THE CCS DEPARTMENT

WHO WE ARE

We are a full service marketing and creative department located in the Carolina Union.

We help student organizations and university departments develop and tell their unique stories through strategic marketing and smart, intentional creative.
TRADITIONAL CREATIVE
THE FIRST IMPRESSION

We collaborate with you to craft the right image for your brand. Our creative process ensures that you make the best first impression on your audience.

Branding and Style Guides | Logos | Large Print Projects | Publications Promotional Assets | Event Collateral | Portrait Photography
The primary colors of the Carolina Union are the University colors of Carolina blue and white. The primary colors are used on all Carolina Union materials, including, but not limited to, logos, websites, and stationery.

The secondary colors of Carolina and Gold provide pops of brightness to the Carolina Union color palette.
LARGE PRINT PROJECTS

BANNERS | POSTERS | A-FRAMES

HOMECOMING ‘17
COMEDY SHOW
presented by
CUAB
Carolina Union Activities Board

featuring
JAY PHAROH
with AJ FOSTER
OCTOBER 24
MEMORIAL HALL
Doors open at 7pm,
show starts at 7pm

tinyurl.com/cuabcomedyshow2017

A-FRAME

Jazz Festival
FEBRUARY 17-20

TRADITIONAL CREATIVE

CCS CAPABILITIES DECK 2017
PUBLICATIONS
FLYERS | BROCHURES | BOOKLETS

CAROLINA FAMILY WEEKEND
OCTOBER 13-15, 2017

BROCHURE

TAR HEEL BEGINNINGS
PLANNER

TRADITIONAL CREATIVE

CAREER GUIDE
BOOKLET

CU
PROMOTIONAL ASSETS
BUTTONS | STICKERS | SHIRTS | PENS | BAGS | NOTEBOOKS
EVENT COLLATERAL

LANYARDS | PASSES | HANDBILLS

HOMECOMING COMEDY SHOW PRESS

PASS

2 CHAINZ

JUBILEE 2017

APRIL 1 | DOORS OPEN AT 7PM
CONCERT STARTS AT 8PM

TICKET SALES AT CAROLINA UNION BOX OFFICE
OR AT tinyurl.com/jubilee2017

HANDBILL

TRADITIONAL CREATIVE
PORTRAIT PHOTOGRAPHY
EDITORIAL | HEADSHOTS | GROUPS

TRADITIONAL CREATIVE
DIGITAL CREATIVE

EXTEND YOUR REACH

We combine strategy, creativity, and tech savvy to make super rad content that can reach your audience across all of your digital channels.

Video production | Social Media Assets | ActiviTV Ads
VIDEO PRODUCTION
EDITORIAL FEATURES | EVENT HIGHLIGHTS

THE HEALING SPACE
CAROLINA UNION

CLICK IMAGE TO PLAY VIDEO
MARKETING STRATEGY

STRATEGIC VISION

Combining imagination and strategic vision to create powerful and personal stories that drive audience engagement on your social media channels.

Social Media Strategy | Live Event Coverage and Promotion
Content Management
LIVE EVENT COVERAGE & PROMOTION

TODAY IN THE PIT

TYS SNAPCHAT FILTER

UNC BB LIVE EVENT COVERAGE

SOCIAL MEDIA STRATEGY
Every event is unique. Let us tell the story of your event through the artful eye of our talented team.

Photography | Videography
PHOTOGRAPHY

JORDAN/UNC BB EVENT

OASIS AFRICA NIGHT

EVENT COVERAGE
LET’S TALK!

<table>
<thead>
<tr>
<th>HOURS</th>
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<tr>
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<td>SUITE 1506</td>
</tr>
<tr>
<td>EMAIL</td>
<td><a href="mailto:DESIGN@UNC.EDU">DESIGN@UNC.EDU</a></td>
</tr>
<tr>
<td>PHONE</td>
<td>919-843-3194</td>
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