## The University of North Carolina at Charlotte

**Location:** Charlotte, NC  
**Mascot Name:** Norm  
**Established:** 1946  
**Nickname:** Forty-Niners  
**Conference:** Conference USA (C-USA)  

### Primary C Marks

1. [Image of C Mark]  

### Secondary CLT Marks

2. [Image of CLT Mark]  

### Tertiary 49ers Marks

3. [Image of 49ers Mark]  

4. [Image of 49ers Mark]  

5. [Image of 49ers Mark]  

6. [Image of 49ers Mark]  

7. [Image of 49ers Mark]  

### Tertiary 9ers Marks

8. [Image of 9ers Mark]  

9. [Image of 9ers Mark]  

10. [Image of 9ers Mark]  

11. [Image of 9ers Mark]  

12. [Image of 9ers Mark]  

### Charlotte Green

- PANTONE 7484 C  
- CMYK: 92, 8, 75, 58 | RGB: 0, 87, 63  
- MADEIRA Rayon: 1370 | RA: 2392  

### Niner Gold

- PANTONE 7503 C | Metallic: PANTONE 10126 C  
- CMYK: 23, 26, 57, 13 | RGB: 168, 153, 104  
- MADEIRA Rayon: 1070 | RA: 2630  

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### Verbiage

- Charlotte™  
- Charlotte Forty-Niners™  
- The University of North Carolina at Charlotte™  
- UNC Charlotte™  
- Forty-Niners™  
- Niner Nation™  

Note: The Verbiage "UNC Charlotte" and "The University of North Carolina at Charlotte" may not be used with the athletic marks ("Charlotte" is the preferred verbiage to use, if needed), and the verbiage "Forty-Niners" cannot be combined with Tertiary 49ers or the Tertiary 9ers Marks.

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NOTE: The marks of The University of North Carolina at Charlotte are controlled under a licensing program administered by Collegiate Licensing Company. Any use of these marks will require written approval from CLC.
<table>
<thead>
<tr>
<th>C Type Marks</th>
<th>Wordmarks</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image1.png" alt="C Type Mark" /></td>
<td><img src="image2.png" alt="Wordmark" /></td>
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<tr>
<td><img src="image3.png" alt="C Type Mark" /></td>
<td><img src="image4.png" alt="Wordmark" /></td>
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<tr>
<td><img src="image5.png" alt="C Type Mark" /></td>
<td><img src="image6.png" alt="Wordmark" /></td>
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</tbody>
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### Font System

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ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
.,:!?@#$%^&*()[]
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**Institutional Green**

<table>
<thead>
<tr>
<th>PANTONE 349 C</th>
<th>CMYK: 100, 0, 91, 41</th>
<th>RGB: 0, 112, 60</th>
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<tbody>
<tr>
<td>MADEIRA Rayon: 1250</td>
<td>RA: 2208</td>
<td></td>
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</tbody>
</table>

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**Institutional Marks**

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**ADDITIONAL PERTINENT INFORMATION**

- University seal permitted on products for resale (reviewed on a case-by-case basis).
- No alterations or overlaying graphics to seal permitted.
- University does not license consumables.
- University does not license health and beauty products.
- University permits numbers on products for resale.
- Mascot caricatures permitted.
- Cross licensing with other marks may be permitted with an additional agreement.

- No use of current players' name, image, or likeness is permitted on commercial products in violation of NCAA rules and regulations.
- No references to alcohol, drugs, or tobacco related products may be used in conjunction with University marks.
- University prefers the use of UNC Charlotte over UNCC.
- If you have previously received approval for "UNCC," please consider this approval no longer valid and resubmit artwork.
- When producing product featuring Athletics marks, "Charlotte" is preferred if utilizing text as part of the design.

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