



University of North Carolina at Chapel Hill

Current Revision Date: 04/12/18

Verbiage

University of North Carolina[®]
North Carolina[®]
Carolina[™]
UNC[®]
Tar Heels[®]

Tar Heel[™]
Heels[™]
Carolina Fever[®]
North Carolina Tar Heels[™]
Carolina Tar Heels[®]

Dean E. Smith Center[™]
Dean Dome[™]
Kenan Memorial Stadium[™]
Boshamer Stadium[™]
Carmichael Auditorium[™]

Old Well[™]
Carolina Blue[™]
Hark the Sound[™]

Established: 1789

Location: Chapel Hill, NC

Nickname: Tar Heels

Mascot Name: Rameses

Conference: Athletic Coast Conference (ACC)

Carolina Blue

White

Navy Blue

Black

Silver

Flat Grey

PANTONE 542 C

C:60 M:19 Y:1 K:4 | R:123 G:175 B:212
MADEIRA Rayon: 1175 | RA: No Match

WHITE

MADEIRA:1002
RA: 2297

PANTONE 2767 C

C:100 M:90 Y:10 K:77 | R:19 G:41 B:75
MADEIRA Rayon: 1043 | RA: 2303

PANTONE PROCESS BLACK C

MADEIRA: 1000
RA: 2296

PANTONE 877 C

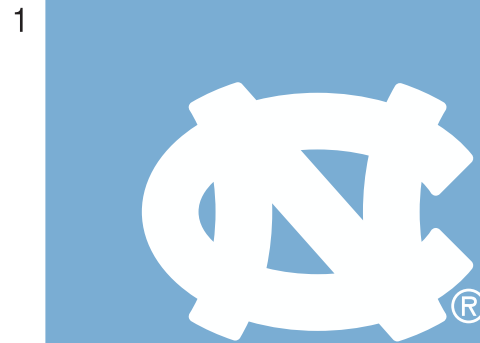
C:23 M:16 Y:13 K:46 | R:141 G:144 B:146
MADEIRA Metallic: 5011

PANTONE 429 C

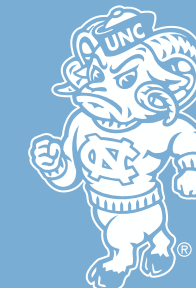
C:21 M:11 Y:9 K:23 | R:162 G:170 B:173
MADEIRA Rayon: 1043 | RA: 2585

• 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

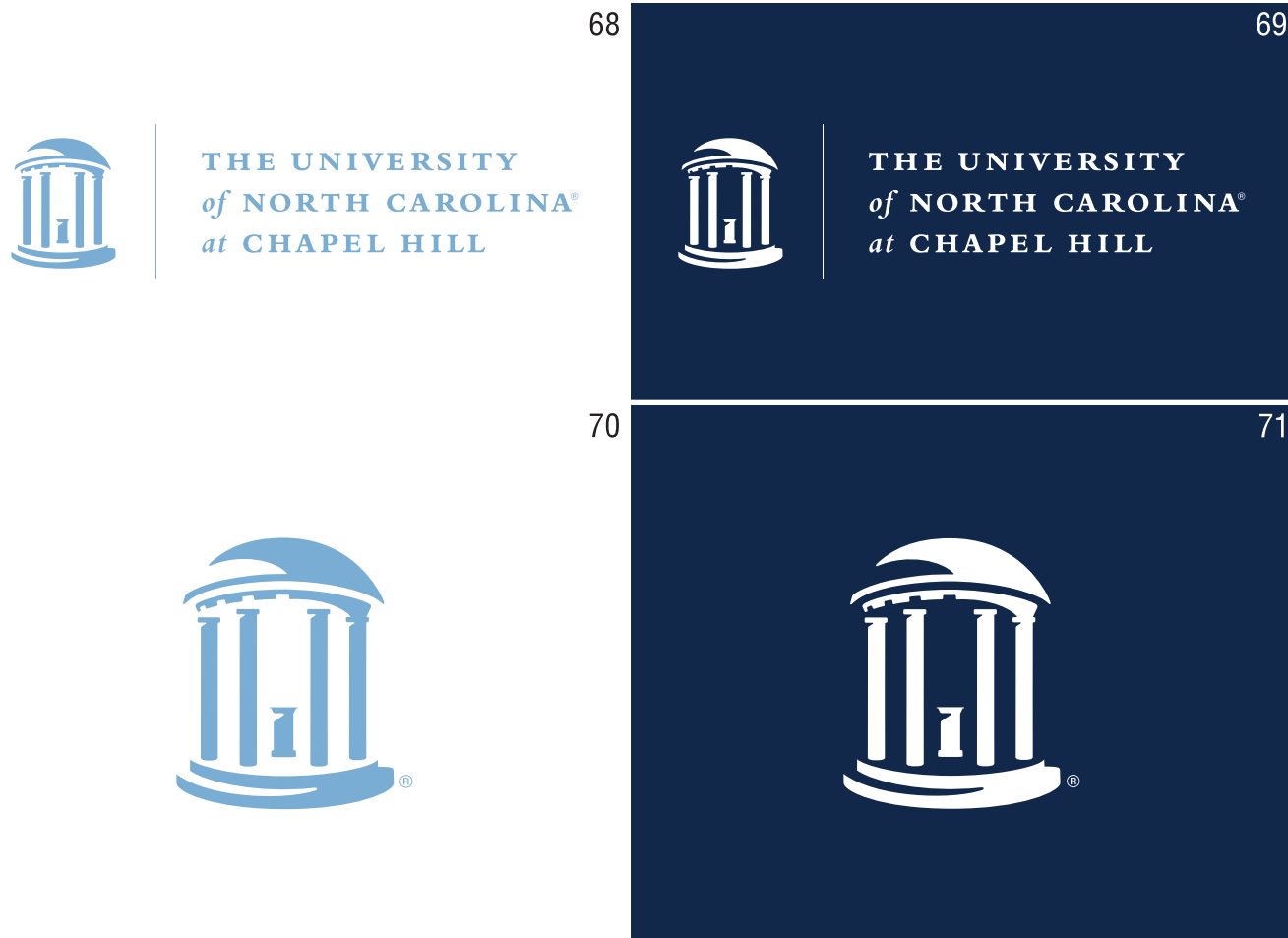
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	30	31	32	33	34	35
	36	37	38	39	40	41
	42	43	44	45	46	47
	48	49	50	51		
	52	53	54	55		



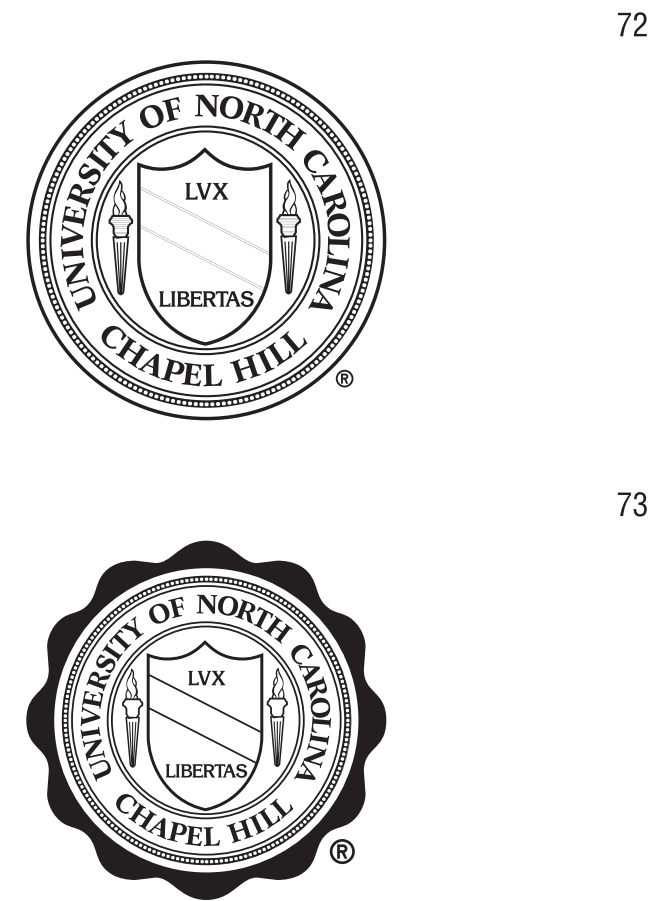
Script Marks



Institutional Marks



School Seals



ADDITIONAL PERTINENT INFORMATION

- University seal permitted on products for resale (limited use).
- 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.