

Branding & Image Standards

The William States Lee College of Engineering

Motivation

Why do we care?

- ▶ Mostly because the university cares.
 - ▶ There are fairly rigid standards established by the university that we need to follow.
 - ▶ These standards differ for print and electronic media, so your end game does matter.
 - ▶ A unified brand helps UNC Charlotte gain more name recognition. More name recognition means better funding, recruiting and retaining high quality faculty, students, etc.
 - ▶ <http://advancement.uncc.edu/university-communications/services/brand-standards>
 - ▶ <http://advancement.uncc.edu/sites/advancement.uncc.edu/files/media/identity-standards-guide.pdf>
- ▶ We want items being distributed externally to be high quality to promote a professional, unified, and clean image for the college.
 - ▶ We think the college is pretty awesome, and we want everyone to see that from the first impression we make.

University Logos



The UNIVERSITY of NORTH CAROLINA *at*
CHARLOTTE

University Logo to use out of state



UNC CHARLOTTE

University Logo



University Mark



Athletics Logos



College, Center, & Department Logos



The WILLIAM STATES LEE COLLEGE *of* ENGINEERING
UNC CHARLOTTE



UNC CHARLOTTE

The WILLIAM STATES LEE COLLEGE *of* ENGINEERING



UNC CHARLOTTE

DEPARTMENT *of* ENGINEERING TECHNOLOGY
and CONSTRUCTION MANAGEMENT



UNC CHARLOTTE

The WILLIAM STATES LEE
COLLEGE *of* ENGINEERING



These two are the primary ones to use for your college-level logo needs

This one is for spaces not appropriate for a long horizontal logo



(email me if you need this one)

You may use a department/center logo instead of the college logo

- Must use “Department of” or full center name so it does not get confused as its own college
- Must abide by spacing guidelines outlined in the print standards
- Must use correct color and official university font, Utopia

Logos: where to retrieve?

- ▶ Official University Logos are available from advancement:
<http://advancement.uncc.edu/university-communications/services/brand-standards/university-logo>
- ▶ They also have sub-branded logos. Scroll down on the above page, click on “sub-branded colleges and institutes...”

Horizontal Logo:

Use of the horizontal logo (crown to the left of UNC Charlotte) on the web has been deprecated now that the new web templates are available. [Please contact the Marketing Services department via email](#) with questions about the template.

It is important to note that [sub-branded colleges and institutes](#) do have a sub-branded horizontal logo which *is* approved for use in accordance with the University Print Standards.

- ▶ If you download the logos from advancement, it will download a .zip folder with any kind of format you could dream of. Simply extract the folder (right click, extract all) and you will have any format you need.
- ▶ We also host the .JPG version of the logos on our website:
 - ▶ <http://engr.uncc.edu/faculty-and-staff/templates-and-downloads>

Instructions:

Following the [Print Standards](#), you have the ability to use the following logos to meet your design and layout needs.

Details about logo usage are available on pages 3 - 9 of the Print Standards Guide.

[Click on each image to download the related media.](#)



(Once you click this link, our files are all the way at the bottom of their list)

File Format of Logo to Use

In general, use .PNG / .GIF if you're going to print

(Results may vary! It's best to print a test to see what looks nice)

In general, use .eps, .svg. or .png if you're going to stay digital

- ▶ .eps scales down when printed and tends to look really blurry when printed, even using a laser printer.
- ▶ When you are layering a logo on top of something, **please** make sure to choose a .png or other version that will have a **transparent** background.
 - ▶ A .JPG will never have a transparent background
 - ▶ If you're layering the logo over a dark color, consider using the white version which will make it stand out more



Colors to Use



C	100
M	0
Y	91
K	41

CMYK /

(Short for cyan, magenta, yellow, and black) Often referred to as four color process, this subtractive color model is used in digital and offset color printing.



UNC CHARLOTTE

This is the official **UNC Charlotte Green**, please use it where you want to use green.

It's easy to enter RGB values in Microsoft Office or Adobe software!



Pantone /

PMS | 349

Pantone allows you to 'color match' specific colors when a design enters the production stage—regardless of the equipment used to produce the color.



UNC CHARLOTTE



R	0
G	112
B	60

RGB /

(Short for red, green and blue) Used in video displays such as television, computers and pda displays.















UNC CHARLOTTE













Lost for what colors to use with Pantone 349?

Advancement has you covered.

Primary Color Palette

				
Pantone /	PMS 349	PMS 110	PMS 578	PMS 7499
				
CMYK /	C 100 M 0 Y 91 K 41	C 0 M 12 Y 100 K 7	C 20 M 0 Y 40 K 6	C 0 M 2 Y 15 K 0
				
RGB / HEX	HEX 00703C	HEX F0CB00	HEX C3D7A4	HEX FFF6DC

Secondary Color Palette

				
Pantone /	PMS 315	PMS 152	PMS 7425	PMS 255
				
CMYK /	C 100 M 0 Y 12 K 43	C 0 M 51 Y 100 K 1	C 0 M 90 Y 30 K 7	C 51 M 100 Y 0 K 25
				
RGB / HEX	HEX 00728F	HEX F3901D	HEX DE3A6E	HEX 731472

Fonts to use

- ▶ **Utopia** and **Interstate** are the official university fonts. They require a license to use, and many of you won't have access to them. (I don't.)
- ▶ Instead, use **Times** if you want your text to have serifs, or **Arial** if you want it to not have serifs. These are the official university recommendations.
 - ▶ I think that **Calibri** is also a very nice, simple, and clean font to use if you don't want to have serifs, so I use it frequently. I like that it has a various weight options (this is Calibri Light).
- ▶ Regardless, be **consistent**. In general, if you pick just one serif font and one sans serif font to use in your advertisement or flyer, the end result will look less hodge-podge (in my limited experience).

College Email Signatures (we do have a standard!)

The approved signature block for the college is as follows:

Name | title
(Optional Additional Title)
Department
UNC Charlotte | The William State Lee College of Engineering
Building Room Number
9201 University City Blvd. | Charlotte, NC 28223-0001
Phone: 704-687-NNNN | Fax: 704-687-NNNN
email | Department / College url

Or (if you have a short name like I do), you can shift the parts around a little bit

Name | title
(Optional Additional Title)
Department
The William State Lee College of Engineering
UNC Charlotte | Building Room
9201 University City Blvd. | Charlotte, NC 28223
Phone: (704)687-NNNN | Fax: (704)687-NNNN
email | Department / College website

Colored Email Signatures in Gmail

No Pantone 349 in Gmail for signature fonts

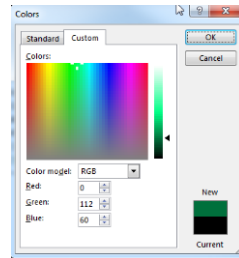
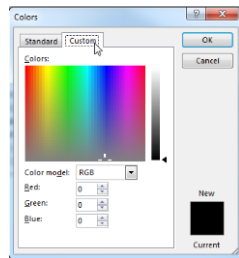
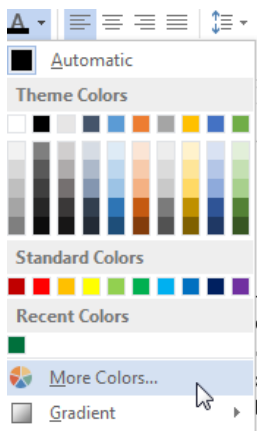
Does Google hates us? Maybe.

But! There's a solution:

1. Type out your signature block in Word:

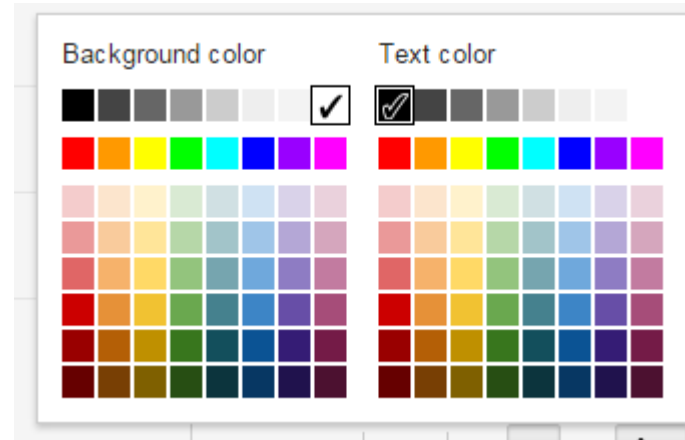
Mary Cook | Assistant to the Senior Associate Dean
The William States Lee College of Engineering
UNC Charlotte | 310 Duke Centennial Hall
9201 University City Blvd | Charlotte, NC 28223
Phone: (704) 687-8244 | Fax: (704)687-8267
mary.cook@uncc.edu | <http://engr.uncc.edu>

2. In word, color the bits you want colored:

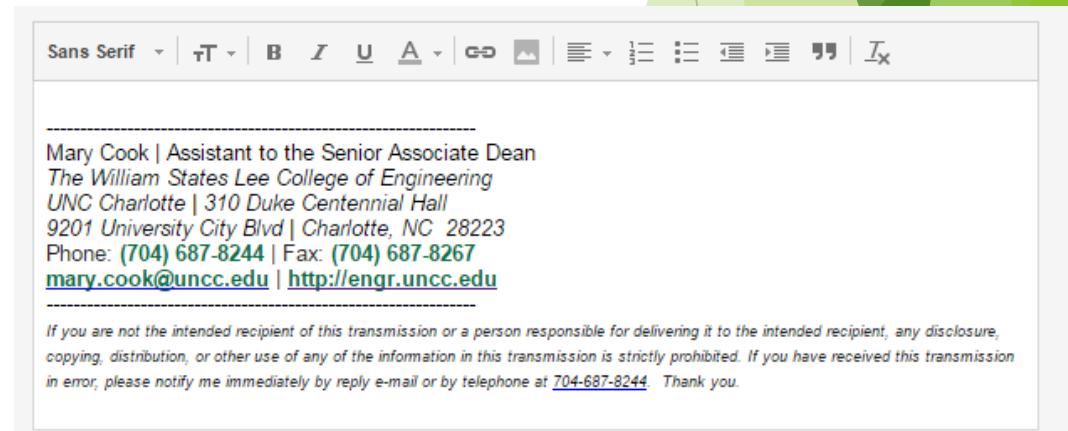


*How it looks
in Word
when you're
done...*

Mary Cook | Assistant to the Senior Associate Dean
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3. Copy & Paste the text into your email signature area in Gmail. Correct university green achieved!



?? Google! I want color but I want to abide by University branding standards!!



Inline Images for Emails

- ▶ When you're sending out an email blast, please include a picture of your flyer inline with the text of your email. This is amazingly simple to do with the tools already on your computer.

- ▶ 1. Hit the windows key!
- ▶ 2. Type in "Greenshot."
- ▶ 3. Open Greenshot.*
- ▶ 4. Either right-click Greenshot running in your program tray and hit "capture region," or simply hit the "print screen" button on your keyboard.
- ▶ 5. Drag a square over your flyer that you have open in Adobe Reader, Word, Photoshop, Publisher, or whatever program you have it in.
- ▶ 6. Select "Copy to Clipboard."
- ▶ 7. Go to your message in Gmail and hit "Ctrl + V" to paste your image into your message.
- ▶ 8. Profit!

If you also want to attach your flyer, save it as PDF and attach it. PDF is a nice file format to use because it's lightweight and easy for recipients to open with readily available free software.

** Don't have Greenshot? Can't install it on your own?
Call Mosaic and ask nicely! 😊*

Public Domain Images & Copyright

If you are using an image that you didn't create as a part of your advertisement, **please** make sure that the image is in the public domain or that you are attributing the content creator in an appropriate way.

We would really like to avoid violating copyright.

Bob Johnson has stated multiple times that he doesn't look good in orange.

A few different strategies, in general, for creating flyers

Make a template that you can drop information into (like the awesome one for the ME speaker series to the right).

- ▶ This works wonderfully if you have a repeating event like a speaker/seminar series where only the details change

Build it from the ground up, explore your creativity!

- ▶ This might be a better approach if you're doing advertisements for different things (for example, advertisements for two difference conferences)

A tip: It's nice to start with a vector image (.svg, .eps) for your background if you want to have something other than a solid block of color. Because these image types scale infinitely, you can make them huge or tiny without any image degradation.

- ▶ Also, as an added bonus, if you find a public domain vector, it is usually very simple to edit the color in a program like illustrator

MECHANICAL ENGINEERING & ENGINEERING SCIENCE SEMINAR SERIES

Thursday, February 11, 2016
12:30PM – 1:30PM
Duke 345
Refreshments will be served.

Beyond Nanoseconds: What Femtosecond-Duration Laser Pulses Can Tell Us About Reacting Flows

Dr. Waruna Kulatilaka, Associate Professor, Department of Mechanical Engineering, Texas A&M University

Laser-based diagnostic techniques can reveal spatially and temporally resolved physical and chemical parameters such as temperature, pressure, density, velocity and species concentration in reacting flow systems. Such measurements can be crucial for fundamental understanding of reaction kinetics and energy release processes as well as validating complex computational models involving chemistry and fluid dynamics in combustion, propulsion, energetic, and plasma systems. However, traditional laser-based species diagnostic methods are often limited by reduced spatial dimensionality, slow data acquisition rates, and laser-induced photochemical interferences. In recent years, we have made significant advances in utilizing ultrashort, femtosecond (fs)-duration laser pulses for addressing some of these diagnostic challenges. Such diagnostic approaches represent arguably a paradigm shift in measurement bandwidth (e.g., 10 Hz to 10 kHz) and dimensionality (e.g., from point to 1D, 2D and even 3D measurements) while maintaining similar or better precision and accuracy of traditional nanosecond (ns)-duration laser techniques. This talk will highlight several recent ultrashort-pulse laser diagnostic approaches and discuss the utilization of femtosecond pulsed lasers for photolytic-interference-free, multi-photon imaging of key atomic species and reaction intermediates in flames and plasmas. Several imaging applications in turbulent combustion environments, low-temperature plasma studies as well as other selected practical fluid dynamics and reacting flow applications will be discussed. Also outlined is the potential implementation of these novel techniques during rapid energy release in propellants and explosives studies involving extreme pressures, temperatures and shock waves.

About the Speaker: Dr. Waruna Kulatilaka is an Associate Professor in Mechanical Engineering at Texas A&M University. His research interests are centered on advanced optical and laser-based diagnostics and imaging in chemically reacting flows such as combustion, propulsion, and energetic systems as well as plasma applications. In recent years, he has made significant contributions to the development of ultrafast-laser-based, multi-photon imaging techniques for highly reactive atomic species. He is also widely experienced in other optical diagnostic techniques such as LIF, Raman Spectroscopy, CARS, polarization spectroscopy and wave-mixing techniques. Dr. Kulatilaka has published nearly 50 peer-reviewed journal articles and presented his work at approximately 135 national and international conferences including invited talks at numerous venues. Prior to his current appointment, Dr. Kulatilaka was a Senior Research Scientist/Contractor at the Air Force Research Laboratory at Wright-Patterson Air Force Base (AFRL-WPAFB), OH. He earned his PhD in Mechanical Engineering from Purdue University, and completed a postdoctoral research term at the Combustion Research Facility at Sandia National Laboratories, Livermore, CA. Dr. Kulatilaka is active in numerous professional organizations, including ASME (Fellow), AIAA (Associate Fellow), CGA (Sector Member), the Combustion Institute (Board Member, Central States Section), APS, and ASEE. He was awarded the 2012 Outstanding Technical Contribution Award from the Dayton Section of the ASME and was named one of Dayton's 40 Super Achievers Under 40 in 2013.

UNIVERSITY OF CHARLOTTE
THE WILLIAM STATES UNIVERSITY COLLEGE OF ENGINEERING

Please make sure what you're sending out is high quality

Please do not send out blurry images. If you can't get rid of the blur, always feel free to email or call me, and I will see if I can help.

There are tutorials for almost *anything* online

Don't be afraid to Google; there are no stupid questions.

There's a high likelihood someone else has wondered how to do something before you! Take advantage of that.

What software to use?

The world is your oyster. Whatever you are comfortable in is best.

Publisher, PowerPoint, Word, InDesign, Photoshop, and more are all perfectly fine. I love using InDesign / Photoshop because you can do anything you could possibly want to do, but they can be overwhelming.

One final niggling thing:

“The William States Lee College of Engineering”

- ▶ Not “the William States Lee College of Engineering”; it’s small, but we’re supposed to capitalize the “The” in the title. It was intentional in the naming of the college.
- ▶ If you want a shorter name, you can also use “Lee College of Engineering”

If I’ve confused you or if you have questions, please email or call me!

- ▶ mary.cook@uncc.edu or mcook51@uncc.edu but **not** mcook49@uncc.edu
- ▶ 7-8244