepreneurial ventures.

- *A new Minor in Education* created in conjunction with the College of Arts & Sciences — already popular with Carolina undergraduates — the program is reaching five-year enrollment targets in the minor's third year.

Advancing Knowledge, Driving Innovation

- Our *faculty members and graduate students pursue field-advancing research* that affects learning and teaching at a macro level.

- Rooted in the most rigorous academic research, the *work we produce holds innovative promise in teaching and learning*, improving the lives of all learners.

- With the highest quality educational research at its core, *the new Master of Arts in Educational Innovation, Technology and Entrepreneurship* and its graduates will accelerate and bring to market innovations in education.

Unique Selling Proposition

What is a unique selling proposition? It's an internal code, not an external tagline. It must contain fundamental truth. It must have multiple proof points. Again, this idea emerged from the synthesis of recurring messages during discovery. It is the essence of the brand strategy.

Instilling Greatness for All

"*Instilling*" speaks to the inherent drive and shared mission to confront and solve the challenge of realizing equity in both educational access and outcomes.

"Greatness" speaks to educating and equipping the next generation of leaders with the best knowledge, tools and resources to succeed.

"For All" relates to current students, future students and all citizens along all dimensions of their diversity.

Tone Words

Much like the brand's unique selling proposition, tone words don't appear in publications produced by the School. These words should guide the emotions and ideas conveyed in all communications.

Inspired

Dynamic

Sharp

With Heart

Of extraordinary quality as if arising from some external creative impulse

Constant innovation; Diverse; Energetic; Multi-faceted; Ever-evolving

Intentional; Keen intellect; Focused

Deep awareness of people's needs; Caring; Embracive; Compassionate

Mission Statement

Within this process of discovery, the UNC School of Education and its leadership found that the School had moved beyond its previous mission statement. The School's new mission statement reads as follows:

The School of Education at the University of North Carolina at Chapel Hill is committed to realizing the transformative power of education, and — in turn — is redefining what it means to educate.

Education has the power to break down barriers, lift up individuals, and empower communities to rise and thrive.

To that end, we inspire educators to lead; to think creatively, act with passion, and strive toward equity for all.

Rationale

Taking the brand strategy and tone words into account, the creative work was built upon the following rationale:

In all we do at the UNC School of Education, we advance our world through teaching, research and service always with people in mind. We strive to help all people learn better and to equip educators with the tools necessary to teach better. Our faculty members generate knowledge across fields to improve teaching and learning. Our students, across degree programs, gain knowledge and skills grounded in research and practice to lead and to create positive impact for learners. And our alumni carry this knowledge and commitment to people into their classrooms, schools and beyond.

Visual Identity

UNC School *of* Education Logo

The UNC School of Education logo is essential to the School's — and University's — visual identity. It should be used in ALL marketing and communications materials. Using it correctly and consistently enhances all audience members' recognition of the School and University.

The logo has horizontal and vertical versions, each of which should be reproduced using high-resolution digital artwork. When using the UNC School of Education logo, it is not necessary to also include the University of North Carolina at Chapel Hill logo. The UNC School of Education logo may not be altered in any way.

The UNC School of Education logo comes in four different colors: Carolina Blue and black, Carolina Blue, black and white.

Clear Space Requirements

To ensure the integrity and visual impact of the logo, the appropriate "clear space" must be maintained on all sides. Specifically, where "x" is equal to the height of the Old Well icon, there must be a minimum of 1/2 the distance "x" between the outside edge of the logo and any other page element, including the edge of the page. The vertical line dividing "UNC" and the unit or department name may fall inside the clear space.

Color Palette — Digital

PRIMARY COLORS
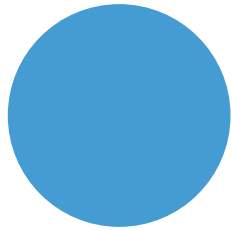
Carolina Blue (web)
Hex #4b9cd3
RGB // 75, 156, 211
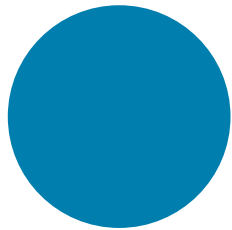
Link Blue
Hex #007fae
RGB // 0, 127, 174

SECONDARY COLORS
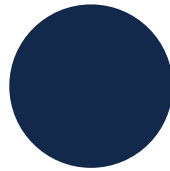
Athletics Navy
Hex #13294b
RGB // 19, 41, 75

Light Gray
Hex #e1e1e1
RGB // 225, 225, 225
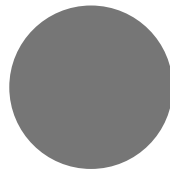
Dark Gray
Hex #767676
RGB // 118, 118, 118
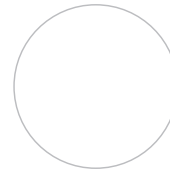
White
Hex #ffffff
RGB // 255, 255, 255

TERTIARY COLORS
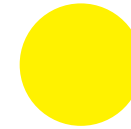
Yellow
Hex #fff200
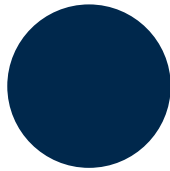RGB // 255,242,0

Color Palette — Print

PRIMARY COLORS
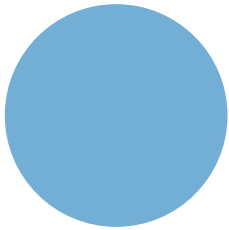
Carolina Blue
PMS 542 C
CMYK // 60, 19, 1, 4
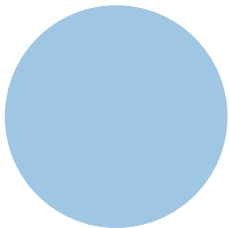
**Carolina Blue
(acceptable alternate)**
PMS 543 C
CMYK // 38, 9, 0, 1

SECONDARY COLORS

Navy
PMS 2767 C
CMYK // 100, 90, 10, 77

White
PMS opaque white
CMYK // 0, 0, 0, 0

Light Gray
PMS 429 C
CMYK // 21, 11, 9, 23

TERTIARY COLORS
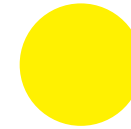
Process Yellow
PMS Process Yellow
CMYK // 0, 0, 100, 0

Typography

The primary headline font for the UNC School of Education is Le Monde Livre, a font based on Le Monde Journal. Le Monde Livre is available through Adobe Fonts; all University of North Carolina at Chapel Hill employees have access to these fonts through an Adobe Creative Cloud license available through ITS. Le Monde Livre works beautifully for book and magazine typography, originally designed for French newspaper Le Monde. At once, this serif font is both classic and contemporary. The timelessness of this font embodies that same characteristic in education. With varying weights, this font, particularly the Extra Demi and Bold weights, is an excellent choice for headlines in print and digital. Le Monde Livre is not meant to be used at sizes under 11 pts. Le Monde Livre performs exceptionally well at headline and display sizes paired with Acumin Pro.

PRIMARY HEADLINE FONT

Le Monde Livre

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Le Monde Livre Demi
Le Monde Livre Demi Italic

Le Monde Livre Bold
Le Monde Livre Bold Italic

Typography (cont'd)

Acumin Pro is the font used for secondary headlines and body copy. It is available through Adobe Fonts; all University of North Carolina at Chapel Hill employees have access to these fonts through an Adobe Creative Cloud license available through ITS. Acumin Pro is a versatile sans-serif typeface family that is equally at home in text and headline settings. Though for the School of Education's purposes, it should not be used in headlines. Acumin Pro is especially suitable for use in information design and anywhere a clean, modern aesthetic is needed. This modern feel is especially appropriate as it reflects the cutting-edge work produced by School faculty and graduate students.

PRIMARY SUBHEAD / BODY COPY FONT

Acumin Pro

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Acumin Pro Light
Acumin Pro Light Italic

Acumin Pro Regular
Acumin Pro Italic

Acumin Pro Medium
Acumin Pro Medium Italic

Acumin Pro Semibold
Acumin Pro Semibold Italic

Acumin Pro Bold
Acumin Pro Bold Italic

Typography (cont'd)

Paragraph Alignment

Paragraph styles are not limited to one style of alignment. Alignment should be based on the execution. For example, a poster might need a centered paragraph style while a longform editorial execution could need a justified paragraph style.

Left alignment is the primary style for most communications materials due to its easy readability.

Centered alignment should be reserved for small blocks of copy. It's best for posters, banners, invitations, digital signage, advertising materials, etc.

Right alignment should be used sparingly. It should only be used for posters, banners and advertising materials when appropriate.

Justified alignment should be reserved for longform copy, though left justified is preferred, and traditional editorial pieces.

Photography

Photography for the UNC School of Education should somewhat mirror that of the University of North Carolina at Chapel Hill. Photos should feel bright and appear naturally lit, authentic and real (as opposed to staged or manipulated) to show the vibrancy of the community. From portraits that convey forward-thinking scholarship and leadership to group images that show engaging collaboration to environmental images that illustrate the campus and innovative spaces, photos should always be captured and selected with the brand's tone words in mind.

Individual

Group

Environmental

Learning

Photography

In some instances, submitted images may not meet the brand standards mentioned on the previous page. When possible, submitted images should be toned to reflect, as best possible, those standards. Increasing an image's brightness (and reducing contrast) and achieving a white balance close to bright white (removing red, green, yellow or blue tint) can help an image more closely align to brand standards.

Images may also be duotone using the appropriate digital or print variations of Carolina blue and athletic navy.

Contrast

Duotone

Icons

The following icons reflect the pillars of our brand and the work we do. When creating print and digital content, incorporate into the design the icon that most closely aligns with that content.
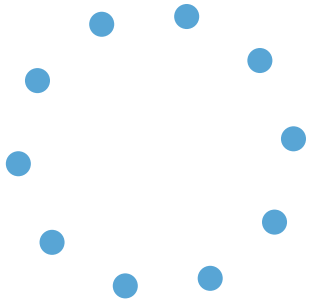
Educating the Whole
We recognize that learning is dependent on the well-being of children, their families and their communities. With a focus on underprivileged and underserved communities, we seek work with educators, parents, schools, communities and beyond, in partnership with other UNC-Chapel Hill units, to empower learners and communities to thrive.
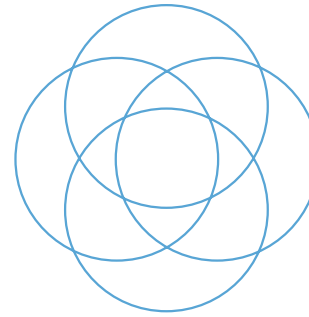
Collaborating for the Greater Good
We seek productive and meaningful partnerships across disciplinary and institutional boundaries, working with stakeholders within and beyond formal institutions of education. A well-educated, diverse, and empowered public is key to addressing social inequities and injustices; promoting and supporting the health and wellbeing of all; and ensuring the competitiveness and prosperity of our state and nation.
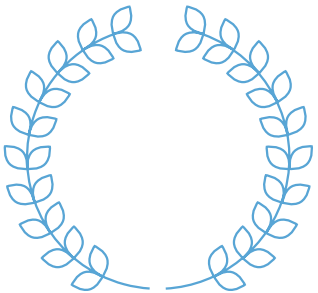
Empowering the Leaders of Tomorrow
We empower educators and scholars to lead; to think creatively, act with passion, and strive for excellence and equity for all. Equipped to succeed in their professions, our graduates also emerge as leaders in their institutions and communities, and mindfully contribute toward continually improving and transforming them.
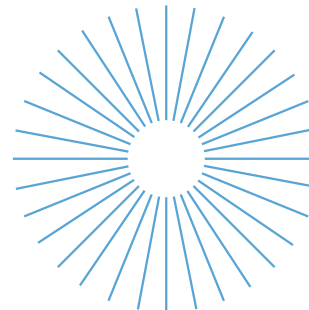
Advancing Knowledge, Driving Innovation
We produce cutting-edge knowledge, and pursue innovative, research-based solutions to the most pressing problems of educational theory, practice, programs, and policy in North Carolina, the nation, and beyond.

Textures

Textures are used to add depth to the brand. They can be used as an overlay on entire compositions or to treat specific elements such as typography or photography. They should be subtle and act as a supporting element. They can be colorized using the secondary color palette. Be mindful and attempt to avoid excessive texturing and contrast, utilization of these elements should always be balanced and purposeful.

These textures were created to complement the four icons. The structured nature of these textures reflect the structured and foundational nature of education; some textures however appear more organic, nodding to the creativity required by the work of the School.

As with the icons, choose the texture that most closely aligns with the content. If the content contains multiple pillars, incorporate the texture with all icons or incorporate a single texture and a differing icon.
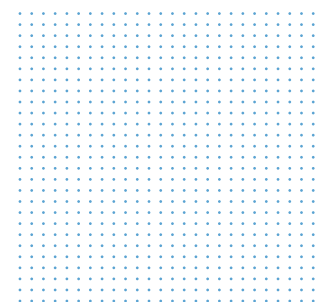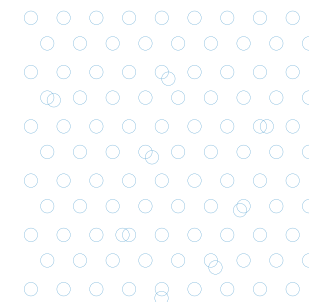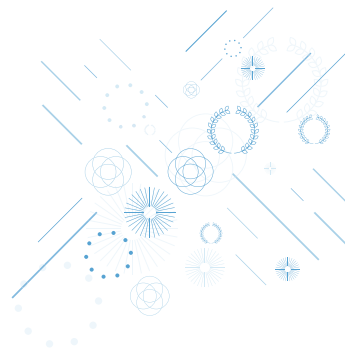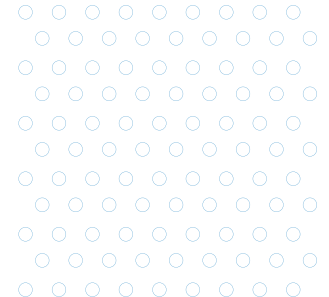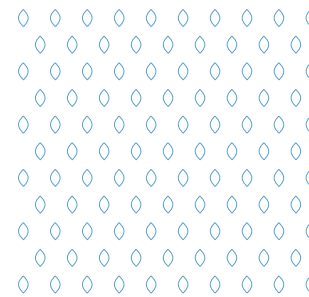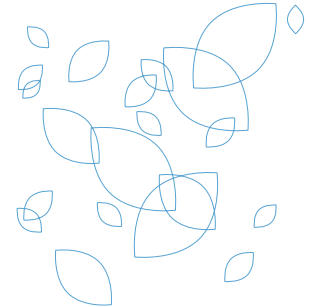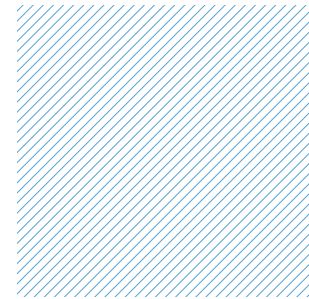
Visual Identity

Graphic Elements Composition

When composing layouts, white space is essential for visual contrast and to keep the user focused on the important content. Use a balance of round shapes and layer with icons or patterns when appropriate. Highlight quotes or any significant text in a large type setting on top of or beside textured patterns. A 7-column grid structure is mainly used for publications allowing for varying widths of text and images. Images can be contained within circles and should be cropped when placed at the edge of the page borders. Ensure there is enough breathing space around the circular elements. Thick lines can be added underneath large headings, header or footer elements to separate from the rest of the content. Use sparingly.

Copy

Brand Voice

The UNC School of Education voice should be aspirational and inspirational. We must communicate the difference our work makes in the lives of our students and of learners around the world. We must also convey how our community stands apart from that of our peers. We must show how the work of our scholars affects people beyond Chapel Hill, how our alumni succeed once they leave our hallways and how our supporters create opportunities for faculty members and students to make impact in education. Audience members should feel inspired and compelled to take action, whether that's learning more, joining the School for an event or a degree program, or making a gift.

Audience members should feel inspired and compelled to take action, whether that's learning more, joining the School for an event or a degree program, or making a gift.

Copy

Headlines

Headlines represent our first opportunity to capture an audience's attention and should be interesting or provocative enough to have them engage with subsequent content. A headline should never take more than a few seconds to comprehend. Strong headlines, while driven by the subject of the communication, should always relate back to the positioning and rationale of the UNC School of Education brand. Here are a few examples:

Education drives every profession, every human endeavor.

Innovations don't propel our world. People do.
At the UNC School of Education, we propel people.

Educating teachers, administrators and professionals to lead at every level.

With our influence on education, we can lift every member of society.

Redefining education lifelong and lifewide.

Fulfilling the promise of equitable outcomes for all students, all learners.

Sample Copy

Sample 1

Title: Can teacher bonuses help close the achievement gap?

Text:
Our teacher compensation system is broken.

Not only is it broken, but the way we pay teachers is doing harm, says Matthew Springer, the Robena and Walter E. Hussman, Jr. Distinguished Professor of Education Reform.

The single-salary pay schedule commonly used by school districts across the country contributes to an inequitable distribution of highly effective teachers that is stifling academic progress among the nation's neediest students.

That has motivated Springer and colleagues to examine how teachers are paid, specifically looking at whether bonuses and teacher evaluation systems support and contribute to retaining good educators, and whether differentiated compensation leads to gains in student achievement. He's found evidence that incentive pay systems can have positive effects — provided they are carefully designed and implemented.

Sample 2

Title: A new future for learning in Carolina science and math classes

Text:
In research aimed at better understanding how Carolina students in science and math courses interact with digital instructional resources, UNC School of Education assistant professor Matt Bernack and cross-campus colleagues have created models that can quickly and accurately identify students who may need additional help based on those interactions. In one study, their model predicted 74% of students who would earn a "C" or lower on the final exam — within the first three weeks of class. New funding from the National Sciences Foundation promises to make even more accurate inferences from data generated by large numbers of students.

Propel *the* World

Message

At the core of the Propel the World message platform is people. Money markets do not make money. Rocket ships do not get to space. Instruments do not make music. Presses do not print books. People make all of these things possible. People propel our world, and we propel people. We build their minds, spirit and resolve to make the world a better place.

At the UNC School of Education, we propel the world.

We build their minds, spirit and resolve to make the world a better place.

Logotype

The Propel the World logotype, like the UNC School of Education logo, will help to enhance the School's visual identity. This logotype was developed specifically to reflect the School's work.

Within this logotype, the "O" within the word "propel" is meant to visually convey the world, and the "O" within the word "world" is meant to visually convey a pair of hands guiding or "propelling" the world. The sans serif font is meant to visually convey a modern, sleek design that positions the School as a leader across education-related fields that produces topical, cutting-edge scholarship.

The logotype should only be used in one of four colors: Carolina blue, athletics navy, black or white. When using a white logo on either a Carolina blue or athletics navy background, you may use a logotype that incorporates a drop shadow effect unless it distracts from the overall use of the design. Use the drop shadow version sparingly.

Contact

Contact Information

If you have any questions about these guidelines, please contact:

Morgan Ellis
Director of Marketing and Annual Giving
UNC School of Education
morgan_ellis@unc.edu
919-843-0307