N.C. A&T
BRAND GUIDE

North Carolina Agricultural
and Technical State University

CONTENTS

WELCOME

- LET'S DO THIS -

At North Carolina Agricultural and Technical State University, we inspire people to stretch their potential, achieve beyond expectations and lead the way to success. Every day and in every way.

This isn't just school spirit. It's genuinely how we do things at N.C. A&T.

You play a very important role in telling our story and sending it out into the world. So don't look at this as a rule book. Rather, think of it as a guide for how to effectively and consistently express your pride in N.C. A&T. Inside you'll find all the tools you need to inspire any audience to feel the Aggie Pride you know so well. You have the talent and the creativity. Take these cues on design, photography and messaging, and run with them.

Do your part to show the world just how Aggies DO!

BRAND
FOUNDATION

BRAND PROMISE

Our brand promise is our differentiated customer benefit. It represents what N.C. A&T believes it can authentically and distinctively deliver to the world. **This isn't a tagline or a slogan meant for public consumption. If it were to ever find its way onto a billboard, it would mean we had done something wrong.** This is an internal guiding statement to keep all of us within the same set of creative guardrails.

WE ARE

a passionate, proud community of action with a rich tradition of challenging the status quo, and an enduring vision for creating positive, lasting global change.

WE DELIVER

A high-quality, intellectually stimulating education focused on helping every student gain the access to the hands-on opportunities, core knowledge and global perspective that will help them make real and lasting change in their lives and lives of people in their workplaces, communities and world.

BRAND PILLARS

Our brand story rests firmly on the strength of our key brand pillars, which represent our highest principles, deepest commitments and greatest achievements. They are clear and compelling proof points that support the brand promise and guide the brand story.

The following brand pillars are written in the voice of our brand, as if communicating to the external audiences about what N.C. A&T is and what we stand for.

A determined community of academic excellence and opportunity.

At N.C. A&T education begins with opportunity. From the start, students are given opportunities to excel and achieve.

Here students are challenged in the classroom and exposed to real-world, hands-on learning outside of the classroom. Students learn from exceptional faculty and from each other every day. It is a community committed to excellence — and few shrink from the challenge to reach beyond.

A curious, limitless, fearless spirit that fuels discovery and innovation.

Aggies "punch above their weight." It's a campuswide belief that the next big problem is out there waiting for us to solve. Aggies ask "what if" and "why not."

They are discovering a new drug and therapy for malaria. Writing Pulitzer Prize-winning articles on human rights abuses in Iran, engineering a game-changing solar car, pioneering nanotechnology, and transforming communities by championing advocacy, equity and access to education for all.

Passionate, nurturing faculty and staff mentors who invest in the potential of every student.

N.C. A&T is a dedicated, genuine and totally invested community of faculty and staff that has the best interest of every student at heart.

Student success is first and foremost. If a student puts in the effort, the faculty and staff here will go twice as far to see that the student succeeds. Some call it "tough love" — others a nurturing environment — either way, A&T invests in each student's potential and, in return, holds each student accountable for performance.

A campus that's forever moving forward.

Aggies don't rest on their laurels or settle for good enough. While history is important and meaningful, it serves as a spring board and inspiration to look ahead, never settle and continue achieving big things.

Aggies have always challenged the status quo and have had the courage to make a positive impact on the world. Today, that legacy fuels new ways of learning, teaching, collaborating and researching.

Aggie Pride drives a desire to DO and be better every day.

It's a drive that has produced men and women who have run for president, flown in a space shuttle and occupied positions of influence in corporations, hospitals, government agencies, schools and nonprofit organizations across the state, the country and the world.

It is pride in our history — the A&T Four/Greensboro Four's contribution to the civil rights movement — and pride in our present and future achievements. It's real and inspires confidence that we all can make a lasting, positive impact in our world.

BRAND CHARACTER

Our character is the DNA that shapes and forms our distinctive brand identity. They are the emotions we want to convey in our expression of the brand, however, not necessarily the words we use in our brand voice.

It's what N.C. A&T is at its core. In its heart. In its soul. These are the characteristics that must always have a presence in marketing and communications efforts.
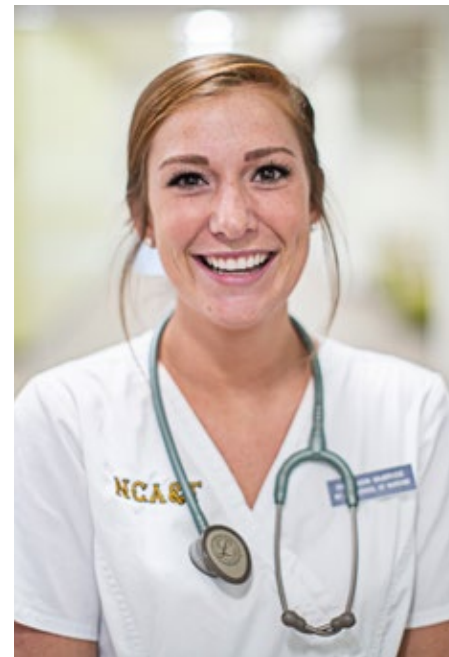
Proud.

Punching above our weight.

Determined.

Active.

Achieving.

Visionary.

CENTERING IDEA

Our centering idea is grounded in the essential truth of our institution. The brand idea is a simple, declarative, authentic and compelling idea. It is the rally cry that ignites the brand on all levels.

AGGIES DO™

BRAND ETHOS

Our brand ethos is the narrative that captures the essential character of the brand in an emotional, persuasive and definitive manner.

NEVER DONE

AGGIES DO.

WE KNOW THAT LEARNING ENDS THE MOMENT YOU STOP DOING.

AND AGGIES ARE NOWHERE NEAR BEING DONE.

WE'RE NEVER DONE IMPROVING OURSELVES AND THE WORLD WE LIVE IN.

NEVER DONE BREAKING BARRIERS OR STEREOTYPES.

AGGIES ARE NEVER DONE PROVING THAT OUR UNDERGRAD AND GRADUATE PROGRAMS COMPETE IN RANKINGS AND REPUTATION WITH THOSE OF THE NATION'S BEST UNIVERSITIES.

BECAUSE N.C. A&T IS A SCHOOL THAT PUNCHES FAR, FAR ABOVE ITS WEIGHT.

PRODUCING GRADUATES THE WORLD NEVER EVEN SAW COMING UNTIL, SUDDENLY IT SEEMED, THEY WERE OUT IN FRONT OF EVERYONE ELSE, LEADING YOUR SCHOOLS, COMPANIES, AND COMMUNITIES AND CHANGING THE WORLD.

AGGIES CREATE, GROW, DESIGN, CARE, CURE, IMAGINE, INVENT, INSTRUCT, RESEARCH, BUILD AND LEAD.

YES, AGGIES DO.

BUT DO NOT THINK FOR A MINUTE THAT WE WILL EVER BE DONE.

BRAND EXPRESSION

BRAND TONE

Confident, but not braggy. Smart, but never snooty. Conversational, but elevated. And welcoming. Always welcoming. This is the tone that should be used to convey N.C. A&T's spirit of extraordinary investment in individuals.

BRAND VOICE

The voice of our brand is welcoming and one that always reassures students that N.C. A&T is a place where they're valued, where they will be inspired and encouraged, and where faculty are wholly devoted to helping them succeed. Because this is what N.C. A&T is as an institution.

MOVE FORWARD WITH PURPOSE.

OUR PASSION FUELS YOURS.

NEVER EVER UNDERESTIMATE AN AGGIE.

CAN YOU FEEL THE PRIDE? YOU WILL.

PHOTO GUIDELINES

To help build the N.C. A&T brand, high-quality photography is essential. For print materials, use images that are at least 300dpi. For digital use, use images that are at least 72dpi.

When visually portraying the N.C. A&T story, use the following words to guide your photography. Every photo should be supported by at least one of these words — whenever possible, incorporate multiple words for an even stronger visual.

Do

Connect

Collaborate

Dream

Discover

Innovate

Inspire

Achieve

Succeed

Lead

Create

Explore

UNIVERSITY LOGOS

The official university logos are trademarks of North Carolina Agricultural and Technical State University. Their purpose is to build visual identity through a uniform and recurrent presentation. Usage is restricted to recognized entities of the university. Personal use of the official university trademarks is prohibited, and permission for said usage will not be granted.

NORTH CAROLINA AGRICULTURAL AND TECHNICAL STATE UNIVERSITY

NORTH CAROLINA AGRICULTURAL AND TECHNICAL STATE UNIVERSITY

NORTH CAROLINA AGRICULTURAL AND TECHNICAL STATE UNIVERSITY

COLLEGE LOGOS

The college logos consist of the same elements as the university's two-line horizontal logo with the addition of a rule and the college's name. The university's name must always appear first, above the rule.

The college logo must hold a prominent position in every external communication and stand apart from its surroundings. Maintain clear space around the logo to set it off from adjacent text and images. University logo guidelines apply to the college logos.

EACH N.C. A&T COLLEGE, LISTED BELOW, HAS THE THREE LEVELS OF LOGOS DEMONSTRATED TO THE RIGHT.

- College of Agriculture and Environmental Sciences
- College of Arts, Humanities and Social Sciences
- College of Business and Economics
- College of Education
- College of Engineering
- College of Health and Human Sciences
- College of Science and Technology
- The Graduate College
- The Joint School of Nanoscience and Nanoengineering

LEVEL 1

Stand Alone

For applications that need the full school name

FOR EXAMPLE: Business system such as business cards and letterheads

NORTH CAROLINA AGRICULTURAL AND TECHNICAL STATE UNIVERSITY
AGRICULTURE AND ENVIRONMENTAL SCIENCES

LEVEL 2

In context with college

For applications that are already supported by college material

FOR EXAMPLE: Viewbook

NORTH CAROLINA A&T
AGRICULTURE AND ENVIRONMENTAL SCIENCES

LEVEL 3

On location

For applications that are already on campus

FOR EXAMPLE: Campus wayfinding, campus banners, signage

N.C. A&T
AGRICULTURE AND ENVIRONMENTAL SCIENCES

UNIVERSITY COLORS

The N.C. A&T blue and gold are the primary university colors and provide the framework basis of design. The accent color is gray and is to be used to aid in creating hierarchy and visual interest.

Hierarchy is when an element appears more important in comparison to other elements in a design. Aggie Blue and Aggie Gold are always the most important colors for N.C. A&T. Gray should be used subtly to support these colors and not used as a prominent color.

Always reproduce the university's official primary colors using the formulas specified in this guide. Do not use the standard software translation values when converting PMS colors to CMYK or RGB.

AGGIE BLUE
PMS: 288
CMYK: 100, 65, 0, 31
RGB: 0, 70, 132
HEX: 004684

AGGIE GOLD
PMS: 123
CMYK: 0, 30, 94, 0
RGB: 253, 185, 39
HEX: FDB927

GRAY/ 30% BLACK
PMS: 7536
CMYK: 0, 0, 0, 30
RGB: 194, 194, 194
HEX: C2C2C2

TYPOGRAPHY

The primary typeface is Montserrat. Montserrat Black should be used for branded headlines or when a statement or title requires heavy emphasis. Only uppercase characters should be used when using Monserrat Black.

Montserrat Regular should be used for all body copy.

Alfon is used for secondary headlines for college level applications as well as accent copy such as a quote.

PRIMARY

MONTSERRAT BLACK – USE FOR HEADLINES

ABCDEFGHIJKLMNOPQRSTUVWXYZ

MONTSERRAT – USE FOR BODY COPY

REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

REGULAR ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

SEMIBOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

SEMIBOLD ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

BOLD ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

SECONDARY

ALFON – USE FOR SECONDARY HEADLINES AND COLLEGE LEVEL APPLICATIONS

BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

BOLD ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

COLLEGE BRANDING SYSTEM

Each college has been given their own unique set of identifying elements—colors, icons, patterns and statements—to establish them as an individual entity within the larger N.C. A&T brand. The use of Aggie Blue is used throughout the materials to unite each college within the larger university.
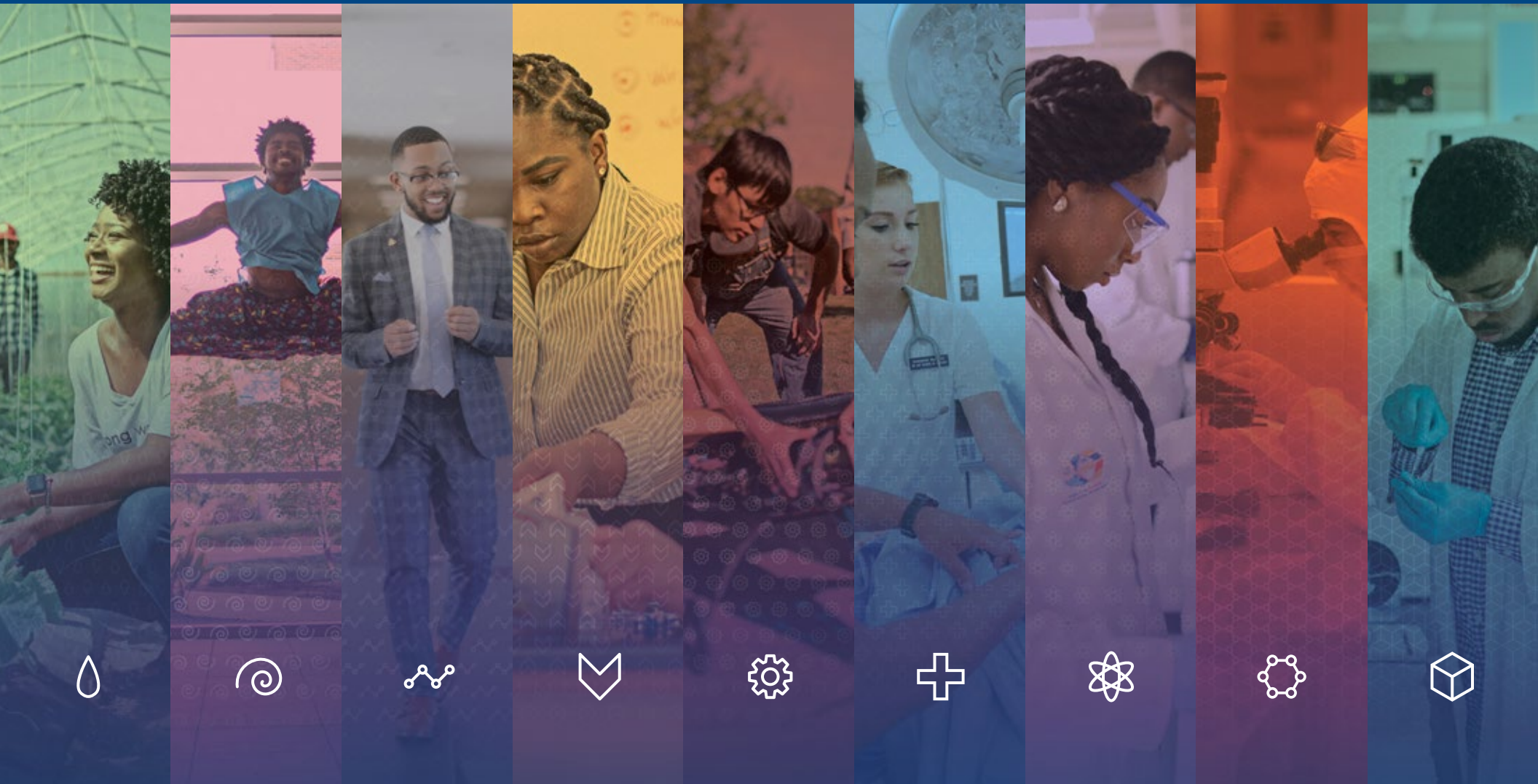
COLLEGE OF
AGRICULTURE AND ENVIRONMENTAL SCIENCES
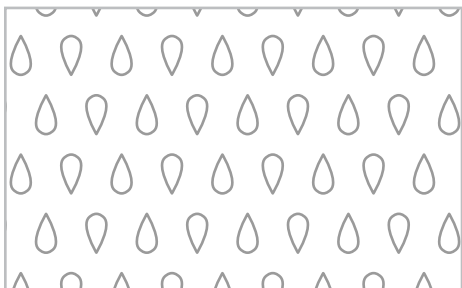**(CAES)**

Sustaining Lives, Enriching Communities.

With a rich history of innovation, application of cutting-edge technology, and delivery of educational programs for students and North Carolina communities, we engage in practical research that enriches the lives, the land, and economies of our state and nation and helps to meet the food challenges of a hungry planet.

Icon
Water/Leaf/Seed represent the essential life-sustaining and life-improving elements that are important to the work of the agricultural and environmental sciences.

Pattern

CAES GREEN
PMS: 358 C
CMYK: 34, 0, 42, 0
RGB: 173, 220, 145
HEX: ADDC91

Color
Green has been assigned to the College of Agriculture and Environmental Sciences. This color is inspired by nature: plants absorbing light/energy and converting sugar/food creating life and a green pigment as a by-product. This color has been chosen as a representation of life, growth and sustainability.

EXAMPLE COVER

COLLEGE OF
ARTS, HUMANITIES AND SOCIAL SCIENCES

(CAHSS)

Building a Foundation for Life.

We create and disseminate knowledge of the human experience, expression and creativity. We advance human welfare and hone the problem-solving, critical thinking and communication skills students need to make a difference in the world around them.

Icon
The Golden Ratio Spiral (representative) was first found or calculated by ancient Greeks who used the ratio in their architecture. This ratio/pattern appears in nature, and humans inherently find it to be aesthetically pleasing. The golden ratio was also used by Renaissance artists such as da Vinci, who used it to compose the Mona Lisa. It has been used in art as a compositional tool ever since.
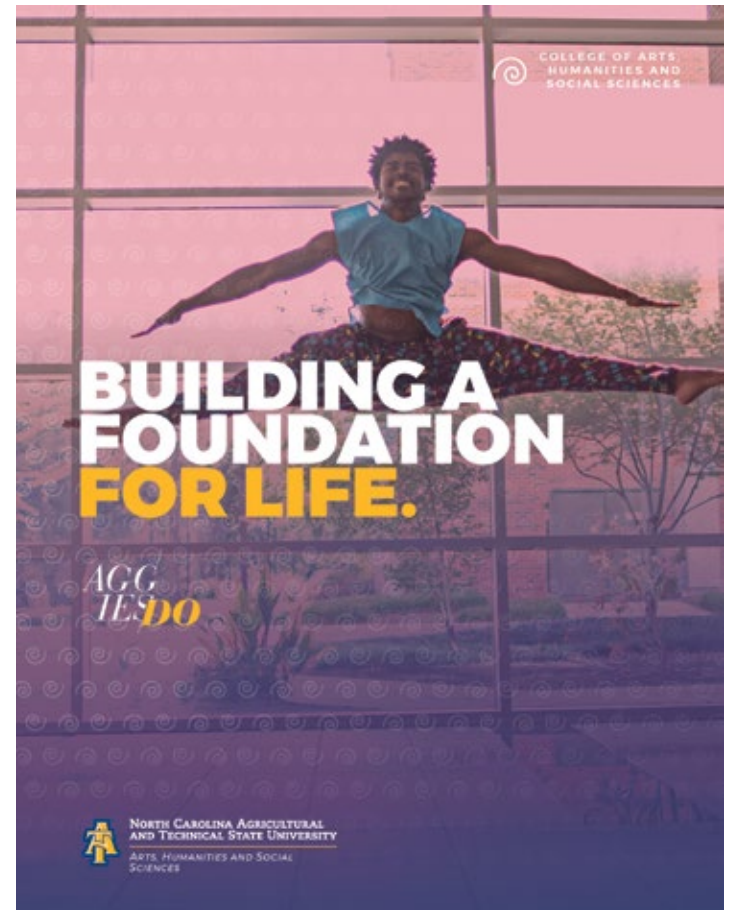
Pattern

CAHSS PINK

PMS: 494 C
CMYK: 0, 47, 10, 0
RGB: 233, 162, 178
HEX: E9A2B2

Color
Pink was chosen to represent the College of Arts, Humanities and Social Sciences because the disciplines within the college are about human expression and because this color evokes emotion, which is the ultimate goal of the arts.

EXAMPLE COVER

COLLEGE OF
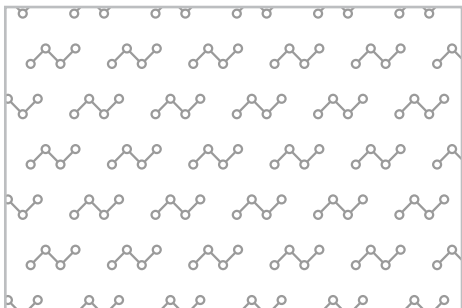# BUSINESS AND ECONOMICS
(COBE)

Moving Business Forward.

With a student-centered emphasis on leadership, ethical reasoning, critical thinking, achievement and excellence, we educate and mentor high-performing leaders who advance business for the good of people, communities and economies around the world.

Icon
Data Chart/Networking represent both the disciplined business foundation of the College of Business and Economics and the emphasis of the "soft skills" of relationships and connections that are vital to student success.

Pattern

COBE GRAY

PMS: COOL GRAY 8 C
CMYK: 23, 16, 13, 46
RGB: 136, 139, 141
HEX: 888B8D

Color
Drawn from the attire of business professionals, gray has a sense of maturity and neutrality. Like the College of Business and Economics, gray does not mean dull. COBE's students are full of charisma and confidence and make a great pairing with this color.

EXAMPLE COVER

COLLEGE OF EDUCATION

(CEd)

## Equity, Opportunity and Advocacy for All.

We prepare exemplary educators, counselors and leaders who transform the communities they serve by solving systemic issues that impact students, schools, and organizations across North Carolina and around the nation.

Icon
Open Book/Upward Arrow represents both knowledge and learning and the progressive spirit of positive transformation and fearless determination of the College of Education's faculty, students and alumni.

Pattern
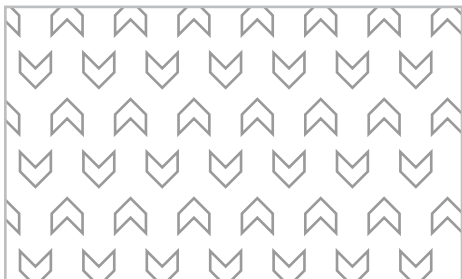
CEd YELLOW
PMS: 123 C
CMYK: 0, 19, 89, 0
RGB: 255, 199, 44
HEX: FFC72C

Color
The color yellow is a representation of energy, positivity and hope. Something found in the CEd student-teachers who are immersed in low-performing schools. These student-teachers maintain and instill a positive attitude and optimism into those they teach. This also happens to be the color of the shirts of the students the student-teachers learn to educate.

EXAMPLE COVER

COLLEGE OF ENGINEERING

(COE)

Driving Innovation.

Leveraging a rich tradition of academic and research excellence, we cultivate and inspire our engineers and computer scientists to design and build technical innovations that solve the complex challenges of today to create better tomorrows.

Icon
Gear icon represents movement and function. Gears also represent making things work and setting ideas and plans into motion.

Pattern

COE ADOBE RED

PMS: 7524 C
CMYK: 12, 78, 62, 25
RGB: 164, 82, 72
HEX: A45248

Color
Red is often associated with willpower and leadership; it is a color that stands out and calls attention. With the driven nature of COE students and their passion to create new, innovative projects, this color is a natural fit.

EXAMPLE COVER

COLLEGE OF
HEALTH AND HUMAN SCIENCES

(CHHS)

Improving Lives, Enhancing Communities.

We deliver innovative educational programs that capitalize on the strengths of faculty in the social, behavioral and health sciences to prepare our students to solve complex population health and human concerns, improving the quality of life for individuals and communities.

Icon
Cross/Plus Sign represents both the symbol of health and humanitarian service. It also represents the additive strength of bringing multiple disciplines together to bring greater value to students and the world.

Pattern

CHHS BLUE
PMS: 298 C
CMYK: 67, 2, 0, 0
RGB: 65, 182, 230
HEX: 41B6E6

Color
The color blue is a representation of trust, tranquility and strength. These are common traits looked for in healthcare professionals. Blue is commonly associated with medical fields for these reasons.

EXAMPLE COVER

COLLEGE OF SCIENCE AND TECHNOLOGY

(COST)

Exploring New Frontiers.

With leading-edge research and teaching programs, facilities and faculty, we prepare successful and innovative professionals on the forefront of an increasingly technically and scientifically driven economy and world.

Icon
Atom represents the foundational idea of discovery, energy and potential—all hallmarks of science and technology education.

Pattern
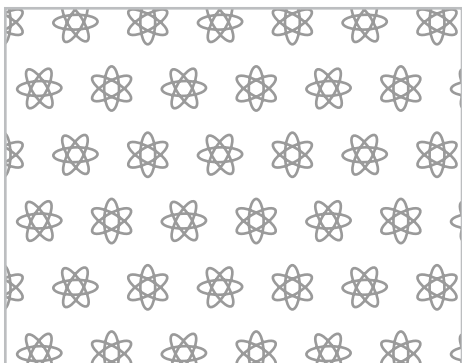
COST VIOLET
PMS: 2073 C
CMYK: 39, 44, 0, 0
RGB: 175, 149, 211
HEX: AF95D3

Color
Inspired by the most commonly observed color of lightning, violet is derived from the electric charge that is released from a cloud, resulting in a flash of light. The reaction with nitrogen and oxygen in the atmosphere produces the violet or lilac color that is dispersed throughout precipitation.

EXAMPLE COVER

THE GRADUATE COLLEGE

(TGC)

## Individual Attention. Advanced Knowledge.

With a focus on individual success, The Graduate School combines excellence in education with leading-edge research opportunities to give students the freedom to explore, innovate and advance their knowledge for professional education and advanced degrees.

Icon

Building Block represents the idea of creating a solid foundation from which to build one's future.

Pattern
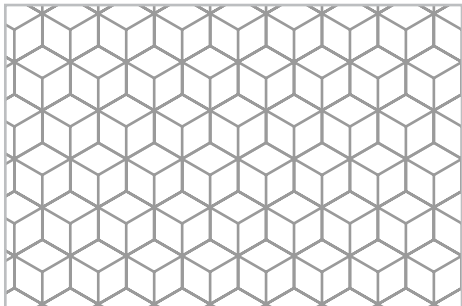
TGC TURQUOISE

PMS: 7472 C
CMYK: 54, 0, 27, 0
RGB: 92, 184, 178
HEX: 5CB8B2

Color

Branching out of the academic norm of learning in a lab, these students receive an education from faculty who take a genuine interest in them. These instructors create a custom, personalized experience for each student. This color, turquoise, is a visual representation of the sophistication of this college. The confidence of this color shows the individuality of the process as well as the students and the wisdom and intuition they will gain in this program.

EXAMPLE COVER

THE JOINT SCHOOL OF
NANOSCIENCE AND NANOENGINEERING

(JSNN)

Limited Only By Your Imagination.

A collaborative, cross-disciplinary research and teaching enterprise, we draw leading faculty and graduate students from around the world. We enable meaningful technology breakthroughs, foster economic development, and deliver significant impact regionally and globally.

Icon
Graphene Atomic Structure represents the forefront of physics and engineering discovery and innovation.

Pattern
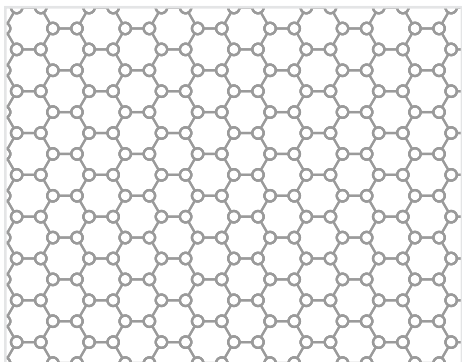
JSNN ORANGE
PMS: 1575 C
CMYK: 0, 51, 77, 0
RGB: 255, 127, 50
HEX: FF7F32

Color
Because of the orange lights that illuminate the Joint School of Nonoscience and Nanoengineering's cleanrooms, the color orange is a clear fit for this school. The particles worked with are light sensitive and using orange lights screens out the portion of the light spectrum that has more energy than yellow.

LIMITED ONLY BY YOUR IMAGINATION.

AGG IES DO

NORTH CAROLINA AGRICULTURAL AND TECHNICAL STATE UNIVERSITY
The Joint School of Nanoscience and Nanoengineering

EXAMPLE COVER

BRAND
EXECUTION

UNIVERSITY SYSTEM TYPE

MOVE FORWARD WITH PURPOSE.

Brand Headline

Montserrat Black

Tracking: 0

Leading: The leading should always be close to touching.

Size: The headline type should always be the largest type size on an application.

Color: If the headline is over a photo or solid blue, the type color should start with white and accent with gold.

If the headline is over a gold background, start with white and accent with blue.

If the headline is over a white background, start with gold and accent with blue. Blue stands out more against a white background, making it a stronger accent color.

The colors go line by line. There should never be 2 colors on one line.

Layout: In most applications, the headline should be vertically centered to the photograph.

Body Copy

Montserrat Regular

Font size (general applications): 8pt

Leading: 11pt

Tracking: 0

UNIVERSITY SYSTEM COMPOSITION

10% Black

If the white type is too difficult to read against a lighter photo, add a black layer on top of the photo to help readability

Set **Opacity** to 10%

Set to **Multiply** blending mode

"Aggies DO" lockup

This sits flush left and underneath the headline

Blue Bar

The blue bar holds body copy as well as the logo

Set color to Aggie Blue

Set to **Multiply** blending mode

Set **Opacity** to 70%

Angle

Set to -20 degrees

Also adjust the body copy box on its right side to reflect the angle

Set color to Aggie Gold

COLLEGE SYSTEM COMPOSITION

Bottom Layer ⟶ Top Layer

COLLEGE OF AGRICULTURE AND
ENVIRONMENTAL SCIENCES

SUSTAINING LIVES, ENRICHING COMMUNITIES.

AGGIES **DO**

NORTH CAROLINA AGRICULTURAL
AND TECHNICAL STATE UNIVERSITY
*Agriculture and Environmental
Sciences*

Photo

White Fill Layer

This layer helps
soften photo

Set to **Normal**
blending mode

Set to 15% - 20%
Opacity

College Color Fill

Set to **Multiply** blending mode

Set around 85% **Opacity**;
slight adjustments to opacity
may be made as some photos
are lighter or darker than others

Aggie Blue Gradient

The gradient is full color at
the bottom and fades to fully
transparent

Set to ⅔ the height of
final application

Set the entire gradient to
85% **Opacity**

College Pattern

Set entire pattern to 30% **Opacity**

Set to **Overlay** blending mode

Use a combination of **Directional Feather** and
Gradient Feather in the **Effects** panel to make
sure the pattern fades to 0% opacity behind
the bottom left logo and to the top right title

COLLEGE SYSTEM COMPOSITION

College Icon   Name of College
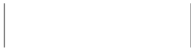
Brand Headline or College "Do" Title

"Aggies DO" lockup sits flush left and underneath the headline

College Logo

POWERPOINT SYSTEM

Spirited Brand Level PowerPoint Template
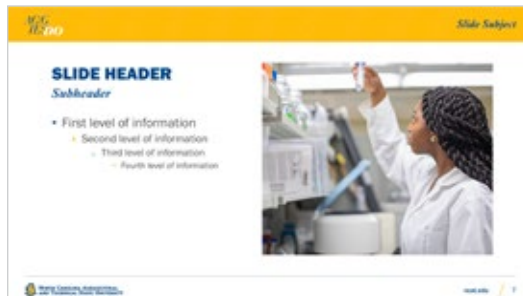

Internal Level PowerPoint Template

Uses Franklin Gothic as the main font, as it is compatible with PowerPoint and Montserrat is not.

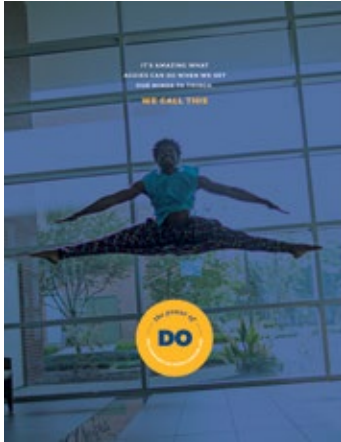Uses Book Antiqua as the main font, as it is compatible with PowerPoint and Alfon is not.

BRAND
APPLICATIONS

PRINT

Admissions information

Case statement folder

Case statement insert

Invitations

Table top display

PRINT CONTINUED

Viewbook cover

Viewbook spread

STEM Infographic

Print ad

Print ad

PRINT CONTINUED

Education College Brochure - cover

Inside spreads

Back cover

OUT OF HOME

NORTH CAROLINA AGRICULTURAL AND TECHNICAL STATE UNIVERSITY

NEVER EVER UNDERESTIMATE AN AGGIE.

OUR PASSION FUELS YOURS.

CAN YOU FEEL THE PRIDE? YOU WILL.

NEVER EVER UNDERESTIMATE AN AGGIE.

OUR PASSION FUELS YOURS.

CAN YOU FEEL THE PRIDE? YOU WILL.

DIGITAL

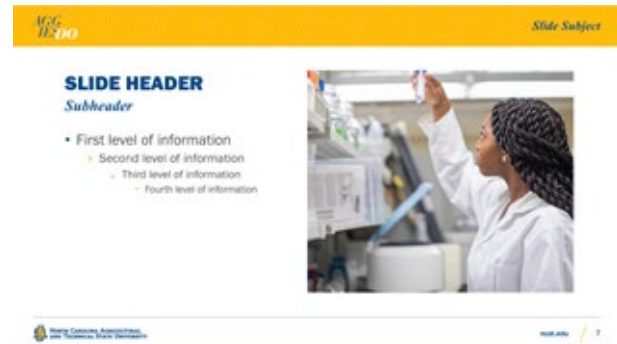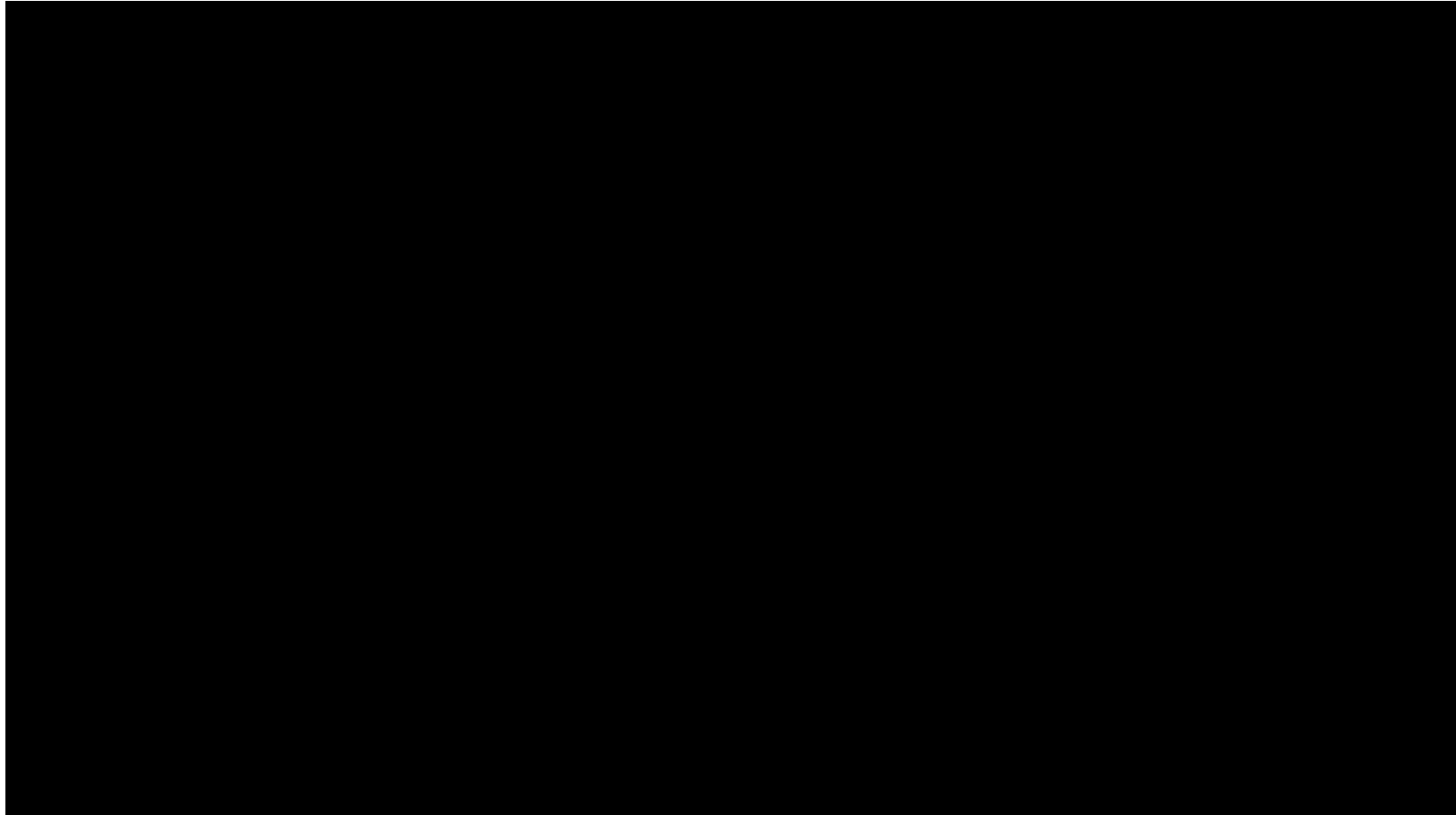Digital ads

VIDEO, CLICK TO PLAY

PowerPoint template

DIGITAL

Television Spot – 15 seconds

VIDEO, CLICK TO PLAY

THANK YOU