





Introduction

North Carolina Central University is pleased to introduce this *NCCU Eagles Graphic Standards Manual*. These guidelines are the result of contributions from students, staff, designers and marketers; extensive focus group research and internal development resulting in a unified look that will help us to make deeper connections with all NCCU Eagle constituents, and guarantee our continued success.

This manual serves as a comprehensive guide to ensure the NCCU Eagles brand is applied and positioned across all communication platforms in a powerful and consistent manner. Careful application of these brand identity guidelines will effectively differentiate, protect and strengthen the NCCU Eagles brand. The primary goal of this initiative is to establish a broad visual platform that enhances brand awareness and reinforces our connection to consumers. Your commitment and support will contribute to the long-term, overall growth and development of the NCCU Eagles brand.

Trademark Notice

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To promote a unified expression and increase awareness of the NCCU Eagles, the Primary Mark should be used for all consumer touch points. This effort will help define and improve recognition of the NCCU Eagles. Secondary elements such as the Secondary and Word Marks are for limited application, as needed.

The marks in this graphic standards manual are for the NCCU Eagles use only. They are not intended to replace the official NCCU identification.



Primary Mark

Primary Mark
for use on a light background

Primary Mark
for use on a dark background*

Full Color



Black & White



* The Primary Mark shown here is represented on a dark rectangular background for illustrative purposes. The background shape/color is not part of or associated with the Primary Mark.



Secondary Mark

Secondary Mark
for use on a light background

Secondary Mark
for use on a dark background*

Full Color



Black & White



* The Secondary Mark shown here is represented on a dark rectangular background for illustrative purposes. The background shape/color is not part of or associated with the Secondary Mark.



Eagle Mark

Eagle Mark
for use on a light background

Eagle Mark
for use on a dark background*

Full Color



Black & White



* The Eagle Mark shown here is represented on a dark rectangular background for illustrative purposes. The background shape/color is not part of or associated with the Eagle Mark.



Eagle Head Mark

Eagle Head Mark
for use on a light background

Eagle Head Mark
for use on a dark background*

Full Color



Black & White



*The Eagle Head Mark shown here is represented on a dark rectangular background for illustrative purposes. The background shape/color is not part of or associated with the Eagle Mark.



Word Mark

Word Mark
for use on a light background

Word Mark
for use on a dark background*

Full Color



Black & White



* The Word Mark shown here is represented on a dark rectangular background for illustrative purposes. The background shape/color is not part of or associated with the Word Mark.

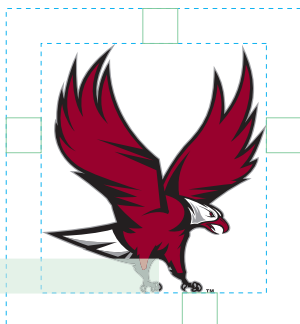


Clear Space Guidelines



Primary, Secondary, and Word Mark

- 1) Draw a square whose height is the same as the word "EAGLES." This square is your measurement unit.
- 2) Draw a box around the complete mark.
- 3) Draw a second larger box with sides that are one measurement unit from the inner box.
- 4) The outer box defines the clear zone for the mark.



Eagle Mark

- 1) Draw a square whose height is the distance from the bottom of the eagle's claws to the lower edge of the body, as shown. This square is your measurement unit.
- 2) Draw a box around the complete mark.
- 3) Draw a second larger box with sides that are one measurement unit from the inner box.
- 4) The outer box defines the clear zone for the mark.



Minimum Sizes



Primary, Secondary, and Word Mark

It is important for the NCCU marks to be clear and easily identifiable wherever they appear. To prevent them from being illegible, the width of "NCCU" must always be at least $1 \frac{7}{8}$ ".

To aid in application, the marks are constructed at the minimum allowable size in the supplied EPS files. As such, they can be safely added to any layout at 100% or more of their existing size, without further measurement.



Eagle Mark

It is important for the NCCU marks to be clear and easily identifiable wherever they appear. To prevent them from being illegible, the width of the eagle must always be at least $\frac{1}{2}$ ".

To aid in application, the marks are constructed at the minimum allowable size in the supplied EPS files. As such, they can be safely added to any layout at 100% or more of their existing size, without further measurement.



Official Color Standards



PMS 202 C



PMS 423 C



PMS Process Black C

To ensure consistent and effective reproduction of the NCCU marks, these custom process breakdowns have been formulated. It is imperative to use these approved color specifications.

NCCU Maroon	PMS 202 C	C:0 / M:100 / Y:61 / K:43	R:136 / G:0 / B:35
NCCU Gray	PMS 423 C	C:0 / M:0 / Y:0 / K:44	R:142 / G:144 / B:147
NCCU Black	PMS Process Black	C:0 / M:0 / Y:0 / K:100	R:0 / G:0 / B:0

The colors shown here and throughout this guide are not intended to match the PANTONE® Color Standards. PANTONE® is a registered trademark of Pantone, Inc.



Typography

Collegiate FLF

A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z
0 1 2 3 4 5 6 7 8 9 . , ! ? # \$ %

Available for purchase at www.adobe.com/type

Collegiate Black FLF

A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z
0 1 2 3 4 5 6 7 8 9 . , ! ? # \$ %

Available for purchase at www.adobe.com/type

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