

NC STATE Office of Strategic Brand Management

Brand Snapshot

2023







Welcome to NC State, a public, land-grant, Research 1 university in the heart of Raleigh, North Carolina. We're a STEM (science, technology, engineering, math) powerhouse with global impact. But above all, NC State is the Wolfpack — a passionate community of innovative, entrepreneurial, values-driven thinkers and doers.

When you partner with the NC State brand, you become part of that Wolfpack family, and you join in our mission: to promote an integrated approach to problem-solving that transforms lives and provides leadership for social, economic and technological development across North Carolina and around the world. Our Pack — including a quarter-million alumni — is committed to serving the greater good and being part of something bigger than themselves.

The Office of Strategic Brand Management works to elevate the NC State brand and strengthen the spirit of the Wolfpack. We pursue our university's mission and honor our commitment to North Carolina's communities by seeking out partnerships and investing our most powerful asset — the NC State brand — in businesses and products that create economic and intellectual prosperity throughout our state and beyond. Our partnerships often create opportunities for students to collaborate in launching real products in the marketplace. And a portion of the revenues we generate helps to fund student scholarships, making college accessible to the next generation of caring, creative and passionate NC State alumni who take what they learn here and pay it forward.

Our brand represents our entire
Wolfpack — a community that rallies
behind all things NC State. Are you
ready to Think and Do with us?

Come join our Pack.



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Our Wolfpack

NC State is growing at a time when many universities are not.

In August 2022, we welcomed our largest and most diverse incoming class ever: 5,601 new students from 98 North Carolina counties, 43 U.S. states and 41 countries. Almost a third of those first-years are students of color, reflecting the increasing diversity of our Wolfpack.

Our leadership in STEM and our land-grant commitment to the people of North Carolina combine to produce innovative solutions to real challenges, across our state and around the world. Get to know our Wolfpack and all that it can do for you.

NC State by the Numbers: Fall 2022



37,873

Students



2,463

Faculty



6,985

Staff



6,000

International Students



129

Student Nationalities



“

If you graduate from one of the schools down the road, you're a Tar Heel or a Blue Devil. Farther afield, you're a Yellow Jacket or even a Hokie. All of these are singular. But at NC State, you're a member of the Wolfpack — a collective, a community. Here, it's not about any one of us. It's about what we **Think and Do together.**

Chancellor Randy Woodson

Student Life on Campus: Fall 2022



8,848

Students Living on Campus
(All first-year students
must live on campus.)



3,005

Greek Life Students



49

Fraternities and
Sororities



- In-State Students (79%)
- Out-of-State Students (21%)



- Female Students (51%)
- Male Students (49%)





#7

Best Value
Among Public
Universities

U.S. News

Income

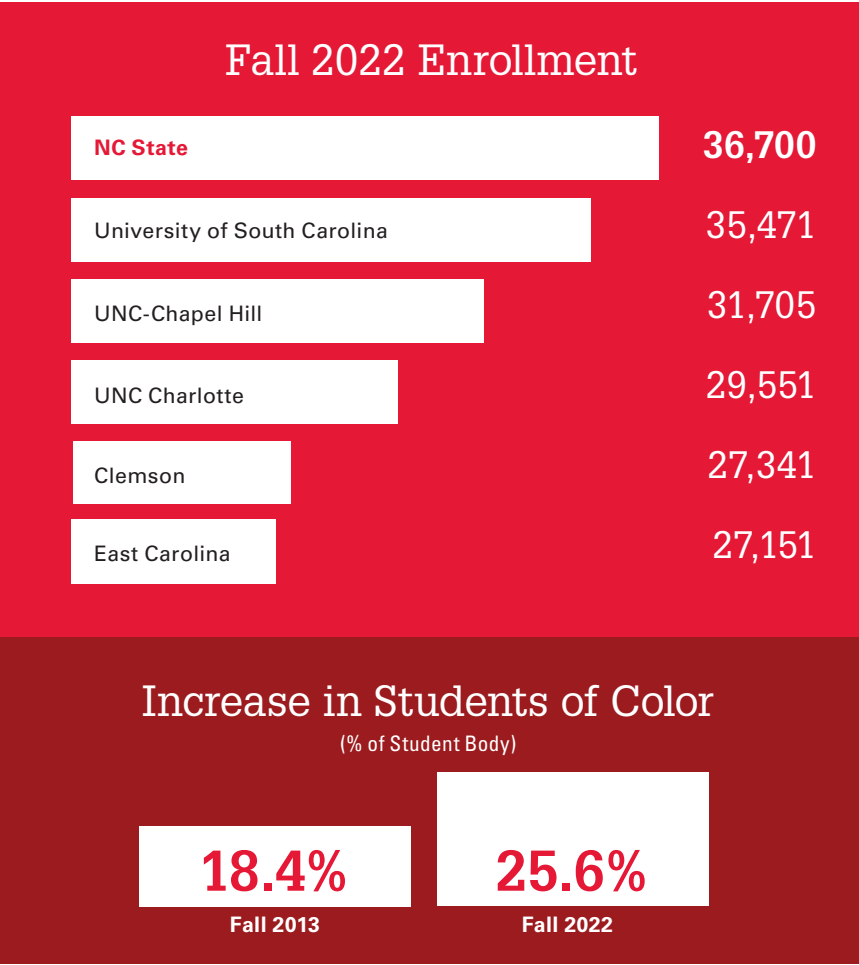
Our graduates take home the highest average starting and mid-career pay among graduates of all public universities in North Carolina and South Carolina, leading to more discretionary income.

Colleges	Starting Salary	Mid-Career Salaries
NC State	\$62,200	\$114,200
Clemson	\$62,100	\$111,500
UNC-Chapel Hill	\$60,400	\$104,300
NC A&T State	\$57,600	\$97,700
UNC Charlotte	\$56,800	\$98,200
University of South Carolina	\$55,200	\$93,900
East Carolina	\$52,600	\$89,200
Appalachian State	\$51,300	\$89,200

Payscale, Inc. 2022

Enrollment

Although nationwide university enrollment has declined over the past 10 years, NC State’s student body continues to grow, according to the National Student Clearinghouse Research Center. We’re the largest university in the Carolinas, and our alumni live across the country and around the globe.



Colleges	Enrollment	% of Student Body
College of Engineering	11,246	29.7%
College of Humanities and Social Sciences	4,548	12%
Poole College of Management	4,496	11.9%
College of Sciences	4,152	11%
College of Agriculture and Life Sciences	3,887	10.3%
College of Natural Resources	2,049	5.4%
College of Education	1,808	4.8%
University College	1,369	3.6%
Wilson College of Textiles	982	2.6%
College of Design	936	2.5%
College of Veterinary Medicine	477	1.3%



Our Logos and Marks

The NC State “brick” logo, as shown on page 11, is a visual representation of our brand and our identity. Its directness, clean edges and unadorned type tell the world who we are: we are purposeful; we are modern; we are NC State.

Together with our institutional marks and sub-brand logos, it tells the story of our entire Wolfpack, at a glance. It unites us under a banner — or a brick — that is bold, quickly recognizable and distinct from our neighboring blue schools.

Licensing agreements enable you to capitalize on that brand recognition by selling products that include our logos and marks. The marks connect you to members of our Pack and fans of NC State, whose favorite color is Wolfpack Red.

Primary Marks

The NC State logos are official representations of NC State University. They both identify and define us. The block S, wolf head and strutting wolf have deep roots in NC State history.



Block S



Wolf Head



Strutting Wolf

Institution Marks:

“The Brick” Logo and Logotype

NC STATE UNIVERSITY

NC STATE

**NC STATE
UNIVERSITY**

NC STATE

College Vault Marks

The College Vault is a limited release of vintage NC State logos and graphics for retail sales. These retro images are limited to a handful of licensees who have products and distribution appropriate to the vintage nature of the marks.



Wordmarks

“NC State” is a registered trademark. “NC State” and “NC State University” are the primary word marks representing the university.

“Wolfpack” has been a registered trademark since 1982 and has been used by NC State’s sports teams since 1921. It’s a single word that combines “wolf” and “pack.” As our registered trademark, it is always one word.



Belltower Collection

The private label's product line includes apparel and merchandise sold exclusively by Wolfpack Outfitters, NC State's campus store selling apparel, souvenirs, school supplies, technology and more. A central focus of the private-label initiative is celebrating the university's history and promoting community pride in one of its official Hallowed Places: the newly renovated Memorial Belltower.



'PackPups

Our copyrighted 'PackPups youth marks are different from registered trademarks because they allow for the creative flexibility to add props to them or to pose them in different positions. Connect with family and kids at an early age — from their first bib to their first fan T-shirt.



University Hallmark

The university hallmark takes its inspiration from the chancellor's official seal. While the chancellor's seal is limited to use on diplomas, graduation regalia and acknowledgments at the highest level of the university, the hallmark is available for use on merchandise and apparel.



Lonnie Poole Golf Course

Lonnie Poole Golf Course is the university's award-winning golf course, minutes from downtown Raleigh and open to the public. It's not only home to NC State's men's and women's golf teams; it's also used as a research and training facility for our renowned PGA Golf Management program. It also operates a full-service pro shop with officially licensed apparel, golf accessories and a Master Club fitter.



Building a Brand for the Power Sound of the South®

NC State's marching band, the Power Sound of the South, has developed more than just a name for itself in the nearly 100 years since its inception. It is a beloved part of the university experience for Wolfpack fans and thousands of marching band alumni, student-musicians and parents. Until recently, however, the band lacked a clear and consistent visual identity to unite its stakeholders and reinforce its brand — and, crucially, it lacked ownership of its name.

In 2020, the Office of Strategic Brand Management worked with the Department of Music and the creative services team from University Communications and Marketing to begin the process of federally registering "Power Sound of the South" and developing a visual identity for the marching band. The resulting marks incorporate and align with the core design elements of the NC State brand, while representing each of the subgroups that make up the band — the instrumental corps and the visual performers — and acknowledging its origins as an ROTC band through the prominent feature of the military-inspired uniform's signature hat. This unified brand helps to increase the band's visibility and recognition, in the Atlantic Coast Conference and beyond.



With the registered trademark secured, the officially licensed Power Sound of the South retail line launched in August 2021, sold exclusively through the campus bookstore, Wolfpack Outfitters. Marching band alumni, students, parents and fans can now purchase branded apparel and merchandise to showcase their pride in "the world's most dangerous marching band." A portion of proceeds from sales of the line support student scholarships and the marching band.



Our Retail Partnerships

Our strongest retail partnerships are built on shared values and a commitment to an integrated approach to problem-solving.

By aligning the NC State brand with companies and products that support our state's growing industries, demonstrate the power of inclusive business practices and even give back to address hunger, we're showing the world the strength in our Wolfpack.

These partnerships are also investments in NC State students. A portion of the proceeds from each of these partnerships goes to support student scholarships focused on financial need, merit, study abroad and athletics. We also incorporate hands-on learning opportunities, groundbreaking research and life-changing extension activities into the arrangements where possible, bringing together the future workforce, our world-class faculty and industry professionals in innovative ways.



The Belltower Collection With Wolfpack Outfitters

To celebrate the rededication of NC State's iconic Memorial Belltower in 2021, and the addition of its 55-bell carillon, the university developed and launched an upscale private label of apparel and merchandise called the Belltower Collection. The label is available exclusively through Wolfpack Outfitters, our campus bookstore.

The Belltower Collection was developed through an interdepartmental work group of a dozen departments at NC State, including the College of Design, the Poole College of Management and the Wilson College of Textiles. The collection's designs — which feature several unique marks representing the belltower and its long-awaited bells — celebrate NC State's history while promoting community pride in the university and one of its Hallowed Places.

Partnering exclusively with Wolfpack Outfitters for sales of our private label allows us to maximize the portion of revenues that go straight to providing scholarship support for NC State students. In the long term, the goal for the Belltower Collection is to have a product line that is, at least in part, designed, manufactured, merchandised and marketed by NC State students and faculty, in collaboration with North Carolina companies and sold exclusively by NC State.



Consumables

The Office of Strategic Brand Management has taken an innovative approach to licensing consumable products, focusing on partnerships that both support North Carolina's food and beverage industries and generate funding for student scholarships. NC State works with Collegiate Licensing Company to license consumables, but we also license with several companies directly to bring products to market in two categories: alcohol, and products developed and created on campus, such as Howling Cow Ice Cream.

Howling Cow Ice Cream has been an NC State tradition for decades, starting with the campus creamery and with the North Carolina State Fair. To take it to the next level, in 2018 NC State licensed Howling Cow's recipes and trademark for six flavors of ice cream sold exclusively through Harris Teeter stores. A portion of each sale goes to support the food science program at NC State, as well as student scholarships.

The newest consumable products — from two alumni-owned businesses based in Raleigh — are 'Pack Snacks chips by 1in6 Snacks and Greater Good Coffee by 321 Coffee. Both companies got their start right here on campus. Now, thanks to these partnerships, they're helping future generations of their Wolfpack attend NC State.



Old Tuffy Premium Lager With New Belgium Brewing Company

When New Belgium Brewing Company expanded to Asheville, North Carolina, in 2015, the company committed to supporting the local community. With the launch of Old Tuffy Premium Lager in 2019 — a multiyear partnership with NC State — New Belgium strengthened that commitment by providing annual support for student success initiatives, research and the further development of NC State’s fermentation sciences program to prepare the future workforce for the state’s growing craft beer industry.

The partnership has supported the university’s land-grant mission by investing in North Carolina agriculture and industry, as well as student success and academic excellence here at NC State.

In 2020, New Belgium additionally began incorporating malts from Riverbend Malt House, a company founded by fourth-generation NC State alumnus Brent Manning, a graduate of the College of Natural Resources.

“At New Belgium, we pride ourselves on proving that business can be a force for good,” said New Belgium CEO Steve Fechheimer when the partnership was announced. “Supporting the education of innovative and creative minds in North Carolina embodies that spirit and further shows our commitment to the state.”



'Pack Snack Chips With 1in6 Snacks

When NC State alumnus Josh Monahan was a student in the College of Agriculture and Life Sciences, he learned that one in six people in the U.S. don't know where their next meal is coming from. When he launched his potato chip company in 2015, he knew he wanted to use a portion of the proceeds from Carolina Kettle chips to fight hunger.

Monahan cared enough about this cause to name the company 1in6 Snacks. So far, they have donated over 800,000 meals to North Carolina food banks. Their values-driven mission, which also includes supporting North Carolina agriculture by using locally grown potatoes when they're in season, aligns with NC State's mission and its role as a land-grant institution.

Now, through their new retail partnership with NC State, 1in6 Snacks is also helping to support student scholarships. The new 'Pack Snack, an individual-sized bag of their popular Outer Banks Sea Salt flavor chips, is sold at NC State athletic events and other partner stores.

Wolfpack Wines With Shelton Vineyards

NC State has a deep-rooted history of supporting and collaborating with North Carolina's wine industry. Through our partnership with Shelton Vineyards in Dobson, North Carolina, we toasted the launch of our first four officially licensed wines: two limited-edition wines in the Hallowed Places Collection, along with Wolfpack Red and Wolfpack White. The first wine in the series, featuring NC State's iconic Brickyard plaza on the label, sold out in just 38 days.

This is the beginning of what we hope will be an expanding partnership with more of North Carolina's nearly 200 wineries. Developing the wines even provided an opportunity for NC State students to gain valuable hands-on experience: College of Design students designed the labels, and students in the Poole College of Management assisted with marketing strategy and content creation.

"North Carolina's wine industry continues to grow, and NC State is a vital part of that growth," says Chris Boyer, assistant vice chancellor of strategic brand management at NC State. "Our licensed wine initiative helps promote this important statewide business while also providing real-world opportunities for NC State students to work through the design and production process."



Greater Good Coffee With 321 Coffee

Greater Good coffee — a partnership between NC State and 321 Coffee — is built on our shared values around diversity, equity, inclusion, belonging and community. NC State alumni Lindsay Wrege and Michael Evans founded 321 Coffee to tackle a societal problem: Around 80% of adults with intellectual and developmental disabilities (IDD) are unemployed, and many struggle to find meaningful work. By employing adults with IDD, 321 Coffee hopes to demonstrate the value of an inclusive business model. It's exactly the sort of enterprise and community that NC State seeks to support and foster through our retail partnerships.

The co-branded Greater Good coffee supports NC State student scholarships, similar to those that enabled Wrege and Evans to attend NC State. 321 Coffee's virtuous circle of supporting future members of the Wolfpack and adults with IDD is mirrored in the strong support they receive from the community, including NC State football coaches and players. Thanks to that support and partnerships like this one, 321 Coffee continues to experience tremendous growth. As just one example, they're now building a fully accessible roasting facility to increase their capacity and to support 200 new work hours per week for people with IDD.



Our Licensees

Top 10 Nonapparel Brands

1. Balfour
2. The Roberts Group
3. Logo Brands Inc.
4. Oak Hall Industries LP
5. adidas America Inc.
6. University Frames
7. Wincraft Inc.
8. Tervis Tumbler Company
9. YETI Coolers LLC
10. 4imprint Inc.

Top 10 Apparel Brands

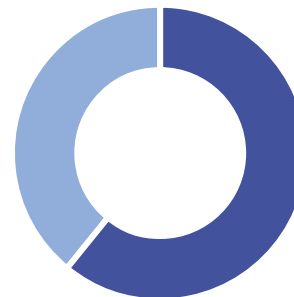
1. adidas America Inc.
2. GFSI LLC (Champion)
3. Colosseum Athletics Corporation
4. L2 Brands LLC
5. Knights Apparel LLC
6. MV Sport
7. Royce Apparel Inc.
8. Trevco Inc.
9. The Roberts Group
10. Columbia Sportswear

Retail Sales



- Campus/local channel (37%)
- Internet/TV/catalog (16%)
- Related retail/direct (14%)
- Restricted channel campus departments (9%)
- Sporting goods/sports specialty/fan shops (6%)
- Department stores (5%)
- Super center/wholesale clubs/mass (5%)
- Specialty/midtier (5%)
- Miscellaneous (3%)

Licensing Royalties



- Apparel (61%)
- Nonapparel (39%)





Collegiate Licensing Company

NC State uses Collegiate Licensing Company (CLC) licensing and marketing services to help



administer NC State's nearly 300 licensees, from licensee application to strategic product category management, trademark enforcement, royalty reporting and data collection and analysis. CLC represents more than 700 of the nation's top colleges and universities.

Top-Selling CLC Institutions in 2022

- 26. UCLA
- 27. Purdue
- 28. Cincinnati
- 29. Mississippi
- 30. Washington

31. NC State

- 32. Iowa State
- 33. Cal
- 34. Minnesota
- 35. Missouri
- 36. Colorado

CLC Sales Rankings*



31st
in 2022

35th
in 2020

40th
in 2019

* No rankings in 2021 due to COVID-19.

**Does not include directly licensed consumable categories.

Our Retailers

NC State's Office of Strategic Brand Management has adjusted our e-commerce strategies to better address sales performance as well as product availability and visibility, with an emphasis on Amazon and Fanatics.

Amazon is the world's largest online retailer, and Fanatics is the nation's largest online retailer with a focus on officially licensed sports merchandise. Our sales through internet channels increased 58% in FY22 and now account for 14% of our overall sales.

We licensed Trevco to develop an NC State product line available on Amazon, and in our first year of partnership we became one of their top three officially licensed schools in terms of sales.

We have also increased the number of direct-to-consumer licensees, resulting in new internet sales at higher royalties as well as additional opportunities for our student-athletes to monetize their name, image and likeness rights.

Direct-to-consumer retailer Homefield Apparel released an NC State collection in January 2021, which became their eighth-best launch ever in sales volume, despite the launch coming after the holiday season.



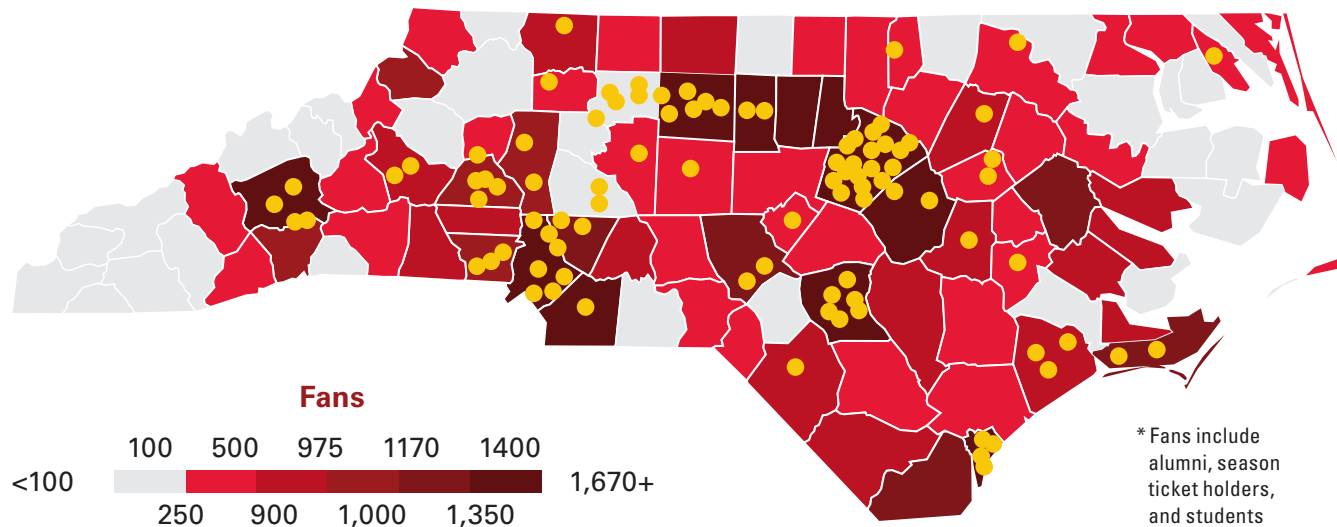
Amazon and Fanatics Sales

Year	Sales
FY2022	\$1,385,591
FY2021	\$902,993
FY2020	\$953,214
FY2019	\$974,063
FY2018	\$1,016,307

Internet Sales

Year	Sales	% Change From Prior Year
FY2022	\$1,772,080	58.1%
FY2021	\$1,120,921	-5.7%
FY2020	\$1,188,183	-2.3%
FY2019	\$1,216,427	-0.1%
FY2018	\$1,218,231	

Fan and Retail Concentration





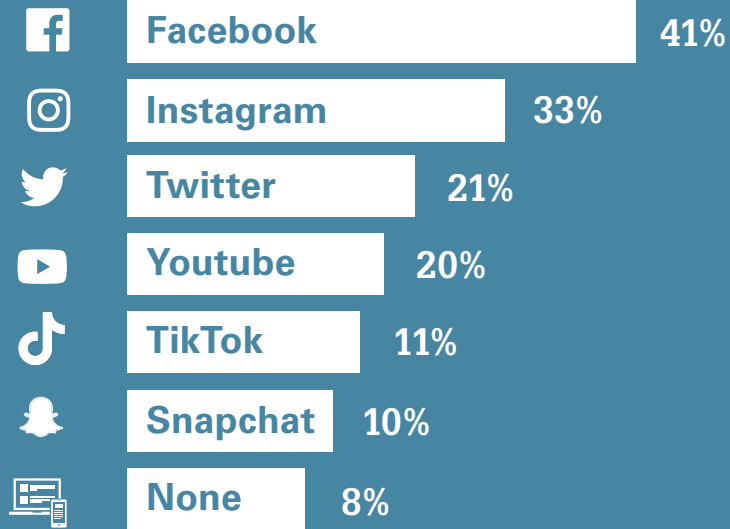
Fan Preferences

Wolfpack fans are passionate champions and ambassadors for the NC State brand, and their purchases reflect it. The surest way to reach them is by producing NC State merchandise that meets their needs, aligns with their tastes and is promoted on platforms they use.

In 2022, our Office of Strategic Brand Management worked with our licensing agency, CLC, to survey a population of 30,000 NC State fans (alumni, ticket holders and past consumers) to better understand their NC State purchasing habits, retail preferences and desired product attributes.

The survey's results will allow us to benchmark against our peers and identify new licensing, retail and brand opportunities.

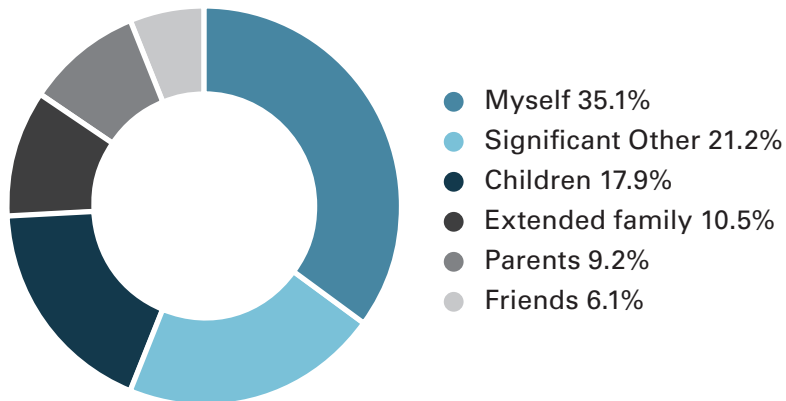
What social media platforms do our fans use?



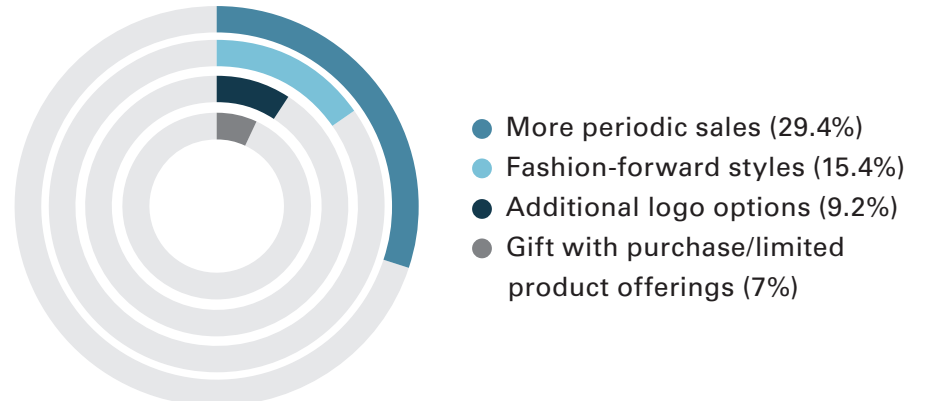
Which styles do our fans prefer?

Vintage/retro	36%
Small logos	26%
Athleisure/lifestyle	23%
Authentic team wear	23%
Women's	21%
Large logos	16%
Fashion/trend	14%
Neutral coloring	9%

Who are our fans shopping for?



What incentives would help fans buy more?



Wolfpack Athletics

Nothing unites the Pack like the excellence of our student-athletes. On the field, the court, the track or in the pool, NC State competes at the highest level.

As an anchor of the legendary Atlantic Coast Conference, we have a long tradition of exciting athletics — and a lot of Pack pride. Whether you're a player, a coach, a die-hard fan or a casual observer, you're a part of our team.

Football Attendance

26.	Kentucky	60,289
27.	BYU	59,674
28.	Iowa State	57,344
29.	Purdue	57,129
30.	Texas Tech	56,879
31.	NC State	55,924
32.	Miami	54,964
33.	Oregon	54,950
34.	Oklahoma State	54,735
35.	Pittsburgh	54,710
36.	Missouri	54,525





Men's Basketball Attendance

27. Kentucky
28. BYU
29. Iowa State
30. Texas Tech
31. Purdue
- 32. NC State**
33. Oregon
34. Oklahoma State
35. Pittsburgh
36. Missouri
37. Mississippi State

Men's Sports

Baseball
Basketball
Cross-Country
Football
Golf
Soccer
Swimming and Diving
Tennis
Track and Field
Wrestling

Women's Basketball Attendance

5. Louisville
6. LSU
7. UConn
8. Arizona
9. Oregon
- 10. NC State**
11. Maryland
12. Baylor
13. Gonzaga
14. Nebraska
15. Indiana

Women's Sports

Basketball
Cross-Country
Golf
Gymnastics
Soccer
Softball
Swimming and Diving
Tennis
Track and Field
Volleyball

* all attendance is from 2022

Learfield Directors' Cup

The Learfield Directors' Cup was developed as a joint effort between the National Association of Collegiate Directors of Athletics and *USA Today*. Points are awarded based on each institution's finish in NCAA championships, ranking their performance in all of the sports in which they compete.



NC State consistently ranks in the top 25.

17th

in 2022

23rd

in 2021

26th

in 2019

15th

in 2018

* No rankings in 2020 due to COVID-19

Wolfpack Athletics by the Numbers

#4

in the ACC for average home football game attendance

#15

in the nation for average football stadium capacity sold (94.6%)

#31

in the nation for average home football game attendance

#5

in the ACC for men's basketball for average home game attendance

#10

in average women's basketball home game attendance nationally

#32

in the nation for men's basketball for average home game attendance

* All rankings are from 2022





This adidas advertising photo features Jaiden Thomas and Jameese Joseph, student-athletes on the NC State women's soccer team and adidas NIL ambassadors.

Name, Image and Likeness (NIL)

Our new NIL guidelines position our student-athletes and the university to take strategic advantage of opportunities to receive financial compensation for promotional endeavors that use their name, image and likeness. NC State's Office of Strategic Brand Management, along with the university's Office of General Counsel and the Department of Athletics, played a lead role in the development, execution and enforcement of these guidelines in accordance with NCAA and state of North Carolina regulations.

Our comprehensive NIL program focuses on equipping and supporting Wolfpack student-athletes with resources to maximize the value of their personal brands. In addition to investing in INFLCR — a software platform that helps athletes navigate NIL opportunities — and its full array of resources, NC State has also partnered with The Brandr Group, NC State Entrepreneurship and the adidas NIL Ambassador Program to support our student-athletes.

Our Impact

When you partner with the NC State brand, a portion of the proceeds from co-branded products goes to support student scholarships focused on financial need, merit, athletics and study abroad.

For Christopher Oates, a student double majoring in environmental sciences and biological and agricultural engineering technology, a study-abroad scholarship allowed him to spend a summer doing coursework in Rome.

Studying abroad exposes students to cultures, perspectives and experiences that prepare them to navigate the unfamiliar and solve problems after graduation. During his summer in Rome, Oates learned about ancient Roman engineering and even had a chance to tour the city's inspiring aqueducts — lessons that he says will stick with him as he pursues a career focused on improving water quality and access.

The lessons he learned outside the classroom were equally valuable. "I chose to study abroad because I wanted to gain greater cultural awareness of the world around me while also learning more about the field of science and engineering that I wish to go into after graduation," says Oates. "Although I learned a lot of new information about Roman engineering and technology, being immersed in Italian culture is what will stick with me the longest."



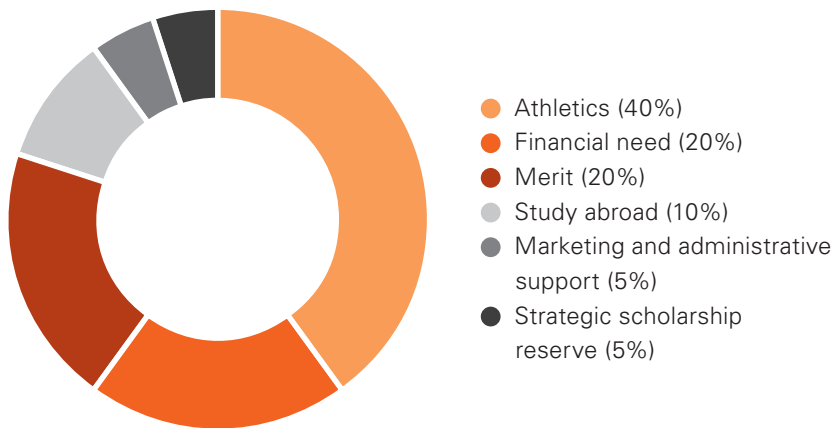
“

Scholarship funds made this experience possible. ... Having to worry less about the costs of the trip made planning and preparation much easier, and it made my time abroad even more enjoyable.

Christopher Oates

Study-abroad scholarships funded in part through our retail partnerships help to ensure that these confidence-building international experiences are financially accessible to all students.

Trademark Licensing Revenue Distribution



Our Community

Welcome to one of the fastest-growing cities in America. A vibrant hot spot within the southeastern United States, Raleigh is the capital of North Carolina and the perfect home for NC State's Wolfpack.

Here, you'll taste a little of everything that makes life sweet: a beautiful campus surrounded by acres of lush parks, a bustling downtown that's just minutes away and a major metropolitan area brimming with professional opportunities.

With Durham and Chapel Hill, Raleigh anchors the Research Triangle, a renowned destination for high-technology enterprise.

The top companies in the region — including IBM, Cisco Systems, SAS Institute, Biogen and GlaxoSmithKline — are among the country's best employers. They also lead the way in hiring new NC State graduates. Plus there are more than 70 innovative businesses, agencies and nonprofits located on NC State's Centennial Campus.



#3

**Best Place
for Business
and Careers**

Forbes

#5

**Best Place To Live
in the U.S.**

Bankrate

#14

**Large-Sized College
City in America**

Wallethub



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We are proud to be a university member of the Fair Labor Association (FLA), an international network of companies, universities and civil society organizations collaborating to ensure that millions of people working at the world's factories and farms are paid fairly and protected from risks to their health, safety and well-being. As an FLA university, we are committed to fair labor standards and human rights wherever our branded merchandise is produced, and we expect our licensees to learn from FLA's rigorous standards and improve working conditions for the people in their supply chains. Learn more at FairLabor.org.

