



**UNCW Seahawks** - Official Brand Identity Usage and Style Guide

## TABLE OF CONTENTS:

Page 3.	Primary Logo - Full Color and One Color
Page 4.	Secondary Logos - Full Color and One Color
Page 5.	Word Marks - Full Color and One Color
Page 6.	Seahawks Sport Specific Marks - Full Color
Page 7.	Seahawks Sport Specific Marks - One Color
Page 8.	UNCW Sport Specific Marks - Full Color
Page 9.	UNCW Sport Specific Marks - One Color
Page 10.	Color Information
Page 11.	Typography
Page 12.	Uniform Numbers
Page 13.	Common Misuse
Page 14.	Licensing the UNCW Brand

## 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:

Rob Aycock  
Senior Associate Athletic Director for External Operations  
Executive Director of the Seahawk Club  
Aycockr@uncw.edu  
O: 910-962-2129  
C: 910-540-9822

PRIMARY LOGO:



Full color on white or light backgrounds



Full color on teal backgrounds



Full color on dark or patterned backgrounds



Full color on yellow backgrounds



One color on white or light backgrounds  
May appear in any color in the approved palette, see page 8 for color details



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:



Full color on white or light backgrounds



Full color on teal backgrounds



Full color on dark or patterned backgrounds



Full color on yellow backgrounds



One color on white or light backgrounds  
May appear in any color in the approved palette, see page 8 for color details



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

WORD MARKS:



Full color on white or light backgrounds



Full color on teal backgrounds



Full color on dark or patterned backgrounds



Full color on yellow backgrounds



One color on white or light backgrounds  
May appear in any color in the approved palette, see page 8 for color details



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:

**SEAHAWKS**  
BASKETBALL

**SEAHAWKS**  
CROSS COUNTRY

**SEAHAWKS**  
GOLF

**SEAHAWKS**  
SOCCER

**SEAHAWKS**  
SOFTBALL

**SEAHAWKS**  
SWIMMING  
& DIVING

**SEAHAWKS**  
TENNIS

**SEAHAWKS**  
TRACK & FIELD

**SEAHAWKS**  
VOLLEYBALL

**SEAHAWKS**  
BASEBALL

Full color on blue backgrounds

**SEAHAWKS**  
BASKETBALL

**SEAHAWKS**  
CROSS COUNTRY

**SEAHAWKS**  
GOLF

**SEAHAWKS**  
SOCCER

**SEAHAWKS**  
SOFTBALL

**SEAHAWKS**  
SWIMMING  
& DIVING

**SEAHAWKS**  
TENNIS

**SEAHAWKS**  
TRACK & FIELD

**SEAHAWKS**  
VOLLEYBALL

**SEAHAWKS**  
BASEBALL

Full color on teal backgrounds

**SEAHAWKS**  
BASKETBALL

**SEAHAWKS**  
CROSS COUNTRY

**SEAHAWKS**  
GOLF

**SEAHAWKS**  
SOCCER

**SEAHAWKS**  
SOFTBALL

**SEAHAWKS**  
SWIMMING  
& DIVING

**SEAHAWKS**  
TENNIS

**SEAHAWKS**  
TRACK & FIELD

**SEAHAWKS**  
VOLLEYBALL

**SEAHAWKS**  
BASEBALL

Full color on yellow backgrounds

**SEAHAWKS**  
BASKETBALL

**SEAHAWKS**  
CROSS COUNTRY

**SEAHAWKS**  
GOLF

**SEAHAWKS**  
SOCCER

**SEAHAWKS**  
SOFTBALL

**SEAHAWKS**  
SWIMMING  
& DIVING

**SEAHAWKS**  
TENNIS

**SEAHAWKS**  
TRACK & FIELD

**SEAHAWKS**  
VOLLEYBALL

**SEAHAWKS**  
BASEBALL

Full color on white backgrounds

## SEAHAWKS SPORT SPECIFIC MARKS:



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



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

# 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:



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



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

1234567890

Full color on blue backgrounds

1234567890

Full color on yellow backgrounds

1234567890

Full color on teal backgrounds

## COMMON MISUSE:



Never use unapproved colors



Never alter color placement



Never distort or alter proportions



Never flip the logo



Never alter the typography



Never rotate the logo



Never add graphic devices - i.e. drop shadow



Never combine or overlap logos



Never re-size components of the logo

WELCOME  
TO UNCW

Never distort the font



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:

Brian Eubank  
Regional Brand manager, LRG  
7990 N. Point Boulevard Suite 120  
Winston-Salem, NC 27106  
(336) 896-7907, ext. 206  
[brian@lrgusa.com](mailto:brian@lrgusa.com)