

UNCW Seahawks - Official Brand Identity Usage and Style Guide

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CONTACT INFORMATION:

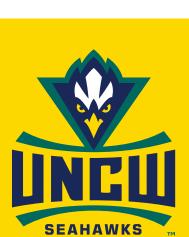
For more information regarding the UNCW Seahawks identity or for permission to reproduce any of the logos included in this guide, please contact:

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PRIMARY LOGO:



Full color on white or light backgrounds



Full color on yellow backgrounds



Full color on teal backgrounds



One color on white or light backgrounds

May appear in any color in the approved palette, see page 8 for color details



Full color on dark or patterned backgrounds



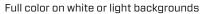
One color on dark or patterned backgrounds

NOTE: TM reverses to white

May appear in any color in the approved palette, see page 8 for color details

SECONDARY LOGOS:











One color on white or light backgrounds

May appear in any color in the approved palette, see page 8 for color details





WORD MARKS:



Full color on white or light backgrounds



Full color on yellow backgrounds



Full color on teal backgrounds



One color on white or light backgrounds

May appear in any color in the approved palette, see page 8 for color details



Full color on dark or patterned backgrounds



One color on dark or patterned backgrounds

NOTE: TM reverses to white

May appear in any color in the approved palette, see page 8 for color details

SEAHAWKS SPORT SPECIFIC MARKS:



SEAHAMKS

CROSS COUNTRY

SEAHAMKS

GOLF

SEAHAWKS

SOCCE

SERHAWKS SOFTBALL

SEAHAWKS

SWIMMING
& DIVING

& DIVING

SEAHAWKS TENNIS

SEAHAWKS TRACK & FIELD

SEAHAWKS VOLLEYBALL

SEAHAWKS BASEBALL

Full color on blue backgrounds







Full color on yellow backgrounds Full color on white backgrounds

SEAHAWKS SPORT SPECIFIC MARKS:























One color on dark or patterned backgrounds

NOTE: TM reverses to white - may appear in any color in the approved palette, see page 7 for color details

One color on white or light backgrounds may appear in any color in the approved palette, see page 7 for color details

UNCW SPORT SPECIFIC MARKS:

















































































Full color on blue backgrounds

Full color on teal backgrounds

Full color on yellow backgrounds

Full color on white backgrounds

UNCW SPORT SPECIFIC MARKS:





SOFTBALL







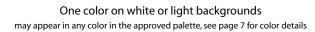




SWIMMING

& DIVING

























One color on dark or patterned backgrounds

NOTE: TM reverses to white - may appear in any color in the approved palette, see page 7 for color details

COLOR INFORMATION:



UNCW Blue

Pantone: 281C

CMYK:

C: 100 M: 55 Y: 0 K: 65

RGB:

R: 0 G: 51 B: 102

HTML: 003366 Madeira: 1368



UNCW Teal

Pantone: 329C

CMYK:

C: 100 M: 0 Y: 46 K: 46

RGB:

R: 0 G: 112 B: 115

HTML: 006666 Madeira: 1052



UNCW Yellow

Pantone: 012C

CMYK:

C: 2 M: 12 Y: 100 K: 0

RGB:

R: 255 G: 215 B: 0

HTML: FFD600 Madeira: 1064

NOTE: Due to the inconsistent nature of computer monitors and other digital devices, the colors depicted within this usage and style guide may not match the actual PANTONE® standards. When specifying colors please refer to the PANTONE® number for accurate color reproduction.

TYPOGRAPHY:

The University of North Carolina Wilmington Seahawks identity employs a commercially available font for use in support and collateral materials. The UNCW type in the primary logo and SEAHAWKS type in the wordmark are custom created and not available as a font.

FORZA BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

1234567890

UNIFORM NUMBERS:

1234567890

Full color on white or light backgrounds

1234557890

Full color on blue backgrounds

1234567890

Full color on vellow backgrounds

1234557890

Full color on teal backgrounds

COMMON MISUSE:



Never use unapproved colors



Never alter the typography



Never re-size components of the logo



Never alter color placement



Never rotate the logo



Never distort the font



Never distort or alter proportions



Never add graphic devices - i.e. drop shadow



SEAHAWKS

Never flip the logo



Never skew the logo



In one color applications only use approved colors

LICENSING THE UNCW BRAND:

The UNCW trademark licensing program strives to promote, enhance and elevate the image of the University by authorizing the use of our marks on high-quality, socially-responsible, tasteful merchandise and apparel. The program is administered by the UNCW Athletic Department in partnership with the Licensing Resource Group (LRG).

Any individual, organization or corporation wishing to manufacture a product bearing or containing any of the marks of the University, or to provide a service that will use the marks, must enter into a licensing agreement that authorizes such use. Examples of products include giveaways, apparel, uniforms, sports equipment, etc.

Only officially licensed, approved vendors (licensees) may produce items bearing UNCW's trademarks or name. Those wishing to become licensed can obtain an application at http://lrgusa.com/licensing/. Along with a completed application, vendors will be required to submit product samples, proof of insurance, and a nominal fee. All vendor questions regarding the application and approval process should be directed to LRG.

In addition to the application and license renewal processes, LRG manages royalty reporting, artwork approvals, enforcement, promotions and general administration of UNCW's licensees.

Once vendors are licensed, they can access current, accurate UNCW logos and marks from Trademarx Online, LRG's web based artwork database. Product designs must be submitted into Trademarx Online for review and approval prior to being produced. Items bearing UNCW's trademarks without a license may be considered "counterfeit" and subject to all available legal remedies, including seizure of the items. Additionally, licensed vendors who fail to submit designs for pre-production approval may have their license revoked.

A list of UNCW licensees is available by visiting http://lrgusa.com/licensing/vendor-list/. Type in "UNCW" in the search bar at the top of the page.

For more information, please contact:

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