

CAROLINA UNION

COMMUNICATIONS & CREATIVE SERVICES

CAPABILITIES DECK 2018

CU

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

BRANDING AND STYLE GUIDES

COLOR

Carolina Union Brand Standards

Color | 11

COLOR PALETTE

Primary Colors

CAROLINA BLUE

C 60 R 90
M 19 G 163
Y 1 B 210
K 4
Pantone 542C
Hex #59A3D2

WHITE

C 0 R 255
M 0 G 255
Y 0 B 255
K 0
Pantone White
Hex #FFFFFF

The primary colors of the Carolina Union are the University's colors of Carolina blue and white.

The secondary colors help to provide contrast with Carolina blue by offering additional tints and shades of blue as well as Charcoal (which is mainly used for body copy).

The tertiary colors of Grass and Gold provide pops of brightness to the Carolina Union color palette.

Secondary Colors

SAPPHIRE

C 88 R 0
M 45 G 100
Y 5 B 152
K 22
Pantone 7691C
Hex #006498

ICE

C 10 R 225
M 0 G 244
Y 0 B 253
K 0
Pantone P115-9C
Hex #E1F3FD

SKY

C 37 R 155
M 6 G 207
Y 2 B 235
K 0
Pantone 2905C
Hex #9BCEEA

CHARCOAL

C 0 R 109
M 0 G 110
Y 0 B 113
K 70
Pantone 424C
Hex #6D6E70

Tertiary Colors

GRASS

C 56 R 125
M 0 G 194
Y 100 B 66
K 0
Pantone 376C
Hex #7CC142

GOLD

C 0 R 255
M 25 G 194
Y 97 B 26
K 0
Pantone 7408C
Hex #FEC11A

LOGOS


New Student &
Family Programs



OFFICE OF THE
**DEAN of
STUDENTS**



MONEY.UNC.EDU

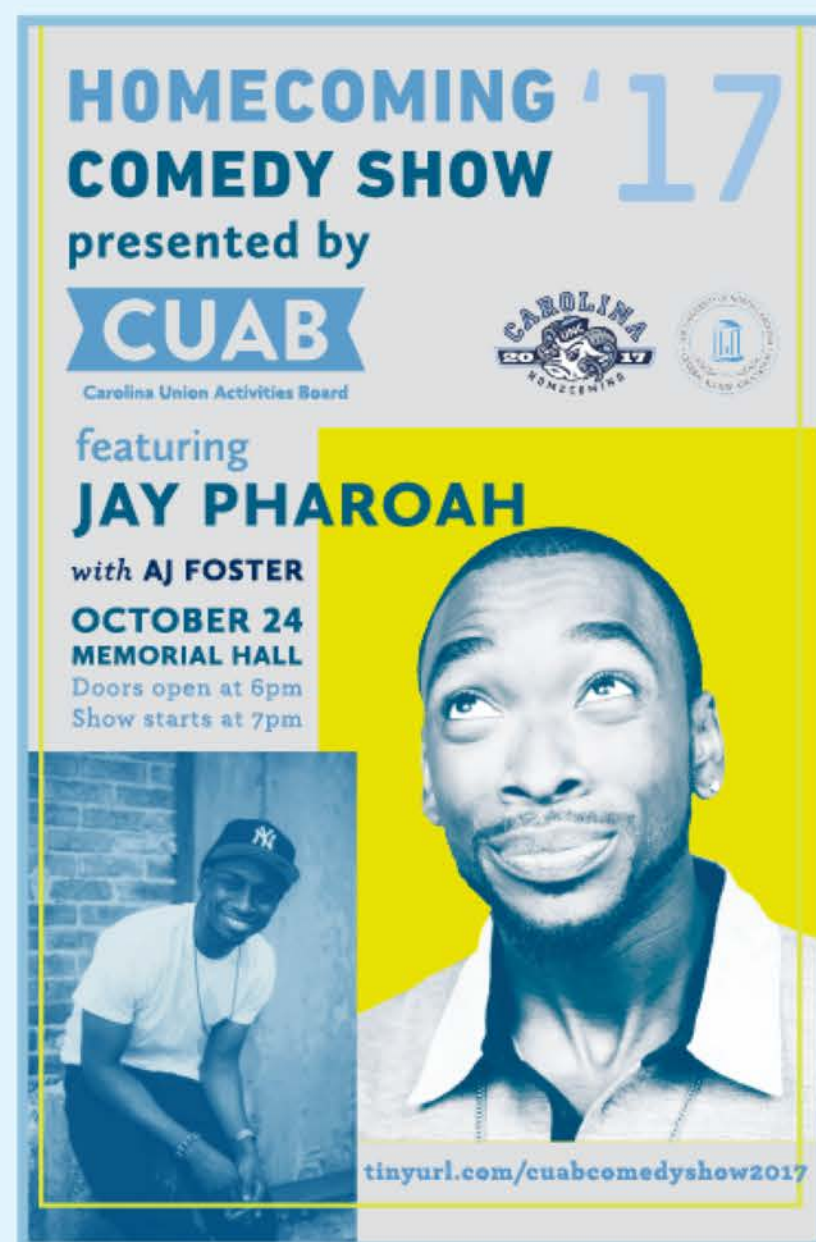


CUBE
CREATING UNIVERSITY
BORN ENTREPRENEURS

HEEL LIFE
Connecting students. Inspiring involvement.



LARGE PRINT PROJECTS



A-FRAME

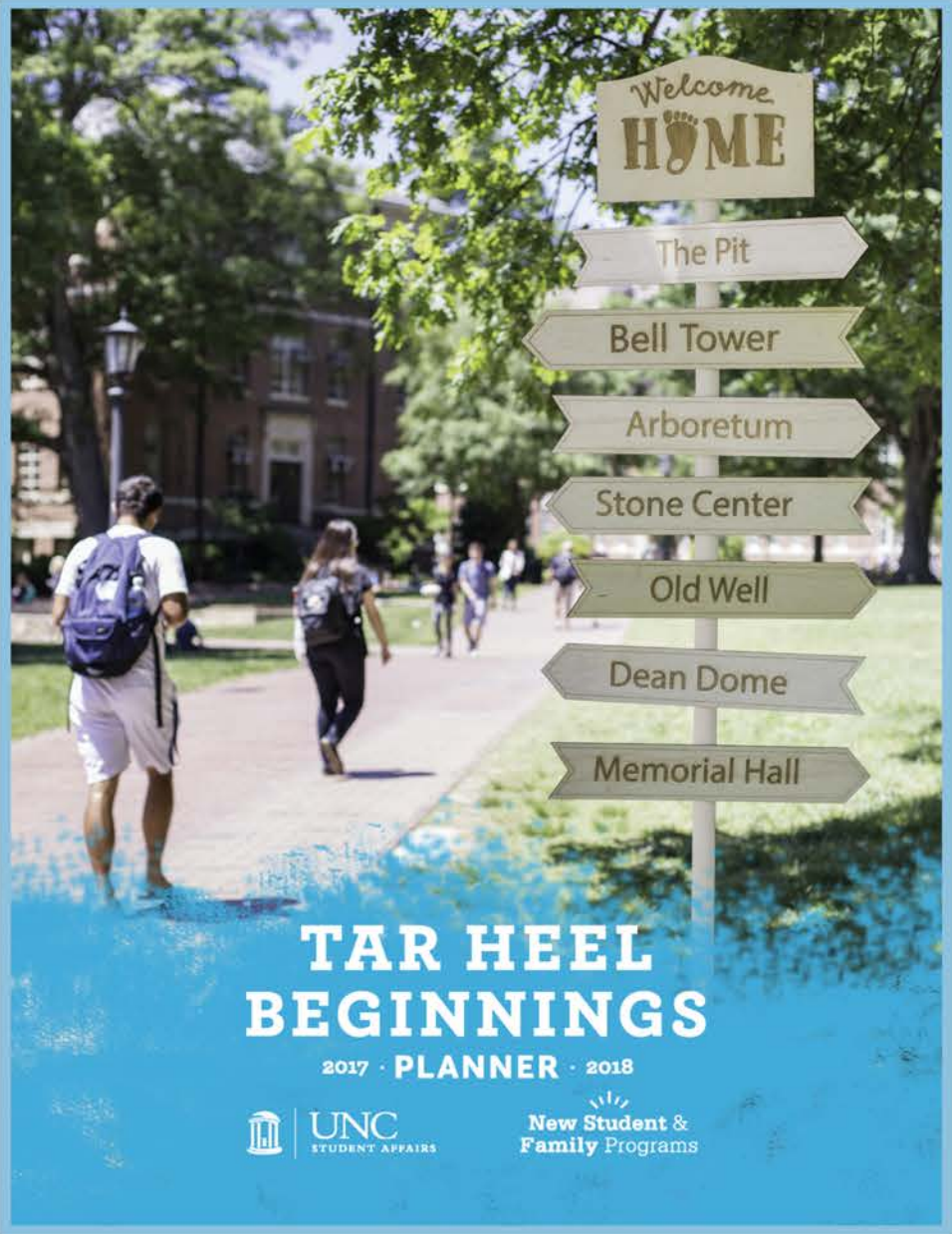


POSTER

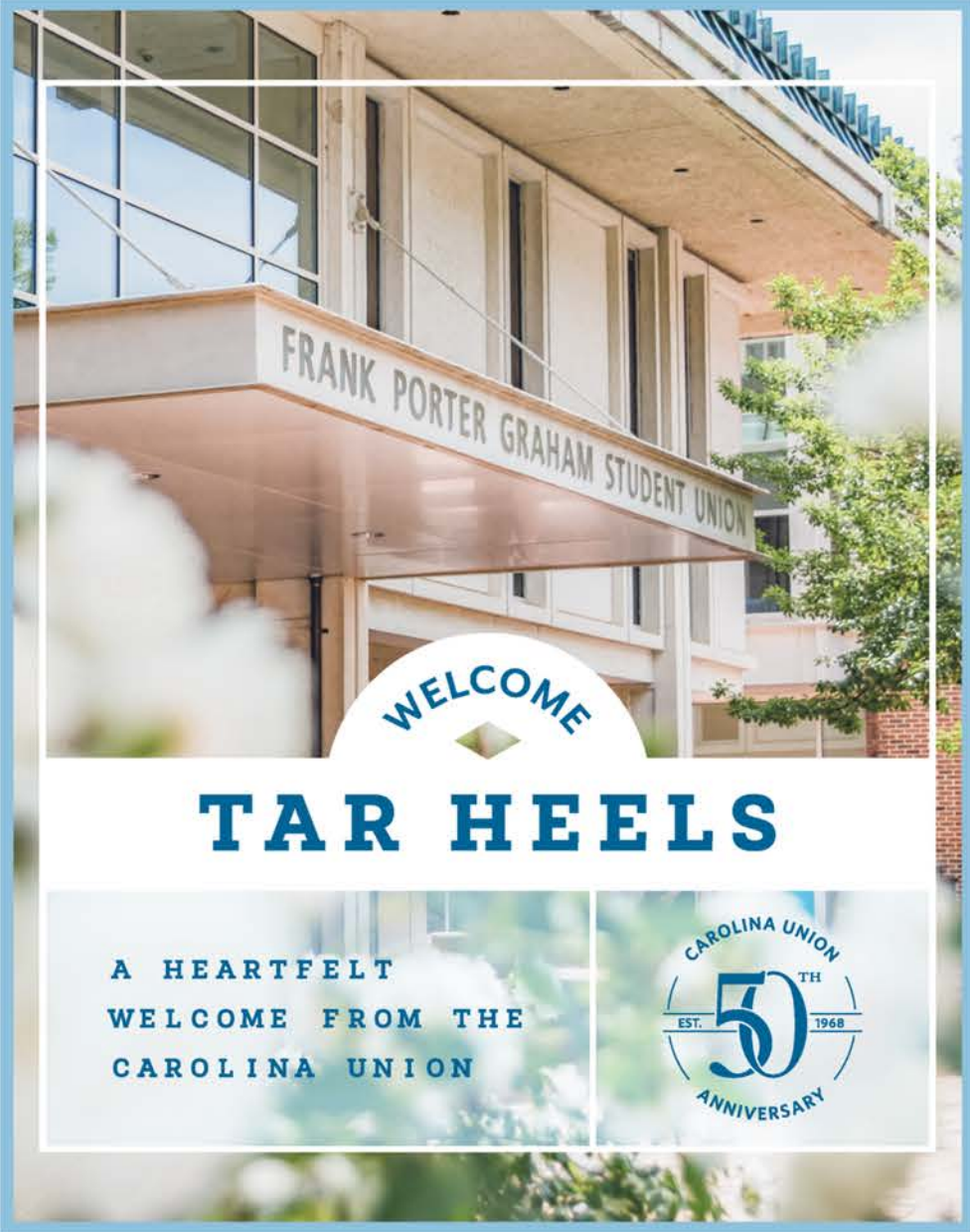
PUBLICATIONS



BROCHURE



PLANNER

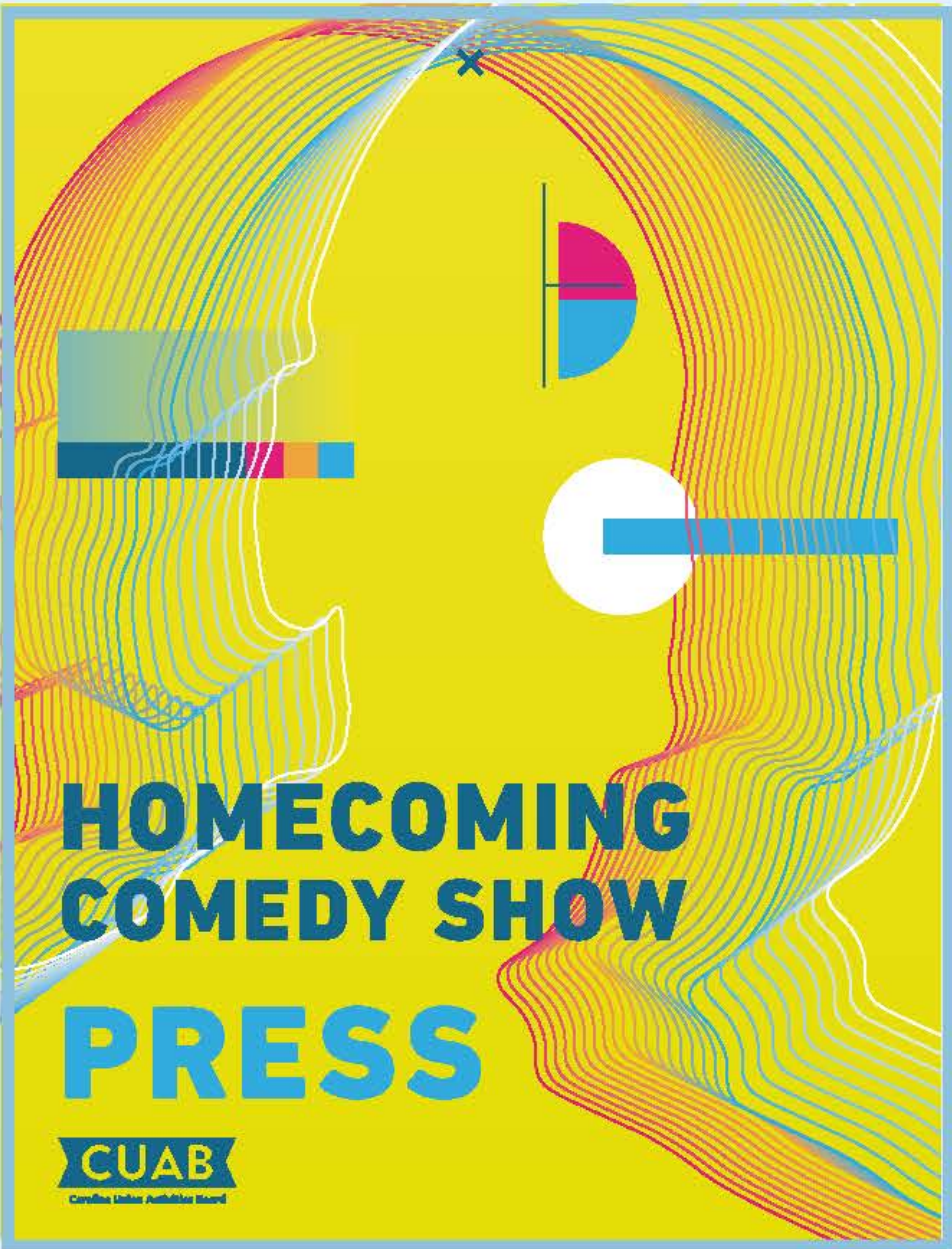


GATEFOLD

PROMOTIONAL ASSETS



EVENT COLLATERAL



PASS



HANDBILL

PORTRAIT PHOTOGRAPHY



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



CLICK IMAGE TO PLAY VIDEO

VIDEO PRODUCTION



CLICK IMAGE TO PLAY VIDEO

SOCIAL MEDIA ASSETS



FALLFEST PROMOTION



SPOTLIGHT

ACTIVITY ADS



ANIMATED AD

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

EVENT COVERAGE

ARTFUL STORYTELLING

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

VIDEOGRAPHY



CLICK IMAGE TO PLAY VIDEO

VIDEOGRAPHY



CLICK IMAGE TO PLAY VIDEO

LET'S TALK!

HOURS	M-F 9AM-5PM
LOCATION	SUITE 1506
EMAIL	DESIGN@UNC.EDU
PHONE	919-843-3194