Overview

BRAND IDENTITY

UNC GREENSBORO

TYPESETTING

4 in Cap height
Sofia Pro Regular
Title Case
Tracking 12 (.ai)

1 1/2 in Cap height
Sofia Pro Regular
All Caps
Tracking 75 (.ai)

2 in Cap height
Sofia Pro Regular
Title Case
Tracking 20 (.ai)

Headings

SIGNAGE COLOR PALETTE

- P1: Matthews Paint MP4518 R167276
  N Satin
  Blue Brigantine

- P2: Matthews Paint MP2548 R167275
  N Satin V2.0
  Dahlia Yellow

- P3: Matthews Paint MP08361
  N Satin
  Silverback

- P4: Matthews Paint MP2071
  N Satin
  White Wonder

- P5: Matthews Paint MP25537
  N Satin
  Stormy Blue

SUBHEADINGS

Detailed Information

PRELIMINARY ICONOGRAPHY
Edge Directional

Recreation Courts & Irwin Belk Track
1504 WALKER AVE.

Softball Stadium
1504 WALKER AVE.

Soccer Stadium
1500 WALKER AVE.

Recreation Courts & Irwin Belk Track
1504 WALKER AVE.

Softball Stadium
1500 WALKER AVE.
Main Building ID
Secondary Building ID
Wheelchair-accessible Directional Sign - Small
Wheelchair-accessible Directional Sign - Large
Identification Sign - 1200 W. Gate City Blvd. Parking Lot #52
Identification Sign - 915 W. Gate City Blvd. Lofts on Lee
Identification Sign - 840 Neal Street
Identification Sign - 1301 W. Gate City Blvd. Kaplan Center