

INNOVATE CAROLINA

Brand Identity Guide



The Innovate Carolina **BRAND**

What does our brand mean for you?

The Innovate Carolina brand is about moving the world forward with answers to today's most pressing problems. That movement begins with you.

Every day represents an incredible opportunity: the chance for you to work with talented faculty, staff, students, alumni and an entire community of innovation and entrepreneurial enthusiasts connected to the University of North Carolina at Chapel Hill. Our brand is how we seize this opportunity. The way we do our work – and help others do theirs – creates an impression. What do people think and feel about innovation and entrepreneurship at UNC-Chapel Hill? What does it mean to be part of a Carolina community that strives to put ideas to use for the public good? How can we work together to make a commercial, social and economic impact?

We want everyone we work with to understand this: their ideas matter. By shaping, refining and growing their ideas with the tools of innovation and entrepreneurship, progress is possible. And through their inventive thinking, passion and persistence, our Carolina innovators will define what a better tomorrow looks like.

This guide will help you understand the fundamentals of the Innovate Carolina brand and how to express our brand in your work at Innovate Carolina.

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BRAND VALUES

Our brand values are traits that describe Innovate Carolina as an organization. Whenever we work with others, people should experience these values through our words and actions.

Bold

We seek to be transformational

Quality-driven

We strive for excellence

Trustworthy

We build meaningful relationships

Diverse

We are intentionally inclusive

Enterprising

We take initiative and are resourceful

Vision & Mission

Vision

Put important ideas to use for the public good.

Mission

Ensure that UNC-Chapel Hill and the state of North Carolina is a place where innovators thrive. We work to create a home base for entrepreneurs starting businesses and create reasons to stay in Chapel Hill, strengthening the local economy.

Why We Exist

We equip the community for purposeful transformations.

Only through rigorously applying the tools of innovation can we change the world.

Innovation is not a magical combination of big dreams and good luck.

And great entrepreneurs are not born; they are created through determined effort. Our experts and network provide access to those who have gone before, and learned a thing or two. Through inventiveness, hard work and proven approaches that can be learned and repeated, we are changing the world.

Our Stance

We believe in innovation for all.

Our brand stance is a brief phrase that represents the essence of our brand. It's not an external tag line or marketing pitch. Instead, it's an internal statement that captures what we're all about. It's an easy-to-remember navigational guide.

We believe in innovating for all people in society.

We believe that all valuable ideas deserve a chance.

We believe there are multiple ways to be innovative.

We believe innovation requires multiple perspectives.

CREATIVE IDENTITY

Two of the primary ways we express our brand are through images and words. By being intentional in how we apply our logos, colors, typefaces, icons, illustrations, photography and voice, we create a consistent experience and provide meaningful guidance to those who interact with us.

Our Innovate Carolina creative standards complement and align with the University Branding and Identity Guidelines.

Learn more: identity.unc.edu.

LOGO IDENTITY

The Vice Chancellor's Office of Innovation, Entrepreneurship and Economic Development is represented with a shorter name: Innovate Carolina. The Innovate Carolina brand has several units and programs - each with their own identifiers or logo.

Innovate Carolina Unit Logo

The Innovate Carolina logo is a unit logo created by the UNC creative department for Innovate Carolina.

University units include approved schools, centers, institutes, foundations, vice chancellor units, vice provost units and direct reports to the chancellor or provost.

Innovate Carolina is a Vice Chancellor's unit and is represented by a unique unit logo.

Preferred Unit Logo

Full-color horizontal logo and full-color vertical logo. These are primary logo versions to be used wherever the Innovate Carolina unit is represented as a whole. This logo can be used by any Innovate Carolina office, initiative or program, but is not to be used by to represent any person, group or initiative that is not directly overseen, managed by, or in partnership with Innovate Carolina.



Additional Unit Logos

Additional logos are available for use cases requiring a solid, white or black logo. These logos are used only when a color version would be illegible or when a single color is the most effective version for printed materials.



Innovate Carolina office, initiative and program logos

Initiative logos:

The “powered by” logo mark is used by initiatives that Innovate Carolina directly drives from a management, financial or programming perspective. When new programmatic partnerships are created, the program will receive a logo featuring the shaded cubes, the name of the program and the “Powered by” tagline.



Other logos and use cases

Innovate Carolina enters into formal partnerships with other entities. These partnerships are fluid and have an additional set of guidelines. Guidelines for current partnerships and logo use can be found in the appendix.

The Innovate Carolina Junction is another example of an Innovate Carolina initiative. The Innovate Carolina Junction is a physical space that houses the Innovate Carolina team, the Office of Technology Commercialization, coworking, service providers and programming meant to strengthen entrepreneurship in Chapel Hill. More information on the Innovate Carolina Junction logo and usage can be found in the appendix.



Logo use guidelines

The Innovate Carolina logo system has been thoughtfully developed to reflect the ecosystem of partnerships and affiliations of Innovate Carolina.

Safe Zone

No other logo, image or text should come within the space equal to the height of the “well”.



COLOR

Color sets the mood of our communications. By using an effective balance of neutral, warm and cool colors, we strike the right visual tone and evoke the desired emotion at a glance. Innovate Carolina uses two color palettes: The University palette and the Innovate Carolina palette.

Innovate Carolina Palette

Grounding colors

A grounding color should always be present in each piece of communication as a dominant color.



Innovate Blue

PMS 542 C
CMYK 63, 23, 4, 0
RGB 89, 163, 209
HEX 59A2D1



Athletics Navy

CMYK 100, 86, 42, 41
HEX 13294B
RGB 19, 41, 75

Vibrant Colors

Vibrant colors are bright accent colors in the Innovate Carolina palette. They draw attention and should be used in balance with the grounding blues. Use these accent colors with intention.



Tranquil teal

CMYK 61, 0, 39, 0
HEX 5cc3af
RGB 92, 195, 175



Seafoam green

CMYK 35, 0, 13, 0
HEX 162, 218, 222



Plum purple

CMYK 35, 0, 13, 0
HEX 162, 218, 222
RGB 35, 0, 13, 0



Lime green

CMYK 37, 4, 87, 0
HEX 162, 218, 222
RGB 173, 202, 80

University Palette

When communicating the connection between Innovate Carolina and the university, we use the Innovate palette along with the University palette to create a visual relationship.

For more specific color guidelines, see identity.unc.edu/brand

Core print and web colors

The classic “Carolina Blue” is the preferred choice when creating print media or collateral.



Carolina Blue

CMYK 60, 19, 1, 4
Hex #4B9CD3
RGB 75, 156, 211

Web colors and accessibility

Carolina Blue is a light color and extra considerations need to be made for people who are low vision or colorblind. Web Carolina Blue meets accessibility requirements and makes our websites more inclusive.



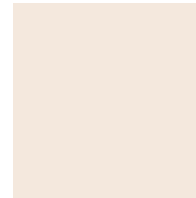
Web Carolina Blue

Hex #4B9CD3
RGB 75, 156, 211

Accent Colors

The University also employs an accent color palette. The accent colors should be used to highlight important design elements and add visual interest.

“Carolina Blue is the main color of the University and must be used at least 10% on all designs.” -University brand guide.



Campus Sandstone

CMYK 3, 8, 11, 0
HEX #F4E8DD
RGB 244, 232, 221



Basin Slate

CMYK 68, 35, 17, 40
HEX #4F758B
RGB 79, 117, 139



Longleaf Pine

CMYK 84, 20, 58, 54
HEX #00594C
RGB 0, 89, 76



Azalea Pink

CMYK 0, 79, 36, 0
HEX #EF426F
RGB 239, 68, 111



Athletics Navy

CMYK 100, 86, 42, 41
HEX 13294B
RGB 19, 41, 75



Sunburst Yellow

CMYK 0, 10, 100, 0
HEX #FFD100
RGB 255, 209, 0

TYPOGRAPHY

Typography is more than just individual letters, numbers and symbols. It's our personality on a page. By consistently and properly using our selected typefaces, our communications are easy to read, reflect our modern sensibility, and hang together visually.

For Print

HEADING

GOTHAM Bold - Tracking at 8

LOREM IPSUM DOLOR

SUBHEADING

GOTHAM BOOK - Tracking at 8

LOREM IPSUM DOLOR

BODY COPY

Montserrat Regular- Tracking at 8,
font size 9 or 10

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Arcu vitae elementum curabitur vitae nunc sed. Non blandit massa enim nec dui nunc mattis enim. Feugiat sed lectus vestibulum mattis ullamcorper velit sed ullamcorper. Curabitur vitae nunc sed velit. Erat pellentesque adipiscing commodo elit at imperdiet dui accumsan. In ornare quam viverra orci sagittis eu. Risus nec feugiat in fermentum posuere urna nec tincidunt. Sit amet tellus cras adipiscing. Vel pretium lectus quam id leo in vitae.

CALL TO ACTION

GOTHAM Book

LOREM IPSUM DOLOR

For Web

HEADING

Montserrat Bold

LOREM IPSUM DOLOR

SUBHEADING

Montserrat Medium

LOREM IPSUM DOLOR

BODY COPY

Montserrat Regular

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Arcu vitae elementum curabitur vitae nunc sed. Non blandit massa enim nec dui nunc mattis enim. Feugiat sed lectus vestibulum mattis ullamcorper velit sed ullamcorper. Curabitur vitae nunc sed velit. Erat pellentesque adipiscing commodo elit at imperdiet dui accumsan. In ornare quam viverra orci sagittis eu. Risus nec feugiat in fermentum posuere urna nec tincidunt. Sit amet tellus cras adipiscing. Vel pretium lectus quam id leo in vitae.

CALL TO ACTION

Montserrat Bold

LORUM IPSUM DOLOR

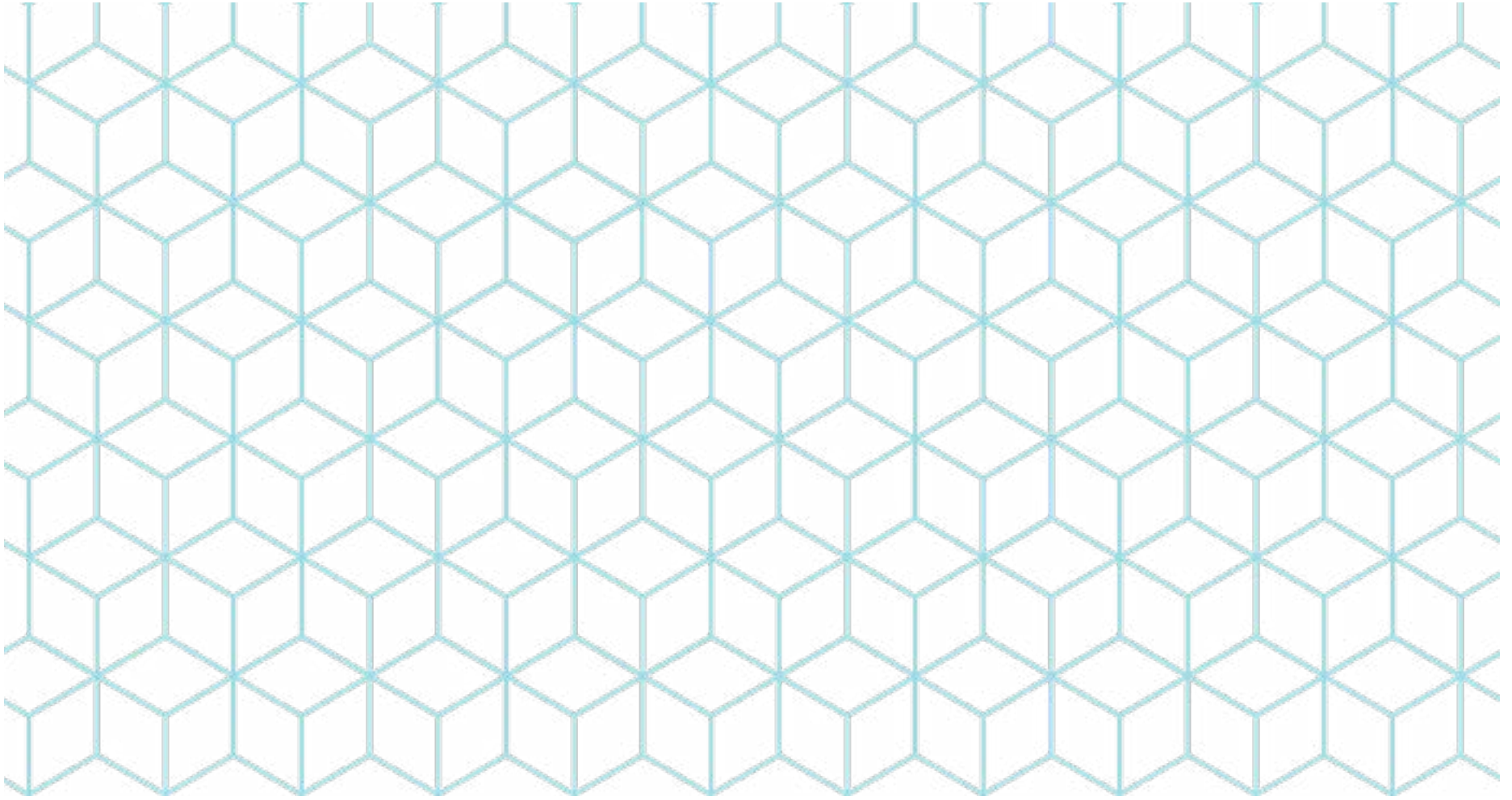
PATTERNS, SHAPES AND TEXTURES

We use patterns, shapes and textures to represent abstract concepts, organize information and provide visual interest to our communications.

The Innovate Carolina grid is an illustration that can be used as an accent on print and digital designs. Its purpose is to convey both connectivity across the Innovate Carolina network, while evoking a sense of physical space and growth among I&E programs at UNC.

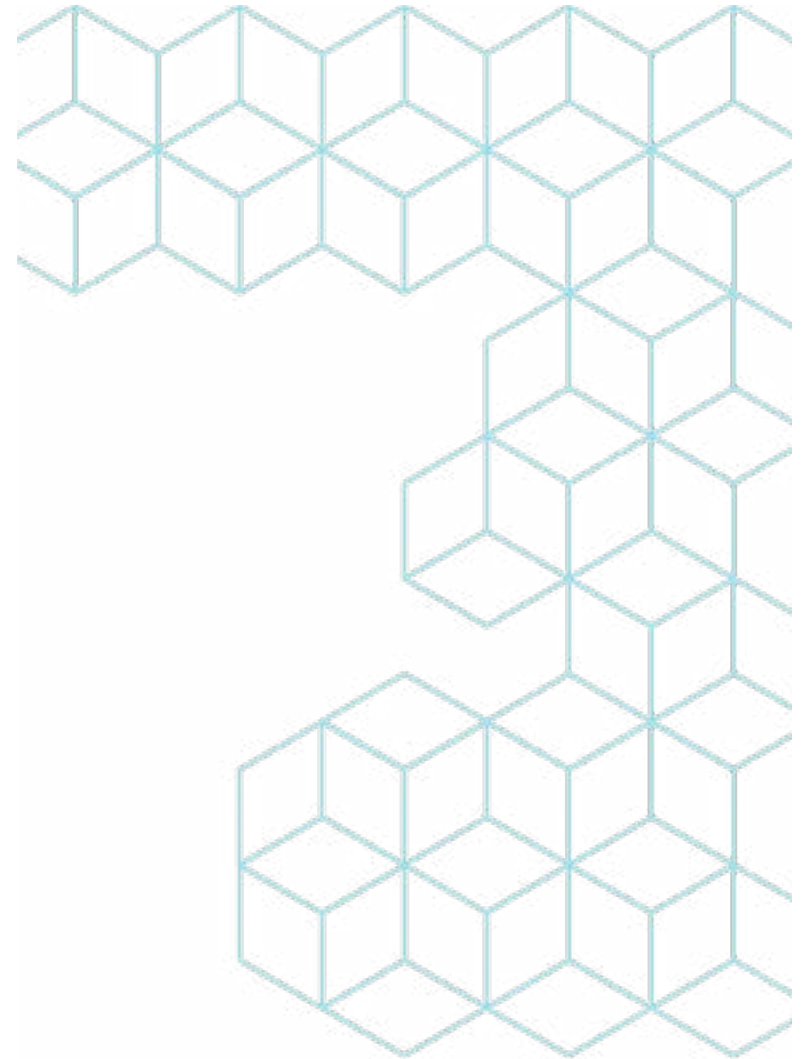
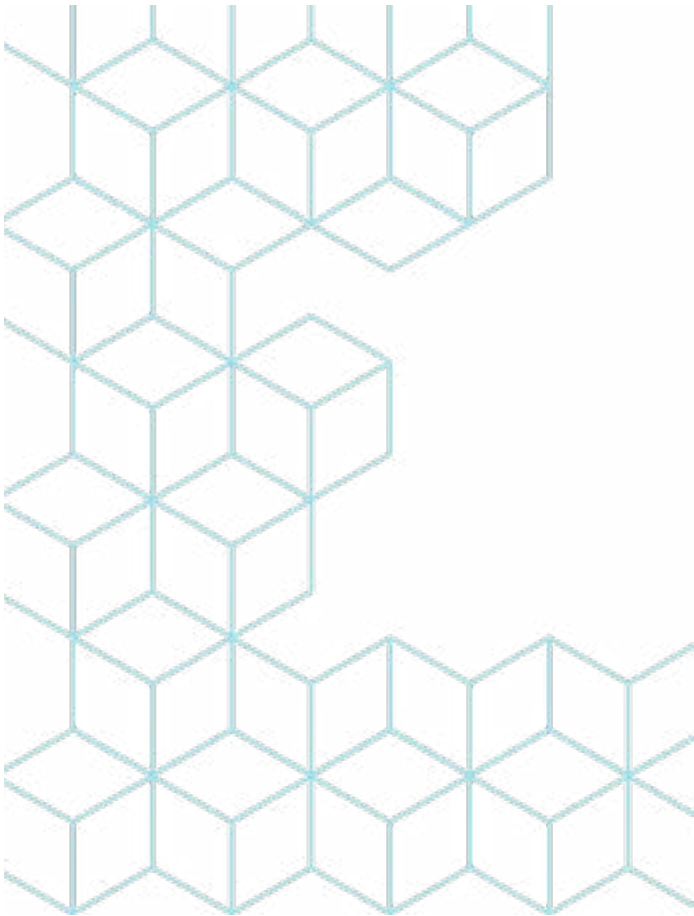
The Grid

The seafoam grid pattern is a historic element that can be used by programs and initiatives offered by Innovate Carolina. An example would be the use of the grid in the KickStart Venture lab.



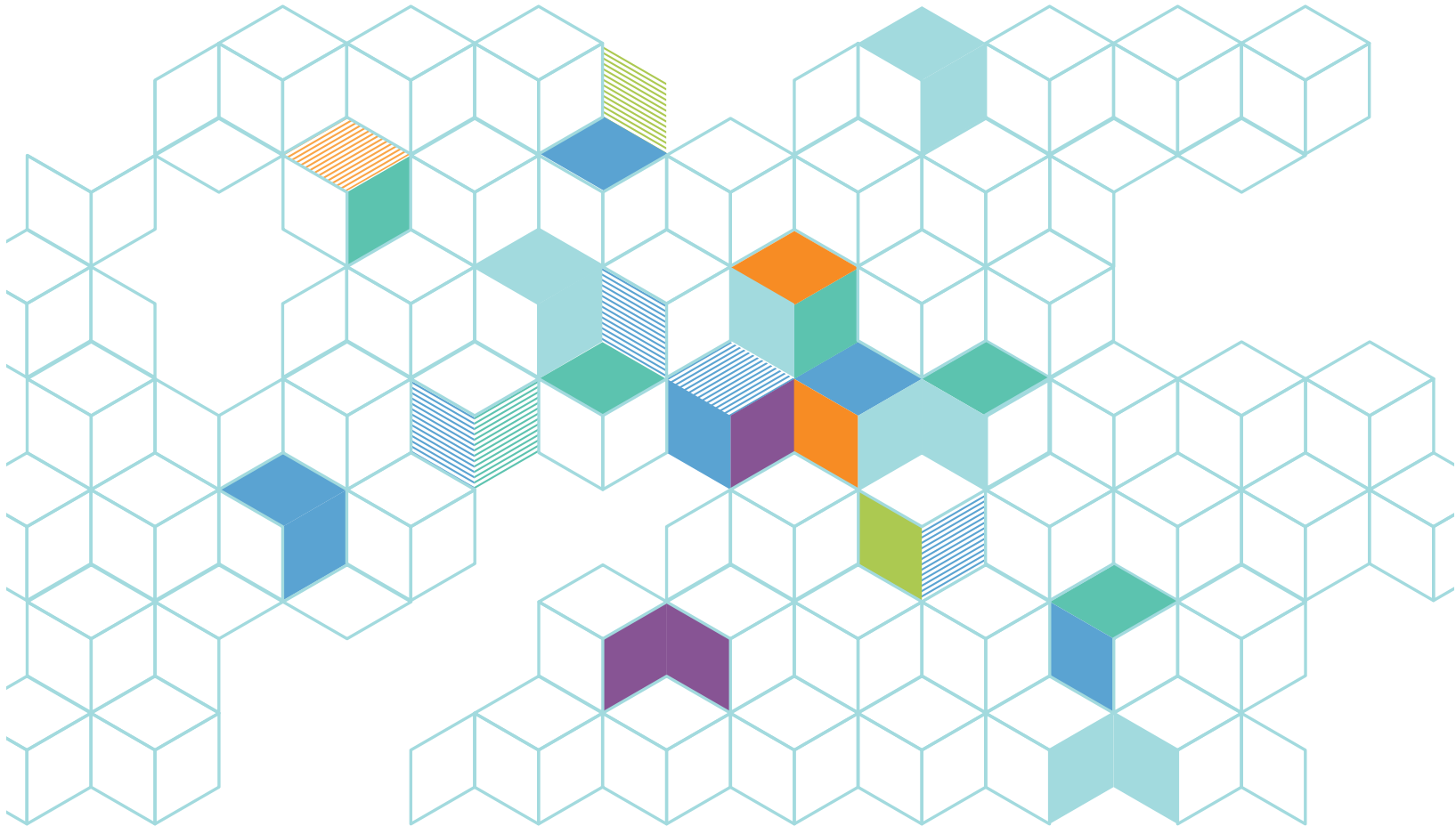
Grid structure

The grid should not fill an entire design space. It should always be broken into smaller sections and artfully deconstructed.



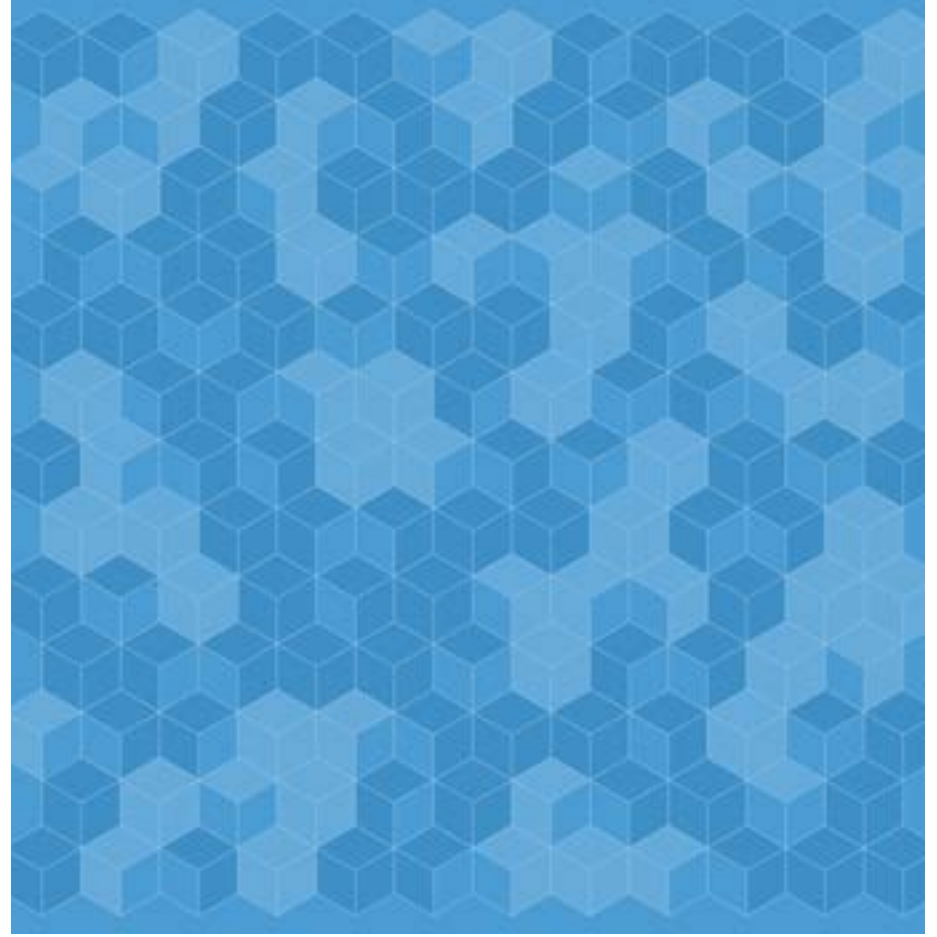
Historic Grid Pattern

Historically, the sections of the grid were filled with colors and line patterns from the Innovate Carolina palette. This design is still in use by programs and initiatives.



Grid variations

The two current variations of the grid can be applied as a texture or background. This updated grid texture/pattern represents Innovate Carolina at the highest level and alludes to the relationship with the university.



Grid Corners

Innovate's collection of patterns and textures includes corner patterns extracted from the grid to be used as framing elements. The elements can also be used at a reduced opacity for texture.



Grid Arrows

The grid arrows are an additional element that can be used as an accent element. The arrows are also used as visual directionals in call outs and signage.



PHOTOGRAPHY

Perhaps more than any other visual element, photography tells a story without using a single word. We follow specific styles and techniques to ensure our photography supports the authenticity, quality and professionalism that people to associate with our brand.

General Guidelines

No overly expressive emotions

No washed-out colors

No matte or color overlays (exception when used in a design project)



Portraits

Style

Authentic natural expressions. Real-life, not overly staged.

Color

Clean white balance, warm, rich contrast.

Technique

Shallow depth of field, flattering angles.

Settings

Realistic campus or business settings.





Objects

Style

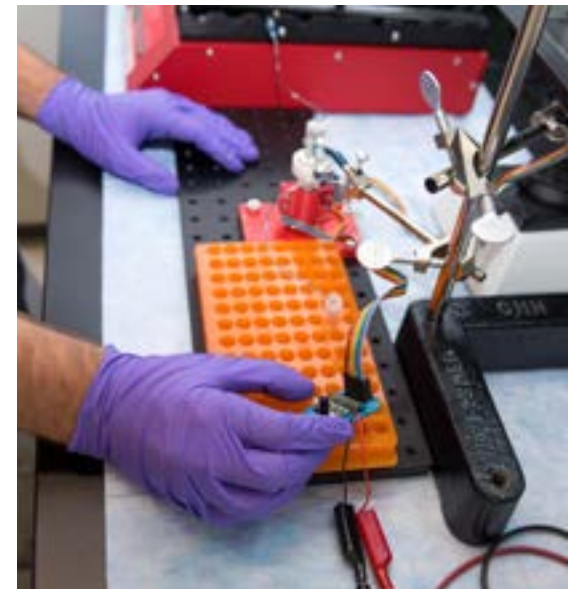
When possible, show in a natural setting (e.g. a close up of a person's hand holding their technology).

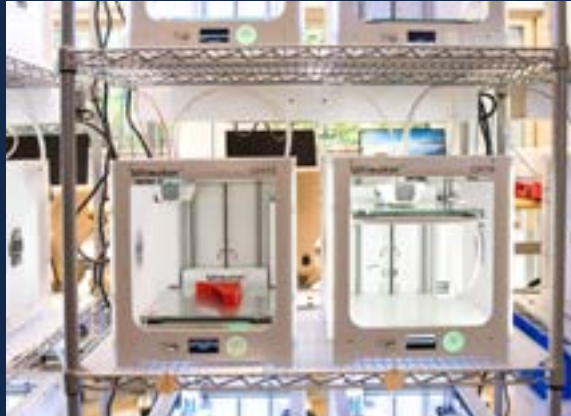
Color

Clean white balance, warm, rich contrast.

Technique

Shallow depth of field when possible.





Environments and Events

Style

Wide angles, interesting perspectives, flattering shots of individuals, interaction shots.

Color

Clean white balance, warm, rich contrast.

Technique

Use flash when necessary. Wait for meaningful interactions.



Industry Settings

Style

Believable scenarios, strong focal points, well lit.

Color

Clean white balance, warm, rich contrast.

Technique

Realistic campus or business settings. Wide angles as well as close ups of people working and interacting.



VOICE

Our brand voice is our personality transcribed. It's a reflection of who we are, what we believe and how we help innovators thrive. We write and speak with intention. We not only think about what we say, but how we say it.

Voice Attributes

When we write and speak, how do we sound? We want our tone to help us connect with people and create a positive impression.

Optimistic

We believe that the world's biggest problems can be solved.

Wise

We're practiced in the craft of innovation and speak from experience.

Helpful

We care about others and won't stop until we further their success.

Imaginative

We describe new, creative paths for making moonshots realities.

Conversational

We convey a tone of mutual understanding that is open to dialog.

Voice Application

Avoid jargon. Use words that are simple and clear.

Let's ~~leverage our synergies to~~ work together.

Let's work together.

Be enthusiastic, not excitable.

We're ~~super-EXCITED~~ to see you at this year's conference!

We're excited to see you at this year's conference.

Don't over promise or globalize.

This new technology ~~will revolutionize the entire green energy industry.~~

This new technology is a promising step forward in solar energy.

Use the words “we” and “you” to sound approachable

~~The Innovate Carolina team~~ will meet with ~~members of the campus network~~ to discuss ~~their~~ ideas.

We'll meet with you to discuss your ideas.

Be concise. Remove unnecessary words. Craft more direct language.

~~Despite the aforementioned statement, the primary objective of this initiative is to help our community of participants to leverage the power of an increasing number of funding sources in order to drive accelerated~~ innovation in ~~the~~ life sciences space.

However, this initiative primarily aims to help us secure more funding to accelerate innovation in life sciences.

AI Content Generation

AI text generators are becoming more popular and as a group interested in innovation - we see the potential benefits. It's important to remember that AI generators are a tool and need to be used with precision. AI can be a great thought starter or idea generator but don't expect AI to write content for you. Be diligent and check sources.

SOCIAL MEDIA

Our social media communications reflect our voice and visual identity. Our creative fundamentals and voice are applied across social media channels. However, there are nuances in audience expectations among each of the social channels.

It's important to adapt and apply our visual and voice standards for each platform. Each requires a slightly different perspective.

Channel Perspectives



LinkedIn

Perspective

Innovate Carolina is a thought leader in entrepreneurship and innovation. Following Innovate Carolina on Linked In means staying up-to-date on the latest news in innovation and entrepreneurship.

Primary Audiences

Startups; student entrepreneurs and innovators; entrepreneurial community

Purpose

Connect startups to resources and events; connect students to skill/talent-building content

Content

Connections to skills/talent development resources; funding opportunities; startup news; student entrepreneurial happenings; helpful how-to's and career advice; event promotions

Tone

Informative and intelligent; professional and warm



Instagram

Perspective

Who and what are behind the innovations I care about? What do innovators look like?

Primary Audiences

Students and I&E programs; startups and local community

Purpose

Share the good work of a diverse community of innovators and entrepreneurs

Content

High-quality photography; short, pro-quality videos; color block graphics that emphasize key ideas; quote tile graphics

Tone

Positive; smart and approachable; informative



Facebook

Perspective

How does this piece of content make me feel? What's the human-focused story?

Primary Audiences

Faculty, UNC I&E programs/staff, alumni, startups, students

Purpose

Engage the audience in emotion-oriented, story-driven content; support I&E awareness; promote I&E events around topics people are passionate about

Content

Stories/features; events

Tone

Aspirational; inspiring; human; focused on positive change

APPENDIX

Brand Architecture

Innovate Carolina + UNC-Chapel Hill
Innovate Carolina + The Junction

Program and initiative logo and identity guides

Junction Brand and identity
79°West Brand and messaging guide

Visual identity and Brand architecture

Innovate Carolina is part of the Vice Chancellor's Office of Innovation, Entrepreneurship Economic Development.

Our office was created to promote innovation and entrepreneurship across all departments and programs at UNC-Chapel Hill so students and faculty could learn the skills of innovation and entrepreneurship regardless of school or major.

Additionally, Innovate Carolina is tasked with bringing that same innovative and entrepreneurial mindset and skillset to the town of Chapel Hill and beyond.

To accomplish this, Innovate Carolina establishes partnerships, provides access to its team of experts and creates programming to further the innovation, entrepreneurial and economic development of the town, the county and the state.

Innovate Carolina uses subtle visual clues to demonstrate our relationships with the University, partners and our own innovation hub, The Innovate Carolina Junction.

The cube and grid textures and patterns are visual elements that add depth to the Innovate Carolina brand and are used alongside the textures, shapes and patterns of the University and our programs and initiatives.



Innovate Carolina + UNC-Chapel Hill

We use subtle visual clues to demonstrate our relationships with the University, our partners and The Innovate Carolina Junction. The cube and grid textures and patterns are visual elements that add depth to the Innovate Carolina brand.

Innovate Carolina acts as a bridge between the University and the broader public. When creating visual content for collateral that publicizes the connection between Innovate Carolina and the University, we combine the cube motif and the University's half dome motif.

The cube elements should be the most prominent motif when using these patterns together. The domes should not overtake the cubes. Other UNC patterns and textures are available to use as an accent; however, the domes are the preferred pattern.



Example of combined use - The Innovate Carolina website



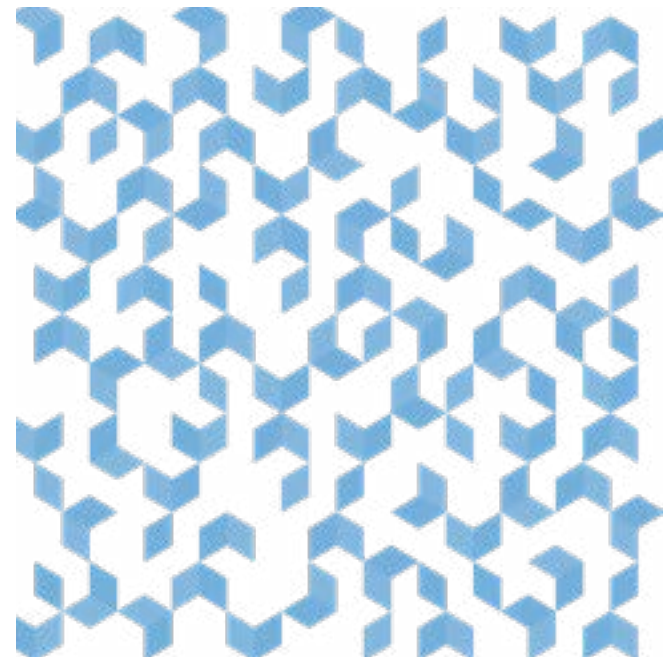
The Innovate Carolina website serves as a digital innovation hub and connects innovators and entrepreneurs within and outside of the university to resources. These resources include Innovate Carolina programs and services as well as University programs and services.

Innovate Carolina + The Innovate Carolina Junction

The Innovate Carolina Junction is the home of Innovate Carolina, and the intersection of programming and coworking. The Junction connects a thriving community of innovators.

The Junction serves the university community and the surrounding community, and the elements are a modification of the Innovate Carolina cube elements.

When creating design elements, both sets of patterns and textures are available to convey the relationship between the Junction and Innovate Carolina. If the content promotes the Junction, the Junction is the driving visual in the piece of content. For example, if the content is created for the Junction to advertise the services offered in the space, the Junction elements take precedence. When the content promotes Innovate Carolina events or news at the Junction space, the Innovate Carolina elements take precedence.



Cubes and Junction Elements Combined

This example shows the cube pattern as the main motif with Junction elements pulled in. This is a subtle combination of both elements and can be found in the Innovate Carolina Junction as a wall covering.





INNOVATE CAROLINA'S HOME BASE AND INNOVATION HUB

The Innovate Carolina Junction brand represents the home base and innovation hub of Innovate Carolina. The Innovate Carolina Junction is a place for innovators, entrepreneurs and change-makers to intersect and thrive. The brand identity of the Junction integrates elements from the University and Innovate Carolina merging the best of both to create a dynamic brand and visual identity.

Event announcements and invitations



HOW WE TALK ABOUT

Invitations for events hosted by Innovate Carolina and Innovate Carolina programs/offerings/services at the Junction:

Invitation copy will use the phrase hosted by Innovate Carolina, presented by Innovate Carolina or similar wording:

- **Join us for a/an (event) hosted by Innovate Carolina**

“Join us for the initial signature series event hosted by Innovate Carolina around the future of work at the new Innovate Carolina Junction. Presenter, founder and CEO will be facilitating a workshop.

- **Register now for a panel presented by Kickstart Venture Services at the new Innovate Carolina Junction.**

“Register today to learn how to take your idea through the patent pipeline presented by UNC’s KickStart Venture Services at the Innovate Carolina Junction.

HOW WE TALK ABOUT

Invitations to join events hosted by partners or affiliated programs at the Junction:

When a partner organization is hosting an event at the Innovate Carolina Junction, invitation copy should say hosted by, presented by or use similar wording:

- **Join us for a/an (event) hosted by partner organization.**

“Join us for a panel discussion hosted by DHIT around the use of AI to improve patient outcomes.”

- **Register for a/an event hosted by Innovate Carolina partner department or school at UNC.**

“Register today to learn how to use systems mapping to track improvements in childhood diabetes. Event hosted by the Gillings School of Public Health and 1789 Student Venture Hub at the Innovate Carolina Junction.”

HOW OUTSIDE ORGANIZATIONS TALK ABOUT

Invitations to join events hosted by outside organizations:

Outside organizations should not imply a partnership with Innovate Carolina, it's affiliated programs or the UNC-Chapel Hill.

Innovate Carolina Junction membership does not imply university or affiliate partnerships.

- Wording can clearly state the event is taking place in the Innovate Carolina Junction, but that support is provided by the group booking and hosting the event.

Do: “We’re looking forward to hosting our upcoming networking night at the new Innovate Carolina Junction in downtown Chapel Hill.”

Do not: “Innovate Carolina and Company will be holding a retirement planning session for small business owners.”

HOW WE TALK ABOUT

Invitations hosted by the Innovate Carolina Junction:

Invitation copy should clearly state whether an event is members-only or open to the public and should use the phrases hosted by, presented by, or similar wording.

- **Members-only function:**

“Join other Junction members in the coffee shop tomorrow morning and get to know your neighbors.”

“Register today to reserve your spot at the Junction lunch and trivia event. Gather a team of coworkers and brush up on your Jeopardy skills and prepare to face off against other members for a fun way to spend your lunch hour. Lunch provided.”

- **Public function:**

“Register today for a free day of coworking at the Junction.”

EVENTS HOSTED BY THE INNOVATE CAROLINA JUNCTION

Events for members at the Junction.

General event where no registration needed

“Stop by for breakfast with your neighbors at the Junction this Friday..”

Registration required

“This week at the Junction, we will host mindfulness sessions in the conference room.

Sessions are open to all Junction members. Work can be stressful, but we can manage our stress, mindfully.

Let us know you’re coming by registering today.”

Monthly event calendar

“This month’s events for Junction members”

June 29th -
Presentation by acme company on financing your business

July 1st – Signature series hosted by Innovate Carolina

August 8th – Law tips with signature partner, Law Clinic



LOGO USE

LOGO USE GUIDE

Guidelines logo use: When to use the Innovate Carolina logo vs. the Innovate Carolina Junction logo.

Innovate Carolina Logo

- The Innovate Carolina logo represents UNC Chapel Hill's innovation department: Innovate Carolina. Innovate Carolina house several departmental units including Innovation Hubs, Economic development, Office of Tech. Commercialization and others.
- The Innovate Carolina logo will be used primarily for all events, offerings, programs, services, etc. represented by the department, even if those services, offerings, programs, etc. take place within the walls of the Junction.



When the Innovate Carolina logo is used in a context where Innovate Carolina is the primary representative, the Innovate Carolina logo will be used first.

In any use case, the Innovate Carolina will be placed with room on all four sides of the logo that is at least the same height/distance as the "U" in UNC.

LOGO USE GUIDE

Position of the Innovate Carolina Junction logo when creating materials that are hosted/presented/represented by Innovate Carolina at the Junction.

- The Innovate Carolina logo is always listed first, followed by the Innovate Carolina Junction logo.
- There will be room on all four sides of the logo that is at least the same height/distance as the “U” in UNC.
- Example: The Innovate Carolina Signature Series is an event created, curated, and hosted by Innovate Carolina at the Junction. In this use case, the Innovate Carolina logo is used first.



LOGO USE GUIDE

Junction events that are exclusive to members or uses cases where the intent is Junction specific marketing use the Innovate Carolina Junction logo alone or in combination with an outside event partner or sponsor.

- When there is an event sponsor, partner, or donation, the Innovate Carolina Junction logo will be used first in marketing materials.
- Example: *"The Morning Brew - Bagels and Coffee Hour will be open to all Junction members. Special thanks to (local business) for providing the bagels and coffee."*
- The space between logos will be equal to the "J" in the word Junction.



USE OF LOGOS BY OTHER GROUPS, PROGRAMS AND ORGANIZATIONS

Additional guidelines for logo use

The Innovate Carolina Junction logo is available for use when communicating a connection with an organization. For example, a new sponsor may want to share their involvement with the Junction and would want to use the “Junction” logo. The use of this logo must be approved by the Brand and Creative lead at Innovate Carolina. To request use of the logo, please reach out to sarah.daniels@unc.edu.



LOGO USE GUIDE

Innovate Carolina + Partners or co-sponsors

Events co-hosted by Innovate Carolina at the Innovate Carolina Junction will use both logos. For example, in an email invitation header:



With multiple logos, use a logo mat with the UNC Innovate Carolina logo first, followed by the Junction.



The UNC Innovate Carolina logo is prominent and displayed first, followed by the Junction logo.



CONTENT: NEWSPOSTS, SOCIAL MEDIA AND STORIES

NEWSLETTERS, POSTS AND OTHER CONTENT

When creating content about Innovate Carolina and the Junction in the same context, or individually, it's important to know how to discuss relationships between Innovate Carolina, the Junction and organizations and partners.

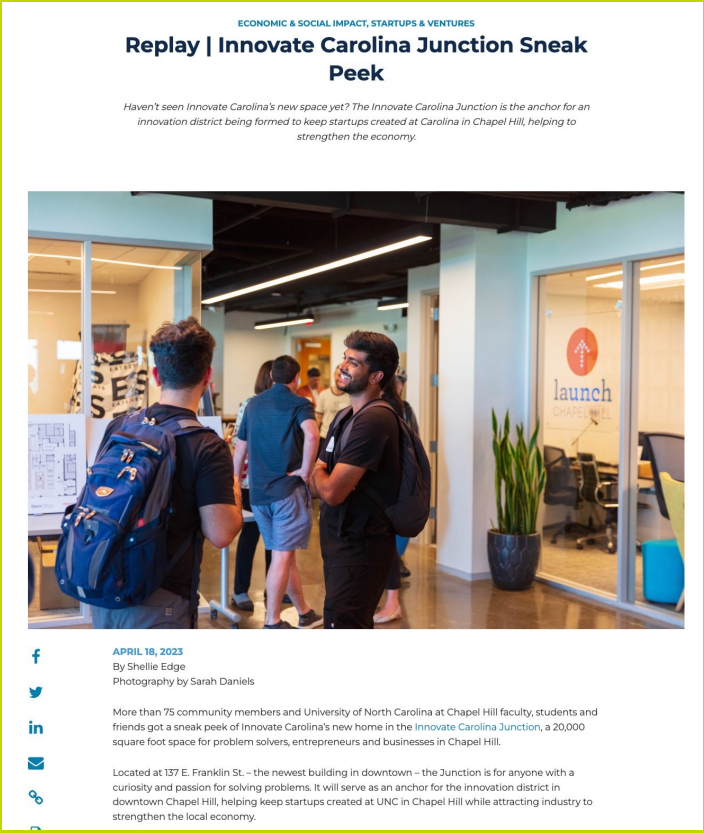
Example use cases:

Innovate Carolina partnership or sponsorship story occurring at the Junction

- Example: *“Innovate Carolina is pleased to **announce a partnership with local industry leader, Company X. Company X will be hosting workshops and office hours for entrepreneurs at the Innovate Carolina Junction...**”*

Innovate Carolina Junction story -

- *“The Innovate Carolina Junction is excited about **Company X’s agreement to sponsor five memberships for up-and-coming entrepreneurs. Interested in being one of those members, apply for a space today.**”*




The screenshot shows a newsletter article with the following content:

ECONOMIC & SOCIAL IMPACT, STARTUPS & VENTURES

Replay | Innovate Carolina Junction Sneak Peek

Haven't seen Innovate Carolina's new space yet? The Innovate Carolina Junction is the anchor for an innovation district being formed to keep startups created at Carolina in Chapel Hill, helping to strengthen the economy.



APRIL 18, 2023
By Shellee Edge
Photography by Sarah Daniels

More than 75 community members and University of North Carolina at Chapel Hill faculty, students and friends got a sneak peek of Innovate Carolina's new home in the Innovate Carolina Junction, a 20,000 square foot space for problem solvers, entrepreneurs and businesses in Chapel Hill.

Located at 137 E. Franklin St. – the newest building in downtown – the Junction is for anyone with a curiosity and passion for solving problems. It will serve as an anchor for the innovation district in downtown Chapel Hill, helping keep startups created at UNC in Chapel Hill while attracting industry to strengthen the local economy.



CONTENT: NEWSPOSTS, SOCIAL MEDIA AND STORIES

DEPARTING COMMENTS

The Innovate Carolina Junction is a place to build community connections, converge with like-minded innovators, and collaborate to solve big problems.

We hope these guidelines will allow you to take the Innovate Carolina Junction brand and apply it in a way that communicates the values and relationships between the Innovate Carolina Junction and the community.

Questions, comments and logo file requests can be made to sarah.daniels@unc.edu.