At North Carolina Agricultural and Technical State University, we inspire people to stretch their potential, achieve beyond expectations and lead the way to success. Every day and in every way.

This isn’t just school spirit. It’s genuinely how we do things at N.C. A&T.

You play a very important role in telling our story and sending it out into the world. So don’t look at this as a rule book. Rather, think of it as a guide for how to effectively and consistently express your pride in N.C. A&T. Inside you’ll find all the tools you need to inspire any audience to feel the Aggie Pride you know so well. You have the talent and the creativity. Take these cues on design, photography and messaging, and run with them.

Do your part to show the world just how Aggies DO!
BRAND FOUNDATION
Our brand promise is our differentiated customer benefit. It represents what N.C. A&T believes it can authentically and distinctively deliver to the world. This isn’t a tagline or a slogan meant for public consumption. If it were to ever find its way onto a billboard, it would mean we had done something wrong. This is an internal guiding statement to keep all of us within the same set of creative guardrails.

WE ARE

a passionate, proud community of action with a rich tradition of challenging the status quo, and an enduring vision for creating positive, lasting global change.

WE DELIVER

A high-quality, intellectually stimulating education focused on helping every student gain the access to the hands-on opportunities, core knowledge and global perspective that will help them make real and lasting change in their lives and lives of people in their workplaces, communities and world.
Our brand story rests firmly on the strength of our key brand pillars, which represent our highest principles, deepest commitments and greatest achievements. They are clear and compelling proof points that support the brand promise and guide the brand story.

The following brand pillars are written in the voice of our brand, as if communicating to the external audiences about what N.C. A&T is and what we stand for.

A determined community of academic excellence and opportunity.

At N.C. A&T education begins with opportunity. From the start, students are given opportunities to excel and achieve.

Here students are challenged in the classroom and exposed to real-world, hands-on learning outside of the classroom. Students learn from exceptional faculty and from each other every day. It is a community committed to excellence — and few shrink from the challenge to reach beyond.

A curious, limitless, fearless spirit that fuels discovery and innovation.

Aggies “punch above their weight.” It’s a campuswide belief that the next big problem is out there waiting for us to solve. Aggies ask “what if” and “why not.”

They are discovering a new drug and therapy for malaria. Writing Pulitzer Prize-winning articles on human rights abuses in Iran, engineering a game-changing solar car, pioneering nanotechnology, and transforming communities by championing advocacy, equity and access to education for all.

A campus that’s forever moving forward.

Aggies don’t rest on their laurels or settle for good enough. While history is important and meaningful, it serves as a springboard and inspiration to look ahead, never settle and continue achieving big things.

Aggies have always challenged the status quo and have had the courage to make a positive impact on the world. Today, that legacy fuels new ways of learning, teaching, collaborating and researching.

Passionate, nurturing faculty and staff mentors who invest in the potential of every student.

N.C. A&T is a dedicated, genuine and totally invested community of faculty and staff that has the best interest of every student at heart.

Student success is first and foremost. If a student puts in the effort, the faculty and staff here will go twice as far to see that the student succeeds. Some call it “tough love” — others a nurturing environment — either way, A&T invests in each student’s potential and, in return, holds each student accountable for performance.

Aggie Pride drives a desire to DO and be better every day.

It’s a drive that has produced men and women who have run for president, flown in a space shuttle and occupied positions of influence in corporations, hospitals, government agencies, schools and nonprofit organizations across the state, the country and the world.

It is pride in our history — the A&T Four/Greensboro Four’s contribution to the civil rights movement — and pride in our present and future achievements. It’s real and inspires confidence that we all can make a lasting, positive impact in our world.
BRAND CHARACTER

Our character is the DNA that shapes and forms our distinctive brand identity. They are the emotions we want to convey in our expression of the brand, however, not necessarily the words we use in our brand voice.

It’s what N.C. A&T is at its core. In its heart. In its soul. These are the characteristics that must always have a presence in marketing and communications efforts.
Our centering idea is grounded in the essential truth of our institution. The brand idea is a simple, declarative, authentic and compelling idea. It is the rally cry that ignites the brand on all levels.
BRAND ETHOS

Our brand ethos is the narrative that captures the essential character of the brand in an emotional, persuasive and definitive manner.

NEVER DONE AGGIES DO.

WE KNOW THAT LEARNING ENDS THE MOMENT YOU STOP DOING.

AND AGGIES ARE NOWHERE NEAR BEING DONE.

WE’RE NEVER DONE IMPROVING OURSELVES AND THE WORLD WE LIVE IN.

NEVER DONE BREAKING BARRIERS OR STEREOTYPES.

AGGIES ARE NEVER DONE PROVING THAT OUR UNDERGRAD AND GRADUATE PROGRAMS COMPETE IN RANKINGS AND REPUTATION WITH THOSE OF THE NATION’S BEST UNIVERSITIES.

BECAUSE N.C. A&T IS A SCHOOL THAT PUNCHES FAR, FAR ABOVE ITS WEIGHT.

PRODUCING GRADUATES THE WORLD NEVER EVEN SAW COMING UNTIL, SUDDENLY IT SEEMED, THEY WERE OUT IN FRONT OF EVERYONE ELSE, LEADING YOUR SCHOOLS, COMPANIES, AND COMMUNITIES AND CHANGING THE WORLD.

AGGIES CREATE, GROW, DESIGN, CARE, CURE, IMAGINE, INVENT, INSTRUCT, RESEARCH, BUILD AND LEAD.

YES, AGGIES DO.

BUT DO NOT THINK FOR A MINUTE THAT WE WILL EVER BE DONE.
BRAND TONE

Confident, but not braggy. Smart, but never snooty. Conversational, but elevated. And welcoming. Always welcoming. This is the tone that should be used to convey N.C. A&T’s spirit of extraordinary investment in individuals.

BRAND VOICE

The voice of our brand is welcoming and one that always reassures students that N.C. A&T is a place where they’re valued, where they will be inspired and encouraged, and where faculty are wholly devoted to helping them succeed. Because this is what N.C. A&T is as an institution.

MOVE FORWARD WITH PURPOSE.

OUR PASSION FUELS YOURS.

NEVER EVER UNDERESTIMATE AN AGGIE.

CAN YOU FEEL THE PRIDE? YOU WILL.
PHOTO GUIDELINES

To help build the N.C. A&T brand, high-quality photography is essential. For print materials, use images that are at least 300dpi. For digital use, use images that are at least 72dpi.

When visually portraying the N.C. A&T story, use the following words to guide your photography. Every photo should be supported by at least one of these words — whenever possible, incorporate multiple words for an even stronger visual.

- Do
- Connect
- Collaborate
- Dream
- Discover
- Innovate
- Inspire
- Achieve
- Succeed
- Lead
- Create
- Explore
The official university logos are trademarks of North Carolina Agricultural and Technical State University. Their purpose is to build visual identity through a uniform and recurrent presentation. Usage is restricted to recognized entities of the university. Personal use of the official university trademarks is prohibited, and permission for said usage will not be granted.
COLLEGE LOGOS

The college logos consist of the same elements as the university’s two-line horizontal logo with the addition of a rule and the college’s name. The university’s name must always appear first, above the rule.

The college logo must hold a prominent position in every external communication and stand apart from its surroundings. Maintain clear space around the logo to set it off from adjacent text and images. University logo guidelines apply to the college logos.

EACH N.C. A&T COLLEGE, LISTED BELOW, HAS THE THREE LEVELS OF LOGOS DEMONSTRATED TO THE RIGHT.

• College of Agriculture and Environmental Sciences
• College of Arts, Humanities and Social Sciences
• College of Business and Economics
• College of Education
• College of Engineering
• College of Health and Human Sciences
• College of Science and Technology
• The Graduate College
• The Joint School of Nanoscience and Nanoengineering

LEVEL 1
Stand Alone
For applications that need the full school name
FOR EXAMPLE: Business system such as business cards and letterheads

LEVEL 2
In context with college
For applications that are already supported by college material
FOR EXAMPLE: Viewbook

LEVEL 3
On location
For applications that are already on campus
FOR EXAMPLE: Campus wayfinding, campus banners, signage
The N.C. A&T blue and gold are the primary university colors and provide the framework basis of design. The accent color is gray and is to be used to aid in creating hierarchy and visual interest.

Hierarchy is when an element appears more important in comparison to other elements in a design. Aggie Blue and Aggie Gold are always the most important colors for N.C. A&T. Gray should be used subtly to support these colors and not used as a prominent color.

Always reproduce the university’s official primary colors using the formulas specified in this guide. Do not use the standard software translation values when converting PMS colors to CMYK or RGB.

**AGGIE BLUE**
- PMS: 288
- CMYK: 100, 65, 0, 31
- RGB: 0, 70, 132
- HEX: 004684

**AGGIE GOLD**
- PMS: 123
- CMYK: 0, 30, 94, 0
- RGB: 253, 185, 39
- HEX: FDB927

**GRAY/30% BLACK**
- PMS: 7536
- CMYK: 0, 0, 0, 30
- RGB: 194, 194, 194
- HEX: C2C2C2
**TYPOGRAPHY**

The primary typeface is Montserrat. Montserrat Black should be used for branded headlines or when a statement or title requires heavy emphasis. Only uppercase characters should be used when using Montserrat Black.

Montserrat Regular should be used for all body copy.

Alfon is used for secondary headlines for college level applications as well as accent copy such as a quote.

### PRIMARY

**MONTSERRAT BLACK - USE FOR HEADLINES**

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
```

### MONTSERRAT - USE FOR BODY COPY

#### REGULAR

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
```

#### SEMIBOLD

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
```

#### BOLD

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
```

### SECONDARY

**ALFON - USE FOR SECONDARY HEADLINES AND COLLEGE LEVEL APPLICATIONS**

#### BOLD

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
```

#### BOLD ITALIC

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
```
Each college has been given their own unique set of identifying elements—colors, icons, patterns and statements—to establish them as an individual entity within the larger N.C. A&T brand. The use of Aggie Blue is used throughout the materials to unite each college within the larger university.
Sustaining Lives, Enriching Communities.

With a rich history of innovation, application of cutting-edge technology, and delivery of educational programs for students and North Carolina communities, we engage in practical research that enriches the lives, the land, and economies of our state and nation and helps to meet the food challenges of a hungry planet.

**Icon**
Water/Leaf/Seed represent the essential life-sustaining and life-improving elements that are important to the work of the agricultural and environmental sciences.

**Pattern**

**CAES GREEN**
PMS: 358 C  
CMYK: 34, 0, 42, 0  
RGB: 173, 220, 145  
HEX: ADDC91

**Color**
Green has been assigned to the College of Agriculture and Environmental Sciences. This color is inspired by nature: plants absorbing light/energy and converting sugar/food creating life and a green pigment as a by-product. This color has been chosen as a representation of life, growth and sustainability.
Building a Foundation for Life.

We create and disseminate knowledge of the human experience, expression and creativity. We advance human welfare and hone the problem-solving, critical thinking and communication skills students need to make a difference in the world around them.

Icon
The Golden Ratio Spiral (representative) was first found or calculated by ancient Greeks who used the ratio in their architecture. This ratio/pattern appears in nature, and humans inherently find it to be aesthetically pleasing. The golden ratio was also used by Renaissance artists such as da Vinci, who used it to compose the Mona Lisa. It has been used in art as a compositional tool ever since.

Color
Pink was chosen to represent the College of Arts, Humanities and Social Sciences because the disciplines within the college are about human expression and because this color evokes emotion, which is the ultimate goal of the arts.

Pattern
Moving Business Forward.

With a student-centered emphasis on leadership, ethical reasoning, critical thinking, achievement and excellence, we educate and mentor high-performing leaders who advance business for the good of people, communities and economies around the world.

Icon
Data Chart/Networking represent both the disciplined business foundation of the College of Business and Economics and the emphasis of the “soft skills” of relationships and connections that are vital to student success.

Color
Drawn from the attire of business professionals, gray has a sense of maturity and neutrality. Like the College of Business and Economics, gray does not mean dull. COBE’s students are full of charisma and confidence and make a great pairing with this color.
Equity, Opportunity and Advocacy for All.

We prepare exemplary educators, counselors and leaders who transform the communities they serve by solving systemic issues that impact students, schools, and organizations across North Carolina and around the nation.

Icon
Open Book/Upward Arrow represents both knowledge and learning and the progressive spirit of positive transformation and fearless determination of the College of Education’s faculty, students and alumni.

Color
The color yellow is a representation of energy, positivity and hope. Something found in the CEd student-teachers who are immersed in low-performing schools. These student-teachers maintain and instill a positive attitude and optimism into those they teach. This also happens to be the color of the shirts of the students the student-teachers learn to educate.
Driving Innovation.

Leveraging a rich tradition of academic and research excellence, we cultivate and inspire our engineers and computer scientists to design and build technical innovations that solve the complex challenges of today to create better tomorrows.

Icon
Gear icon represents movement and function. Gears also represent making things work and setting ideas and plans into motion.

Pattern

Color
Red is often associated with willpower and leadership; it is a color that stands out and calls attention. With the driven nature of COE students and their passion to create new, innovative projects, this color is a natural fit.
CoLLEGE OF HEALTn AND HuMAN SCIENCES

CHHS

Improving Lives, Enhancing Communities.

We deliver innovative educational programs that capitalize on the strengths of faculty in the social, behavioral and health sciences to prepare our students to solve complex population health and human concerns, improving the quality of life for individuals and communities.

Icon
Cross/Plus Sign represents both the symbol of health and humanitarian service. It also represents the additive strength of bringing multiple disciplines together to bring greater value to students and the world.

CHHS BLUE
PMS: 298 C
CMYK: 67, 2, 0, 0
RGB: 65, 182, 230
HEX: 41B6E6

Color
The color blue is a representation of trust, tranquility and strength. These are common traits looked for in healthcare professionals. Blue is commonly associated with medical fields for these reasons.
Exploring New Frontiers.

With leading-edge research and teaching programs, facilities and faculty, we prepare successful and innovative professionals on the forefront of an increasingly technically and scientifically driven economy and world.

**Icon**

Atom represents the foundational idea of discovery, energy and potential—all hallmarks of science and technology education.

**Color**

Inspired by the most commonly observed color of lightning, violet is derived from the electric charge that is released from a cloud, resulting in a flash of light. The reaction with nitrogen and oxygen in the atmosphere produces the violet or lilac color that is dispersed throughout precipitation.
Individual Attention. Advanced Knowledge.

With a focus on individual success, The Graduate School combines excellence in education with leading-edge research opportunities to give students the freedom to explore, innovate and advance their knowledge for professional education and advanced degrees.

Icon
Building Block represents the idea of creating a solid foundation from which to build one’s future.

Color
Branching out of the academic norm of learning in a lab, these students receive an education from faculty who take a genuine interest in them. These instructors create a custom, personalized experience for each student. This color, turquoise, is a visual representation of the sophistication of this college. The confidence of this color shows the individuality of the process as well as the students and the wisdom and intuition they will gain in this program.
Limited Only By Your Imagination.

A collaborative, cross-disciplinary research and teaching enterprise, we draw leading faculty and graduate students from around the world. We enable meaningful technology breakthroughs, foster economic development, and deliver significant impact regionally and globally.

**Icon**
Graphene Atomic Structure represents the forefront of physics and engineering discovery and innovation.

**Color**
Because of the orange lights that illuminate the Joint School of Nanoscience and Nanoengineering's cleanrooms, the color orange is a clear fit for this school. The particles worked with are light sensitive and using orange lights screens out the portion of the light spectrum that has more energy than yellow.

**JSNN ORANGE**
PMS: 1575 C
CMYK: 0, 51, 77, 0
RGB: 255, 127, 50
HEX: FF7F32
UNIVERSITY SYSTEM
TYPE

Brand Headline
Montserrat Black
Tracking: 0

Leading: The leading should always be close to touching.

Size: The headline type should always be the largest type size on an application.

Color: If the headline is over a photo or solid blue, the type color should start with white and accent with gold.

If the headline is over a gold background, start with white and accent with blue.

If the headline is over a white background, start with gold and accent with blue. Blue stands out more against a white background, making it a stronger accent color.

The colors go line by line. There should never be 2 colors on one line.

Layout: In most applications, the headline should be vertically centered to the photograph.

Body Copy
Montserrat Regular
Font size (general applications): 8pt
Leading: 11pt
Tracking: 0

MOVE FORWARD
WITH PURPOSE.

Learn more at www.ncat.edu
UNIVERSITY SYSTEM COMPOSITION

MOVE FORWARD WITH PURPOSE.

"Aggies DO" lockup
This sits flush left and underneath the headline

10% Black
If the white type is too difficult to read against a lighter photo, add a black layer on top of the photo to help readability
Set Opacity to 10%
Set to Multiply blending mode

Blue Bar
The blue bar holds body copy as well as the logo
Set color to Aggie Blue
Set to Multiply blending mode
Set Opacity to 70%

Angle
Set to -20 degrees
Also adjust the body copy box on its right side to reflect the angle
Set color to Aggie Gold
SUSTAINING LIVES, ENRICHING COMMUNITIES.

Aggie Blue Gradient
The gradient is full color at the bottom and fades to fully transparent
Set to 3/4 the height of final application
Set the entire gradient to 85% Opacity

College Pattern
Set entire pattern to 30% Opacity
Set to Overlay blending mode
Use a combination of Directional Feather and Gradient Feather in the Effects panel to make sure the pattern fades to 0% opacity behind the bottom left logo and to the top right title
Spirited Brand Level PowerPoint Template

- Uses Franklin Gothic as the main font, as it is compatible with PowerPoint and Montserrat is not.

Internal Level PowerPoint Template

- Uses Book Antiqua as the main font, as it is compatible with PowerPoint and Alfon is not.
BRAND APPLICATIONS
PRINT

Admissions information

Case statement folder

Case statement insert

Invitations

Table top display
PRINT CONTINUED
OUT OF HOME

NEVER EVER UNDERESTIMATE AN AGGIE.

OUR PASSION FUELS YOURS.

CAN YOU FEEL THE PRIDE? YOU WILL.
ENROLL WITH PROMISE.

GRADUATE WITH PRIDE.

CAN YOU FEEL THE PRIDE?
YOU WILL.

WHAT WE’VE DONE IS GREAT.
WHAT WE’LL DO IS EVEN GREATER.

DIGITAL

SPRITED BRAND LEVEL PRESENTATION TEMPLATE

MASTER TITLE SLIDE WITH IMAGE

SLIDE HEADER
- Subheader
  - First level of information
  - Second level of information
  - Third level of information
  - Fourth level of information

VIDEO, CLICK TO PLAY
DIGITAL

Television Spot – 15 seconds

VIDEO, CLICK TO PLAY
THANK YOU