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Welcome to UNCW's Brand Identity Guide (BIG)! The Office of University Relations (OUR) is pleased to present these branding-related guidelines and tips to help maximize the effectiveness of university messaging at every turn.

The elements outlined in the following pages represent the university’s commitment to a unified brand identity that serves as a visual representation of our university’s excellence -- while providing flexibility so campus units retain individuality within this strategy. These guidelines apply to all printed and electronic materials that represent the university to its constituents, both internally and externally.

A key goal of the Office of University Relations is to ensure that all UNCW departments, programs and events receive the positive attention they deserve. Adhering to the principles of our brand identity can only serve to enhance the reputation that our faculty, staff and students have worked so hard to attain.

OUR is eager to work with you to develop, produce and distribute high-quality collateral that meets your messaging objectives alongside those of the university. While OUR is responsible for final review and approval of university-related marketing materials, we are committed to effective collaboration with campus units and welcome the opportunity for input and discussion along the way.

By working together to promote the university's identity and messaging in a consistent, powerful and well-defined way, we will be able to showcase the very best that UNCW has to offer. We hope you'll find BIG to be a valuable resource, and we thank you for your efforts to support UNCW's branding and communications strategy!

Office of University Relations
OUR@uncw.edu
1. The UNCW Brand Identity Guide applies to all visual communications that represent the university to any audience, whether internal or external. This includes, but is not limited to: printed publications, printed event programs, advertisements (newspaper, magazine, academic publications, television, radio, web, etc.), websites, video productions, exhibit materials, social media and advertising on social media platforms, apparel, specialty items and signage for buildings and vehicles.

2. OUR takes seriously the responsibility to promote and protect UNCW’s brand. All print and web materials for external audiences must be reviewed by the Office of University Relations for editorial consistency, accuracy of information, brand style, appropriate use of the university name and logo and use of photographs.

3. All university publications must comply with the brand identity guidelines, including logo usage, color application, typeface and typography styles and image and photo approach.

4. In all visual representations of the university, only approved logos and marks may be used. See page 18.

5. The UNCW house or the UNCW logo must be on all materials that represent the university. For materials with sizes that preclude the use of the full name (e.g., pens, space-limited ads, etc.), contact OUR for assistance.

6. Teal, teal, teal! When planning projects using color, think teal. It’s the university’s signature color. See page 30 for official PMS, CMYK and RGB values.

7. Printed publications must include a cost statement when 200 or more are printed with state funds and are intended for external distribution. Nondiscrimination and Title IX statements and/or ADA statements are required. See page 82.


9. The Office of University Relations is responsible for final review and approval of all marketing materials and messages that represent the university. This includes all print, web and social media materials and messages. Please visit uncw.edu/OUR for more information on how to work with OUR to initiate a project or secure review and approval.

10. All materials submitted to UNCW Printing Services, with the exception of academic and instructional materials, must be reviewed by the Office of University Relations prior to print production.
University Relations must review every university publication – print and electronic – for brand consistency, including newsletters, printed event programs and invitations. See page 12 for OUR menu of suggested lead times.

Student projects developed to enhance the marketing of UNCW academics or programs are required to receive approval by the Office of University Relations prior to public dissemination. This does not apply to projects on behalf of student organizations. See page 14.

To submit items for approval only, please send to OUR@uncw.edu with a subject line of APPROVAL with the publication’s name.

GOT AN IDEA?
If you have story ideas for placement in a university-wide print or electronic publication, contact OUR@uncw.edu, subject line: STORY IDEA.

**PROJECT CONTACTS**

Andrea Weaver, interim chief communications officer
weavera@uncw.edu
910.962.7631

**OUR COMMUNICATIONS**
Andrea Weaver, deputy director
weavera@uncw.edu
910.962.7631

**OUR EDITORIAL SERVICES**
Jennifer Glatt, editorial director
glattj@uncw.edu
910.962.2840

**OUR CREATIVE SERVICES**
Shirl New, art director
news@uncw.edu
910.962.4164

**OUR WEB AND SOCIAL MEDIA GUIDELINES AND CONTENT**
Molly McKeown, web communications director
mckeownm@uncw.edu
910.962.2050

**OUR MEDIA RELATIONS**
Krissy Vick, media relations specialist
vickk@uncw.edu
910.962.3080

**OUR MEDIA PRODUCTION**
Jesse Bradley, media production director
bradleyj@uncw.edu
910.962.7001

**OUR PHOTOGRAPHY**
Jeff Janowski, photographic services manager
janowskij@uncw.edu
910.962.3601
WORKING WITH YOUR COMMUNICATIONS LIAISON

Do you know many campus units and departments have communications liaisons? OUR partners with communications specialists all across campus to stay informed. If you have news to share, please start with your liaison. Check the list below to find our dedicated liaison. uncw.edu/ur/communicationliaisons

WORKING WITH RELATED UNCW SERVICES

OUR maintains strong working relationships with other campus units. Whatever the scope of your project, University Relations works together with all those departments to serve your needs.

OUR ADMINISTRATIVE SUPPORT  Kelly Baker, project specialist  bakerk@uncw.edu  910.962.2088
Tatum Rimmer, executive assistant  rimmert@uncw.edu  910.962.7252

CAMPUS SIGNAGE AND VEHICLE SIGNAGE  Printing Services  printingservices@uncw.edu  910.962.3289 or 910.962.2112

COPYRIGHT RESOURCES/POLICIES  Office of the General Counsel  James Koebel, associate general counsel  koebelj@uncw.edu  910.962.7886

iPRINT BUSINESS CENTER  Ricky Thompson  businesscenter@uncw.edu  910.962.3083

LETTERHEAD AND BUSINESS CARDS  Printing Services  printingservices@uncw.edu  910.962.3289 or 910.962.2112

POSTAL SERVICES  Sam Nevarez, postal services supervisor  nevarezs@uncw.edu  910.962.2210

PRINTING SERVICES  Steven Barrett, production manager  barretts@uncw.edu  910.962.3423

PURCHASING SERVICES  John Robinson, director  robinsonj@uncw.edu  910.962.3154
Purchasing services must receive notice of OUR approval before a purchase order can be issued to the vendor for items such as advertisements, T-shirts, novelties, etc.

SPECIAL EVENTS  University Advancement  Jordan Calfee, assistant director, events and boards  calfeej@uncw.edu  910.962.2686

TRADEMARKS AND LICENSING MERCHANDISE, PROMOTIONAL ITEMS  Megan Allred, marketing and communication specialist, licensing coordinator  allredm@uncw.edu  910.962.7145

WEB DEVELOPMENT  Andrea Arbogast, manager, web development  arbogasta@uncw.edu  910.962.7205
Danielle Ferrell, web development analyst  ferrelld@uncw.edu  910.962.2899
OUR TEAM IS YOUR TEAM.

CREATIVE SERVICES
This unit is responsible for the concept, design and execution of marketing/promotional collateral for internal and external audiences, including design, illustrations/graphics, specialized website design and brand identity. This includes the creation or approval of materials that market the university to a mass audience, including conferences on campus or co-sponsored with community organizations, advertising and promotional posters.

COMMUNICATIONS
This unit is responsible for internal and external communications including SWOOP, emergency communications, website messaging, event and new initiative promotion, media relations, UNCW Magazine, advertising messages and brand management. This unit also supports content development and/or editorial review of print and digital collateral for other campus divisions.

MEDIA PRODUCTION
This unit highlights the academic and institutional achievements of the university via video production, still photography and multimedia campaigns. Projects are prioritized based on overarching university goals and include promotional videos, on-campus digital messaging, the broadcasting of events like commencement and other vehicles as applicable. This unit is also responsible for headshots; visit uncw.edu/our/photography for schedule.

WEB COMMUNICATIONS
This unit is responsible for general oversight and organization of content for the university website, and for maintaining standards of style and compliance throughout its pages. The web team also manages the university’s social media channels and coordinates with campus social media and web content contributors to support effective development of content and messaging.
OUR’S FOCUS AREAS

OUR is tasked with developing, producing and/or approving promotional materials (publications, messaging, digital communications, video/photography and advertising) that reflect institutional needs as outlined in the university’s Strategic Plan. This includes:

- Division-level (Academic Affairs, Advancement, Business Affairs and Student Affairs) projects
- College-level (CAS, WCE, CSB, CHHS, and the Graduate School) projects
- Projects for Human Resources, OIDI, Cultural Arts, Athletics, Admissions, online/distance education, community-based programs and partnerships OLLI, QENO, military, town-gown efforts, etc. and
- Other areas as directed by university leadership, such as campus safety.

A key indicator of whether a project warrants OUR involvement is the size of the intended audience, as OUR resources are primarily dedicated to large-scale projects that serve wide audiences and/or convey strategic messages. Requests for support on such projects should be submitted via the Need OUR Help? button.

In cases of print or online materials that will be targeting or disseminated to a relatively small audience (i.e., only a segment of the campus or the public), campus units or departments should first consult with their respective communications liaison. (This does not apply to video/photography requests, which units/departments should submit via the Need OUR Help? button at UNCW.edu/our.)

Units or departments creating their own print or online materials, or utilizing external vendors to do so, should follow the Brand Identity Guide to determine proper usage of university colors and logos. For materials created by individual units/departments or contracted vendors that will be disseminated to a wide audience, OUR must approve final materials (submitted to UNCW.edu/our) and will do so in a timely manner – within 48 business hours for most projects.

To help support individual units’ promotional goals, OUR can provide materials (design files, access to photography archives, etc.) for use by external vendors. Time and resources permitting, OUR may lend creative or editorial support to limited-audience projects and will make every effort to do so.
The Office of University Relations offers customized professional graphic design services for promotional materials that reflect institutional needs as outlined in the university’s strategic plan. This includes division or college-level projects, as well as projects that support enrollment, student retention, diversity and inclusion, military affairs, campus health and safety, athletics, large-scale community partnerships and other areas as directed by university leadership.

If you are uncertain where your project falls, please contact your area’s communications liaison, or submit an OUR request, and we’ll point you in the right direction.

As always, you can access the UNCW Photo Archive Database for a variety of approved images.

If you prefer to create your own materials using Adobe Creative Cloud or use the services of an off-campus designer, please refer to this Brand Identity Guide to learn about the proper use of colors and logos and the approval process for external designs. If materials will be disseminated to a wide audience, OUR must approve final materials before production and will do so in a timely manner. Submit a PDF proof via OUR@uncw.edu and someone will reply within 48 business hours for most materials.

Thank you for collaborating with OUR to help make UNCW shine!

Do you know many campus units and departments have communications liaisons? OUR partners with communications specialists all across campus to stay informed. If you have news to share, please start with your liaison. Check the link to find your dedicated liaison. uncw.edu/ur/communicationliaisons
SWOOP: UNCW’S FACULTY/STAFF NEWSLETTER

During the academic year, SWOOP is distributed every Tuesday morning. Submissions are due by noon on the previous Friday (excluding holidays/breaks). Here are some hints and guidelines to help make the submission process as easy as possible for you.

• We want to hear from all of you – any employee can submit to SWOOP!

• We want to promote events that are open to campus; please bear that in mind when submitting event listings so you aren’t accidentally inviting people to a closed event.

• You can use the submission form to send us items by Friday at noon the week before you’d like your news featured in SWOOP. Announcements will run once as a “new” item and again as a “reminder” (if applicable). Multiple-run requests for more coverage will be handled on a case-by-case basis.

• SWOOP is link-based. Please be sure your submission includes a link to a page within the UNCW website, and of course be sure that page includes complete, accurate, and updated information about your submission.

• SWOOP is a newsletter for faculty and staff. UNCW news or events that are meant for a student audience may be routed to the Hawk eNews. Please see their website for submission guidelines.

Official, approved policies relating to the Office of University Relations may be found on the policies page of the UNCW website uncw.edu/policies.
3 Working With Our

main courses

advertising
{ print, digital, radio, TV }

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<th>DESIGN/COPYWRITING</th>
<th>10–30 days</th>
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<tr>
<td>OUR APPROVAL ONLY*</td>
<td>3 days</td>
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printed materials

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<tr>
<th>BROCHURES, BOOKLETS</th>
<th>10–30 days</th>
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<tr>
<td>POSTCARDS, RACKCARDS, POSTERS</td>
<td>10 days</td>
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<tr>
<td>REPORTS, SPECIAL PROJECTS</td>
<td>lead time varies</td>
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<td>OUR APPROVAL ONLY*</td>
<td>5–10 days</td>
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<th>BROTHERS, BOOKLETS</th>
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<td>REPORTS, SPECIAL PROJECTS</td>
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<td>OUR APPROVAL ONLY*</td>
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<td>REPORT, SPECIAL PROJECT</td>
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<td>OUR APPROVAL ONLY*</td>
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messaging

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<th>TALKING POINTS</th>
<th>10 days</th>
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<tr>
<td>HANDOUTS FOR EVENTS</td>
<td>10 days for OUR creation</td>
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<td>5 days for OUR approval</td>
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<tr>
<td>INTERNAL OR EXTERNAL CAMPAIGNS TO PROMOTE NEW INITIATIVES</td>
<td>30–60 days</td>
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<tr>
<td>REPORTS, SPECIAL PROJECTS</td>
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<tr>
<td>lead time varies</td>
<td></td>
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<tr>
<td>( visit uncw.edu/our to submit request )</td>
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internal/external promotion

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<th>MEDIA QUESTIONS</th>
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<tbody>
<tr>
<td>Email <a href="mailto:our@uncw.edu">our@uncw.edu</a></td>
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<tr>
<td>SWOOP</td>
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<tr>
<td>Submit via uncw.edu/swoop by noon on Friday</td>
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<td>30–60 days</td>
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web/digital communications

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<tr>
<th>SUPPORT WEBSITE CREATION</th>
<th>30–90 days</th>
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<tr>
<td>WEBSITE DESIGN REFRESHES</td>
<td>30–60 days</td>
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<tr>
<td>HTML EMAILS OR NEWSLETTERS</td>
<td>30 days</td>
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<tr>
<td>SOCIAL MEDIA SUPPORT</td>
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<tr>
<td>Email <a href="mailto:our@uncw.edu">our@uncw.edu</a></td>
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newsletters

<table>
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<tr>
<th>DESIGN FOR PRINT AND DIGITAL</th>
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<td>CONTENT REVIEW</td>
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video/photography

<table>
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<tr>
<th>SHOOTING AN EVENT*</th>
<th>10 days</th>
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<tr>
<td>PROMOTIONAL VIDEOS/PHOTOGRAPHY*</td>
<td>15 business days plus post-production</td>
</tr>
<tr>
<td>HEADSHOTS</td>
<td></td>
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<tr>
<td>See schedule at { uncw.edu/ur/photography }</td>
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<tr>
<td>★ Cost recovery fee may be applicable.</td>
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invitations

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<th>TEMPLATES</th>
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<td>uncw.edu/uncwtemplates</td>
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| DESIGN FOR PRINT AND DIGITAL | 5–10 days |
| HELP WITH MESSAGING | 3–5 days |
| OUR APPROVAL ONLY* | 3 days |

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<td>uncw.edu/our/templates</td>
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</table>

| DESIGN FOR PRINT AND DIGITAL |
| HELP WITH MESSAGING |
| OUR APPROVAL ONLY* |

sides

| STRATEGY/BRANDSTORMING SUPPORT | 10–15 days |
| T-SHIRTS |
| 30 days |

★ If you’d prefer to create your own content, based on the guidelines and standards featured in BIG { uncw.edu/big }, simply email your proof/draft to our@uncw.edu with the subject line FOR APPROVAL ONLY. Allow 3 days for review.

Lead times are based on business days and may change based on timing and volume of requests. Please visit uncw.edu/our for latest guidelines.
As part of UNCW’s commitment to experiential education, the Office of University Relations (OUR) is eager to support applied learning experiences that involve the creation of marketing, public relations and communications collateral. If that collateral will be used beyond the classroom to promote a unit, division or the university as a whole, OUR will work with faculty and students to ensure it aligns with institutional messaging and meets OUR guidelines before distribution. At faculty’s request, OUR can also provide content expertise; insights into the creative design, review and approval process; and other guidance that may support learning outcomes.

**ACADEMIC PROJECTS: EXTERNAL-FACING**

- If materials created within a class assignment will be shared with non-classroom audiences, including the community, media or other campus units for their use in marketing/promotion, the Office of University Relations must play a role in the development and approval of any print/digital collateral, website content, video production, logos or other communications content before it is shared or distributed externally (including on university or other websites).

- With the approval of the professor, a class project representative will submit a project request to OUR (uncw.edu/OUR), noting that it is an academic project that may be used for a UNCW unit with external audiences, its purpose and its deadline.

- OUR staff will set up a meeting with faculty members and student(s) to discuss the project with project representatives, consulting with faculty as needed.

- Students will perform the work required of their assignment. OUR can play as little or as much of a supporting role in this work as requested.

- OUR staff will review work and communicate any suggested changes to the students and professor in order to fulfill UNCW brand standards.

- Within the project parameters, students can implement changes, and if brand standards are met, OUR will approve the materials for external audience use. Students are responsible for sharing source/project files with OUR in case faculty or OUR requires their use or must update them in the future.

**ACADEMIC PROJECTS: INTERNAL-FACING**

As long as a project is devised for classroom purposes only, projects do not need to be brought to the attention of the Office of University Relations. However, OUR will gladly collaborate and accommodate requests for working with students on their projects. This refers to service learning and similar classroom projects.
CLASSROOM PROJECTS DESIGNED BY FACULTY TO ENHANCE THE EDUCATIONAL EXPERIENCE OF STUDENTS:

1. Will external audiences see the finished product including on the web?

   - a. NO. No OUR input necessary
   - b. YES. Proceed to Step 2

2. Students secure professors’ approval to work with OUR

3. Students submit support request via OUR@uncw.edu

4. Students meet with OUR staff for support input

5. Students work on assignment and share with OUR

6. OUR reviews materials to meet branding standards

7. Students implement OUR’s changes to meet branding standards

8. OUR reviews, approves and communicates with professor and students

9. Students provide project files to OUR

See page 12 for OUR menu of suggested lead times.
CREATIVE, PRINT AND PDF PROJECTS

- Visit www.uncw.edu/OUR.
- OUR staff contacts project lead to discuss deliverables.
- OUR or department project lead contacts printing services for estimate and production timeline.
- Project lead provides materials (text*, images, etc.) needed for OUR to start design. **Design will not start until all elements have been provided.** *All text provided will be edited to reflect UNCW editorial style.
- Department receives proof, notes changes and returns to OUR.
- Proofing process will be limited to a maximum of three iterations of revisions after an initial design/proof/draft is submitted to the unit by OUR. If additional changes are required, units may utilize the services of an outside vendor, at their own cost, and send the final proof to OUR for approval. (Upon approval, all finished source files must be sent to OUR for the university’s records/future use.) The project lead is responsible for collecting all departmental/committee feedback before submitting a request for changes or deeming a project approved.

Once a design has received final approval no further changes will be made to meet new feedback that arises within a department or committee. If you have any questions about this process, please contact OUR. Department head approval is required on final proof.

- OUR sends approved project files to printing services or off-site vendor.
- OUR sends final PDF file to department.
- Department is responsible for providing any publications required to the North Carolina State Publications Clearinghouse and UNCW archives. See page 84.
WEB NEWSLETTER PROJECTS

1. Visit www.uncw.edu/OUR and click
   Note: OUR Help?

2. Meet with OUR to determine needs

3. OUR submits criteria to ITS to initiate template production

4. Graphic design creates custom background template

5. Client content manager Cascade Server training

6. Client creates content in test environment

7. University-level publication content must be approved by OUR before release*

8. Code released for newsletter dissemination via Outlook

Once client has gone through the newsletter approval process, only steps 6 through 8 will apply for subsequent newsletter releases.

* OUR does not review departmental newsletters. Please add a disclaimer using the example below:

The content of this publication was created by the Office of the Provost, Academic Affairs Division. Questions? Contact Paula Cameron at cameronp@uncw.edu.

See page 12 for OUR menu of suggested lead times.
UNIVERSITY NAME
The consistent use of the name University of North Carolina Wilmington plays a critical part in the university's identity and, when used in conjunction with a college, school, department, center or any unit within UNCW, that use results in a positive identification for all units within the university.

The UNCW house logo or the UNCW logo (see page 19) must be on all printed and digital/video materials. For materials whose size may preclude the use of the full name (e.g., pens, space-limited ads, etc.), contact OUR.

On formal documentation such as diplomas, transcripts and contracts, the legal name of the university, The University of North Carolina at Wilmington, is required. Please note that this designation is used in limited situations. Please contact OUR for clarification.

• First reference to the university in a publication with internal and/or external audiences:
University of North Carolina Wilmington

• Second reference to the university:
UNC Wilmington, UNCW or the university

Note: The name of the university does not contain hyphens or the word “at” and periods are not used with the initials UNCW.

Unless it begins a sentence, university should not be capitalized.

CHANCELLOR’S NAME
The chancellor’s name should always appear as Jose V. Sartarelli. Do not use his nickname, “Zito,” in any reference. Chancellor or Dr. Sartarelli should be used on second reference, case by case as to the use of either.
The University of North Carolina Wilmington’s name, logos (academic and athletic) and seal are the property of the State of North Carolina. Use of UNCW logos must comply with UNCW policies, which apply to all visual representations of the university: signs, video productions, exhibit materials, social media, websites, etc., as well as printed and electronic publications. UNCW logos cannot be used in conjunction or partnership with a business, social, political, religious or any other organization, nor can they be used to imply or otherwise suggest the university’s endorsement with any organization, product or service without permission of the university.

It is the policy of UNCW that all visual communications bear its name and be consistent with uniformly high professional standards in content and appearance. This includes all colleges, schools, departments, programs and units of the university.

University departments may use most of the university marks in situations that indicate university ownership, sponsorship or participation. Use must be in accordance with any other applicable university policy, such as that regarding websites. Permission from UNCW licensing is required when using or reproducing the university’s marks for merchandise or other commercial material.

[uncw.edu/licensing]
The UNCW house or UNCW logo must be on all materials. For materials whose size may preclude use of the full name (e.g., pens, space-limited ads, etc.), contact OUR.

UNCW HOUSE LOGO

UNCW's house logo is critical to the university's visual identity and is the university's official identifying mark. The logo is used for academic and administrative purposes and must be used in its specified dimensions. It is trademarked and therefore cannot be redrawn, reconfigured, modified or altered in any way. It is not appropriate to stretch the logo to fit in a space, to add outlines or shadows to the image, to change colors or to remove any of the letters UNCW and replace them with another image, letters or word.

All UNCW house logos must be reproduced in the university’s official PMS colors in established combinations.

When reproduced in color, the house logo should always appear in the university's signature color, teal (PMS 329). Acceptable secondary colors are navy (PMS 281), black or white (for “reverse outs” on dark backgrounds). When using PMS 281 or PMS 329 as a solid background color, use the reversed house logo. Contrast between the background and the house logo is crucial. University letterhead and business cards are the only exception where the house logo appears in navy (PMS 281) and gold (PMS 874).
VERBIAGE

Be mindful of register and trademark elements that accommodate university verbiage. These elements do not apply when the verbiage is used as text in a document or in materials.

*UNCW®*
*UNC Wilmington™*
*UNCW Seahawks™*
*The DUB®*

*University of North Carolina Wilmington™*
*University of North Carolina Wilmington Seahawks™*
*Seahawks™*
*Sammy C. Hawk™*

NOTE:
“Feel the Teal” has been retired and is not to be used on any UNCW materials or in text.

UNCW 70th logo should no longer appear on any UNCW materials.

UNIVERSITY HOUSE LOGO AND UNIVERSITY OF NORTH CAROLINA WILMINGTON

The UNCW house logo and University of North Carolina Wilmington must appear on the front or back cover of all university publications and advertisements including internal and external newsletters, memos and invitations.

When reproduced in color, the UNCW logo should always appear in the university’s signature color, teal (PMS 329). Acceptable secondary colors are navy (PMS 281), black or white (for “reverse outs” on dark backgrounds).

When the ink color in a one-color publication is to be something other than one of the official colors, the logo should be white (reversed out). When using navy (PMS 281) or teal (PMS 329) as a solid background color, use the reversed UNCW logo. Contrast between the background and the logo is crucial.

University letterhead and business cards are the only exception where the UNCW house logo appears in navy (PMS 281) and gold (PMS 874).

Contact the Office of University Relations at OUR@uncw.edu to acquire UNCW logos.
3 OPTIONS FOR UNCW LOGO

University of North Carolina Wilmington

University of North Carolina Wilmington

University of North Carolina Wilmington
For best brand identification, UNCW colleges, schools, departments, divisions and programs must use the house logo with the name of the unit centered either below the base or to the right of the logo. When there is more than one unit, apply styles 2 or 4.

Contact OUR@uncw.edu to acquire your college, school, departmental, division or program logos.

Programmatic differentiation may be achieved through illustrations accompanied by the program’s name. Any illustrations or graphics combined with the name of any UNCW unit must be approved by the art director in the Office of University Relations. These graphics are not official UNCW marks and must only be used internally.

Programs funded by grants are considered university programs, and use of these program logos with the university logo must be approved by the art director in the Office of University Relations. These programs should always be identified with UNCW, by using either the university name or logo.

Student showcase posters can incorporate the UNCW house logo for academic purposes only. The UNCW house logo must be requested by the faculty member by emailing OUR@uncw.edu.
Contact OUR@uncw.edu to acquire your college, school, departmental, division or program logos.
UNCW LETTERS

The use of the letters, UNCW, in a graphic design, is protected by the United States Patent and Trademark Office. Since the registration is designed to protect the use of the letters as university identification, a designer has artistic license in using the letters in a design. With that license, the university expects a tasteful design to positively reflect on the university. All usages of the UNCW letters in a graphic design require the approval of the Office of University Relations. When used as text in a document, the ® is not required.

UNIVERSITY SEAL

The seal of the University of North Carolina Wilmington is used to authenticate official university documents and to communicate the significance of special occasions and events. It is reserved for more formal uses such as graduation programs, transcripts, diplomas, annual reports and certificates. It may be watermarked into official letterhead. The seal is not a university logo and is not interchangeable with the UNCW house logo. The seal is a federally registered trademark. Due to the restrictive nature of its use, it does not require the ® on materials produced by UNCW.

Use of the university seal is not for use on merchandise. However, some exceptions are made for use on merchandise of distinction. Visit UNCW licensing for clarification at uncw.edu/licensing.
PROPER USE OF ATHLETIC LOGOS

- Before using athletic logos, familiarize yourself with UNCW licensing policies: uncw.edu/licensing/policies
- If you need a logo image file, please contact Trademark Licensing at licensing@uncw.edu.

uncw.edu/licensing/athleticlogos

PRIMARY SEAHAWK ATHLETICS LOGO

The Seahawk athletics logo is the official insignia of UNCW athletic teams. The logo cannot be modified to include department or student organization names. The UNCW Athletics Department holds the right to update the logo to include official UNCW Athletic team names.

SECONDARY ATHLETICS LOGO

The secondary athletic logos can be used internally by departments across campus for student-related, spirit-oriented programs and other student activities. It cannot be distorted, redrawn, repositioned or used with pattern and texture backgrounds. Only athletics is permitted to use backgrounds other than a solid color. It cannot be used in place of the UNCW house logo for academic purposes. It must be used with a UNCW unit name that includes the letter UNCW with the type positioned under or beside the logo. The letters UNCW does require the registered ® when used as part of the unit name. The verbiage University of North Carolina Wilmington is not to be used with this logo as it only applies to the official university logo.

ATHLETICS WORDMARK

The athletic wordmark is the official insignia of UNCW athletic teams. The logo cannot be modified to include department or student organization names. The UNCW Athletics Department holds the right to update the logo to include official UNCW Athletic team names.
SAMMY C. HAWK CARICATURE

The caricature of the Seahawk mascot was designed to provide flexibility for casual usage. It represents the university and is considered an official university trademark, however it cannot be used for academic purposes. The mascot can be used in a variety of ways, yet must retain the distinctive design features – eyebrows, beak, wings, athletic build, pose and appropriate school colors. All design renditions of Sammy C. Hawk must be approved by OUR.

SEAHAWK SPIRIT MARK

Restriction:
The Seahawk Spirit Mark is limited to internal UNCW use and cannot be used on apparel and accessories that will be sold to the public.
ABOUT UNCW LICENSING AND TRADEMARKS

Since 1947, the University of North Carolina Wilmington has been recognized via a variety of symbols and designs as well as words, phrases and letters that identify the university and symbolize its mission, values and traditions.

To protect ownership of its intellectual property, UNCW has developed policies and procedures regarding the use of its name and marks. Per our licensing policy, any vendor producing products imprinted with our indicia will need to become a licensed vendor. Both internal (on-campus departments) and external (bookstore, retail locations) orders require a license.

UNCW's collegiate licensing partner, Collegiate Licensing Company (CLC), administers the licensing process on our behalf; in addition to the collection of royalties, enforcing trademarks and pursuing new marketing opportunities for the University. Visit their website [https://clc.com/home/about/] for general information regarding The Collegiate Licensing Company.

If you do not see a UNCW licensed vendor that meets your needs, please contact OUR or licensing for a one-time use license.

UNCW LOGO USAGE BY BUSINESSES

UNCW logos are the property of UNCW, and use of logos must comply with UNCW policies. Per our licensing policy, if vendors are producing products imprinted with our indicia, they will need to become a licensed vendor. Both internal (on-campus departments) and external (bookstore, retail locations) orders require a license.

UNCW LICENSING FOR UNIVERSITY DEPARTMENTS AND STUDENTS

No department, division or organization may authorize the production of merchandise bearing the university's name or logo, or authorize or produce items that combine the logo with any other name or logo unless approved by UNCW Licensing and all appropriate administrative office(s).

Goods to be used by a division, department or organization of the university bearing UNCW trademarked marks, logos or phrases must be obtained from a licensed manufacturer and submitted and approved by UNCW Licensing prior to production. Contact licensing@uncw.edu with questions.

uncw.edu/licensing
02.530 UNIVERSITY ADVERTISEMENTS POLICY
https://uncw.edu/policies/documents/02.530-university-advertisements.pdf

ADVANCE APPROVAL REQUIREMENTS:
1. In advance of publication, the Office of University Relations must approve paid, in-kind and no-cost advertising (print, broadcast, radio, electronic, display and billboard). OUR must receive the ads for approval seven (7) business days prior to publication.

2. Purchasing Services must receive notice of approval from OUR before a purchase order can be issued to a vendor for university advertisements (except exempt advertisements).

3. All student recruitment advertisements, social media campaigns, promotions, etc. developed for Admissions, the Graduate School, special academic programs (i.e., Honors College, International Programs, etc.) and online and distance learning programs (including those offered in collaboration with external vendors) must be approved by OUR in advance.

4. Recognized student organizations that want to utilize university marks (i.e., house logo, athletic logos and UNCW letters in print and web materials) must have their promotions approved by Campus Activities and Involvement Center staff. CAIC staff will submit the final draft to OUR for approval via our@uncw.edu.

5. Any use of the university's name or affiliation in conjunction with any commercial venture, such as an advertisement or article about a vendor whose product is used by the university, requires approval from UNCW’s chief communications officer.

6. Any advertisement using the name of a university employee, when his or her relationship to the university is mentioned, or any other use of the university’s name that appears to convey endorsement of a product, requires approval from the university’s chief communications officer.

LEGAL REQUIREMENTS: SEE PAGES 82-83 OF THIS GUIDE.
- EEO/AA AND TITLE IX STATEMENTS
- ADA STATEMENT

UNCW IS A STATE INSTITUTION AND DOES NOT ENDORSE FOR-PROFIT ENTITIES
U-SHOP REQUIREMENTS FOR AD APPROVAL:

Advertisements not created by the University Office of Relations should be attached in the U-SHOP ordering system for OUR approval. When advertisements are being created by OUR, please add a note in the comments section to verify OUR is creating the ad and has been notified.

The art director in OUR will work with you to ensure advertising meets brand and legal guidelines.

UNIVERSITY PARTNERSHIPS WITH VENDORS

VENDOR CONTRACTS WITH UNCW

1. Outside vendors partnering with UNCW must comply with the university Brand Identity Guide.

2. All materials, such as website design, digital ad design, graphic design and video development must be reviewed and approved by OUR.

3. Contracts must state OUR reviews and approves all materials developed by the vendor before production or for web use.

4. UNCW logos usage on vendor websites and vendor logo usage on UNCW’s website must be approved by OUR.
Consistent use of this guide’s color palette in your communications creates a strong association with the university.

**PRIMARY PRINT COLOR PALETTE**

The official colors of UNCW are the teal of the ocean, the gold of the sand and the navy of the deep ocean.

Teal should appear on all communications that use color.

Secondary colors allow for variations of our official colors when more or less contrast is needed between a set of colors.

Support colors are accent colors and should never be the dominant color palette in a design.

**PMS** (Pantone Matching System), **CMYK** (cyan, magenta, yellow, black), **RGB** (red, green, blue) and **HTML** (hexadecimal) values are assigned to each official color.

For process printing, CMYK values are:

- **PMS 329** = C - 100  M - 0  Y - 46  K - 46
- **PMS 281** = C - 100  M - 55  Y - 0  K - 65
- **PMS 120** = C - 0  M - 6  Y - 56  K - 0

For those working in programs that support RGB and hexadecimal color values, the following values should be used:

- **PMS 329** = R - 0  G - 112  B - 115
- **PMS 281** = R - 0  G - 51  B - 102
- **PMS 120** = R - 249  G - 227  B - 127
- **PMS 329** = #006666
- **PMS 281** = #003366
- **PMS 120** = #f3e389

For textiles, the closest suggested matches are:

- **PMS 329** = #18-4728
- **PMS 120** = #12-0736
- **PMS 281** = #19-3864
SECONDARY COLORS: 100% SOLID, 50% TINT

teals

- PMS 325
  - C56 M0 Y26 K0
  - R110 G197 B194
  - HEX #6ec5c2

- PMS 327
  - C100 M0 Y44 K17
  - R0 G134 B135
  - HEX #008687

- PMS 322
  - C100 M0 Y33 K35
  - R0 G113 B125
  - HEX #007177

blues

- PMS 284
  - C58 M23 Y0 K0
  - R112 G165 B214
  - HEX #70a5d6

- PMS 301
  - C100 M45 Y0 K18
  - R7 G93 B153
  - HEX #075d99

- PMS 308
  - C100 M25 Y25 K47
  - R0 G83 B105
  - HEX #005369

golds

- PMS 130
  - C0 M37 Y100 K0
  - R227 G168 B43
  - HEX #e3a82b

- PMS 125
  - C0 M34 Y100 K30
  - R175 G127 B27
  - HEX #af7f1b

- PMS 874
  - C0 M25 Y55 K35
  - R172 G137 B95
  - HEX #ac895f

blacks

- RICH BLACK
  - C45 M25 Y25 K100
  - R18 G21 B24
  - HEX #121518

- WARM BLACK
  - C40 M40 Y30 K100
  - R21 G17 B19
  - HEX #151113

- COOL BLACK
  - C65 M20 Y20 K100
  - R0 G21 B26
  - HEX #00151a

SUPPORT COLORS: 100% SOLID, 50% TINT

neutrals

- PMS 7506
  - C5 M14 Y43 K0
  - R246 G220 B187
  - HEX #f6dcbb

- PMS 7535
  - C30 M26 Y30 K0
  - R189 G179 B171
  - HEX #bb3ab

- PMS 429
  - C39 M27 Y26 K0
  - R167 G172 B175
  - HEX #a7acaf

yellows and oranges

- PMS 131
  - C10 M47 Y100 K0
  - R212 G145 B40
  - HEX #d49128

- PMS 717
  - C5 M70 Y100 K3
  - R197 G101 B35
  - HEX #c56523

- PMS 1675
  - C20 M82 Y97 K15
  - R152 G71 B40
  - HEX #984728

greens

- PMS 383
  - C34 M15 Y100 K0
  - R182 G104 B53
  - HEX #b6b835

- PMS 335
  - C96 M0 Y65 K20
  - R35 G132 B107
  - HEX #23846b

- PMS 330
  - C94 M40 Y67 K35
  - R43 G86 B79
  - HEX #2b564f
Consistent use of typefaces is the most important element in establishing a unified style for UNCW publications and other print and digital media.

The primary print typefaces are Palatino, a serif font, and Helvetica, a sans serif font. Both fonts are available from various font houses in the recommended OpenType format. OpenType is a cross-platform file format that is compatible on both Apple and Windows computers.

If you do not have access to these typefaces, you can substitute with the following:

**FOR PALATINO:**
- Times, Times New Roman
- Utopia
- Minion Pro
- Georgia

**FOR HELVETICA:**
- Arial
- Calibri
- Myriad Pro
- Verdana

**PALATINO STD COMPLETE VP FAMILY** (Shown in 10 pt. type)
- Palatino Light
- Palatino Light Italic
- Palatino Roman
- Palatino Italic
- Palatino Medium
- Palatino Medium Italic
- Palatino Bold
- Palatino Bold Italic
- Palatino Black
- Palatino Black Italic
HELVETICA NEUE LT STD FAMILY
(Shown in 10 pt. type)

Helvetica Thin Condensed
Helvetica Thin Condensed Oblique
Helvetica Light Condensed
Helvetica Light Condensed Oblique
Helvetica Condensed
Helvetica Condensed Oblique
Helvetica Medium Condensed
Helvetica Medium Condensed Oblique
Helvetica Bold Condensed
Helvetica Bold Condensed Oblique
Helvetica Heavy Condensed
Helvetica Heavy Condensed Oblique
Helvetica Extra Black Condensed
Helvetica Extra Black Condensed Oblique
Helvetica Extra Black Condensed Oblique
Helvetica Thin
Helvetica Thin Italic
Helvetica Light
Helvetica Light Italic
Helvetica Roman
Helvetica Italic

Helvetica Medium
Helvetica Medium Italic
Helvetica Bold
Helvetica Bold Italic
Helvetica Heavy
Helvetica Heavy Italic
Helvetica Black
Helvetica Black Italic
Helvetica Thin Extended
Helvetica Thin Extended Oblique
Helvetica Light Extended
Helvetica Light Extended Oblique
Helvetica Extended
Helvetica Extended Oblique
Helvetica Medium Extended
Helvetica Medium Extended Oblique
Helvetica Bold Extended
Helvetica Bold Extended Oblique
Helvetica Heavy Extended
Helvetica Heavy Extended Oblique
Helvetica Black Extended
Helvetica Black Extended Oblique
The Photographic Services Unit produces photographic representation of the university as a whole. This includes developing and implementing creative strategies for internal and external use that support the chancellor’s vision for the university. Contact Media Production with questions about photographic services.

Departments, faculty and staff who want to use images of UNCW on approved websites and in campus-sponsored publications can access the Office of University Relations Photo Archive Database (OUR PAD) https://uncwphotography.photoshelter.com/index#!/index

Access is limited to faculty, staff and approved student workers. An email must be sent to Jeff Janowski, photo services manager, to approve any student for download permissions (janowskij@uncw.edu).

If you are a first-time user of the photo management system, you will need to create a login identity using your UNCW email as your login name. Also send photo services an email alerting us to your new login request.

University Relations prioritizes photography coverage to ensure that images from campus-related events can be used in multiple internal and external publications.

PRIORITIES INCLUDE:

• Publications produced by the Office of University Relations
• Media/community outreach
• UNCW homepage

As a public university, UNC Wilmington uses staff-produced images of public campus life, events, ceremonies and other activities to advance the mission of the university.

All photographs created by the University Relations staff are the property of UNC Wilmington and are available for non-commercial use by UNCW's students, faculty and staff and, with prior approval, off-campus media outlets and publications. Images should be credited as “Photographer’s name/UNCW” in all print and electronic publications.

University photography may not be used for commercial gain, sold in part or in total or used as stock photography. Prior approval from UNCW Photo Services is required before any photograph is digitally altered in a manner that changes its editorial representation. Digitally altered photos must also be clearly identified as “photo illustrations.”

The university photographer may refer other requests for photography to an approved freelance photographer. Such requests for freelance referrals can include:

• Events not promoted by the Office of University Relations
• Departments requesting photography for internal/external publications or archives (e.g., brochures, newsletters, departmental web pages)
• Alumni, student, faculty and staff celebrations, including birthday and retirement parties
• Social and event photography, including photos presented as gifts
• After-hours and weekend events
• Department- or school-specific workshops, conferences and symposiums hosted on or off campus
Every image represents UNCW. Choose carefully. Less is more. One image with a strong focal point is more dynamic than several small photos grouped together.

Images that bleed (extend beyond the edge of the page) on all four sides are preferred on cover designs.

Use high-resolution photos required for detailed reproduction such as printing. Image resolution is the amount of detail an image contains. Photography less than 300 dpi (dots per inch) should not be used in print publications. Photos that are 72 dpi are suitable only for web use.

Do not change 72 dpi images to 300 dpi. Detail cannot be enhanced if it is already a low-resolution image. A 300 dpi image can be adjusted to a lower dpi, but the image will lose detail. Only resize and scale images using photo editing software.
Original photo is portrait.

Selectively crop image.
Do not crop out important areas that destroy the image's composition, such as the ornate columns.

Images should always be scaled proportionately. Do not stretch or squeeze an image to fit the layout.
UNCW stationery with the university logo, such as letterhead, envelopes and business cards, is only available to faculty and staff. Printing Services makes it easy to submit your business card, letterhead and envelope orders. All official UNCW stationery must contain university addresses and phone numbers only. Personal content is not permitted.

- Submit a SeaPrint Access Form
  Printing Services will notify the user by email when SeaPrint access has been granted. Once access has been granted, authorized users will then be able to login to SeaPrint via UBusiness.

- Log into UBusiness using your UNCW email address and password.

- Click on the SeaPrint link.


Once you have filled in all the required information, you will be able to soft-proof your business cards, letterhead stationery and envelope orders in real time by clicking the preview button.

PLEASE PROOF CAREFULLY and make any needed corrections. The printed item will be produced just as the proof on the SeaPrint order page appears.

If your business card or stationery does not fit within the provided templates, you will need to create a custom order by submitting a Request for Printing Services form. (You can retrieve the form from UBusiness.) These orders will be processed and printed at a higher cost than template orders.

Color options for business cards, letterhead and envelopes are also available in:

- PMS 329 (teal)
- PMS 281 (blue)
- Black
- PMS metallic 874 and PMS 281 (as shown here)

OUR must approve any deviations from the standard business card format.

Only official university phone numbers, email and website addresses are permitted.

Contact Printing Services Customer Service for assistance at 962.3289.

Please submit other printing job requests to printingservices@uncw.edu
To maintain a consistent look for audiences, a series of PowerPoint themes are available for presentation needs.

PowerPoint themes are designed for 10x7.5 inch slide and 13.33x7.5 inch slide formats.

PowerPoint teal is:
R 35   G 127   B 131

FONTS:
Times New Roman and Calibri are common on both Macs and PCs. Times may be substituted with Georgia or Palatino and Calibri may be substituted with Arial or Verdana.

Please note that when creating large and/or high-resolution files, or altering background images within these templates, you may encounter unavoidable technical difficulties with PowerPoint (slow loading, decreased rate of keyboard response, etc.). If you require assistance, please contact OUR@uncw.edu.

Download these and other approved templates at uncw.edu/uncwtemplates.
Nine designs of UNCW electronic invitations are available for download. Adobe Acrobat Pro is required to use templates.

NOTE: All outgoing invitations, both internal and external, must be approved by OUR before distribution. Once you have downloaded and edited the PDF invitation, save as a .jpg file and forward the final draft to OUR@uncw.edu with a subject line of APPROVAL. Please allow 7–10 days for review.

INSTRUCTIONS
1. Download file
2. Open in Adobe Acrobat Pro
3. Apply text in editable fields
4. Spell check and review
5. Save document
6. Email .jpg file to OUR@uncw.edu for content approval
7. Once approved by OUR, save PDF document as a .jpg
8. Embed into your HTML email using Outlook or Entourage. Embedding instructions: uncw.edu/uncwtemplates
9. Enter email addresses and click send

WORDMARK I

[ Sample text: You are cordially invited to a retirement party in honor of name of person or recipient ]

[ Day, Full Date ]
[ Time a.m./p.m. ]

[ Location ]

WORDMARK II

[ Sample text: You are cordially invited to a retirement party in honor of name of person or recipient ]

[ Additional Information ]

[ Day, Full Date ]
[ Time a.m./p.m. ]

[ Location ]

WORDMARK III

[ Sample text: You are cordially invited to a retirement party in honor of name of person or recipient ]

[ Additional Information ]

[ Day, Full Date ]
[ Time a.m./p.m. ]

[ Location ]
Two sizes of printable UNCW invitations are available for download. Each size is available in vertical (portrait) and horizontal (landscape). Adobe Acrobat Pro is required to use templates.

**UNCW A2 Invitation**
is 5.5 inches x 4.25 inches and fits in an A2 square flap envelope.

**UNCW A7 Invitation**
is 7 inches x 5 inches and fits in an A7 square flap envelope.

**NOTE:** All outgoing invitations, both internal and external, must be approved by OUR before distribution. Once you have downloaded and edited the PDF invitation, forward the final PDF to OUR@uncw.edu with a subject line of APPROVAL. Please allow 7–10 days for review.

If you would like an invitation package (invitation, RSVP card and envelopes), fill out the support request form at uncw.edu/our.

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**University of North Carolina Wilmington**

You are cordially invited to attend a retirement party in honor of

Joe Smith

Friday, January 8, 2021

2 p.m. • UNCW Burney Center

Join us for this special occasion honoring Joe’s retirement after 30 years.

Please respond by Month, Date, Year

910.962.7183

rsvp@invite.edu

Parking available Lot C or B

Casual Attire

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**A2 AND A7 VERTICAL INVITATION**

Fonts are Georgia and Georgia Italic, common to Adobe Acrobat on both Mac and PCs. Georgia may be substituted with Palatino or Times.

Do not alter any graphic elements or colors.
You are cordially invited to attend a retirement party in honor of

Joe Smith

Friday, January 8, 2021
2 p.m. • UNCW Burney Center

Join us for this special occasion honoring Joe’s retirement after 30 years.

Please respond by Month, Date, Year
910.962.7183
rsvp@invite.edu

Parking available Lot C or B
Casual Attire
OUR OBJECTIVES

- Establish consistency and strength of branding in all UNCW newsletters
- Improve quality of content, including lowering the page counts for maximum message impact and the number of publications being printed and mailed
- Decrease workload on units’ administrative staff
- Flexibility of electronic or print versions using content management system
- Provide design and communications support, recommendations and advice
- Streamline delivery and reduce the number of emails being sent internally
- Ensure units are maximizing the impact of SWOOP, the weekly faculty/staff newsletter
NEWSLETTER WORKFLOW  See page 16.

1. Department/unit submits project request to OUR.
2. OUR initiates meeting to determine needs and discuss options for template, content, frequency and goals.
3. ITS produces template with features outlined by OUR.
4. Graphic designer customizes template background image.
5. Content manager(s) are trained to edit their templates utilizing the Cascade content management system.
6. Content manager(s) develop content in test environment.
7. OUR does not review departmental newsletters. Please add a disclaimer using the example below:

   The content of this publication was created by the Office of the Provost, Academic Affairs Division. Questions? Contact Paula Cameron at cameronp@uncw.edu.

8. Department administrator or other designee sends html email to department’s targeted mailing list via Outlook, while the newsletter remains accessible to potential students and alumni. It will also live online as a page of the UNCW website.

RECOMMENDATIONS

- Frequency should be determined by audience needs and available content and sent on a consistent basis.
- Length of newsletters should average 4 to 6 pages
- Highlight key news that an audience won’t receive via other channels, versus including all information
- Track open rate of newsletters when applicable to determine audience interest and engagement

Once template is live, department can reuse template for all future editions of newsletter (or request design updates as needed).

STANDARD FOR ALL NEWSLETTERS

Header

UNCW branding
Email | Directory | mySeaport | Quicklinks and search

Footer

Contact, Give, Feedback, University address, About this site, Copyright notice

CUSTOMIZABLE

OUR’s objective is to support newsletter goals by providing design, branding and content expertise. This process will bring more customization than ever before, while strengthening the impact of these publications with greater brand consistency and content quality.

Customizable elements include

- Top feature image
- Intro message
- Section headings
- Right-rail links
- Feature blocks (e.g., for profiles)
- Two- or three-column interior pages
- Graphics can be inserted or removed as needed
This template provides a professional, UNCW-branded look for your email memos.

**MAC OUTLOOK INSTRUCTIONS:**
- Open your email account
- Under Outlook on the top task bar, click on and open “Preferences”
- Click on “Signatures”
- Click on + to create new signature and name it “eMemo”
- Select and copy the memo template from the template website and paste in signature block on right
- If you have a default signature, click on “Default Signatures” and change setting to “none”
- When you are ready to send your eMemo, open a new email, fill in header fields
- With cursor in the body of the email, click on the “Signature” menu item and select “eMemo”
- Insert your text below the UNCW logo

**PC OUTLOOK INSTRUCTIONS:**
- Open your email account
- Click on “File,” “Options,” “Mail,” “Signature”
- Create new signature and name it “eMemo”
- Select and copy the memo template from the template website, paste into signature block and save it
- When you are ready to send your eMemo, open a new email, fill in header fields
- With cursor in the body of the email, click on the “Signature” menu item and select “eMemo”
- Insert your text below the UNCW logo
Dear [Name],

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Name
Title
Department
These guidelines apply to email messages sent from university-owned computers and mobile devices using Outlook, Entourage or Outlook Web Access through the university Microsoft Exchange Server. Of primary concern are external communications with business partners, vendors and the community because email signatures can be a tool to project a positive image and branding message for UNC Wilmington.

The format of one’s email should be professional in terms of signature and other formatting. Email signatures should follow certain guidelines to fit with the overall branding initiative at UNCW. As such, the style of address, tone, spelling, grammar and punctuation of all messages should reflect the standards of formal business communication.

Use of images in email signatures is limited to official UNCW indicia, such as the UNCW house or the Seahawk athletics logo.

Any questions regarding these guidelines should be directed to the Office of University Relations at OUR@uncw.edu.

SIGNATURES SHOULD USE:

- Plain text format to easily accommodate all types of users
- Consistent font, teal and size for all parts – body, header and signature
- A pipe “|” in bold to separate items

WHAT SHOULD BE INCLUDED IN AN EMAIL SIGNATURE:

- Name
- Job title | department
- University of North Carolina Wilmington
- Telephone and/or fax numbers (using periods, not dashes)
- Email address | website address
- Optional: Links to university-related Facebook or Twitter accounts
- Standardized legal disclaimer:

  NOTICE: Emails sent and received in the course of university business are subject to the North Carolina Public Records Act (N.C.G.S. §132-1 et seq.) and may be released to the public unless an exception applies.
WHAT SHOULD NOT BE INCLUDED IN AN EMAIL SIGNATURE:

- Colored text, other than teal
- Large or complicated fonts (non-standard typefaces and HTML may not translate well across email clients.)
- Images, clip art, graphics (Many email clients and mobile devices block the appearance of images. Images can also exponentially increase the size of email inboxes. For those with inbox size limits, this can be problematic.)
- Background images or stationery
- Personal quotes (Refraining from the use of quotes or epigraphs is best practice for professional communications. It is important to avoid the potential confusion of external audiences assuming a particular statement represents the university’s official slogan, ideology or brand promise.)

SAMPLE SIGNATURES:

1

Frederick S. Smith
Director | Office of Admissions
University of North Carolina Wilmington
910.962.5555
smithfs@uncw.edu | uncw.edu/admissions
Follow us: facebook.com/uncwilmington | twitter.com/uncwilmington

NOTICE: Emails sent and received in the course of university business are subject to the North Carolina Public Records Act (N.C.G.S. §132-1 et seq.) and may be released to the public unless an exception applies.

2

Andrew Smith, Ph.D.
Associate Professor and Chair | Department of Biology and Marine Biology
University of North Carolina Wilmington
910.962.5555
smitha@uncw.edu | uncw.edu/bio

NOTICE: Emails sent and received in the course of university business are subject to the North Carolina Public Records Act (N.C.G.S. §132-1 et seq.) and may be released to the public unless an exception applies.
The UNCW website is a critical tool for informational and marketing purposes and is a key conveyer of the university’s image. It should be readily apparent to users that each page of the site is associated with the University of North Carolina Wilmington, and a professional and consistent “look and feel” must be maintained throughout the university’s web pages.

UNCW’s Office of University Relations is responsible for general oversight and organization of content for the university website. Our staff works closely with UNCW Information and Technology Systems to develop and maintain standards of style throughout the pages of the website.

University Relations also assists UNCW web content contributors in developing their messages and presenting information on divisional or departmental websites to ensure that visitors enjoy a smooth navigation experience and readily find the information they need.
ITS-approved content management systems must be used to maintain UNCW web pages. This helps to ensure that UNCW web pages:

- Complement the UNCW homepage
- Contain common elements of design
- Utilize a consistent navigation structure
- Print well
- Meet accessibility requirements
- Display and function properly on various platforms and browsers

The content management systems provide benefits to content managers. For example:

- Posting and editing information requires basic techniques without requiring technical expertise
- Style questions are simplified, since the templates automate the masthead, colors and typography on each page

**NOTE:**

All UNCW-related websites, whether developed by UNCW staff or contracted vendors, and whether hosted on or off campus servers, must be approved by the campus webmaster, ITS and OUR prior to launch.

Content managers are expected to be familiar with, and comply with, the Responsible Use of Electronic Resources Policy. The university reserves the right to edit or remove content that is deemed to be in conflict with this policy.

All UNCW content managers are required to take content manager training before receiving access to edit their websites. See uncw.edu/web for details.

Undergraduates are not allowed access to the main uncw.edu server. Graduate students may be given access by filling out a Request to Grant Graduate Student Access to Website Directory PDF form. uncw.edu/web
PHOTOS

A variety of approved UNCW photos are also available on the university's photo management system, https://uncwphotography.photoshelter.com/index#!/index. See section 10.

Content managers may insert photographs they obtain within the editable regions of their web pages, providing that copyright and privacy laws are not violated.

Note: Copyright enforcements of unauthorized use of photographs are some of the most aggressive actions instituted by copyright holders. If content managers have not secured permission to use selected photos, or possess satisfactory evidence the photo(s) are in the public domain or have been donated for use, the photo(s) must not be used.

Content managers should try to include captions and if applicable, photo credits with all the photos they insert.

Unless attribution rights have been waived by the photographer or copyright holder(s), photo credit attribution should always be included. If the information is not available, the photo must be in the public domain or expressly donated for the proposed use.

All images, photographs, drawings or artwork should contain an alt attribute (alternative text). Alt text makes images accessible for people who use screen readers or who browse with images off.

Using alt text is required to make pages accessible. The alt text should clearly describe the graphic, in as few—and descriptive—words as possible. For example, “sycamore tree” rather than “tree”; or “A huge sycamore tree at the corner of Oleander and College Road in Wilmington, N.C.”

USE OF UNIVERSITY PHOTOGRAPHY

All photographs created by OUR staff are the property of UNC Wilmington and are available for non-commercial use by UNCW’s students, faculty and staff and, with prior approval, off-campus media outlets and publications. Images should be credited as “UNCW/photographer's name” in all print and electronic publications.

Any other use of OUR-produced photographs must be approved by UNCW OUR.

These images may NOT be used for commercial gain, sold in part or in total or used as stock photography. Prior approval from UNCW Photo Services is required before any photograph is digitally altered in a manner that changes its editorial representation. Digitally altered photos must also be clearly identified as “photo illustrations.”

If you have questions regarding the use of UNCW photographic images, please contact OUR@uncw.edu. See section 10.
REPRODUCTION OF COPYRIGHTED MATERIAL

In order to place copyright-protected material, such as text, photos, audio, video or other documents, on a university web page, the content manager must obtain prior written permission from the copyright owner(s) as applicable.

The Office of General Counsel is available to assist content managers in ascertaining whether subject material constitutes public domain or proprietary content and, if copyright protected, how to secure permission for its proposed use.

Please see the UNCW name and logos section on page 17 of this guide for details on the use of UNCW protected names, marks and logos. Additional online resources may be found at:

- UNCW Website Copyright Notice
- Copyright Use and Ownership Policy
COMPLYING WITH THE AMERICANS WITH DISABILITIES ACT (ADA)

UNCW web pages must be available, accessible and usable to as many people as possible. Content managers are responsible for helping ensure that UNCW web pages meet current accessibility standards for visitors with disabilities, including those defined by Section 508 of the U.S. Rehabilitation Act as well as, at minimum, Priority 1 of the World Wide Web Consortium’s Web Content Accessibility Guidelines.

By default, the use of the UNCW templates will make most web pages fully accessible to visitors with disabilities, as required.

However, certain content still requires manual work by content managers to ensure accessibility.

Text

Content managers should use the pre-designated UNCW styles (that is, typefaces, point sizes and colors) available in the templates.

To comply with ADA policies and the functionality of automatic readers, content managers need to use the headings in the consecutive order in which they are listed in the styles area.

The use of the styles for typography helps ensure that UNCW’s web pages will be consistent when viewed on a computer with a web browser or with a handheld device and when printed.

Note: These specially-designed styles permit visitors to increase or decrease the display size of the text in their browsing software per their vision needs. This increases the ADA accessibility and functionality of UNCW web pages.

Tables and charts

The use of tables as charts (that is, tables that use columns and rows to organize text content) requires an extra step on the part of the content manager to ensure that this information is appropriately ADA-accessible. Specifically, the content manager must specify a “header row” to ensure the rows and columns are read in an understandable order by screen readers.

Page titles

Web page titles follow this convention:

Page: Department: Division: UNCW. Start from a specific description of your page and progress to the more general description.

- For example: Transfer Application: Admissions: UNCW
LINKS TO COMMERCIAL WEBSITES

In order to link to a commercial organization’s website, the content manager must demonstrate the following:

- The organization has an active role in service delivery to the university,
- The link is functioning as a means of acknowledgement to organizations that facilitate the university’s mission through financial support or gifts in kind, or
- The links are used in a compilation of hyperlinks which provide reference information and/or contribute to the university’s mission. In this situation, the following disclaimer should be included above or below the list of links:

  “The links provided on these pages are intended to acquaint the users of this site with information, services and organizations at UNCW, online and in the local community. UNCW is not responsible for the content or maintenance of linked sites, and cannot vouch for the accuracy of information or material contained thereon.”

Note: Advertising and links to pages that directly sell products are not permitted on university web pages, including personal web pages.

MULTIMEDIA
(AUDIO, VIDEO, INTERACTIVE FLASH)

Audio and video files in any format, either for download or streaming, should not be placed on the main UNCWWEB server due to disk space limitations. Rather, these files should be placed on the UNCWMEDIA1 server.

Due to accessibility limitations, Shockwave Flash (.swf) files may only be used for non-critical, non-navigational parts of a UNCW web page. Content in the Flash file should be made functional in another available format.

In addition, the content manager must provide text transcripts for audio and video in order to make the content accessible to visitors with disabilities.
WEB COLORS

In the style color palette the RGB equivalents of UNCW’s official colors are:

Teal = R - 0  G - 112  B - 115
Blue = R - 0  G - 51  B - 102

The hex code equivalents are teal #007073 and blue #003366.

Content managers should make sure content utilizes these official colors.

LOGOS

The use of various logos as content within the editable regions of the templates should be in accordance with the UNCW names and logos policies. See page 17.

For more information on the use of logos, contact the Office of University Relations.

CONTRACTED WORK AND VENDOR-HOSTED WEBSITES

All new official websites, whether developed by UNCW staff or contracted vendors, and whether hosted on or off campus, must be approved by the campus webmaster and OUR prior to launch. All vendors must be approved vendors sanctioned by the university.

Request for Proposals (RFPs) and Contracts

Both the campus webmaster and OUR should be made aware of the RFP process and should review contracts established with contractors and vendors to ensure that this style guide and important legal, marketing and compliance requirements for web pages are addressed, including accessibility for disabled visitors and Payment Card Industry (PCI) Data Security Standard compliance for e-commerce transactions.
Contracted work to be hosted on UNCW web servers

Web pages developed by non-university personnel, such as web design contractors, for use on UNCW web servers must not include references or hyperlinks to the contractor. Exceptions may be made when a vendor provides an exclusive service to the university. Contact the campus webmaster for details.

All contracts or agreements for outside design services must require that pages and related materials (HTML, graphics, multimedia, etc.) hosted on UNCW servers become the sole property of UNCW.

Vendor-hosted websites

If it appears that UNCW might be responsible for the content or maintenance of a vendor-hosted website but is not, the site’s homepage should display the following sentence:

“This website is provided as a convenience, program or public service. The operator and/or users are solely responsible for the content; UNCW neither contributes to nor maintains website content.”

Vendor-hosted websites with “UNCW” in the domain name

Vendor-hosted websites that include “UNCW” in their domain name (e.g., uncwtickets.com) should contain specific elements that identify the site with UNCW.

- The homepage must display the UNCW house logo, which is the same as the logo in the upper left-hand corner of the UNCW homepage. The vendor-hosted website with the UNCW in the domain name must provide a hyperlink to the UNCW homepage from the UNCW house logo. The vendor should employ XHTML-compliant code that includes a full URL reference to the specific image file on the UNCWWEB server.

  The code for this is:

  ```html
  <a href="http://www.uncw.edu"><img alt="University of North Carolina Wilmington home” src="http://www.uncw.edu/_files/foundation/uncw.gif"/></a>
  ```

- The pages must meet current accessibility standards, including those defined by Section 508 of the U.S. Rehabilitation Act as well as, at minimum, Priority 1 of the World Wide Web Consortium’s Web Content Accessibility Guidelines.

- The site must offer UNCW contact information (email address and/or phone number).
**WEBSITES WITHOUT “UNCW” IN THE DOMAIN NAME**

Websites that do not include “UNCW” in their domain name are not required to follow the style guidelines of this document. However:

- If the university contributes resources to the development or hosting of such a site, the site may acknowledge the university’s contributions. If so, a sentence may appear in the footer of the homepage, choosing applicable verbiage:
  
  “The University of North Carolina Wilmington (UNCW) provides [technical services] and/or [funding] for this website project.”

- The words “University of North Carolina Wilmington” should link to the UNCW homepage, https://uncw.edu.

**CELL PHONES AND HANDHELD TECHNOLOGY**

The templates described above are designed to present information properly on handheld devices such as smartphones.

Questions should be directed to ITS and the campus webmaster.

**DOMAINS, SUBDOMAINS, POINTERS AND DOMAIN MASKING**

To purchase an off-campus domain name containing “UNCW” (e.g. uncwtickets.com), a UNCW department should:

1. Check availability of the domain via a domain name registrar;
2. Contact OUR for approval and/or recommendations; and
3. Once approved, purchase the domain using a UNCW account to ensure it is owned by the university.

Requests for subdomains (e.g., jobs.uncw.edu) and requests for pointers (e.g., www.uncw.edu/housing) must be approved by the campus webmaster and OUR. Pointers are recommended over sub-domains.

Domain masking of web pages on UNCW web servers is not permitted without approval by the campus webmaster and OUR. If approved, the masked pages must still acknowledge the university’s contributions to the hosting of the pages.
SOCIAL MEDIA AND SOCIAL SOFTWARE (BLOGS, FORUMS, WIKIS)

Blogs, forums and wikis are examples of computer-mediated communication tools, often referred to as social software, for which certain requirements must be met in order to provide a safe and legal environment for users. UNCW groups interested in launching social software are asked to consult with the campus webmaster, general counsel and OUR prior to release.

Faculty, staff and student organizations are encouraged to use mySeaport, the campus portal, for group communication such as file sharing, message boards, photo sharing and chat. Any use of the official UNCW house logo by administrative units on a social software site must have prior approval from OUR. Student organizations may not use the UNCW house logo on any social software site that is not located on the university server. OUR reserves the right to edit or remove content that is deemed to be objectionable or counter to the university’s mission and/or strategic goals.

Note: Please contact OUR with questions regarding the use of Twitter, Facebook, YouTube and any social media tools.

Please direct any questions or concerns related to the website not addressed here to the campus webmaster and/or OUR.

HELPFUL LINKS

RESOURCES FOR WEB CONTENT MANAGERS

- Responsible Use of Electronic Resources (PDF)
- Request to Grant Graduate Student Access to Website Directory (PDF)

FOR TECHNICAL ASSISTANCE

Contact the UNCW Technical Assistance Center or call 910.962.HELP (4357)
GUIDELINES

Types of University-Related Social Media Accounts

- **Institutional accounts** represent the official university social media communication venues. Such sites are created and managed by the Office of University Relations. No additional administrators outside university relations can be added without the written permission of UNCW’s chief communications officer or other designee.

- **University-recognized departmental/unit accounts** represent official university units and have full-time university employees assigned to administer the account. University units associated with a recognized account are responsible for the content. It is the responsibility of the account administrator to oversee the content and dialogue.

- **Student organization accounts** represent student organizations that are affiliated with the university and/or choose to incorporate the university’s visual identity standards in their social media platform. They are required to fully comply with the university’s social media guidelines.

- **Unaffiliated accounts** represent groups of users with a common interest and identification with the university, such as incoming freshmen who may create a Facebook group to establish connections prior to attending UNCW.

REGISTERING YOUR UNCW-RELATED ACCOUNT

What are the benefits of having a UNCW-registered social media site?

- It will be listed on the **UNCW Social Media Directory**, which is aimed at driving users to your account.
- It will be followed by UNCW’s official profiles on Facebook, Twitter and Instagram.
- See [uncw.edu/web/social.html](http://uncw.edu/web/social.html)

Who should apply to register?

- Any UNCW college, department, group or program wishing to maintain a social media presence with a university affiliation.
- At least two UNCW employees must be registered as the account administrator for the purpose of identifying the account’s point person and to provide continuity in the event of staff changes.

Should existing social media accounts be registered with the university?

- Yes.

In order to be officially recognized by the university, an account must be registered. Please fill out the registration form on the OUR social media web page and someone will contact you within five days.
SOCIAL MEDIA POLICY

SOCIAL MEDIA IMAGE GUIDELINES

Images are measured in pixels.
(These sizes are subject to change.)

• **Facebook**: file type: JPG, PNG
  - Cover Photo ..........820 W x 462 H
  - Profile Photo ..........180 W x 180 H

• **Twitter**: file type: JPG, GIF, PNG
  - Profile Photo ..........400 W x 400 H
  - Header Photo ..........1500 W x 500 H

• **LinkedIn**: file type: JPG, GIF, PNG
  - Company Logo ..........300 W x 300 H
  - Cover Photo ..........1536 W x 768 H

• **Instagram**: file type: JPEG, PNG, BMP, and non-animated GIFs
  - Profile Photo ..........110 W x 110 H
  - Landscape Photo ......1080 W x 566 H
  - Portrait Photo ..........1080 W x 1350 H
  - Square Photo ..........1080 W x 1080 H
  - Ad sizes 1080 W x 566 H (landscape),
    1080 W x 1080 H pixels (square)
  - Minimum Instagram image ad size:
    500 pixels wide
One key objective of the OUR team is to promote the vision and mission of UNCW via media outreach. It is important to understand that media receive hundreds, sometimes thousands, of pitches daily... and our office receives hundreds of story ideas each month. Here’s how to help us help YOU.

WHAT IS NEWS?
Can you answer “yes” to at least two of the below questions? If so, please contact us with your story idea.

- Does your news have broad appeal to more than one audience? Will it have a direct impact on them?
- Is your news item happening in the coming weeks? The more lead time we have, the better!
- Is it research that challenges old assumptions?
- Does your item tie into a current event?

If your event, research, news, etc., relates to something that is currently in the news, it allows us to add to that storyline, making your item more valuable to media.

- Are there heartstrings or purse strings involved? Human interest pieces, grants and donations can all help garner media coverage.
- Is there a visual component? Being able to offer a great image or video to run alongside a story boosts our chances of media interest.

What misses the mark?

- News that has already been announced.
- Workshops, conferences without widely known speakers or confirmed guests, or events that aren’t open to the public.
- Expected outcomes (versus confirmed outcomes).

“When a dog bites a man, that is not news, but when a man bites a dog, that is news.”

– Charles Anderson Dana, American journalist
INTERACTION WITH MEDIA

As a North Carolina public agency, the University of North Carolina Wilmington (UNCW) has a responsibility to provide accredited news media outlets with access to its campus, employees and public information, while respecting and protecting the privacy and personal information of students, faculty and staff. Interaction with external media outlets on behalf of the university is overseen and coordinated by the Office of University Relations (OUR).

Spokespersons

- Only OUR staff and other employees who have been designated by the Chancellor as spokespersons of the university may make statements on behalf of the university.

- Any inquiries from media representatives received by university employees requesting information or comment from them as to the university’s statement or position regarding a matter must be directed to OUR.

Athletics information

- Information relating to student-athletes, coaches and staff in the Department of Athletics is the responsibility of sports information and the associate athletic director for communications.

University news releases

Although individual departments may draft their own press releases, all media releases, media advisories and plans for press conferences must be reviewed, approved and distributed by OUR prior to dissemination. Other colleges, schools, departments or offices may not independently release information to the news media.

Personal expression

UNCW employees and students may always choose to speak with representatives of the media in order to express their personal position or opinion, but they do not have to do so. If they do so, they are requested to clarify and distinguish that it is a personal opinion when doing so and that they are not giving it by virtue of their position at the university. As a courtesy, employees are strongly encouraged to inform OUR when they have spoken with a media representative, but are not under any obligation to do so.

For information regarding media relations policies contact our@uncw.edu.
The mission of Media Production is to visually tell the academic and institutional stories of UNCW in an engaging and positive manner within the university goals.

The objective of Media Production is to provide professional videos and photographs to promote and showcase UNCW departments, faculty, students, staff, friends and the university as a whole.

We use the best professional equipment available to create the highest quality videos, photographs and multimedia. Our staff of professionals are trained with the latest cameras and software. Storytelling is the key component to our objective.

VIDEO PRODUCTION

Media Production provides professional video production for university promotion, colleges and departments. We feature inspiring people from alumni, faculty, staff, friends and students.

Video services include:

- College and department promotional videos
- Individual stories
- Events
- Academic accomplishment feature videos

CONTACTS

Media production is a unit of the Office of University Relations.

OUR@uncw.edu

Jesse Bradley, media production director
249 Leutze Hall
910.962.7001
bradleyj@uncw.edu

COMING SOON

The CHWK channel is in the process of converting to the new universal digital messaging system ONELAN. The channel will be broadcasting via the web and no longer on the cable system.

Look for details and info this spring.
STUDENTS: University students can intern, participate in a work-study program or work as part-time paid students within the department. As a part of television studio and field crews, they will receive hands-on learning as a member of the studio and field crew, producing feature videos and creating content for campus channels.

FACULTY: A majority of the services offered by media production aims to benefit the faculty and staff of the university. This department may shoot and produce faculty lectures to enhance the learning environment or transpose tapes to digital quality for professor archives.

COMMUNITY: Media Production partners with New Hanover County Schools to provide programming for The Learning Network. It is designed to meet the informational and cultural needs of the viewers of SENC. It broadcasts on Time Warner Cable/Charter Cable and is distributed into thousands of homes in the SENC region.

For more information or to view the video production branding guide and policy visit uncw.edu/production.

TLN – THE LEARNING NETWORK

The Learning Network of the Cape Fear (TLN) station broadcasts on channel 5 in New Hanover County with the exception of Carolina Beach where it is broadcast on channel 12.

NOTE: All video productions that represent or market the university to external audiences must be approved by media production before distribution. Please contact OUR@uncw.edu at the beginning of your project so media production has an understanding of your anticipated timeline and can turn your request around in a timeframe that suits your production goals.
VIDEO SPECIFICATIONS FOR WEB

• Aspect ratio of 16:9 or 4:3 is required
  ○ Videos not originally in those ratios should be padded or cropped to appear in those ratios.
  ○ Videos should always appear in proper aspect ratio and not be distorted in any way.

• Video should be rendered and displayed in standard web sizes
  Images are measured in pixels
  360 pixels – 640 W x 360 H
  480 pixels – 640 W x 480 H
  720 pixels (HD) – 1280 W x 720 H

• Framerate
  ○ 24 or 3 frames per second (fps) is recommended.

• Technical
  ○ Bitrate
    A variety of bitrates may be used depending on your target audience. The higher the bitrate, the better the quality, but the more demanding it is on your viewers’ Internet connection. A rate of 800-1200Kb/s is required as the best quality and bandwidth-friendly range.

  ○ Encoding
    Video Codec – Video should be rendered to h.264 MPEG-4 (commonly called AVC).
    Audio Codec – AAC and .mp3 are recommended audio types.

  ○ Container
    UNCW requires .f4v, .mov and .mp4 for the most universal compatibility.

• Production
  ○ Publicly visible videos must be produced at a quality indicative of the high standards expected of an institution such as UNCW. Consider Media Production first whenever videos are needed.

• Compliance
  ○ Descriptions of videos must be included on the web page in which the video appears.
  ○ A best effort should be made to include transcripts of the dialogue or captioning.

• Assistance
  ○ Media Production is available to assist campus faculty, staff and students. Contact Jesse Bradley at bradleyj@uncw.edu.
  ○ For assistance with classroom and learning videos, ITS is available to provide support. Contact the Technology Assistance Center, 962-HELP.

• Audio/Music
  ○ All content must be appropriately licensed, including music and photographs.

• Archive
  ○ If you require specific archival footage, Media Production may have what you’re looking for. Material may be submitted to the UNCW video archive to share with others.
Because consistency and continuity in publications and other marketing materials are extremely important in the overall communications efforts of UNCW, the following university style guide has been established for use in university publications.

UNCW editorial style conforms with the widely embraced practices of today’s academic, public relations and news authorities on style.

Editorial style has to do with a set of judgments about what is grammatically correct, consistency in punctuation, capitalization and what usage is acceptable. Is “university” capitalized when referring to UNCW? How are academic degrees abbreviated? Is “fall semester” capitalized?

UNCW editorial style does not apply to monographs, scholarly research, journal articles, faculty-written books or articles, dissertations or the like. The UNCW editorial style is accepted for UNCW’s communications such as brochures, catalogues, flyers, newsletters, posters University Relations publications, social media and the like.

Text will be modified to UNCW editorial style first. Any element in question will then fall by default to the rules and regulations of the Associated Press Stylebook and Libel Manual and Merriam-Webster’s Collegiate Dictionary.

ABBREVIATIONS

The first mention of any organization, firm, agency or group should be spelled out.

When using acronyms, spell out the phrase on the first reference followed by the acronym. For example, renewable energy certificates (RECs). In general, avoid alphabet soup. Do not use abbreviations or acronyms that the reader would not quickly recognize.

Examples of abbreviations:

• a.m. and p.m. (not pm, P.M., or PM; avoid o’clock)
  see time of day on page 78
• A.D. and B.C. (B.C. goes before a date, A.D. follows it)

ABBREVIATIONS WITH NAMES

Use the abbreviations Sr., Jr., II, III for Senior, Junior, Second, Third following a full name. Never use the spelled-out words or the abbreviations with the surname alone. Please note there is not a comma before the abbreviations.

• Robert Smith Jr.
• Mrs. Robert L. Smith Sr.
• Adlai E. Stevenson III

Abbreviate civil, military, professional or religious titles when used before a full name.

• Sen. William Smith
• Gov. Joe Smith
• Rev. Robert Smith
Diversity, Equity and Inclusion

A glossary of terms related to diversity, equity and inclusion can be found on the website for the Office of Institutional Diversity and Inclusion under “Research and Resources.” Please understand terms are ever-evolving. Contact OIDI@uncw.edu if you find any outdated terms or suggest terms that we should consider adding to the list.

Academic Degrees

Capitalize when the complete name of the degree is given. There is no possessive.
- Bachelor of Arts in history
- Master of Science in biology

Lowercase if no particular degree is mentioned.
- She received a bachelor of arts degree.

Lowercase academic degrees.
- bachelor’s, master’s, doctorate

The terms “bachelor’s degree” and “master’s degree” require apostrophes.

When using abbreviations for degrees, please note: two-letter degrees have periods, and three-letter degrees do not.

Ed.D. and Ph.D. retain the two periods
- B.A., BFA, B.S., BSW, Ed.D., M.A., MAT, MBA, M.Ed., MFA, MPA, M.S., MSA, Ph.D.
- Exception: MCRT (post-baccalaureate certificate), PCRT (post-master's certificate)

The word “doctorate” is a noun, and “doctoral” is an adjective.

Academic Disciplines

Lowercase the names of academic disciplines, with the exception of proper nouns.
- accounting majors, a major in business with an emphasis in accounting, a biology major, a geography major

Always capitalize languages.
- English major, French major

Alumni

Alumni are identified by listing the last two digits of their graduation years (with an apostrophe) following their names.
- Randall Stuckey ’83.
  (Be careful – some programs autoformat and turn the apostrophe around.)

“Alumnus” is the singular, masculine form; for references to women, use “alumna” (singular) or “alumnae” (plural). “Alumni” may serve as the plural for a group that is composed of men only or of men and women together. For those who may prefer not to identify by gender, using “alum” is recommended. The graduation year following the person’s name indicates alumni status, so to say “Alum Randall Stuckey ’83” is redundant. (In this case, just use the person’s name and grad year.)

Apostrophes

Form the possessive singular of nouns by adding “’s.”
- Steve’s pencil
- Marx’s theories

Singular proper nouns ending in “s”
- Dickens’s novels

Plural possessives are formed by adding “’s” unless the word has a special plural construction that does not end in “s.”
- Students’ rights
- Women’s studies
Plurals of words should NOT contain apostrophes.

- Keep up with the Joneses, not the Jones’s
- thousands of items, not thousand’s

One exception is plurals of single letters, which may require an apostrophe to avoid misinterpretation.

- She earned all A’s.

REMINDER: “It’s” ALWAYS means “it is”; the pronoun possessive is “its” – with NO apostrophe.

The university celebrated its golden anniversary.

CAPITALIZATION

The university style is basically “downstyle.” This means, in general, avoid unnecessary use of capitals. Sentences read more smoothly if the eye isn’t stopped by frequent capitals.

Academic departments, administrative offices and facilities of UNCW are capitalized when the complete and official designation is used. They are lowercase on second reference.

- Division of Student Affairs
- the division
- Department of Film Studies
- Warwick Center
- the center
- geology department

Lowercase fields of study except when a proper noun is part of the name.

- biology
- English

Capitalize official names of organizations and major historical events. (Some organizations have unusual capitalizations or typography; follow their individual usage, e.g., HarperCollins, U.S. News & World Report)

Capitalize the following when the complete title is used, lowercase on second reference:

- Agencies
- Committees
- Boards
- Programs
- Course titles
- Named or distinguished professorships
- Named scholarships, awards
- The word “room” when used to designate a location
- Titles of campus activities
- All words, except articles, conjunctions and prepositions, in the titles of books and plays
- Words designating specific geographical regions

Lowercase the words “division,” “school,” “department,” “office,” “committee,” “board,” “college,” “southeastern” etc., on second and subsequent abbreviated reference.

Lowercase “city of Wilmington” and “state of North Carolina” except when referring to the city’s or state’s government or in legal contexts calling for a corporate name.
• The governor of the state of North Carolina attended the event.
• UNCW received a grant from the State of North Carolina and the City of Fayetteville.

COMMAS

Use commas to separate elements in a series, but do not put a comma before the conjunction in a simple series.
• The flag is red, white and blue.
• He would nominate Tom, Mary or Carol.

Put a comma before the concluding conjunction in a series when there is more than one conjunction in that series.
• We invited professors from the biology, English, and philosophy and religion departments.

DATES

Spell out the name of a month when it stands alone or with the year only. When a month is used with a specific date, abbreviate only Jan., Feb., Aug., Sept., Oct., Nov. and Dec.

Put a comma before and after the year when used with month and date, but do not use a comma when a time period is expressed with month and year.
• The celebration will be held in February.
• The events of February 2020 are recorded in this paper.
• The events planned for Dec. 31, 2020, should be interesting.
• January 2007 was a rainy month.

Always use Arabic figures. Do not use st, nd, rd or th.
• Dec. 31 not Dec. 31st


Centuries and decades
• 18th century, 60s, not sixties

In decades identified with their centuries, use figures and omit apostrophes.
• 1860s, 1930s

EMAIL

The word email is not hyphenated.

When transferring email copy to publications, make sure quotation marks and apostrophes are converted from straight quotes – " and ' – (which are used to designate inches and feet) to smart quotes – “ and ’ – and make sure all hard returns are removed within paragraphs.

FRESHMAN, SOPHOMORE, JUNIOR, SENIOR

Lowercase except at the beginning of a sentence.
• The freshman class
• A group of freshmen

HYPHENATION

Use a hyphen to connect two or more words used as a modifier.
• He teaches full time.
• He has a full-time job.
• She is teaching an off-campus course.
• She teaches off campus.
Do not use a hyphen to connect “-ly” adverbs to the words they modify.

- A heavily loaded truck

Suspend hyphens in a series.

- Do you want first-, business- or economy-class tickets?

**NUMBERS**

Spell numbers one through nine (and zero); use numerals for 10 and higher. Use either all numerals or all words when several numbers appear together in a passage, even if convention would require a mixture.

Ages should be noted with Arabic numerals.

- 12 years old, a 29-year-old man (note the hyphens)

Arabic numerals are used with very large numbers (i.e., a million or larger).

- 7.5 billion

Monetary figures and percentages are also indicated with Arabic numerals.

- $5, $15.80, $150 million, 8 percent (spell out percent).

When a number is the first word of a sentence, it should be spelled out. However, the sentence usually can be reworked to avoid having to spell out a large or hyphenated number, a monetary figure or a percentage.

Spell out fractional amounts that are less than one in text copy, using hyphens between the words.

- one-half, three-sixteenths

Use figures for all fractions larger than one, employing split or “case” fractions (i.e., single units) wherever possible. If type fonts create fractions as single units (for example, ¼ or ½, use these); other fractions need to be constructed with a slash (using a hyphen as well to clarify; note that the form is an exception to Associated Press style, which was developed for newspaper typography).

Convert to decimals whenever practical.

- 4-3/16 should be 4.1875

**PERCENT**

In general, use the word “percent.” However, the symbol % can be used in scientific, technical and statistical copy.

**PHONE NUMBERS**

Should be listed with periods.

910.962.2092

**QUOTATION MARKS WITH OTHER PUNCTUATION**

Place a comma or period inside the quotation marks. The semicolon and colon are placed outside the quotation marks.

Place question marks or exclamation marks inside or outside quotation marks, depending on the quote.

- Did the dean say, “The committee will meet this afternoon”?
- The dean asked, “Will the committee meet in Cameron Hall?”
SEASONS
Lowercase names of seasons, except at the beginning of a sentence.
• fall semester 2021

SEMICOLONs
Do not use semicolons in place of commas. Instead, semicolons are primarily used to connect two closely related sentences without an “and.”

SPLIT INFINITIVES
It is better to inquire diligently than to diligently inquire. There are exceptions: “The university hopes to more than double its enrollment.”

STATES
Postal ZIP code abbreviations for states should be used when abbreviating a state name in text copy.
• CA, MN, NC, WS
  (instead of Calif., Minn., N.C., Wis.)
The District of Columbia is treated like a state.
• Washington, D.C., is the nation’s capital.

SUBJECT/VERB AGREEMENT
The pronoun “none” can take either a singular or plural verb. When none means “not one” or “no one,” it takes a singular verb.
• None of the apples is big enough.

A plural verb is commonly used when “none” refers to more than one thing or person.
• None are as fallible as those who are sure they’re right.

The collective nouns “faculty” and “staff” can be used in singular and plural senses and can take a singular or plural verb.
• Staff as a singular group.
• Staff meaning individual members.
• The geology faculty meets regularly with other science faculties.
• The faculty sometimes discuss the issue among themselves.

Plurals of Latin and Greek words take plural verbs.
• data are (can be singular or plural, but plural is preferred), media are, phenomena are, curricula are

“A number of” takes a plural verb; “the number of” takes a singular verb. Do not try to extend this rule to other nouns; it works only for “number.” “Amount” refers to the quantity of something and is always singular.

A compound subject joined by “and” takes a plural verb. A compound subject joined by “or” takes a verb that agrees with the subject closest to the verb.

Use a singular verb after “each,” “either,” “everyone,” “everybody,” “neither,” “nobody,” “someone.”
THAT/WICH

“That” is the defining, or restrictive pronoun, “which” the nondefining, or nonrestrictive.

“Which” can introduce restrictive or nonrestrictive clauses. Essential clauses require “that.” Nonessential clauses typically require “which.”

Another hint: if you could put the clause in parentheses or set it off with commas, use “which.”

The following two sentences do not have the same meaning:

- The lawn mower that is broken is in the garage. (Restricts the meaning to only one lawn mower.)
- The lawn mower, which is broken, is in the garage. (This sentence provides the nonessential information that the lawn mower is broken.)

TIME OF DAY

Use lowercase noon and midnight, not 12 a.m. or 12 p.m. Use 8 a.m., not 8:00 a.m.

- Do not capitalize a.m. or p.m. and use periods after each letter.
- Do not use a.m. or p.m. at the end of a sentence.
- Use a comma after the time (a.m. or p.m.) when used in a sequence with day, date and location of event.
- The seminar will start at 8 a.m., Saturday, Nov. 4.
- For a span of time either 9-11 a.m. (no spaces between numbers) or 9 to 11 a.m. is acceptable.

TITLES

Capitalize a title before a person’s name. Lowercase a title following a person’s name. Lowercase a professional title when it stands without a name. The title “vice chancellor” is written without a hyphen.

- John Smith, Ph.D.
- but not Dr. John Smith, Ph.D.
- Dean John Smith

Do not use titles in combination with any other title or with abbreviations indicating academic or professional degrees.

THE UNIVERSITY

The University of North Carolina Wilmington is to be referred to as UNC Wilmington with external audiences and UNCW with internal audiences on second and subsequent mentions.

- Do not use a hyphen between UNC and W.
- Do not use UNC “at” Wilmington.
- Do not use periods between the letters UNCW.

Lowercase “university” when it stands alone.
Formal titles (denoting scope of authority, professional activity and the like) are capitalized when they immediately precede a name.

- Dean Harriet Hobbs
- Chancellor Frank Tunik

Occupational descriptions should be lowercase.

- psychology professor Joseph Smith

Avoid courtesy titles, such as

- Mr., Mrs., Miss, Ms.

Following AP style, Dr. is used as a courtesy title with regards to a medical doctor. UNCW follows this style and Dr. is not used as a courtesy title for the holders of doctorates.

When referring to a medical doctor, M.D. should follow the last name.

- John Smith, M.D.

“Professor” is never abbreviated. The title “doctor” is generally abbreviated; however, avoid it when its use is not critical to the subject of the text.

Titles (and, in most cases, first names) should be dropped on second reference and thereafter. Exceptions are familiar and frequently used occupational titles such as coach or chancellor.

Use quotation marks to designate titles of short stories, short poems or articles; individual chapters in books; individual songs; conference presentations or papers; and radio and television shows (or single episodes of a continuing series).

Italicize titles of books, films, long poems, magazines, plays, record albums, large musical works, newspapers and continuing TV/radio series.

**TITLES IN PROGRAM LISTINGS**

Internal programs for events with UNCW personnel only:

Charles Hardy  Dean, College of Health and Human Services

Internal programs for events with UNCW and external speakers

Charles Hardy  Dean, UNCW College of Health and Human Services

**URLS**

- Break a url before or after the discrete units that begin the url.
- Don’t break the url with a hyphen, but before a punctuation mark.
- If a sentence ends with a url, add a period at the end.

**WHERE IS THAT EVENT?**

To aid in directing the public to campus events, publicize locations with the building listed first, then the room. Include the abbreviation as additional information, not as the sole location information as not everyone is familiar with UNCW building abbreviations.

- Wagoner Hall, Madeline Suite
- Alderman Hall, Room 215
### UNIVERSITY FACILITIES AND LANDMARKS NAMING CONVENTIONS

#### Academic and Administrative Buildings
- Alderman Hall
- Bear Hall
- Burney Center
- Cameron Hall
- Congdon Hall
- Cultural Arts Building
- DeLoach Hall
- DePaolo Hall
- Dobo Hall
- Education Building
- Film Studies Building
- Fisher Student Center
- Fisher University Union
- Friday Annex
- Friday Hall
- Hoggard Hall
- James Hall
- Kenan Auditorium
- Kenan Hall
- King Hall
- Kresge Greenhouse
- Leutze Hall
- McNell Hall
- Morton Hall
- Oriole Burevitch Laboratory
- Osprey Hall
- Randall Library
- Teaching Laboratory Building
- Truist Hall
- Veterans Hall
- Wagoner Hall
- Warwick Center

#### Residence Halls
- Belk Hall
- Cornerstone Hall
- Galloway Hall
- Graham Hall
- Hanover Hall
- Hewlett Hall
- Honors House
- Innovation House
- Pelican Hall
- Sandpiper Hall
- Schwartz Hall
- Seahawk Crossing
- Seahawk Landing
- Seahawk Village
- University Apartments
- University Suites

#### Athletic Facilities
- Almkuist-Nixon Sports Medicine Complex
- Boseman Softball Field
- Brooks Baseball Field
- Fisher Field House
- Greene Track and Field
- Hanover Hall Gymnasium
- Natatorium
- Nixon Annex
- Student Recreation Center
- Trask Coliseum

#### Landmarks
- Amphitheater
- Bluethenthal Wildflower Preserve
- Campus Commons
- Chancellor's Commons
- Cross City Trail
- Eaton Plaza
- Gazebo
- Kenan House
- Wise Alumni House

#### Other Campus Facilities
- Beckwith Recital Hall
- Blackbox Theatre
- Bookstore
- Center for Innovation and Entrepreneurship (CIE)
- Center for Marine Science (CMS)
- Clock Tower Lounge
- CREST Research Park
- Dub’s Café
- Ev-Henwood Nature Preserve
- Hawk’s Nest
- The Hub
- Isaac Bear Early College High School
- Madeline Suite
- Mainstage Theatre
- MARBIONC Building
- Marine Sciences Operations Facility
- Onslow Extension Site
- Shellfish Research Hatchery
- Shops at the Crossing
- Teal Terminal
LEGAL REQUIREMENTS

PUBLICATION DATE
All publications must contain a publication date (month and year).

PRINTING COST STATEMENT
State of North Carolina regulations require a cost statement on print documents in quantities of 200 or more that utilize state funds and are intended for external distribution. Only documents printed for the sole purpose of sale to the public are excluded from use of the cost statement. The term “cost” includes printing costs in the form of labor and materials and other identifiable design, typesetting and bindery costs. Mailing costs are not to be included with this statement.

If an agency fails to comply with this section, then the agency's printing budget for the fiscal year following the violation shall be reduced by 10 percent. (G.S. 143-170.1 (a3)).

0000 copies of this public document were printed at a cost of $000 or $000 per copy (G.S. 143-170.1).

This statement should appear on the back or inside back cover of a publication.

PRINTING WITH NON-STATE FUNDS
Publications printed with non-state funds must comply with the university logo policies (see page 18) and other publication guidelines.

EEO/AA AND TITLE IX STATEMENTS
Bulletins, announcements, publications, catalogs, application forms or recruitment materials distributed to the school community, including all applicants for admission and employment, students and parents or guardians of elementary and secondary school students, employees, sources of referral of applicants for admission and employment, and all unions or professional organizations holding collective bargaining or professional agreements with the recipient must include the following statement:

• UNCW is an EEO/AA institution. Questions regarding UNCW's Title IX compliance should be directed to titleix@uncw.edu.

If space is available:

• UNC Wilmington is committed to and will provide equal educational and employment opportunity. Questions regarding equal opportunity may be directed to the EEO/AA Officer, 910.962.3160. UNCW does not discriminate on the basis of sex. Questions regarding UNCW’s Title IX compliance should be directed to titleix@uncw.edu.

Or:

• The University of North Carolina Wilmington is committed to and will provide equal educational and employment opportunity for all persons regardless of race, religion, color, national origin, ethnicity, sex, pregnancy, gender identity or expression, sexual orientation, age, political affiliation, National Guard or veteran status, genetic information, disability or relationship to other
university constituents – except where sex, age or ability represent bona fide educational or occupational qualifications or where marital status is a statutorily established eligibility criterion for state-funded employee benefit programs. Questions regarding equal opportunity may be directed to the EEO/AA Officer, 910.962.3160. Questions regarding UNCW’s Title IX compliance should be directed to titleix@uncw.edu.

If space is limited for web advertising or small print ads:

- An EEO/AA Institution

**ADA STATEMENT**

The following statement about program accessibility should be used on advertisements, brochures and flyers publicizing events to which the general public is invited. Publications should include the TTY Relay number, 1.800.251.5325.

- If you are a qualified individual with a disability and desire assistive devices, services or other reasonable accommodations to participate in this activity or program, please contact (the sponsoring office) at (phone number) during the business hours of 8 a.m. to 5 p.m. to discuss accommodations at least seven days prior to the start of the program or activity.

- Accommodations for disabilities may be requested by contacting (the sponsoring office) at (phone number) at least seven days prior to the event.

For publications:

This publication is available in alternative format on request.

Personal cell phone numbers are prohibited from inclusion; only UNCW official phone numbers are appropriate.

Departments need only provide alternative format documents after a request is made. However, a plan to provide information in alternative format must be in place so that the requestor can receive the document within a reasonable period of time. Required university reports, such as a Campus Crime Report, must have alternative formats ready upon request.

**PRINTING COPYRIGHT REGISTRATION**

Most publications – recruitment brochures, calendars of events, newsletters, marketing literature – do not need a copyright registration. Information on copyright law and registration is available from the Office of the General Counsel.
North Carolina state government agencies are required by law (G.S. 125-11) to deposit multiple copies of their publications with the North Carolina State Publications Clearinghouse of the State Library of North Carolina. Randall Library is one of the depository libraries which is designated to receive and maintain state publications and make them available to the public.

Definitions
Document means “any printed document including any report, directory, statistical compendium, bibliography, map, regulation, newsletter, pamphlet, brochure, periodical, bulletin, compilation, or register, regardless of whether the printed document is in paper, film, tape, disk, or any other format.” (G.S. 125-11.6)

A state publication means “any document prepared by a state agency or private organization, consultant, or research firm, under contract with or under the supervision of a state agency: Provided, however, the term ‘State Publication’ does not include administrative documents used only within the issuing agency, documents produced for instructional purposes that are not intended for sale or publication...” (G.S. 125-11.6).

Deposit of items
When a print or digital publication is produced by a state agency, the agency must submit both paper and digital formats, within 10 days of issuance, to the North Carolina State Publishers Clearinghouse.

Quantities to send
Print publication for sale ............ 5 copies
Print publication not for sale .... 10 copies
Publication digital only ........ 1 digital copy
Publication both print and digital .......... send 1 digital and appropriate number of print copies as stated above.

Publications only distributed through the agency’s website:
send digital publications to slnc.digitaldocs@ncdcr.gov or request access to the clearinghouse’s Dropbox.

Printed publications are usually created in a digital format and then printed. Even if the publication is not distributed digitally, the State Publications Clearinghouse would like a digital file of each publication to be added to the digital repository of publications.
Publications to send

Course catalogs
Exhibition catalogs
Alumni publications for entire university
University magazines
Commencement materials
Histories
Annual reports
Progress reports
Student handbooks (if not primarily a day planner or calendar)
Chancellor reports
Publications from university institutes/centers
Department/faculty newsletters*

* These are decided on a case-by-case basis. Please send a copy and the clearinghouse will let you know if it is to be included on the publications list.

Exempt publications

Student handbooks (if primarily a day planner or calendar)
Alumni publications for specific departments
Application materials
Recruitment and promotional materials
Materials geared to parents
Daily student newspapers
Administrative documents supporting day-to-day business
Training materials used within the university
Manuals and handbooks for internal use
Budgets
Contracts
Activity announcements and calendars that will be out-of-date within three months
News releases

Contact

Denise Jones
State Publications Clearinghouse Liaison
919.807.7445
919.733.1843 fax
denise.jones@ncdcr.gov

Mail publications to

State Publications Clearinghouse
State Library of North Carolina
4643 Mail Service Center
Raleigh, NC 27699-4643
The University of North Carolina Wilmington is committed to and will provide equal educational and employment opportunity for all persons regardless of race, sex, age, color, gender, national origin, ethnicity, creed, religion, disability, sexual orientation, political affiliation, marital status, veteran status or relationship to other university constituents – except where sex, age or ability represent bona fide educational or occupational qualifications or where marital status is a statutorily established eligibility criterion for state-funded employee benefit programs. Questions regarding program access may be directed to the Compliance Officer, UNCW Chancellor’s Office, 910.962.3000, Fax 910.962.3483. Questions regarding UNCW’s Title IX compliance should be directed to titleix@uncw.edu.