INTRODUCTION

We’re pleased to provide an updated Charlotte 49er Brand Style Guide. This guide details proper uses of our new primary ("All-In C"), secondary ("CLT") and tertiary marks ("49ers & "9ers") as well as typefaces, and colors. The development of this identity package was done in close coordination with the UNC Charlotte Trademark Licensing Office, the Collegiate Licensing Company, and Luquire George Andrews.

We look forward to working closely with our valued partners and licensees as we introduce these new marks to the marketplace.

Grab your picks, the BOLD RUSH is on.

Sincerely,

Mike Hill
Director of Athletics

For questions regarding usage of brand assets, please contact:

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The All-in C logo mark is an evolution of the Charlotte athletics logo. We have carefully crafted an iconic and branded C for the university athletic programs that combines the Niner’s pick into the mark – making them inseparable – rather than two individual elements. The collegiate-inspired C, with its beveled corners, aggressive stance and 9° forward slant reinforces the brand’s promise of FEARLESSLY EMBRACING MOMENTUM. Modern, yet timeless, unique to this university, our history and this city – it’s leading the way – just like the university, the athletic programs, our coaches, the student athletes and the fans it represents.
LOGO ARCHITECTURE

- **PRIMARY ALL-IN LOGO**
- **SECONDARY CLT LOGO**
- **TERTIARY 49ERS LOGO**
- **ALTERNATE MINERS LOGO**

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CHARLOTTE 49ERS / BRAND GUIDELINES
In order to ensure readability of the primary mark, the logo should always be legible and clear from other design and type elements. Using the pick’s handle as a reference point (x) – please allow double that space (2X) before introducing additional design elements.
An additional element of 49ers brand, the primary typeface should be clearly identifiable. Approved usage of the typeface includes the examples here, as well as specific team names and athletes’ names.
ALL-IN WITH INDIVIDUAL TEAMS

TEAM-SPECIFIC

BASEBALL
MEN'S GOLF
MEN'S TENNIS

MEN'S BASKETBALL
WOMEN'S GOLF
WOMEN'S TENNIS

CROSS COUNTRY
MEN'S SOCCER
TRACK & FIELD

WOMEN'S BASKETBALL
WOMEN'S SOCCER

FOOTBALL
SOFTBALL
VARIATIONS

The marks may appear in a variety of approved colors. The above examples show approved color variations of the primary mark: Charlotte Green, Niner Gold, Black and reversed out of solid colors and images.
VARIATIONS

GLT

49ERS

9ERS

CHARLOTTE

NINERS

GLT

49ERS

9ERS

CHARLOTTE

NINERS

GLT

49ERS

9ERS

CHARLOTTE

NINERS

GLT

49ERS

9ERS

CHARLOTTE

NINERS
ALTERING THE LOGO

DO NOT STRAIGHTEN THE LOGO

DO NOT INCREASE LOGO SHEAR

DO NOT USE UNAPPROVED COLORS

DO NOT ADJUST HEIGHT OR WIDTH

DO NOT ADD DROP SHADOWS OR EFFECTS

DO NOT ROTATE LOGO

Never recreate, alter or distort the logo in any way. Effects such as drop shadows, beveling and outer glows compromise the clean, refined look of the brand. These principles apply to any identity element within the Charlotte 49ers system: primary mark, secondary and tertiary marks, typefaces and any lockup.
Equally as identifiable to the program will be the typefaces and colors associated with the marks, uniforms and assets.
49ERS COLOR SYSTEM

CHARLOTTE GREEN
CMYK: 92/8/75/58
RGB: 0/80/53
HEX: 005035

NINER GOLD
CMYK: 23/26/57/13
RGB: 164/150/101
HEX: A49665

QUARTZ WHITE
CMYK: 0/0/0/0
RGB: 255/255/255
HEX: ffffff

METALLIC NINER GOLD
Use only for metallic applications

The use of the primary Charlotte Green is preferred.

COLOR FORMAT GUIDELINES
PMS (Pantone Matching System): Print applications using spot colors only (offset printing and screen printing).
CMYK: Print applications using four-color process inks (offset printing and digital printing).
RGB: Digital and on-screen applications (television and video).
HEX: Digital and web applications (web pages, banner ads).