

Graphic elements

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Misuse

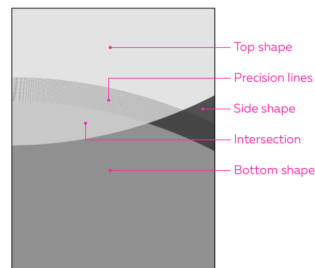
Introduction

Along with logo, color and photography, the graphic element of our design system gives shape to our layouts and brings our brand to life. Used consistently, our graphic element establishes a signature aesthetic and recognizable look and feel across all brand touchpoints. Our graphic element is made up of curved, intersecting shapes that tell the story of our brand. Our curved shapes represent the idea of a horizon line and the dawn of a new day, while the convergence of these shapes reflects the dual aspects of our brand coming together. The UNC Health brand exists within the intersection of these components, so our logo is always placed in this intersecting space to highlight what makes UNC Health unique.

The following sections show what these components are made up of and how they work.

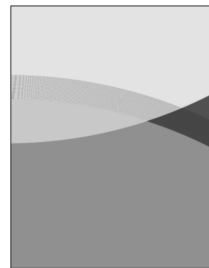
Components and configurations

Our graphic element is made up of five components, each serving its own purpose. These components are called top shape, precision lines, side shape, intersection and bottom shape. Please see the diagram below to identify each of these components.



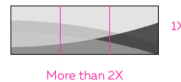
Our graphic element has three configurations. The standard configuration is used on most applications. Horizontal and vertical configurations are for situations when an application has a more extreme horizontal or vertical orientation. Use the horizontal and vertical configurations only when the application fits the guidelines below.

STANDARD



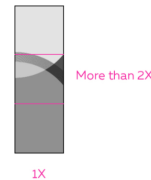
The standard version is used for most applications.

HORIZONTAL



The horizontal version is used when the application is two times wider (or more) than it is tall.

VERTICAL



The vertical version is used when the application is two times taller (or more) than it is wide.

Usage principles

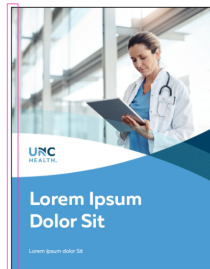
Each component of our graphic element provides flexibility for a variety of applications. Shown below are a few specific principles for each component. Consistent adherence to these guidelines lets our graphic element as a whole have a cohesive look.

The graphic element is available as a graphic library file to be used across the Adobe design applications and can be found in the download section. These are the only approved graphic elements, and they should not be re-created.

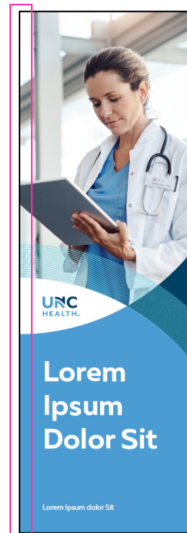
APPLYING THE GRAPHIC

The graphic element should always be applied so that its left edge touches the bleed on print materials or edge of application on digital materials.

PRINT EXAMPLE

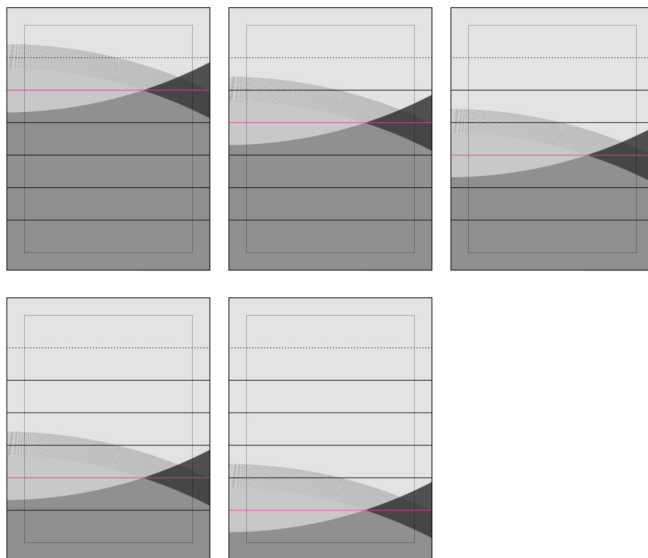


DIGITAL AD EXAMPLE



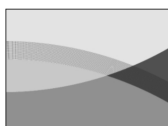
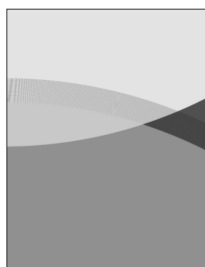
VERTICAL PLACEMENT

The vertical center of the intersection always lands on any of the 5 lower horizontal grid lines. For more information regarding the 6 horizontal grid lines, please see the grid section.



SCALING THE GRAPHIC ELEMENT

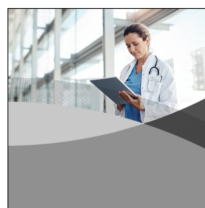
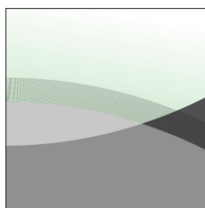
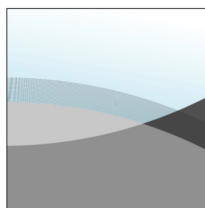
The graphic element can be scaled proportionally to fit an application, but the library graphics are designed to work unscaled for common printed sizes. Do not increase or decrease the element by more than 25%.



Shown here is a graphic element that has not been scaled on an 8.5"x11" application and a graphic element scaled slightly smaller for a 7"x5" postcard.

TOP SHAPE

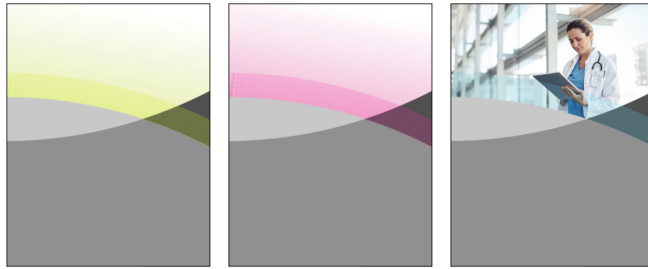
The top shape can be any of our support gradients or can house an image.





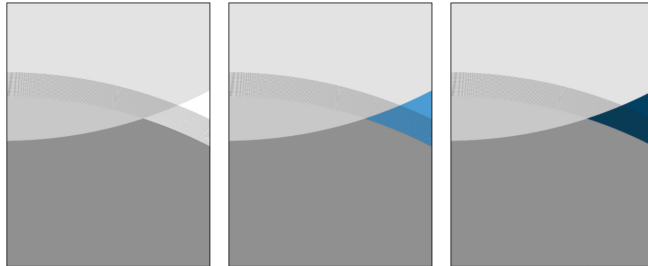
PRECISION LINES

The precision lines should be a solid secondary color matching the chosen gradient or photography.



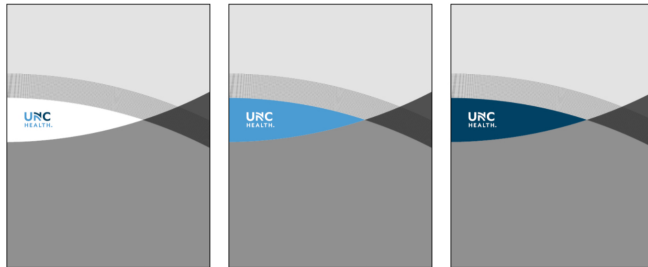
SIDE SHAPE

The side shape can be white, Carolina blue or Trusted blue.



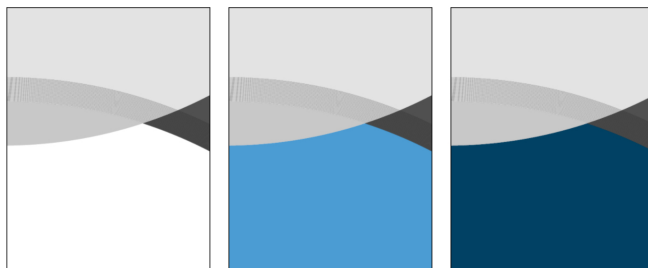
INTERSECTION

The intersection must be white, Carolina blue or Trusted blue and always houses the logo.



BOTTOM SHAPE

The bottom shape can be white, Carolina blue or Trusted blue. The bottom shape can never house a gradient or an image.



BRINGING THE COMPONENTS TOGETHER

Below are a few examples of how the components come together to create a cohesive look and feel while still providing flexibility. Please see the collateral section to review more examples of the graphic element in use.



Misuse



Do not use the incorrect configuration of the graphic element.



Do not move the graphic element so that it starts in a location other than the left edge of the application.



Do not put the vertical center of the intersection on the top of the 6 horizontal grid lines.



Do not use solid secondary colors in the graphic element other than in the precision lines.



Do not use a color other than white, Carolina blue or Trusted blue for the intersection component.



Do not place the logo in any location other than the intersection component.



Do not house a gradient or image in the bottom shape.



Do not rotate the graphic element.



Do not distort the graphic element in any way. Always scale it proportionally.

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