






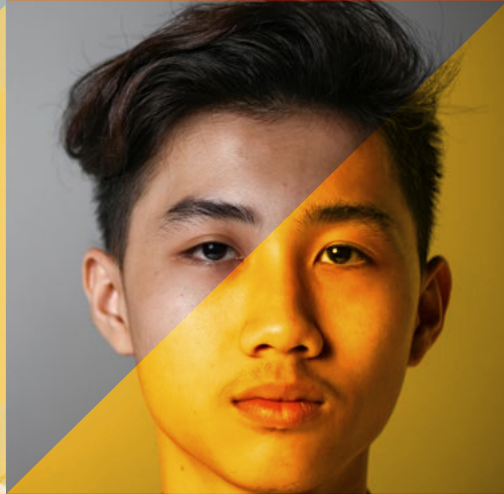


North Carolina
humanities

Brand
Guidelines

CONTENTS

 I.	Our Mission	Page 4
 II.	Our Vision & Values	Page 6
 III.	Our Logo	Page 9
 IV.	Logo Usage	Page 13
 V.	Our Name	Page 17



OUR MISSION



To connect North Carolinians
with cultural experiences that
spur dialogue, deepen human
connections, and inspire
community.

OUR VISION

II

A North Carolina enriched
by the humanities and
equipped with **empathy,**
understanding, and **respect.**

CORE VALUES

Curiosity

Engagement

Knowledge

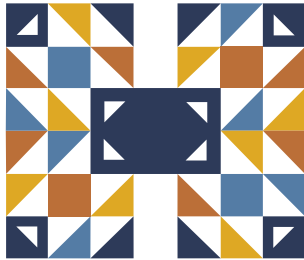
Openness

Respect

OUR LOGO

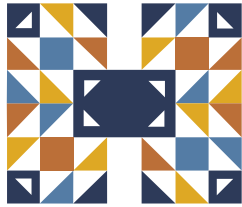


III



The logo represents our shared humanity—individual stories from different peoples stitched together, with no element isolated, all connected, with the vibrancy and energy of our collective curiosity and our unique perspectives.

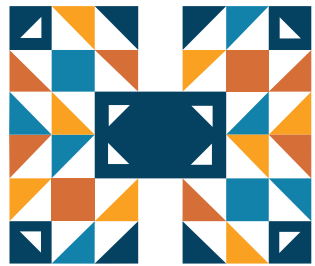
It is symbolic of the infinite possibilities we create through dialogue, empathy, learning, celebration, and the understanding of our differences and our commonalities.



North Carolina
humanities

Clear Space





North Carolina
humanities

Clear Space



North Carolina
humanities

LOGO USAGE

IV

On a white background



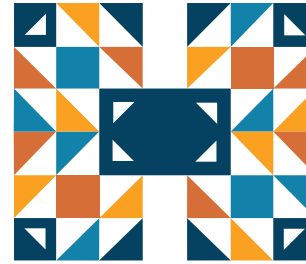
On a dark background



Single color



On a white background



North Carolina
humanities

On a dark background



North Carolina
humanities

Single color



North Carolina
humanities

Don't squish or stretch - Keep proportions correct



Don't place anything behind logo



Don't change colors



Don't angle



OUR NAME



Name Abbreviation

In written communication, North Carolina Humanities should always be written out on first reference. Upon second reference, North Carolina Humanities, NC Humanities and NCH are acceptable. Do not use N.C.H. or N.C. Humanities.

The humanities are everything that makes us human, traditionally with an emphasis on culture, history, literature, philosophy and ethics.

NCH brings North Carolinians of every walk of life together to have shared experiences around the humanities and dialogue amongst themselves, sharing their unique perspectives, so that it might create understanding and deeper human connections that can strengthen our statewide community.

We facilitate, fund and support programming and events that help us further understand or document the human experience.

