**Established:** 1789  
**Location:** Chapel Hill, NC  
**Nickname:** Tar Heels  
**Mascot Name:** Rameses  
**Conference:** Athletic Coast Conference (ACC)

<table>
<thead>
<tr>
<th>Carolina Blue</th>
<th>White</th>
<th>Navy Blue</th>
<th>Black</th>
<th>Silver</th>
<th>Flat Grey</th>
</tr>
</thead>
</table>

*Approved University colors or the *PANTONE®* colors listed on this page must be used. The colors on this page are not intended to match PANTONE color standards. For PANTONE color standards, refer to the current editions of the PANTONE color publications. *PANTONE®* is a registered trademark of PANTONE, Inc.*

**Primary Athletic Marks**

**Secondary Athletic Marks**

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Combination Marks

Word Marks

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• No alterations or overlaying graphics to seal permitted.
• University licenses consumables (must have expiration date on packaging).
• University licenses health and beauty products.
• University permits numbers on products for resale. The use of 23 on jerseys is restricted to the University sideline partner.

• The argyle pattern on uniforms is an exclusive program and not available for use by additional licensees.
• Cross licensing with other marks may be permitted with an additional agreement.
• No use of current players' name, image, or likeness is permitted on commercial products in violation of NCAA rules and regulations.
• No references to alcohol, drugs, or tobacco related products may be used in conjunction with University marks.
• Tar Heels must be two words.

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