



NC Central
UNIVERSITY

Our Name

North Carolina Central University: For over 100 years, we have been in the center of the state and have been central to the lives of countless leaders. Our mission of serving as an institution of access and opportunity remains unchanged as we transition our brand to be **NC Central University**.



Our Symbol

Fortifying the historic administration building on NC Central University's campus, these quoins are architectural elements which signify permanence and strength. They also resemble the wings of an eagle, a symbol of pride and achievement and the University's mascot. Simply put, this symbol is both foundational and aspirational.

Our Logo

Bold and timeless, the new logo is both metaphorical and abstract — allowing the viewer to form their own interpretation and to attract them again and again.



NC Central
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Discover what's Central to you.

Our Tagline

"Discover what's Central to you" is an exhortation for learners to find their true essence at NC Central University — to discover their passions, their values, their strengths, their very selves.



RICH MAROON
PMS 7428C



MAROON
PMS 202C



RICH GRAY
PMS 431C



GRAY
PMS 429C

Our Colors

Written into the University's alma mater by the granddaughter of founder Dr. James E. Shepard, maroon and gray are an integral part of the rich legacy of the institution and a source of fierce pride for students, faculty, staff and alumni alike.



For more information, please contact Ayana Hernandez, Associate Vice Chancellor, Office of Communications and Marketing, at ahernandez@nccu.edu or (919) 530-7266.



Our Typography

We have chosen an exquisitely crafted font family that was designed to be versatile and timelessly modern: Gotham.

Gotham Bold

abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNPOQRSTUVWXYZ
1234567890

Gotham Book

abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNPOQRSTUVWXYZ
1234567890

Our Colleges and Schools

The colleges and schools of NC Central University are the backbone of our institution and are an integral part of our new brand. We've created a uniform, consistent and harmonious system that will help ensure that the NC Central brand remains focused and true.



NC Central
UNIVERSITY

College of
Arts and Sciences



NC Central
UNIVERSITY

School of Education



NC Central
UNIVERSITY

School of Law



NC Central
UNIVERSITY

College of Behavioral
and Social Sciences



NC Central
UNIVERSITY

School of
Graduate Studies



NC Central
UNIVERSITY

School of Library and
Information Sciences



NC Central
UNIVERSITY

School of Business

