The NC State University College of Engineering celebrates its 100th anniversary in 2023 with a yearlong series of events, programs, and reunions reflecting the theme “Imagination + Innovation.”

The College has developed a visual identity program to support these initiatives, designed to work alongside and incorporate elements of the master NC State branding program.

The COE anniversary identity elements—a distinctive icon, a theme line lockup, and supporting tag lines—comprise a visual toolkit that serves to link the various events and activities with a unified graphic approach. This flexible “kit of parts” will help to inform and support all celebration-related communication efforts.
The Visual Toolkit

The Anniversary Visual Toolkit incorporates a number of branding elements. The central element of the COE anniversary identity program is the Anniversary Theme Mark, a customized configuration of the words “Imagination + Innovation.” The Theme Mark can be paired with a variety of supporting elements including the Anniversary Icon (a stylized graphic that represents the ideas of imagination and innovation), a series of Descriptive Lines, and the NC State “Brick” logo.

These visual elements incorporate the standard NC State color and typographic elements, and can be configured in a variety of ways, allowing a great deal of flexibility in the development of outreach and communication materials. A selection of application examples have been provided in this document to serve as inspiration.

Files have been prepared for use in screen-based (RGB) and print-based (CMYK) applications. The typographic configurations have been carefully customized. Please use only the supplied files for production, modifying only the colors as needed.
The branding elements can be configured in a variety of ways, ensuring that the anniversary visual program represents the dynamic and engaging nature of the College of Engineering.

A number of “locked-up” configurations have been provided for ease of use. Individual elements can be mixed and matched, following the examples provided.

It’s important to keep in mind that this identity program has been developed to represent a planned series of special events and celebrations carried out over the course of a limited-term campaign. This has not been designed to serve as an identity program for the College of Engineering as a whole, which would need to address a different set of goals and considerations.
Sample Lockups

Variations

100 YEARS The College of Engineering

The College of Engineering 1923–2023

Mixed-and-Matched Configurations

100 YEARS The College of Engineering

The College of Engineering 1923–2023

NC STATE
Color Palette

The COE anniversary identity program uses the standard NC State University color formulas. Refer to the NC State Brand Guide at brand.ncsu.edu for additional information.

Note: Color swatches shown here are approximations. Use supplied formulas for reproduction.
**Typography**

The COE anniversary identity program uses the standard NC State University fonts. Refer to the NC State Brand Guide at [brand.ncsu.edu](http://brand.ncsu.edu) for additional information.

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Additional Visual Elements

Elements of the Anniversary Icon can be used as the basis for the development of decorative patterns.

Pattern

Social Media Profile Art

“100” Lockup
Application Examples

Despite employing only a few key elements and colors, the College of Engineering Anniversary visual system allows for a good deal of variation.

Each piece of communication material can have its own spirit and message while still feeling as if it’s coming from a consistent place.

Book Covers

Accordion-Fold Timeline Brochure
Application Examples

- Pop-up Banner
- Table Drape
- Backdrop
- Event Structure
- Event Structure
- Lectern Panel
**Application Examples**

- **Mug**
- **Lapel Pin**
- **Gift Bag**
- **Polo Shirt with Graphic**
- **Cocktail Napkin**
- **Notebook Covers**
- **Coasters**
- **Gift Bag**
Application Examples

Digital Screen

Poster

Building Banners
Messaging Guidelines

The COE “Imagination + Innovation” messaging platform is more than a list of do’s and don’ts.

It’s a collection of messages and phrases that can be used by members of the communication team to convey what’s important for people to know about the College of Engineering as we celebrate our 100th anniversary.

Our Audience Groups

Alumni
Current Students

Faculty
Administration
C.O.E. Staff

The Engineering Community
The Academic Community
Peer Institutions

Prospective Students and Their Families
K-12 STEM Teachers, Students and Campers
High School Guidance Counselors

Donors (current and potential)
The North Carolina Business Community
Policy Makers
The Media
Messaging Guidelines

What do we want people to know?

*Key messages from our discussions and interviews*

We have a storied history at the C.O.E.
We’ve had an influence on the region.
We have a lot in store for the coming years.
"You never stop being an engineer"
Engineering is “a creative mindset.”
“We’re S., T., and M. in addition to E.”
“Engineering is a moral act.”
“We punch above our weight.”
“Our foot is on the gas.”
“You can do anything as an engineer.”
We’re addressing global challenges.
Sustainability is a key focus of what we do.
We engineer the “Joy of Living.”
The C.O.E. (and NC State) were instrumental in the founding and growth of RTP.
We have contributed to building an enviable economy in the state (and the nation).
The Anniversary Brand Personality | Key Thoughts to Convey
---|---
Open | Transformation
Welcoming | Belonging
Accessible | Acceleration
Knowledgeable | Believing
Insightful | Innovation
Engaging | Leverage
Optimistic | Expanding opportunities
Creative | Optimism
Collegial/Friendly | Sustainability
Nourishing | Quality of life
Supportive | Flexibility
Trustworthy | Mobility
Joyful | Differentiation
Spirited | Creativity
Confident | We are problem solvers
Influential | We are creators (we are creative)
Transformative | We have “the engineering mindset.”
 | We have a “let’s make it work” approach.
Our verbal tone should be positive and conversational, as if two friends or peers are talking to one another, with no sense of “talking down” from one group to another. We are collegial, knowledgeable, and informative.

Messages should be simple and direct, a natural conversation with no extra salesmanship or hyperbole — when one is sharing important, exciting information, there is no need to embellish.

Avoid slang and constructions that suggest false excitement (along with the use of exclamation marks). There’s enough real excitement in what we have to offer; no need to artificially pump things up.

However, don’t be afraid of interjecting some elements of humor or spirit; this is an important component of the College of Engineering personality, reflecting the confidence we have in our knowledge, resources, offerings, traditions, and mission.