NCCentral UNIVERSITY

BRANDING AND IDENTITY GUIDELINES

We Are NCCU.

North Carolina Central University (NCCU) prepares students to succeed in the global marketplace. Consistently ranked as a top Historically Black College or University and Best Regional University in the South by U.S. News & World Report, NCCU offers flagship programs in the sciences, education, law, business, nursing and the arts.

Table of Contents

BRAND

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Our brand reflects ...

A catalyst that ignites transformative journeys, prepares goal-driven individuals to achieve their purpose and offers unwavering support and an inclusive environment. We foster academic excellence and personal growth through dynamic programs and world-class faculty to inspire students to embrace innovation and fearlessly tackle societal challenges. Through our bold and supportive environment, we empower leaders who drive positive change, making a lasting impact on their communities and the world.

Brand Identity Elements

The elements below are used to create the core and expanded visual identity of North Carolina Central University. Reference each section below to learn more about proper usage and application in order to ensure the brand is applied consistently across all University materials.

(1) UNIVERSITY LOGO

How to use the official quoins logo for the University

(2) UNIT AND DEPARTMENT LOGOS

How to qualify for and properly use unit logos and department logos

(3) OTHER MARKS

When and how to use other University marks, including the seal and athletics

(4) COLOR PALETTE

Color breakdowns and how to use the primary and secondary color palettes

(5) TYPOGRAPHY

How to acquire and use the official University typefaces and acceptable substitutes

(6) ADDITIONAL BRAND ELEMENTS

How to use additional brand elements, such as shapes, patterns, textures, a background photo treatment, photo frames and callout text templates

University Logo

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.

Fortifying the historic administration building on North Carolina 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.

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

The primary logo should be the first choice when the University logo is used. When appropriate, it may be substituted with the secondary logo.

PRIMARY LOGO

SECONDARY LOGO

USAGE

- The logo must be reproduced from high-resolution digital artwork.
- As the primary graphic identity for the University, the logo (or official unit logo or department logo) must appear on all communications, including brochures, stationery, business cards and websites.
- The logo may not be reconstructed or altered in any way. This prohibition includes, but is not restricted to, type, the vertical line, outlines and embellishments. Do not create secondary logos, as this is confusing to audiences and dilutes our goal of creating a common, mutually reinforcing image.
- The logo may not be cut or cropped in any way.

University Logo

IMPROPER LOGO TREATMENT

- Do not configure the elements into a different logo.
- Do not crop or remove any part of the logo.
- Do not distort the logo.
- Do not tilt the logo in any direction.
- Do not add any shadows, effects or other elements to the logo.
- Do not alter the proportions of the logo.
- Do not attach a program-level identification to the logo or attempt to create your own unit or department logo.
- Do not duplicate any part of the logo to create a pattern.
- Do not recreate the type or substitute another typeface.
- Do not surround the logo with other competing shapes.

As the use of the university logo evolves, OCM may approve exceptional variations to these rules as features in design elements.

COLOR OPTIONS

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.

The University logo comes in four different color options: 4-color, NCCU Maroon, black and white.

University Logo

SIZE REQUIREMENTS

The logo must be resized proportionally and in its entirety; therefore, measurements for all elements in the logo are relative to each other.

Primary Logo

When PMS® 202 or black is used in printing the logo, the minimum width for the logo is 1.875 inches. When the logo appears as a white knockout on a color background, the minimum width is 2 inches. If a 4-color process build is used to print the logo, the minimum width is 2 inches.

1.875"

2"
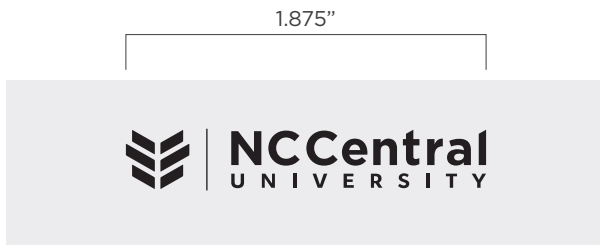
Secondary Logo

When PMS® 202 or black is used in printing the logo, the minimum width for the logo is 1.215 inches. When the logo appears as a white knockout on a color background, the minimum width is 1.3 inches. If a 4-color process build is used to print the logo, the minimum width is 1.3 inches.

1.215"

1.3"

University Logo

CLEAR SPACE REQUIREMENTS

To ensure the integrity and visual impact of the logo, the appropriate "clear space" must be maintained on all sides. Specifically, where "x" is equal to the height of the Quoins icon, there must be a minimum of 1/2 the distance "x" between the outside edge of the logo and any other page element, including the edge of the page. The vertical line dividing "NCCU" and the unit or department name may fall inside the clear space.

LOGO MARK

The Quoins, as pictured here, is the only acceptable logo mark. It may not be reconstructed or altered in any way. This logo mark may be used as a design element separate from the formal logo only if the formal logo appears elsewhere on the printed or digital piece. See examples below for clarification.

Quoins icon on front of viewbook
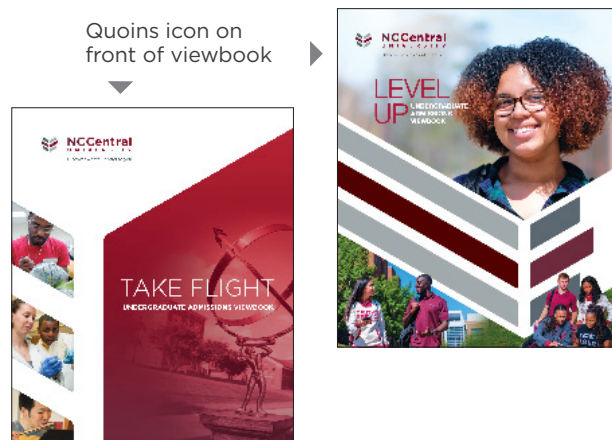
Unit and Department Logos

The University identity system has two levels of logos under the main University logo: unit and department.

UNIT LOGOS

Unit logos are a way of branding individual units within the University. University units include approved schools, centers, institutes, foundations, vice chancellor units, vice provost units and direct reports to the chancellor or provost. Any group meeting one of these criteria is eligible to receive a unit logo, which must be created by **Office of Communications and Marketing (OCM)**. Unit logos can replace the main North Carolina Central University logo on printed and online materials, it is not necessary to use both logos.

NCCentral
UNIVERSITY
College of Arts, Social Sciences and Humanities

Horizontal option ▲

NCCentral
UNIVERSITY
College of Arts, Social Sciences and Humanities

◀ Vertical option for space-constrained designs or where a centered design is preferred.

DEPARTMENT LOGOS

Department logos are a way of branding individual groups within a University unit. Any group within a unit, such as a department, office, division or program, is eligible to receive a department logo. The decision on how to allocate department logos is made at the unit level and requires approval by the respective dean, vice chancellor or vice provost. All department logos must be created by **OCM**. Department logos can replace the main North Carolina Central University logo on printed and online materials, it is not necessary to use both logos.

NCCentral
UNIVERSITY
Career and Professional Development Center

Horizontal option ▲

NCCentral
UNIVERSITY
Career and Professional Development Center

◀ Vertical option for space-constrained designs or where a centered design is preferred.

Unit and Department Logos

USAGE

All groups allocated a unit logo or department logo have access to horizontal and vertical versions of their respective logo. This provides flexibility of use in print and online materials. All logos adhere to a specific naming convention that eliminates extraneous words in a consistent manner across the University. For example, the text in the logo for "Office of Communications and Marketing" becomes "Communications and Marketing."

In order to ensure consistency across the University, all words must be spelled out completely and must not be abbreviated. Non-alphanumeric characters, such as ampersands (&) and at symbols (@), may not be used.

When using a unit or department logo, the University's full name, "North Carolina Central University," must appear elsewhere on the publication. Unit and department logos can replace the main North Carolina Central University logo on printed and online materials; it is not necessary to use both logos.

CLEAR SPACE REQUIREMENTS

To ensure the integrity and visual impact of the logo, the appropriate "clear space" must be maintained on all sides. Specifically where "x" is equal to the height of the Quoins icon, there must be a minimum of 1/2 the distance "x" between the outside edge of the logo and any other page element, including the edge of the page. The vertical line dividing "NCCU" and the unit or department name may fall inside the clear space.

These clear space requirements apply to all unit and department logos.

Unit and Department Logos

SIZE REQUIREMENTS

The logo must be resized proportionally and in its entirety; therefore, measurements for all elements in the logo are relative to each other.

When PMS® 202 or black is used in printing of the logo, the minimum height of the Quoins in the logo is 0.325 inches. When the logo appears as a white knockout on a color, the minimum height of the Quoins in the logo is 0.3875 inches. If a 4-color process build is used to print the logo, the minimum height of the Quoins in the logo is 0.3875 inches.

These size requirements apply to all unit and department logos.

.325"

NCCentral
UNIVERSITY
College of Arts, Social Sciences
and Humanities

.3875"

NCCentral
UNIVERSITY
College of Arts, Social Sciences
and Humanities

Unit and Department Logos

COLOR OPTIONS

Unit and department logos come in four different color options: 4-color, NCCU Maroon, black and white.

COLOR AND PATTERN RESTRICTIONS

- Do not change any colors of the logo.
- Do not screen any of the logo colors.
- Do not print the logo in black over a dark background.
- Do not print the reversed (white) logo onto a light or white background.
- Do not place the logo over a heavily patterned background.

Other University Marks

There are a number of logo marks associated with the University in addition to the official University logo and the unit and department logos. Each of these marks has specific usage criteria and guidelines. In general, they should not be considered for primary use.

UNIVERSITY SEAL

The University seal should not be substituted for the North Carolina Central University logo.

The seal is never to be reproduced without the accompanying text "James E. Shepard, Founder." The seal and founder's name should always be presented in their original state and never altered in any way.

Acceptable Usage:

Corporate seal: The embossed version of the seal, either in a document itself or in gold foil that is affixed to a document, must be authorized by the Office of Communications and Marketing.

Diplomas and graduation materials: The version of the University seal may be used on diplomas approved by the University Registrar and on graduation announcements available through Student Stores. OCM may also authorize use of the University seal on other materials related to the granting of degrees.

Transcripts: Official transcripts for work performed at the University are embossed with the University seal, under the authority of the University Registrar.

University accomplishments: The University seal may be used on documents and in other media that indicate accomplishment in or on behalf of the University. In such cases, the seal must be printed in black ink or in the color in which the rest of the document is printed.

University Libraries bookplates: The University seal may be used as a mark of ownership on selected University-owned books.

Other University Marks

ATHLETICS LOGOS

The three primary athletics logos are the Flying Eagle, the Eagle Head with NCCU and the NCCU word mark. The use of athletics logos is exclusive to the NCCU Department of Athletics.

University schools, centers, institutes, departments and administrative units may use the University Quoins logo or their respective unit or department logo as the primary mark in any non-athletic application, to include apparel, flyers, videos, signage, etc.

The athletics logos may be used in limited school-spirit instances, as determined by the Office of Communications and Marketing and the Department of Athletics.

TRADEMARKS AND LICENSING

All of the aforementioned logos are trademarks of North Carolina Central University. Any use of these trademarks must be approved by OCM or NCCU Athletics.

All products featuring NCCU trademarks must be produced by officially licensed vendors.
A current list of licensees and the products they are licensed to produce can be searched here: https://clc.com/license-search/

Any person, business, or organization with an interest in producing items bearing the trademarks of the University must first obtain a license through CLC. There are two types of licenses available through CLC — a Retail License and an Internal License. Learn more about the license types and apply for a license here: https://clc.com/home/get-licensed/

Color Palette

The University brand uses both a primary and secondary color palette. The primary color palette should be used predominantly on materials, while the secondary color palette should be used sparingly as accents to complement the primary palette. NCCU Maroon is the main color of the University and must be used at least 10% on all designs.

Adhering to the following color reproduction guidelines will help to create a consistent image and maintain the visual impact of the identity.

GUIDELINES FOR USAGE

Do:

- Use at least 10% NCCU Maroon on all designs.
- Make sure to use proper color breakdowns for specific uses.
- Use colors from the primary color palette as the main colors in a design.
- Use colors from the secondary color palette for accents only.
- Make sure text and background color contrast meet WCAG 2.1 AA guidelines for web and digital designs.

Don't:

- Omit NCCU Maroon on any design.
- Eyeball or guess at a specific color.
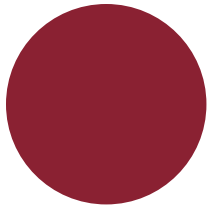- Use colors from the secondary color palette as primary colors.

WEB COLOR USAGE

The University adheres to the Web Content Accessibility Guidelines (WCAG) 2.1, Level AA for all websites. For information on usage of color on websites, please refer to the guidelines and resources on the **Websites** section of nccu.edu/brand.
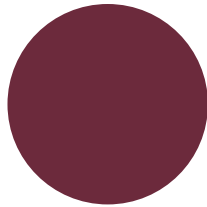
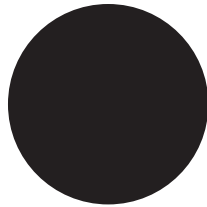# Color Palette

COLOR BREAKDOWNS

NCCU Maroon
PMS® 202
CMYK 0, 72, 62, 47
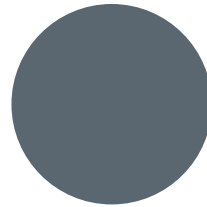Hex #862633
RGB 134, 38, 51

Rich Maroon
PMS® 7428
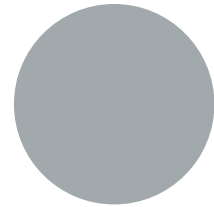CMYK 0, 58, 42, 58
Hex #6A2C3E
RGB 106, 44, 62

Black
PMS® Black 3
CMYK 74, 52, 71, 90
Hex #151515
RGB 21, 21, 21

Rich Gray
PMS® 431
CMYK 19, 8, 0, 56
Hex #5B6770
RGB 91, 103, 112

NCCU Gray
PMS® 429
CMYK 6, 2, 0, 32
Hex #A2AAAD
RGB 162, 170, 173

Cornerstone Brick
PMS® 179
CMYK 0, 73, 78, 12
Hex #E03C31
RGB 224, 60, 49

O'Kelly Green
PMS® 348
CMYK 100, 0, 54, 48
Hex #00843D
RGB 0, 132, 61

Chautauqua Blue
PMS® 541
CMYK 100, 47, 0, 56
Hex #003C71
RGB 0, 60, 113

Shepard Stone
PMS® 468
CMYK 0, 8, 26, 13
Hex #DDCBA4
RGB 221, 203, 164

Champagne Gold
PMS® 871
CMYK 0, 11, 41, 48
Hex #84754E
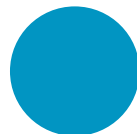RGB 132, 117, 78

Annie Day Azalea
PMS® 226
CMYK 0, 100, 47, 18
Hex #D0006F
RGB 208, 0, 111

Verdant Green
PMS® 376
CMYK 30, 0, 100, 26
Hex #84BD00
RGB 132, 189, 0

BRITE Blue
PMS® 313
CMYK 100, 22, 0, 26
Hex #0092BC
RGB 0, 146, 188

Aquiline Yellow
PMS® 115
CMYK 0, 13, 74, 0
Hex #FAE042
RGB 254, 218, 36

Metallic Silver
PMS® 877
CMYK 3, 1, 0, 43
Hex #8A8D8F
RGB 138, 141, 143

Typography

The official University typefaces are Gotham and Minion Pro.

Gotham and Minion Pro are licensed and must be purchased. In the event that a unit does not have access to these fonts or does not want to invest in a license, there are recommended web typefaces listed below that can be substituted and installed at no cost.

The University typefaces are suggested for use on University print projects, and the substitute typefaces are suggested for digital and web projects.

OFFICIAL UNIVERSITY FONTS FOR PRINT

Gotham Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

| Gotham Book | Gotham Medium | Gotham Bold | **Gotham Ultra** |
| *Gotham Book Italic* | *Gotham Medium Italic* | *Gotham Bold Italic* | ***Gotham Ultra Italic*** |

Minion Pro

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

| Minion Pro Regular | **Minion Pro Semibold** | Minion Pro Medium | **Minion Pro Bold** |
| *Minion Pro Italic* | *Minion Pro Semibold Italic* | *Minion Pro Medium Italic* | ***Minion Pro Bold Italic*** |

VIEW, PURCHASE AND DOWNLOAD FONTS FOR PRINT

Gotham (https://www.myfonts.com/collections/gotham-font-hoefler-and-co)
Minion Pro (https://www.myfonts.com/collections/minion-font-adobe)
Another options (https://www.myfonts.com/collections/minion-font-adobe)
(https://www.dafont.com/)

Typography

OFFICIAL UNIVERSITY FONTS FOR WEB

For web designs, NCCU uses Gotham for body and button text. For headers and navigation, Sentinel is used. Since these are licensed fonts, Libre Baskerville can be substituted for Gotham and Clarendon can be substituted for Sentinel.

Sentinel

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Sentinel Book	Sentinel Medium	**Sentinel Bold**	**Sentinel Black**
Sentinel Book Italic	*Sentinel Medium Italic*	***Sentinel Bold Italic***	***Sentinel Black Italic***

Gotham Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

| Gotham Book	Gotham Medium	**Gotham Bold**	**Gotham Ultra**
Gotham Book Italic	*Gotham Medium Italic*	***Gotham Bold Italic***	***Gotham Ultra Italic***

Shapes and Patterns

Shapes and patterns may be used to create continuity throughout your materials and increase brand recognition. Drawing inspiration from the historic architectural elements around campus and the mighty oaks standing tall, a number of shapes and patterns have been designed and added to the University identity system as optional elements.

SHAPES

Quoin Shapes
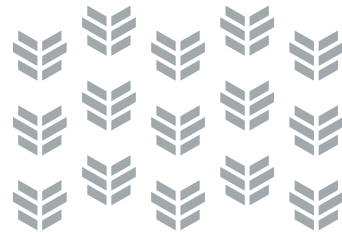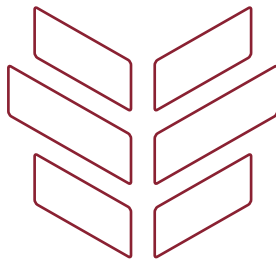
PATTERNS

Quoin Patterns

Shapes and Patterns

GUIDELINES FOR USAGE

Do:

- Use .eps files for print and .png files for web.
- Alter the colors of the shapes and patterns to any brand color when necessary.
- Alter the transparency of the shapes and patterns to use them in a subtle way.
- Crop or zoom into the shapes and patterns proportionally when necessary.
- Consider accessibility when using as a layer on the web.

Don't:

- Edit the layout of the patterns.
- Use the shapes to create custom logos.
- Overlay the shapes and patterns on top of a clashing background.
- Use patterns behind body copy.

APPLICATION DEADLINE

NORTH CAROLINA CENTRAL UNIVERSITY

FEB 12

NCCentral
UNIVERSITY
Office of Undergraduate
Admissions

ADMISSIONS.NCCU.EDU

APPLICATION DEADLINE

NORTH CAROLINA CENTRAL UNIVERSITY

FEBRUARY 12

To facilitate the Instant Decision process, applicants should submit their online application by midnight the day before their scheduled appointment. Without the submission of an online application, the Office of Undergraduate Admissions cannot provide an Instant Admission Decision. Applicants are encouraged to verify their application submission in advance of the appointment.

NCCentral
UNIVERSITY
Office of Undergraduate
Admissions

ADMISSIONS.NCCU.EDU

NCCentral
UNIVERSITY

Office of Communications
and Marketing

Office of Communications
and Marketing

Textures

Textures, inspired by brick pathways, the oak and pines and the verdant grass of the sloping hills, may be used to create continuity throughout your materials and increase brand recognition.
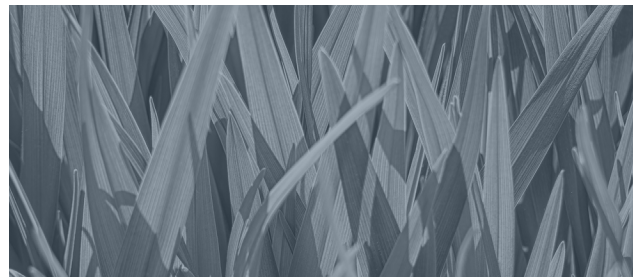
TEXTURES

Brick
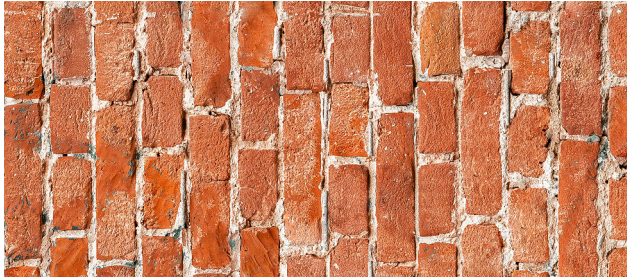
Tree

Grass

Background Photo Treatment

Creating duotone images of your photographs and using them as backgrounds can add visual interest to your materials.

In order to maintain consistency with the NCCU brand, it is important to use only the files provided in the **Quicklinks** section of nccu.edu/brand to create these duotone images and to follow the guidelines below.

TREATMENT COLOR OPTIONS

STEPS FOR CREATING A BACKGROUND PHOTO TREATMENT

1. Open the **BackgroundPhotoTreatment.psd** file and your selected photo in Photoshop. Note that BackgroundPhotoTreatment.psd will look like a blank document, but it will have a "gradient" layer in the layers palette.

2. Copy your photo and paste it into BackgroundPhotoTreatment.psd.

3. In the layers palette, move the photo layer under the "gradient" layer. The color effect will automatically be applied to the photo.

4. Save as any desired file type.

Photo Frames

Solid outlined photo frames may be used to add visual interest or call attention to photographs. Frames may be created by the user in varying thicknesses and brand colors. Suggested photo frame styles and layouts are below.

THICK

THIN

THICK OFFSET

THIN OFFSET

Callout Text Templates

The callout text templates available in the **Downloadable Assets** section of brand.nccu.edu may be used to help draw attention to important information, such as a website address, date or tagline. While the colors and fonts of the templates should not be changed, the size of the text box and container may be adjusted to accommodate various information.

These templates are also available in NCCU Maroon/black and NCCU Maroon/white.
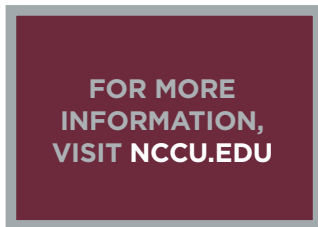
**VERTICAL LAYOUT
WITHOUT CONTAINER**

FOR MORE INFORMATION,
VISIT **NCCU.EDU**

**HORIZONTAL LAYOUT
WITHOUT CONTAINER**

FOR MORE INFORMATION, VISIT **NCCU.EDU**

**VERTICAL LAYOUT
WITH CONTAINER**

FOR MORE
INFORMATION,
VISIT **NCCU.EDU**

**HORIZONTAL LAYOUT
WITH CONTAINER**

FOR MORE INFORMATION, VISIT **NCCU.EDU**

GUIDELINES FOR USAGE

Do:

• Use only short, direct text as a call to action within the box.

Don't:

• Use as a replacement for buttons on your website.

Brand Rationale

WHAT IS A BRAND RATIONALE?

• A guide to brand development and execution

• Sets a baseline tone for the expression of our brand

• Creative concepts that establish an emotion that resonates throughout our work

OUR BRAND RATIONALE

OPPORTUNITY MAKES THE EAGLE

We Eagles come from every walk of life. Put an opportunity to lead and serve in front of us and we multiply it. Maybe it is our history of striving and making a way out of no way. We love to prove the doubters wrong and build up every nest we choose.

Our grit has led us to change the course of history in every field of human endeavor. Politics and Business. Arts & Science. Entertainment and Healthcare. Because Eagles must soar. It is our nature to rise to meet the occasion. Head on. Then when the job is done, we glide on to the next place we are needed. Our Shared experience here ensures that this is so.

Because the opportunity makes the Eagle.

Brand Positioning

WHAT IS A POSITIONING STATEMENT?

A positioning statement is a concise and focused declaration that describes how a product, brand, institution or company is distinct from its competitors and communicates its unique value to its target audience(s). It is an internal statement that serves as the foundation for all marketing and communication strategies and helps shape a consistent perception of the offering in the minds of consumers.

OUR POSITIONING

EAGLES SET THE PACE

We're a community catalyst igniting transformation for all. We're not just adapting to the future; we set the pace. Our inspiring programs go beyond academics; they awaken opportunity for your future. Imagine: a place where world-class connections are at your fingertips—tailor-made just for you. Here, you'll find a nurturing space that empowers you to be a revolutionary force for meaningful change.

Why? Because we believe in you before you walk through our doors. We see not just who you are, but also the future version you're becoming—so our environment is where learning, teaching, partnership and service merge into a singular force for good.

Brand Positioning

GUIDELINES FOR USAGE

The purpose of a positioning statement is to provide a foundation for capturing the essence of the university, what it offers and why it matters.

DO:

- **Keynote Speeches and Presentations:** Incorporate key elements of the positioning statement into speeches and presentations to emphasize the university's distinct qualities.

- **Guidance for New Initiatives:** Use the statement as a touchstone for new program development, ensuring alignment with the university's unique value.

- **Strategic Planning:** Let the positioning statement guide long-term strategic planning, ensuring that efforts align with core values and goals.

- **Student Engagement Activities:** Infuse the statement into student activities and workshops to inspire a sense of purpose and belonging.

DON'T:

- **External Marketing Campaigns:** The internal positioning statement is primarily designed for internal purposes, but elements within it may inspire external communications.

- **Short-Term Tactical Decisions:** The statement may not be directly applicable to short-term tactical decisions that require specific, immediate solutions.

- **Negative Discussions:** Avoid using the statement in discussions involving negativity or criticism, as it's meant to inspire and uplift.

Tone of Voice

WHAT IS TONE OF VOICE?

The tone of voice is the fundamental characteristic of external communication. It is the distinctive style that shapes messaging, ensuring consistency and recognition in all our interactions. Yet it is more than just words; it is the unique personality that sets us apart to create genuine connections.

OUR VOICE

SUPPORTIVE

We are nurturing, engaged and benevolent—dedicated to creating an inclusive and welcoming atmosphere across our diverse campus that reflects our legacy and culture.

CATALYST

We apply our determination in facing new challenges, and we choose our futures among vast possibilities. We inspire each other to define our paths, realize our potential and make an impact on society.

BOLD

We seize opportunities. Our openness and ambition create a culture of participation that encourages each of us to engage with our community in achievement.

Brand Pillars

WHAT ARE BRAND PILLARS?

Brand pillars are the foundational cornerstones that define our identity and values. They serve as guiding principles, outlining the core attributes and characteristics that underpin our brand. These pillars act as a compass, ensuring consistency in our communication, actions and overall brand experience.

OUR PILLARS

LOCATION

Rooted in Legacy

Our location is not just a geographical point; it's a historical and cultural nexus where determination, achievement and community converge. Rooted in a legacy of resilience and excellence, it is a cornerstone of the community that was established in 1910 amidst racial discrimination—and it became the first state-supported liberal arts college for Black students in North Carolina. Dr. James E. Shepard, a trailblazer in education, business and community development, invested in the location as a key figure and anchor of Durham's Black Wall Street. Our campus, spanning from Fayetteville Street to Alston Avenue, serves as a living tribute to this legacy, with landmarks that embody his lasting impact. This pillar is the embodiment of history, progress and a commitment to academic excellence and commitment to community.

CULTURE

Purpose through Inclusivity

Our culture is a driving force, built on the unwavering belief in each individual's ability for transformation. It begins with seeing not just who you are today, but also the remarkable future you will become. We are committed to building inclusive spaces, genuine relationships and a nurturing place to thrive. Through education and programming, we cultivate a community that excels due to a supportive atmosphere that is equitable for all. Our commitment to "Truth and Service" extends beyond the nest of campus, with active community engagement both locally and globally. NCCU is not just an institution—it's a close-knit family celebrating diversity and fostering connections that drive change.

Brand Pillars

IMPACT

Commitment to Transformation

Our impact is not defined by the status quo; it's measured by the history we've rewritten across diverse fields. We tackle the economic and social challenges shaping North Carolina and the world today, as well as those on the horizon. Collaborating with corporations and foundations, we champion our mission of teaching, research and service, driving opportunities for all individuals. Our expertise extends beyond our campus, propelling NCCU and Eagle students toward shared goals aligned with our institutional priorities and corporate social responsibility. As community catalysts, we understand that developing leaders begins with engagement and service—which isn't just vital to the recipients; it's equally influential to the person who serves to inspire personal growth and development. Our impact is a ripple effect, reaching far beyond our campus, reshaping lives as it extends outward.