

Stylesheet

Full Logo:



Logo without background



Partial Logo



Full logo for dark background



Partial logo for dark background:



All guidelines and restrictions for the University’s existing “Rameses” logo also apply to the Rameses Recycles logo. This includes limitations on vendors that are licensed to print apparel and merchandise with the “Tar Heel” logo. For trademarks and licensing information, please refer to <http://www.licensing.unc.edu/>.

Printed materials that feature the “Rameses Recycles” mark with initial approval for usage do not need additional approval prior to printing as long as it is in accordance with this stylesheet and applicable University policy for the existing “Rameses” logo. This includes signs, brochures, handbills, advertisements, banners and handouts.

Website use of the “Rameses Recycles” logo must reference back to the “Rameses Recycles directory at <http://go.unc.edu/ramessesrecycles>. The logo and verbiage

should never be used as the primary content on a website without explicit, written permission from the UNC Office of Waste Reduction and Recycling. Email: recycling [at] facilities.unc.edu

Significant modification of the “Rameses Recycles” logo is not permitted, including overlaying it with other designs or lettering, displaying only part of the logo, or changing the colors. Minor modifications, including resizing and rotating the image, are permissible.

Colors The University's colors are Carolina Blue and White. While there is a range of opinion as to what exactly is the true shade of Carolina Blue, for the purposes of the “Rameses Recycles” logo, the following colors should be used: Carolina Blue: C 37.77 M 15.14 Y 36 K 0. Navy Blue: C 100 M 90.59 Y 33.7 K 29.88. Grey: C 3.68 M 23. 64 Y 22. 39 K 0.

Font When used as a single mark with the Rameses in recycling sign logo, “Rameses Recycles” should be written in all lowercase letters in Impact font.

Use with Other Trademarks (Co-branding) “Rameses Recycles” logo may be used in conjunction with other University or departmental marks. However, it is not intended to be used as an endorsement of non-university products or services. Departments may not use the “Rameses Recycles” band in conjunction with those of commercial entities without explicit, written permission from the UNC Office of Waste Reduction and Recycling. Email: recycling [at] facilities.unc.edu

Appropriateness No profanity or references to alcohol, drugs or tobacco-related products may be used in

conjunction with any University marks, including “Rameses Recycles.” Also, material that may be demeaning to individuals or institutions (including but not limited to racial, ethnic, gender, or disability-related matters) may not be used in conjunction with any University marks.

“Rameses Recycles” should only be used to designate programs, products, or accomplishments that promote environmental integrity, economic prosperity and social equity that are university-wide, interdepartmental, and open/available to all members of the campus community. In order to coordinate and effectively communicate items designated as “Rameses Recycles,” all requests to use the brand must be submitted to the UNC Office of Waste Reduction and Recycling. Email: recycling [at] facilities.unc.edu