



THE UNIVERSITY OF
ALABAMA[®]

**GRAPHIC
STANDARDS**

2018-19

As The University of Alabama competes for students, funding and donations, the strength of our marketing communications is increasingly important. One of the basic components of a strong, institutional marketing-communications effort is a unified graphic identity.

The University of Alabama word mark carries dual responsibilities: It must stand as the sum of the institution's many parts — the authentic, recognizable essence of this University — while simultaneously symbolizing our potential. For the many people who already know and love UA, the word mark must ring true. For audiences now in cultivation and to be approached in the future, the mark must dispel myths, spark interest and remain in each viewer's awareness, uniquely and accurately.

These principles have shaped the creation of this visual identity guide. By complying with its specifications, you help project a clear, unifying image for the University as a whole. The visual identity program also highlights each college or division of the University, without sacrificing the unit's individuality.

The guidelines in this manual enable us to implement the visual identity in a range of applications, thus enhancing all of our University communications. Please support the program by applying these guidelines consistently.

Who We Are

In its efforts to pursue excellence in instruction, research and service, The University of Alabama produces graduates who become leaders in their fields, from the arts and humanities to science and business. UA competes successfully on the academic stage both nationally and internationally and seeks to be the academic community of choice for students from Alabama and around the globe who are seeking exceptional educational opportunities.

Capstone Values

Teaching: The University of Alabama is dedicated to employing outstanding faculty and staff who can instruct and mentor students at the highest level, providing countless chances for students to further their education in a variety of ways.

Research: By recruiting leaders from every academic field to join its top-tier faculty, The University of Alabama is focused on ensuring students are provided the opportunity to participate in groundbreaking research projects as part of their academic training.

Service: While The University of Alabama seeks to provide an educational community for its students, faculty and staff, it also seeks to enhance quality of life for people around the state, nation and world by providing various opportunities for advocacy, service and relief work.

The UA Brand

To keep UA at the forefront of 21st-century higher education and to maintain a strong and positive image, it's important to have defined and unified branding standards to which the Alabama family conforms. *Forbes* magazine's Jerry McLaughlin defines "branding"

as "everything the public thinks it knows about your name brand offering—both factual and emotional. Your brand name exists objectively; people can see it. It's fixed. But your brand exists only in someone's mind." The University of Alabama is more than a logo or a word mark; it is everything one thinks about the brand. And brand standards uphold, enhance and positively project The University of Alabama name and reputation.

The University of Alabama brand, in that sense, is a compilation of everything we say and do, what we broadcast to the world, and the connections we form with our constituents, including prospective and current students, faculty and staff, parents, alumni, friends and stakeholders.

The History of Our Brand

As the state's oldest public university, The University of Alabama cherishes a rich and storied history that has propelled us into a future where our institution is respected on a wide scale. Founded in 1831, The University of Alabama was created as a "seminary of learning" for the newly formed state. By 1871, enrollment was 75 students; by 1901, nearly 400. Now, more than a century later, UA enrolls more than 38,000 students, the largest student body in University history. Former UA President Dr. George Denny first called UA "the Capstone" in 1913, just one year after the beginning of his 24-year tenure at the University. "Capstone" means the top stone or the highest point, and throughout its exponential growth over the decades, The University of Alabama has continuously sought to achieve its highest point yet and remains dedicated to the pursuit of excellence.

Key Attributes of Our Brand

1. A commitment to excellence: The University of Alabama strives to create the best possible environment for learning by providing opportunities for engagement with accomplished faculty and staff as well as world-class research, service and athletic opportunities.

2. A student-oriented focus: UA continuously seeks to develop a creative, nurturing environment where students are free to explore interests, experience both challenges and triumphs, and ultimately achieve their highest aspirations.

3. An interest in tradition: As the flagship university of Alabama, UA is committed to honoring its shared history with the state and its emotional resonance with its citizens, as well as its record of bringing success of all kinds to the region. Time-honored tradition is valued, not for tradition's sake, but to cherish and uphold the values that are good and right, that sustain us, give us purpose and that seek the best in everyone and in everything we do.

4. A desire for growth: The University of Alabama is committed to continuous growth in all areas, from enrollment to campus size to scholarship funding to levels of excellence and more, in an effort to increase the opportunities provided to all associated with UA.

5. An exciting future: The future of UA is bright as our students, alumni and other constituents continue to make positive differences in the world using the friends made, lessons learned and skills acquired at The University of Alabama.

Why Branding Is Important

UA is a dynamic institution made up of many parts, each one working to accomplish its own individual goals in an effort to further the broader University of Alabama mission of both unique and exemplary educational opportunities and developing exceptional and successful alumni. While our athletic brand is widely recognized in the world of collegiate sports, UA as a whole is comprised of many more departments, institutions, groups and constituencies. Promoting consistency for the University brand has a dual purpose: It unifies the UA family, setting us all on a shared path of helping the Capstone achieve excellence, and ensures people everywhere associate the Alabama name with strength and distinction.

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Having a strong University-wide identity adds to each unit's value while reinforcing the overall value of The University of Alabama as a whole.

Through our visual identity program, all portions of our diverse community can convey a clear, powerful identity. When our communications present a unified visual appearance, they establish an immediate connection between the message and the University. The visual identity program offers many design solutions that allow for flexibility and versatility within each college, school, division, department or program.

All UA word marks and logos should carry the appropriate registration mark.

1.1 Primary Word Mark

The stacked version of the word mark is considered the primary logo of the institution. These versions cannot be modified in any way, including adding additional wording underneath.

Please see page 11 for spacing limitations.

THE UNIVERSITY OF
ALABAMA[®]

THE UNIVERSITY OF
ALABAMA[®]

FOUNDED 1831

THE UNIVERSITY OF
ALABAMA[®]

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THE UNIVERSITY OF
ALABAMA[®]

FOUNDED 1831

1.2 Official Nameplate

The official nameplate comes in three versions, each of which has been created using type kerned to specific proportional measurements. To ensure that all of our uses of these marks will be consistent in quality, do not attempt to recreate them, to use photocopies or scans from this guide, or to manipulate or change the marks in any way.

The horizontal nameplate is a flexible yet solid tool that works well in many publication applications and is an excellent choice for merchandise and equipment.

This nameplate must accompany the Capstone A logo when used on materials that are designed for or provided to an external audience such as prospective students or the general public. See page 16 for further instruction.

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1.3 “Capstone A” Logo

The “Capstone A” logo is a secondary mark of the University and includes the Script A along with the registration mark inside the square. The Office of Design/Production can supply you with the needed formats and colors for your specific needs.

If the “Capstone A” is used externally, it **must** be accompanied by The University of Alabama nameplate somewhere on the page.



1.3 “Capstone A” Logo (cont.)

The “Capstone A” logo can be used in conjunction with the other University of Alabama logos as shown.



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1.4 Application Guidelines: Area of Isolation and Minimum Size

The University of Alabama’s official logo is a word mark that features the words “The University of Alabama” in a specific font.

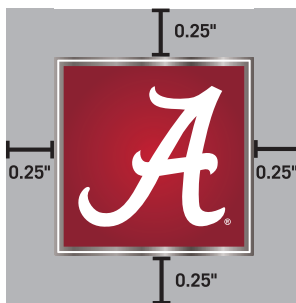
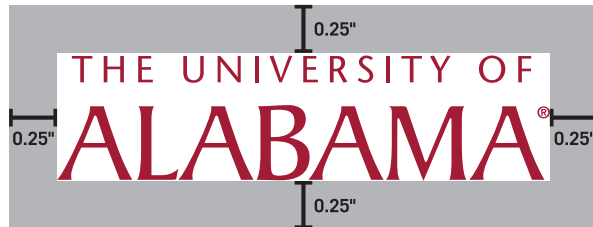
The space around the word mark or logo must be at least one-half the height of the tallest letter.

Shown here are examples of how the word mark system should be used in relation to other objects on the page. This is to prevent competing elements that might take away from the strong brand associated with these systems.



THE UNIVERSITY OF ALABAMA® I 0.125"

Minimum size



Minimum size

1.5 Incorrect Uses

Examples of what NOT to do when using our word mark system: Do NOT manipulate the word mark in any way. You should not try to type it in a different font, space it out, place a drop shadow behind it, stretch it, put it on a distracting background, use a low-resolution version or web version on print (pixelated), put anything around it, make any of the words or letters larger or smaller than the rest of the word mark, tilt it or use it with another symbol incorporated. Logo must *always* be accompanied by ®.

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Logo must *always* be accompanied by ®

1.6 Identifiers

The Alabama word mark system allows for individual recognition of all colleges and departments without sacrificing the brand established in the primary system.

You have a choice of using the “Official UA Word Mark” with Identifier or the “Capstone A” with Identifier on all communications pieces (print, video, web, etc.).

If the “Capstone A” with Identifier is used externally, it **must** be accompanied by The University of Alabama nameplate somewhere on the page. See page 16 for further instruction.

“Official UA Word Mark” with Identifier



“Capstone A” with Identifier



1.7 Department Identifiers

To ensure your school is represented, the Alabama word mark system allows for individual recognition of all colleges and departments without sacrificing the brand established in the primary system.

You have a choice of using the “Official UA with Word Mark” with Department Identifier or the “Capstone A” with Department Identifier on all communications pieces (print, video, web, etc.).

The Capstone A is for less formal use and is more flexible.

If the “Capstone A” with Identifier is used externally, it **must** be accompanied by The University of Alabama nameplate somewhere on the page. See page 16 for further instruction.

To request your departmental identifier, fill out the Department Identifier Request form located under Services & Requests on the Strategic Communications webpage located at: strategiccommunications.ua.edu.

“Official UA Word Mark” with Department Identifier

THE UNIVERSITY OF
ALABAMA[®] | *College of*
Arts & Sciences
Physics & Astronomy

THE UNIVERSITY OF
ALABAMA[®] | *College of*
Engineering
Computer Science

“Capstone A” with Department Identifier



College of
Arts & Sciences
Physics & Astronomy



College of
Engineering
Computer Science



Division of
Student Life
Ferguson Student Center

1.8 Law School Logo

On September 20, 2018, Alabama Law became the Hugh F. Culverhouse Jr. School of Law at The University of Alabama. This change was made after Mr. Culverhouse gave to the Law School the largest gift in the history of The University of Alabama.

The Law School branding includes a horizontal and stacked version. The horizontal version is the primary mark and should be used in most cases. The stacked version is allowed when the promotional item it is being placed on requires a vertical or square format. Both versions are designed to also include a departmental identifier.

A new seal was also developed for the Hugh F. Culverhouse Jr. School of Law.

Horizontal Primary Logo



Horizontal Primary Logo with Departmental Identifier



Stacked Secondary Logo



HUGH F. CULVERHOUSE JR.
SCHOOL OF LAW
THE UNIVERSITY OF ALABAMA®

Stacked Secondary Logo with Departmental Identifier



HUGH F. CULVERHOUSE JR.
SCHOOL OF LAW
THE UNIVERSITY OF ALABAMA®
Office of Diversity & Inclusion

Seal



1.9 Capstone A Guidelines

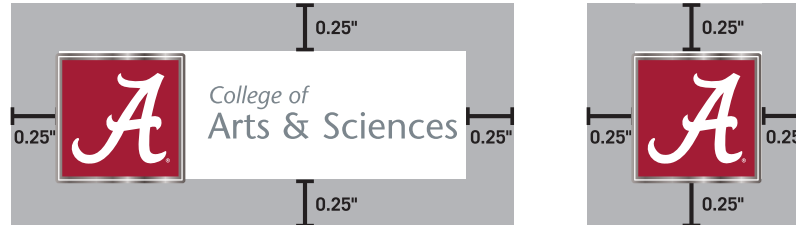
Shown here are examples of how the “Capstone A” should be used in relation to other objects on the page. This is to prevent competing elements that might take away from the strong brand associated with these systems.

If the “Capstone A” with Identifier is used externally, it **must** be accompanied by The University of Alabama nameplate somewhere on the page, including within .25” of the logo. Nameplate cannot exceed 1.5x the width of the identifier.

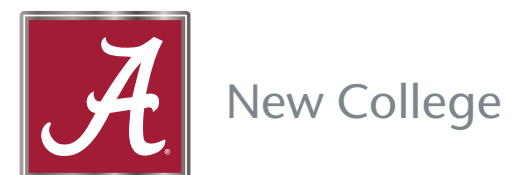
The “Capstone A” is a registered trademark and must always be used with the circle R designation.

The Capstone A allows for more flexibility when used internally. Examples are shown at right.

Versions that exclude the College/Division identifier **cannot** be used externally.



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1.10 Usage of Individual College and Departmental Logos/Seals

Individual colleges' logo/seal should be used as **secondary** to the Official or Capstone A logo specifically made for your college to keep uniformity.

Your individual logo/seal can be used as a "bug" in the top or bottom right or left corner of a printed or web piece, and must be approved by Strategic Communications.

Your individual logo/seal cannot be displayed larger than the school/department identifier or The University of Alabama logo.



1.11 Anniversary Logos

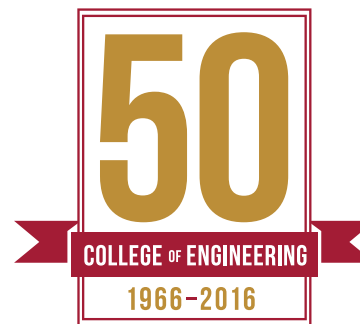
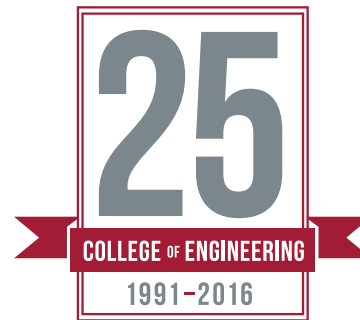
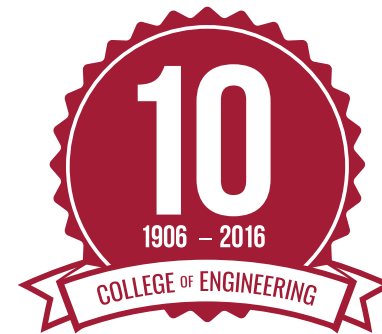
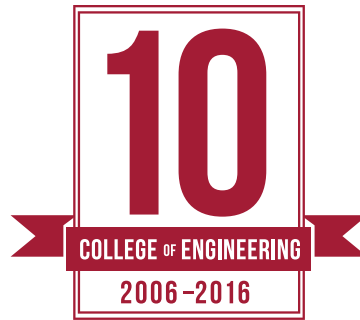
Departments celebrating quarterly anniversaries (i.e., 25th, 50th, 75th, 100th, etc.) will be permitted to have a customized anniversary logo.

Non-quarterly anniversaries (i.e., 30th, 27th, 45th, etc.) may be celebrated and noted in copy or with a tagline, but a logo may not be created for those events.

Please contact the Design Production office in the Division of Strategic Communications at least six months before the anniversary year begins with requests to modify the approved anniversary logos for your specific college. All anniversary logos must be created or approved by Strategic Communications.

Logos for anniversaries are temporary and must have a designated start and end date for their usage.

Anniversary logos are not meant to replace the UA or departmental identifiers, but to be used in conjunction with those primary logos.



1.12 Presidential Seal

The presidential seal is used by the Office of the President and official UA documents.

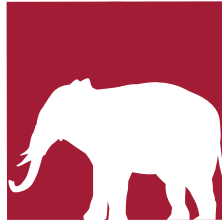
- Black
- PMS 201 Crimson
- Silver
- Gold

The use of the gold seal is limited to special documents only and requires approval from the Office of the President.



1.13 Student Organization Logos

These icons are options that can be used by student organizations only. The name of the organization can be displayed in Pantone 201 or any hue of the grays in the official color palette.



Alabama Academic Quizbowl Team

Student organizations that are officially recognized by The Source may design their own logo, but the organization must have the logo approved by the Divisions of Strategic Communications and Student Life.



Alabama Academic Quizbowl Team

To submit a logo for approval, please email Jennifer Rodrigues at brandapproval@ua.edu.



Alabama Academic Quizbowl Team

There are additional guidelines for **Sport Clubs** organized and managed by students. Please see pages 50-54 for information pertaining specifically to Sport Clubs.



Alabama Academic Quizbowl Team

Student organizations are assigned to a tier (1-4) by The Source, and based on the tiers may be able to utilize official UA marks on their materials and/or promotional items. Please see pages 55-57 of this document for information regarding Student Organization Trademark Licensing Guidelines.

1.14 Where Legends Are Made Campaign



The University of Alabama Where Legends Are Made campaign marks should be used in any instance where the campaign is formally referenced or communicated.

All usage of Where Legends Are Made must be approved in advance by the Division of Strategic Communications. The logos and/or verbiage are not to be altered. The logos have been registered by our Trademark Licensing office and must carry the registration marks.

THE UNIVERSITY OF ALABAMA®

WHERE LEGENDS ARE MADE®

**WHERE
LEGENDS
ARE MADE®**

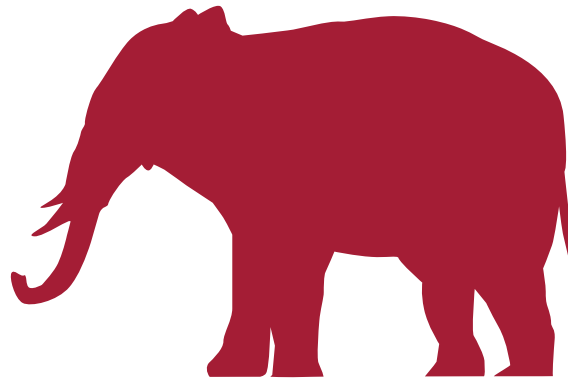


THE UNIVERSITY OF
ALABAMA®

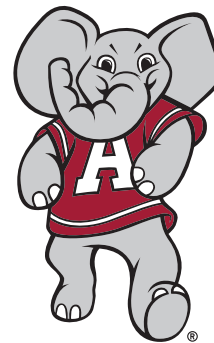


1.15 Mascots

There is one approved elephant graphic that is open to usage by all departments. That is not to say other elephant graphics cannot be used, but rather, the following has reached approval status. For elephant graphics not formally approved, ensure the elephant's trunk is pointed upward.



All usage of Big Al and other Athletic-related marks must be approved by Cole Price in the Trademark Licensing Office.



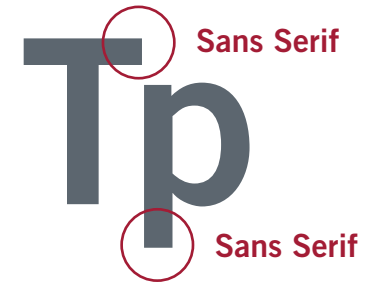
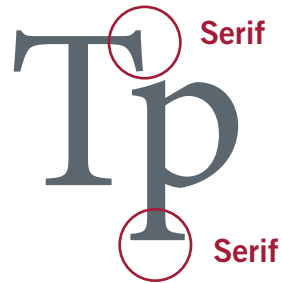
Our colors, fonts and structure should all be unique to our brand — and should be consistent across all channels.

When our students, alumni and friends see a consistent presence from our brand, it reinforces our unique position in their minds. By knowing what they can expect from our brand, they will begin to assign a higher value and trust in UA. A consistent, unified brand identity has many benefits.

2.1 Introduction to Typography

Typography is important in communication. The University of Alabama strives to maintain a standard in how we manage and maintain our brand image through type.

Shown here are examples of the two types of fonts: serif and sans serif, as well as examples of equal point size to visualize how type in different styles and shapes can work together.



Equal **Point** Size

40 point Minion Pro with 40 point Trade Gothic Bold No. 2

Equal **Visual** Size

40 point Minion Pro with 35 point Trade Gothic Bold No. 2

2.2 Primary Typefaces: Minion Pro

Minion Pro is one of two officially approved typefaces that allow flexibility through a multitude of typestyles.

Minion Pro offers **Open Type** formats allowing for use on Macs as well as PCs and **Web Font** formats for optimum display on digital media.

Fonts are to be purchased by the individual department. Each member of the font family can be purchased separately or as needed to save on costs. Please contact your tech support group to help with installation. You may purchase fully-licensed Open Type fonts at fonts.com or adobe.com/type.

Minion Pro Regular

abcdefghijklmnopqrstvwxyz
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890

Minion Pro Medium

abcdefghijklmnopqrstvwxyz
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890

Minion Pro Semibold

abcdefghijklmnopqrstvwxyz
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890

Minion Pro Bold

abcdefghijklmnopqrstvwxyz
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890

Minion Pro Bold Condensed

abcdefghijklmnopqrstvwxyz
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890

Minion Pro Italic

*abcdefghijklmnopqrstvwxyz
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890*

Minion Pro Medium Italic

*abcdefghijklmnopqrstvwxyz
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890*

Minion Pro Semibold Italic

*abcdefghijklmnopqrstvwxyz
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890*

Minion Pro Bold Italic

*abcdefghijklmnopqrstvwxyz
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890*

Minion Pro Bold Condensed Italic

*abcdefghijklmnopqrstvwxyz
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890*

2.3 Primary Typefaces: Trade Gothic

Trade Gothic is one of two officially approved typefaces that allow flexibility through a multitude of typestyles.

Trade Gothic offers **Open Type** formats allowing for use on Macs as well as PCs and **Web Font** formats for optimum display on digital media.

Fonts are to be purchased by the individual department. Each member of the font family can be purchased separately or as needed to save on costs. Please contact your tech support group to help with installation. You may purchase fully-licensed Open Type fonts at fonts.com or adobe.com/type.

Trade Gothic Condensed No. 18

abcdefghijklmnopqrstuvwxy
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890

Trade Gothic Condensed No. 18 Oblique

*abcdefghijklmnopqrstuvwxy
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890*

Trade Gothic Bold Condensed No. 20

**abcdefghijklmnopqrstuvwxy
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890**

Trade Gothic Bold Condensed No. 20 Oblique

***abcdefghijklmnopqrstuvwxy
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890***

Trade Gothic Light

abcdefghijklmnopqrstuvwxy
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890

Trade Gothic Light Oblique

*abcdefghijklmnopqrstuvwxy
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890*

Trade Gothic Medium

abcdefghijklmnopqrstuvwxy
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890

Trade Gothic Oblique

*abcdefghijklmnopqrstuvwxy
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890*

Trade Gothic Bold

**abcdefghijklmnopqrstuvwxy
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890**

Trade Gothic Bold Oblique

***abcdefghijklmnopqrstuvwxy
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890***

Trade Gothic Bold No. 2

**abcdefghijklmnopqrstuvwxy
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890**

Trade Gothic Bold No. 2 Oblique

***abcdefghijklmnopqrstuvwxy
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890***

2.4 Color

Official colors for UA are the following:

Crimson PMS 201

Cool Gray PMS 430

White

The following accent colors may be used, but they must never dominate UA's official colors.

Official UA colors



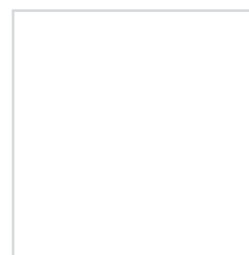
Pantone 201

C 25 R 158
M 100 G 27
Y 79 B 50
K 20 #9e1b32



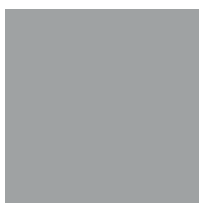
Pantone 430

C 52 R 130
M 40 G 138
Y 37 B 143
K 3 #828a8f



White

Accent Colors



Pantone 422

C 39 R 162
M 30 G 165
Y 32 B 164
K 0 #a2a5a4



Pantone 423

C 47 R 142
M 37 G 144
Y 39 B 143
K 3 #8e908f



Pantone 424

C 59 R 108
M 48 G 111
Y 48 B 112
K 15 #6c6f70



Pantone 431

C 65 R 95
M 51 G 106
Y 44 B 114
K 16 #5f6a72



Black

C 0 R 35
M 0 G 31
Y 0 B 32
K 100 #231f20

3.0 Applications

Banners, certificates, exhibits, letters, products, publications and signage convey information; just as importantly, they help create our institutional image. By unifying all of our communications under an immediately recognizable system, we communicate more effectively, both internally and externally.

Please follow the guidelines as you develop communications and materials for your unit; by doing so, you will officially identify your unit as part of the University and increase brand identity with your audience.

3.1 University Stationery: “Official UA Word Mark” with Identifier Letterhead

There are two options of stationery to choose from: the official logo version shown and the Capstone A logo version found on page 31.

University Printing Services is responsible for creating and printing all stationery items, including business cards. You must have permission from University Printing Services to work with an off-campus supplier.

Off-campus suppliers must make sure all graphic design, copywriting, photography and Web services comply with UA’s visual standards.



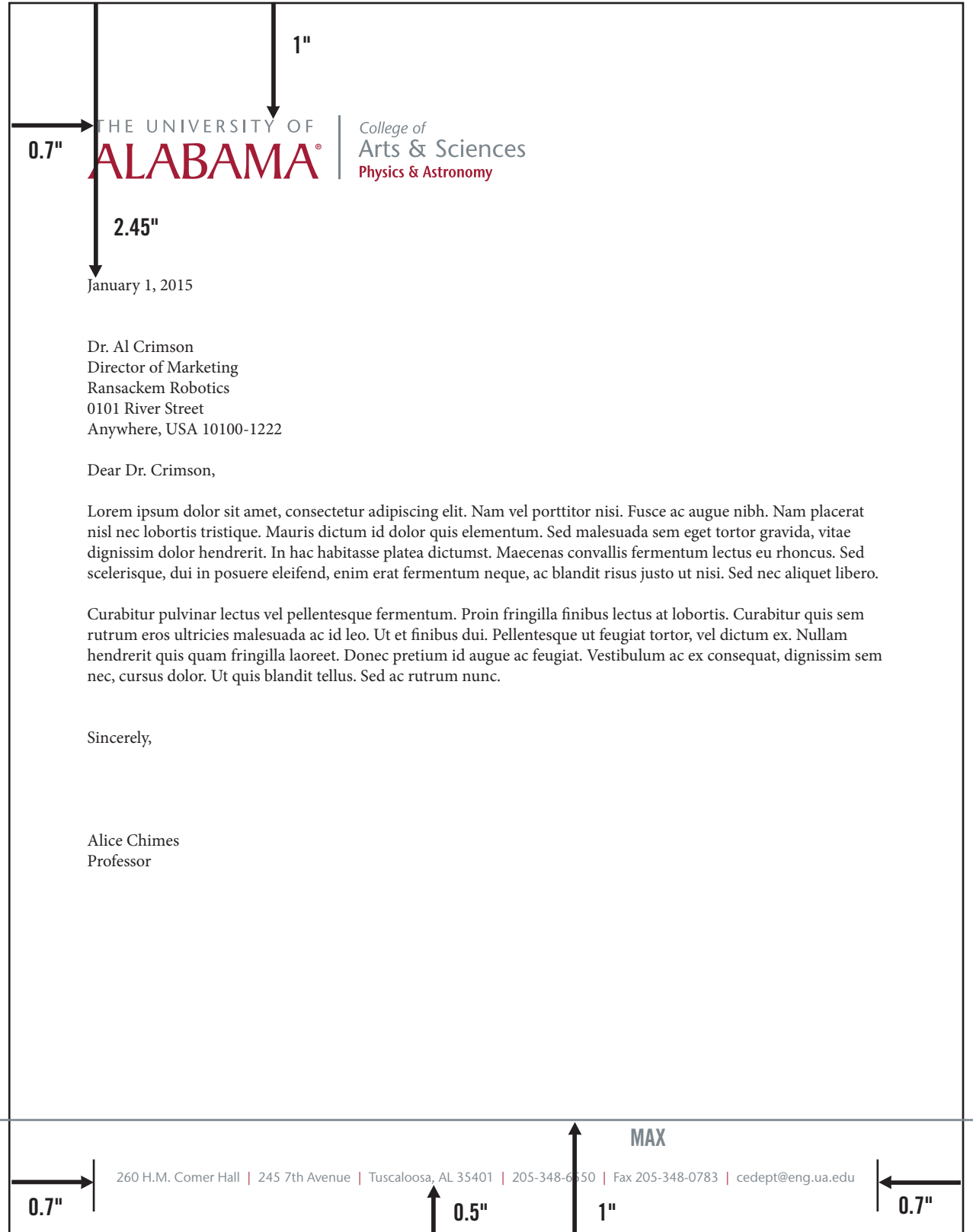
260 H.M. Comer Hall | 245 7th Avenue | Tuscaloosa, AL 35401 | 205-348-6550 | Fax 205-348-0783 | cedept@eng.ua.edu

3.2 University Stationery: "Official UA Word Mark" with Identifier Letterhead Typing Guide

Standards are set to exact dimensions when using our letterhead system.

For questions, contact University Printing Services.

Address at bottom should extend no farther than 0.7" on each side and can go on a second line above the shown address no more than 1" from the bottom.



3.3 University Stationery: Secondary Option — “Capstone A” with Identifier Letterhead

University Printing Services is responsible for creating and printing all stationery items, including business cards. You must have permission from University Printing Services to work with an off-campus supplier.

Off-campus suppliers must make sure all graphic design, copywriting, photography and Web services comply with UA’s visual standards.

The Capstone A letterhead option must display The University of Alabama nameplate on the same page.



College of
Engineering
Civil, Construction & Environmental

THE UNIVERSITY OF ALABAMA®

260 H.M. Comer Hall | 245 7th Avenue | Tuscaloosa, AL 35401 | 205-348-6550 | Fax 205-348-0783 | cedept@eng.ua.edu

3.4 University Stationery: Secondary Option — “Capstone A” with Identifier Letterhead Typing Guide

Standards are set to exact dimensions when using our letterhead system.

For questions, contact University Printing Services.

Address at bottom should extend no farther than 0.7" on each side and can go on a second line above the shown address line to fit no more than 0.86" from the bottom.



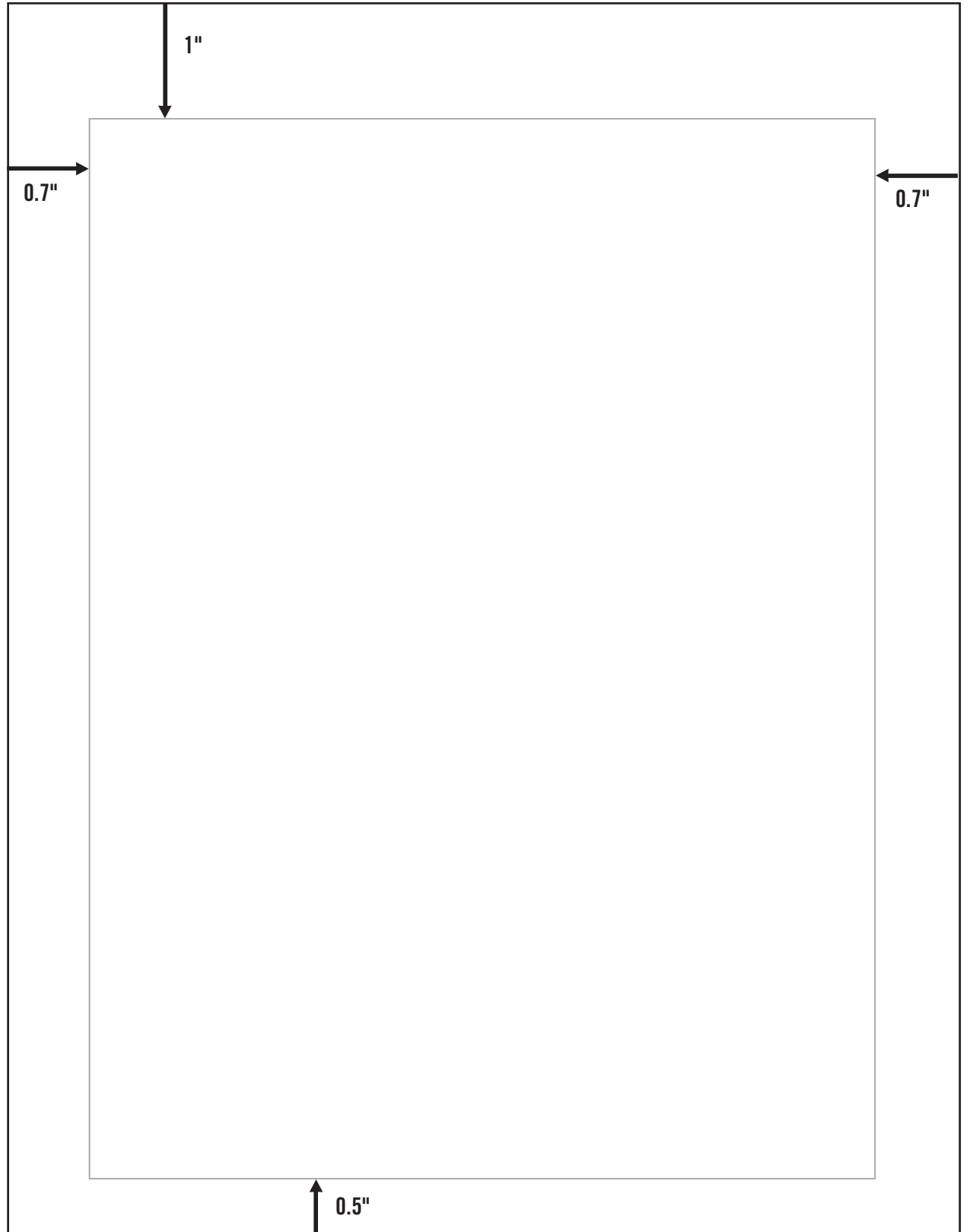
3.5 University Stationery: Second Sheets

Standards are set to exact dimensions when using our letterhead system.

For questions, contact University Printing Services.

Content margins are as follows:

- 1" at top
- 0.7" on each side
- 0.5" at bottom



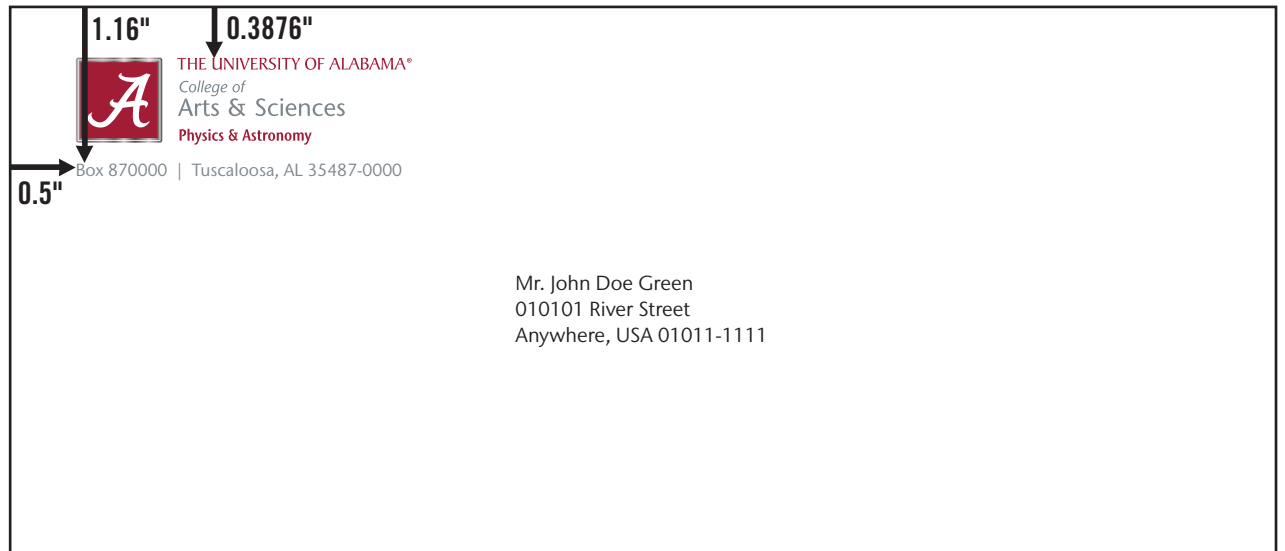
3.6 University Stationery: “Official UA Word Mark” with Identifier Envelope

Shown here are examples of our current visual standards and how they can be adapted to everyday use on envelopes. Again, dimensions and size of the logo and type are set to make all departments appear in a cohesive brand that positions the University as a strong entity.



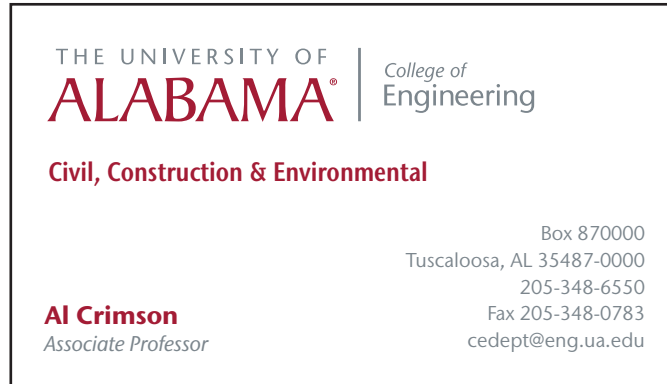
3.7 University Stationery: Secondary Option — “Capstone A” with Identifier Envelope

Shown here are examples of our current visual standards and how they can be adapted to everyday use on envelopes. Again, dimensions and size of the logo and type are set to make all departments appear in a cohesive brand that positions the University as a strong entity.



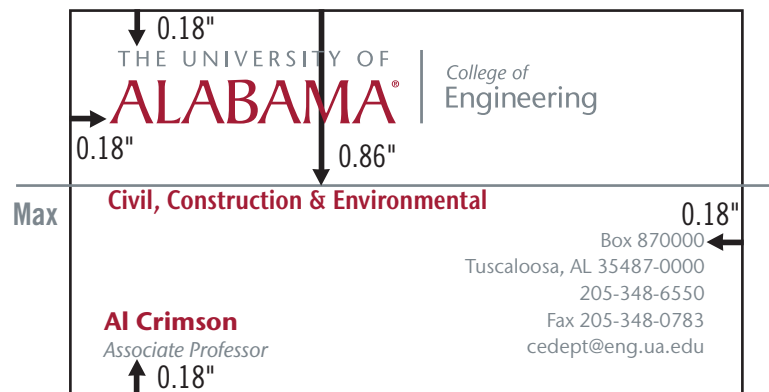
3.8 University Stationery: “Official UA Word Mark” with Identifier Business Card

Shown here are examples of our current visual standards and how they can be adapted to everyday use on business cards. Again, dimensions and size of the logo and type are set to make all departments appear in a cohesive brand that positions the University as a strong entity.



Any request to put information on the back of business cards will need to be approved by Strategic Communications.

No other logos may be put on the front of business cards.



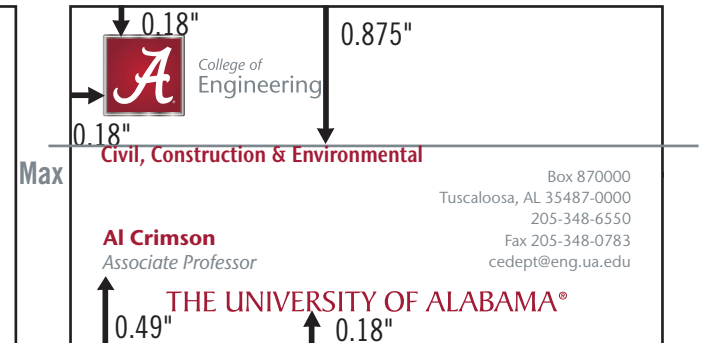
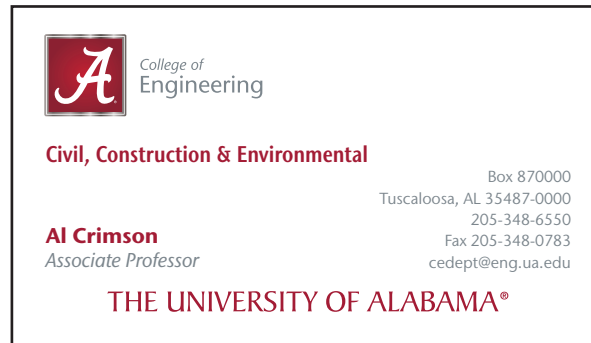
3.9 University Stationery: Secondary Option — “Capstone A” with Identifier Business Card

Shown here are examples of our current visual standards and how they can be adapted to everyday use on business cards. Again, dimensions and size of the logo and type are set to make all departments appear in a cohesive brand that positions the University as a strong entity.

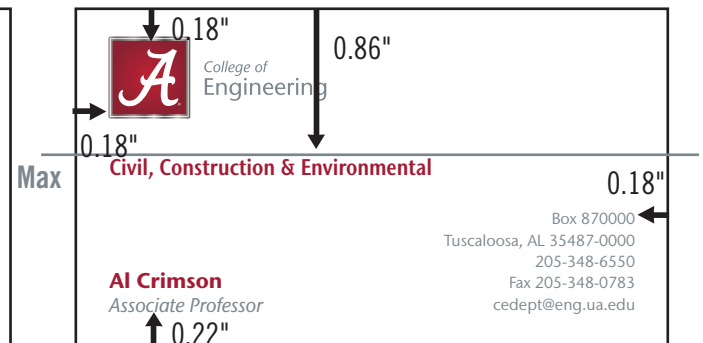
Any request to put information on the back of business cards will need to be approved by University Printing.

No other logos may be put on the front of business cards.

One-Sided Option



Two-Sided Option



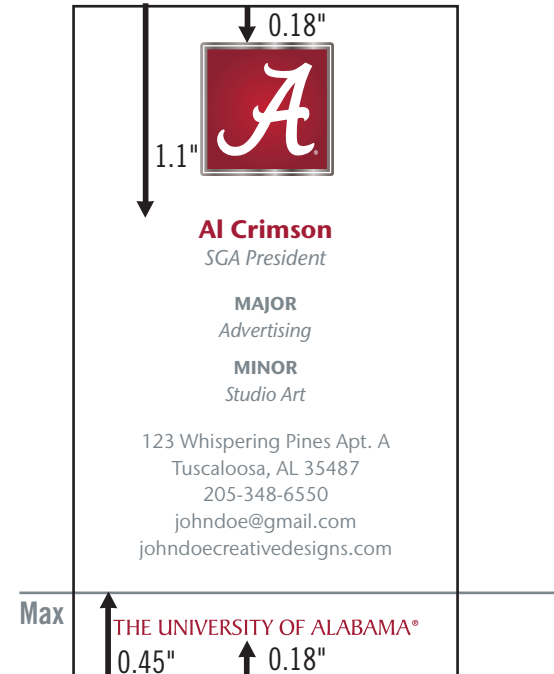
3.10 University Stationery: Student Business Card

Shown here is an example of how our current visual standards are adapted for a student business card. It is branded with the University standards, but has a vertical orientation and a section for the student to include their major and minor.

No other logos may be put on the front of business cards. Any request to put information on the back of business cards will need to be approved by Strategic Communications.

Space is limited to only one title for the student (ex. SGA President). Should the student want to display multiple titles, they would need to order additional business cards.

Student Business Card



Graduate Student Business Card



3.11 University Stationery: Monarch Letterhead for Vice Presidents and Deans

The monarch size letterhead can be used by Vice Presidents and Deans.

<p>THE UNIVERSITY OF ALABAMA[®] College of Arts & Sciences</p> <p>January 1, 2015</p> <p>Dr. Al Crimson Director of Marketing Ransackem Robotics 0101 River Street Anywhere, USA 10100-1222</p> <p>Dear Dr. Crimson,</p> <p>Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nam vel porttitor nisi. Fusce ac augue nibh. Nam placerat nisl nec lobortis tristique. Mauris dictum id dolor quis elementum. Sed malesuada sem eget tortor gravida, vitae dignissim dolor hendrerit. In hac habitasse platea dictumst. Maecenas convallis fermentum lectus eu rhoncus. Sed scelerisque, dui in posuere eleifend, enim erat fermentum neque, ac blandit risus justo ut nisi. Sed nec aliquet libero.</p> <p>Curabitur pulvinar lectus vel pellentesque fermentum. Proin fringilla finibus lectus at lobortis. Curabitur quis sem rutrum eros ultricies malesuada ac id leo. Ut et finibus dui. Pellentesque ut feugiat tortor, vel dictum ex. Nullam hendrerit quis quam fringilla laoreet. Donec pretium id augue ac feugiat. Vestibulum ac ex consequat, dignissim sem nec, cursus dolor. Ut quis blandit tellus. Sed ac rutrum nunc.</p> <p>Sincerely,</p> <p>Alice Chimes Dean College of Arts & Sciences</p> <p>260 H.M. Comer Hall 245 7th Avenue Tuscaloosa,</p>	<p>THE UNIVERSITY OF ALABAMA[®] College of Arts & Sciences</p> <p>Box 870000 Tuscaloosa, AL 35487-0000</p> <p>Mr. John Doe Green 010101 River Street Anywhere, USA 01011-1111</p>
--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------

3.12 University Stationery: Presidential Letterhead, Envelope and Business Card

The presidential letterhead is to be used only by the President's Office.

The letterhead will have a watermarked presidential seal, and the business cards will have a silver foil presidential seal on the back.

THE UNIVERSITY OF
ALABAMA[®] | Office of the
President



THE UNIVERSITY OF
ALABAMA[®] | Office of the
President

Box 870000
Tuscaloosa, AL 35487-0000

Mr. Al Crimson
010101 River Street
Anywhere, USA 01011-1111

THE UNIVERSITY OF
ALABAMA[®] | Office of the
President

203 Rose Administration Bldg.
Box 870100
Tuscaloosa, Alabama 35487-0100
205-348-5100
F 205-348-0783
stuart.bell@ua.edu
www.ua.edu

Stuart R. Bell
President

260 H.M. Comer Hall | 245 7th Avenue | Tuscaloosa, AL 35401 | 205-348-6550 | Fax 205-348-0783 | cedept@eng.ua.edu




3.13 University Stationery: Presidential Monarch Stationery

The presidential monarch size letterhead is to be used only by the President's Office.

The monarch letterhead will have a silver foil presidential seal.

THE UNIVERSITY OF ALABAMA® | Office of the President



January 1, 2015

Dr. Al Crimson
Director of Marketing
Ransackem Robotics
0101 River Street
Anywhere, USA 10100-1222

Dear Dr. Crimson,

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nam vel porttitor nisi. Fusce ac augue nibh. Nam placerat nisl nec lobortis tristique. Mauris dictum id dolor quis elementum. Sed malesuada sem eget tortor gravida, vitae dignissim dolor hendrerit. In hac habitasse platea dictumst. Maecenas convallis fermentum lectus eu rhoncus. Sed scelerisque, dui in posuere eleifend, enim erat fermentum neque, ac blandit risus justo ut nisi. Sed nec aliquet libero.

Curabitur pulvinar lectus vel pellentesque fermentum. Proin fringilla finibus lectus at lobortis. Curabitur quis sem rutrum eros ultricies malesuada ac id leo. Ut et finibus dui. Pellentesque ut feugiat tortor, vel dictum ex. Nullam hendrerit quis quam fringilla laoreet. Donec pretium id augue ac feugiat. Vestibulum ac ex consequat, dignissim sem nec, cursus dolor. Ut quis blandit tellus. Sed ac rutrum nunc.

Sincerely,


Dr. Stuart R. Bell
President

THE UNIVERSITY OF ALABAMA® | Office of the President

Mr. John Doe Green
010101 River Street
Anywhere, USA 01011-1111

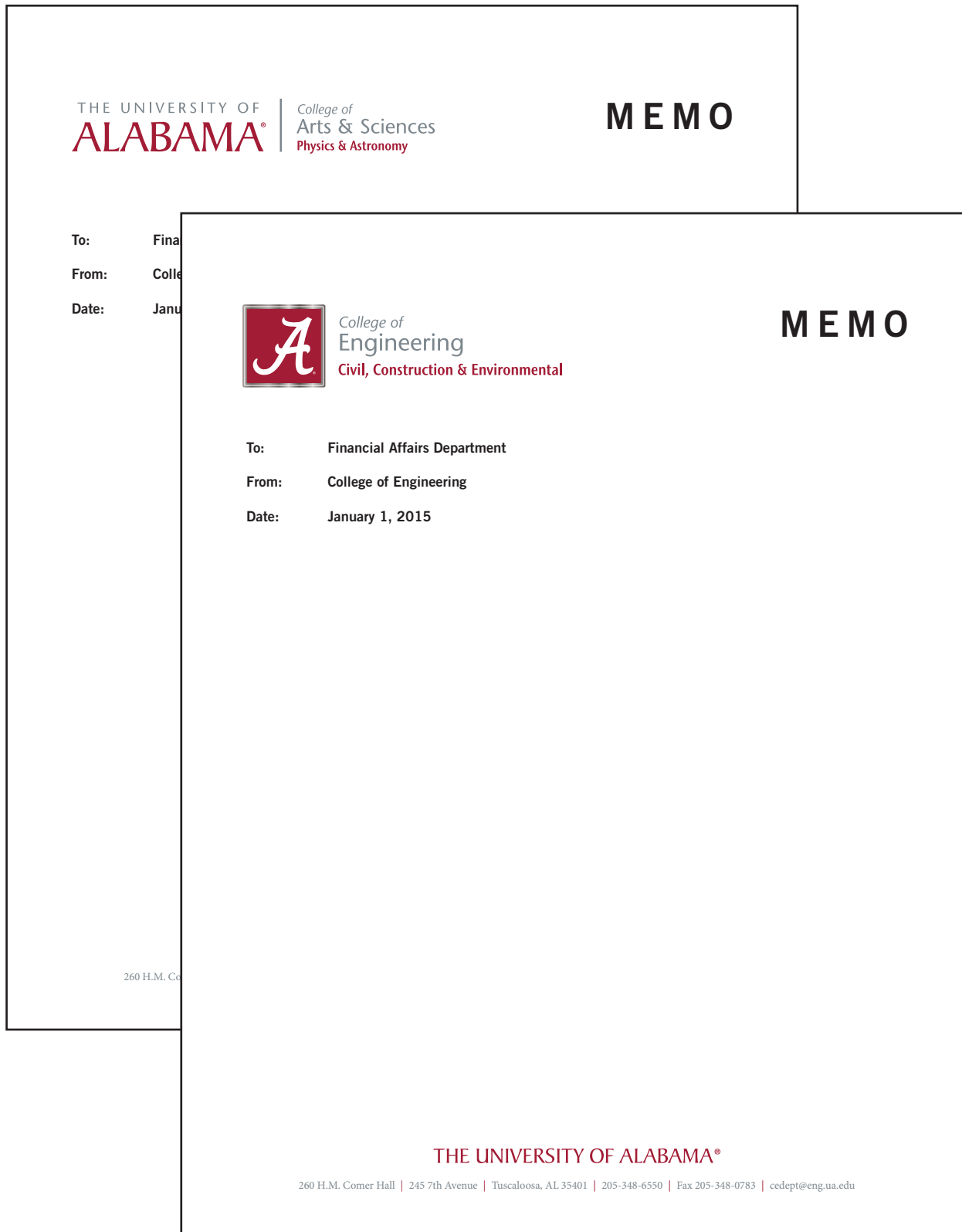
260 H.M. Comer Hall | 245 7th Avenue | Tuscaloosa, AL 35487-0000

Box 870000
Tuscaloosa, AL 35487-0000



3.14 University Stationery: Interoffice (Memorandum)

Example of our visual standards being adapted for everyday use.



3.15 University Stationery: Fax Transmittal

Example of our visual standards being adapted for everyday use.

THE UNIVERSITY OF ALABAMA® | College of Arts & Sciences
Physics & Astronomy

FAX

Date _____
To _____
Company/Department _____
Fax Number _____

From _____
Phone _____
Number of pages (_____

Special Instruction _____

If you did not receive _____

260 H.M. Comer

College of Engineering
Civil, Construction & Environmental

FAX

Date _____
To _____
Company/Department _____
Fax Number _____

From _____
Phone _____
Number of pages (including this page) _____

Special Instructions/Notes _____

If you did not receive all pages or copies are not legible, please notify us at the below number.

THE UNIVERSITY OF ALABAMA®

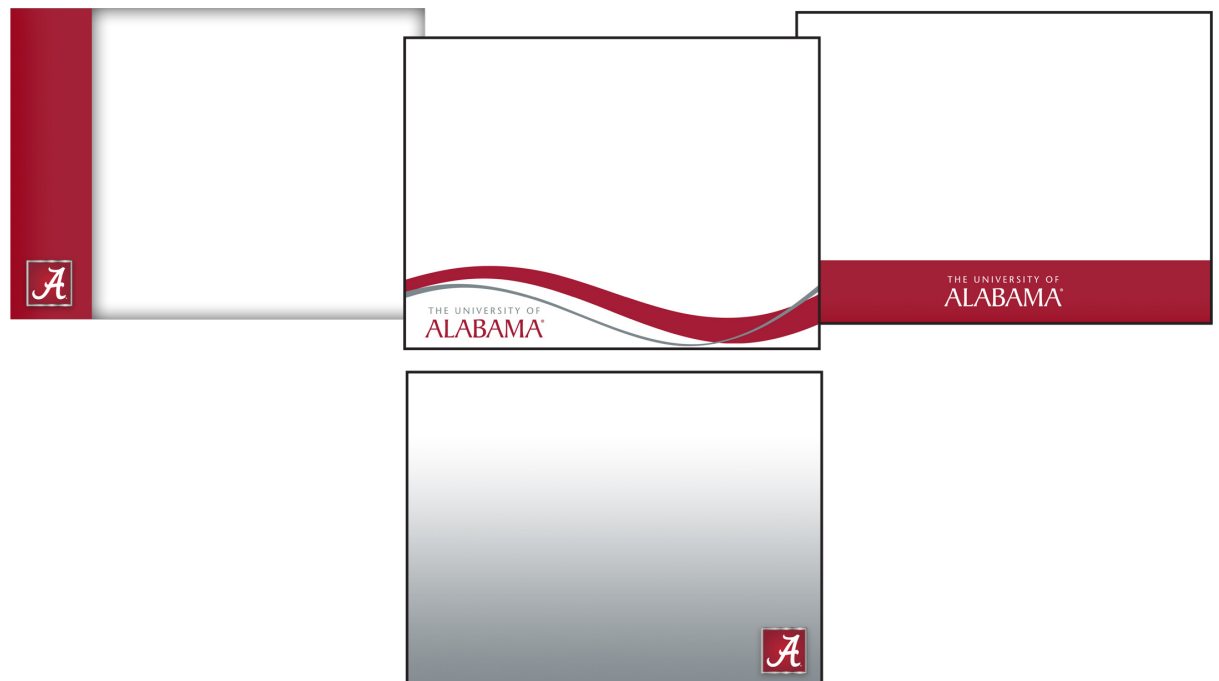
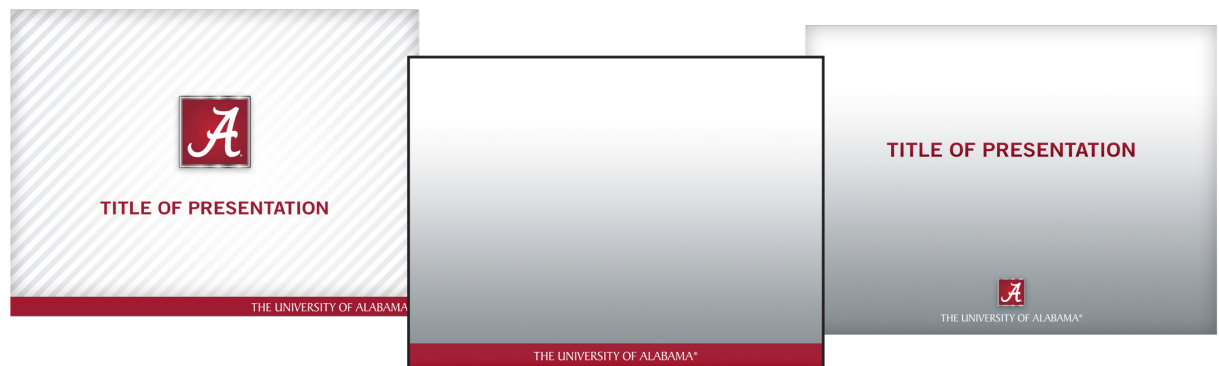
260 H.M. Comer Hall | 245 7th Avenue | Tuscaloosa, AL 35401 | 205-348-6550 | Fax 205-348-0783 | cedept@eng.ua.edu

3.16 Powerpoint Templates

Listed here are a sample of approved designs for powerpoint templates.

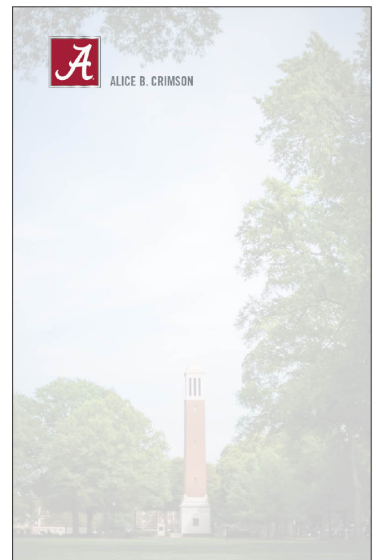
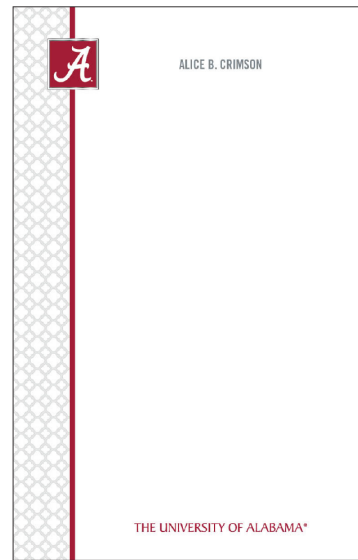
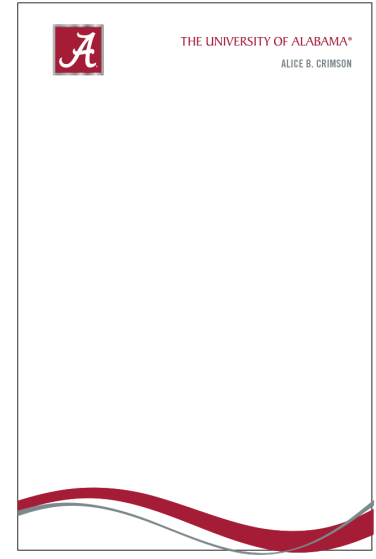
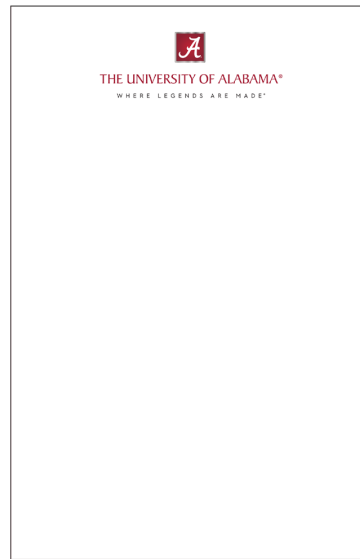
Custom designs are allowed, but will require approval from Strategic Communications.

Templates can be downloaded from the Resources tab on the Strategic Communications webpage located at: strategiccommunications.ua.edu.



3.17 Personal Notepad

Listed here are approved designs for personal notepads. Custom designs are available, but will require approval by Strategic Communications. Contact University Printing at 348-5200 to order notepads.



3.18 T-shirts and Promotional Items

All promotional items purchased with University funds must be clearly marked as The University of Alabama, either by the official wordmark, Capstone A, typeset as text on the item or with an official URL when space does not allow for logo usage. Departments are permitted to use the Capstone A department identifier alone if space does not allow for the full wordmark and department name to be used. The stacked version identifier is approved only for T-shirts and smaller promotional items with a vertical or square orientation.

Departments are encouraged to utilize a shirt color within the school color palette of crimson, white, gray or black, unless in specific cases where the color needs to be outside of that palette. This color palette should be used for all staff shirts as well as shirts that are for recruiting and orientation purposes. Alternative colors will be considered on a case-by-case basis. Please contact Jennifer Rodrigues, director of brand strategy, with further requests or questions.

Please contact the Department of Design & Production to request the specific color and format of the logo needed for your item.

When submitting requests for approval of promotional items through the branding and licensing approval form, please be sure to include the vendor quote as well as the vendor proof (a virtual proof is acceptable).



Division of Financial Affairs Action Card



3.19 Vehicles

All vehicles, including golf carts, are to appear uniform to help ensure brand integrity.

Departmental vehicles must display departmental identifier.

Consult University Printing for specific placement on each vehicle.



3.20 Email Signatures

The Division of Strategic Communications has created standardized email signatures for use by all UA faculty and staff.

We understand that not all email client applications and operating systems support graphics and styles in email messages, so we also offer an unstyled text-only alternative for those who wish to use a simpler format.

Do not include philosophical statements or inspirational quotes; this is to avoid the potential confusion that such statements represent the university's slogan, ideology or brand promise. Do not embed additional images into your signature that are not part of the automatically-generated signatures.

Create your email signature online at the Strategic Communications website:

<https://strategiccommunications.ua.edu/resources/email-signatures>

Option 1

John Doe

Title/Position | Unit or Department

The University of Alabama

000 Bldg Name, Tuscaloosa, AL 35487
office 205-348-#### | mobile 205-348-####
johndoe@ua.edu | ua.edu/unitwebsite

THE UNIVERSITY OF ALABAMA®



Option 2

John Doe

Title/Position

Unit or Department

The University of Alabama

000 Bldg Name, Tuscaloosa, AL 35487
office 205-348-#### | mobile 205-348-####
johndoe@ua.edu | ua.edu/unitwebsite



Facebook | Twitter | Instagram | YouTube

Option 3

John Doe | Title/Position

Unit or Department

The University of Alabama

000 Bldg Name, Tuscaloosa, AL 35487
office 205-348-#### | mobile 205-348-####
johndoe@ua.edu | ua.edu/unitwebsite



3.21 Script A Guidelines

The University of Alabama Trademark Licensing and Strategic Communications Offices have come together to establish guidelines for the use of the Script A to effectively and efficiently help all University entities understand, and put into practice, a set of standards that best help the University manage the consistency of its brand.

To learn more about the usage of the Script A, please contact Cole Price at 205-348-9691.



Colors

Only colors below will be permitted for inside the “A,” outline of the “A,” and background.

- Crimson – PMS 201C, Silver – PMS 428 or PMS 430, White, and Black

Any other colors desired to be used require prior approval.

Outlining the Script A is permitted based on correct sizing and rule.

Spacing

There needs to be ¼ inch of clear space surrounding all sides of the “A” for all uses.

The “A” cannot be used within the middle or at the end of any words.

The “A” can be used as the first letter in words.

- ¼ inch spacing still applies

The “A” must be to the left or above any departmental or organizational verbiage.

- It cannot be used to the right or below any verbiage

Modifications

There are no modifications allowed to the “A,” including but not limited to use within:

- Print: Beveling, Shadowing, Ghosting
- Digital version
- 3D version

No overlaying anything on top of the “A”

- The “A” cannot be on top of any other words or designs

The “A” cannot be combined with any other logos to make a new logo.

Any shading, internal or external, requires prior approval.

No verbiage or designs can be used within the “A”.

The “A” can be used within a single circle or square.

- If the “A” is used in a square, the Capstone A must be used.
- Circle with band around outside is reserved for Athletics only.
- Any uses of the “A” inside other shapes requires prior approval.

Promotional Products

If the “A”, alone or within the Capstone mark, is used on promotional products, it must be accompanied by the department or organization name.

The “A” cannot be used in conjunction with any third-party logos for any products for sale.

A licensee must be used for all orders that include University indicia, where appropriate.

- If a licensee cannot be found, then a one-time approval will be available if project/product is approved.

The “A” is a federally registered mark of The University of Alabama, and requires a circle R designation next to it for all uses.

- Permanent Structures are not included, which pertains to:
 - External branding of buildings on campus
 - Branded signage for buildings, directional signage
 - Other considerations will require prior approval

4.1 Sport Clubs

Sport Clubs:

- Sport clubs are organized and managed by students. They range from competitive to recreational to instructional and are funded by University Recreation, the Student Government Association, club fundraisers and membership dues. Clubs compete against other university club teams across the Southeast.
- Sport clubs are for students who want to enjoy a longer relationship (usually both semesters). Sport clubs' practices, meetings, competitions and fundraisers are led by club officers and club members. Sport clubs' practice multiple times per week and many travel to compete against other schools' sport club teams.

Sport Clubs' are approved to use the following:

- Logos:
 - Script A logo is permitted only when accompanied by the official Sport Clubs' Patch.
 - Block UA with sport name, or Sport Clubs Patch, in Acens or Impact font is allowed.
 - Alabama with sport name, or Sport Clubs Patch, in Acens or Impact font is allowed.
 - Logo options can be found in Appendix A.
 - No alterations are allowed to any logos in Appendix A.
 - Sizing of Sport Clubs' Patch must be proportionate to Script A based on approved sizing.
 - No sponsor logo can be used in conjunction with the Script A in any way.
 - No sponsor has any right to use any Club Sport logo in any advertising or promotional activity.
- Colors:
 - Crimson
 - White
 - Silver (light and Dark)
 - Black
 - No other colors will be approved
- General Apparel and Merchandise:
 - Script A with Sport Clubs' Patch is allowed on general apparel and merchandise for the Sport Club teams only.
 - No alteration to logos allowed.
 - Fashion colors are not allowed.
 - A University licensee must be used for all orders.
 - If no licensee is found, a One-Time Agreement will be available.
 - No sponsor names or logos can be used on general apparel and merchandise in conjunction with the Script A.

4.1 Sport Clubs (cont.)

- If Club Sport teams wish to sell general apparel and merchandise including the Script A with the Sport Club's Patch, the licensed vendor will be required to pay royalties on those items.
- If Club Sport teams wish to sell general apparel and merchandise including a pre-approved secondary logo, not including the Script A, then those items will not be royalty bearing.
 - If Sport Club teams would like to include sponsor logos on general apparel and merchandise that includes a secondary logo, not including the Script A, then those items will be permitted. Prior approval will be necessary.
 - If no secondary logo, then the Capstone A can be used.
- Jerseys and Uniforms:
 - The Script A with the Sport Clubs' Patch is acceptable based the guidelines for jerseys and Uniforms in Appendix B.
 - No alterations are allowed to any of the guidelines in Appendix B.
 - University licensee, where applicable, must be used.
 - If no licensee is found, a One-Time Agreement will be available.
 - No sponsors names or logos can be used on jerseys and uniforms in conjunction with the Script A and Sport Clubs' Patch.
 - If Sport Club teams would like to include sponsor logos on jerseys and uniforms that use a secondary logo, not including the Script A, then those items will be permitted. Prior approval will be necessary.
- Championship Rings:
 - Team must pay for rings themselves.
 - Design must clearly specify the actual title.
 - Design cannot include the Script A.
 - Design must be submitted for review and approval.
- Design orientation and Secondary Logos:
 - Guidelines for Script A must be followed as stated in Appendix A and B.
 - Any exceptions will be reviewed on a case by case basis, but no alterations without prior approval will be tolerated.
 - No overlapping of logos and word marks.
 - No use of Crimson Tide, elephants, mascots, Roll Tide, or altered versions.
 - No houndstooth patterns.
 - Designs will need to be submitted to cprice@ia.ua.edu for review and approval.
 - University Recreation, University Relations, or Trademark Licensing can help with design process for secondary logos.

4.1 Sport Clubs (cont.)

1. Script A Logo
 - a. Crimson (201C)
 - b. White
 - c. Black
 - d. Silver (430C)



2. Sport Club Patch
 - a. Crimson (201C)
 - b. White
 - c. Black
 - d. Silver (430C)



3. ALABAMA in Acens or Impact font
 - a. Top font is Acens
 - b. Bottom font is Impact
 - c. Colors
 - i. Crimson (201C)
 - ii. White
 - iii. Black
 - iv. Silver (430C)

ALABAMA

ALABAMA

4. UA in Acens or Impact font
 - a. Top font is Acens
 - b. Bottom font is Impact
 - c. Colors
 - i. Crimson (201C)
 - ii. White
 - iii. Black
 - iv. Silver (430C)

UA

UA

5. Secondary marks are permitted, but must have approval by Sport Club Staff, Trademark Licensing, and University Relations before using the mark in any way.

4.1 Sport Clubs (cont.)

1. Script A on front of uniform, in the center or smaller in the upper left chest, with Sport Club Patch on upper right chest, left/right sleeve, or back of the neck.



2. ALABAMA on front of uniform with Sport Club Patch on upper left/right chest or sleeve.



3. Numbers on the front and back of jersey with ALABAMA across the nameplate on back with Sport Club Patch on upper left/right chest or sleeve.



4.1 Sport Clubs (cont.)

4. Number on the front and back of jersey with Script A on upper left/right chest with Sport Club Patch on opposition upper chest side or on the sleeve.



4.2 Student Organization Tiers

Student Organization Guidelines for UA Trademark and Licensing Usage

Student organizations at The University of Alabama are categorized into four distinct tiers as it relates to access to, and use of, University trademark symbols and/or language. Please note that any use of those items for each tier must still adhere to an official approval process. Questions regarding organizations and their designated tier should be directed to the Office of Student Involvement and/or the Trademark Licensing Office.

The tiers and placement of each student organization are as follows:

TIER 1

UA Coordinating Body, Academic & Honor Society Organizations

Organizations identified in Tier 1 fall within our SOURCE categories of coordinating body, academic or honor society. These organizations, due to their mission and priorities, broadly represent the teaching and research component of UA's mission statement and the emphasis of the University academic setting.

Organizations in this category represent the University to campus and the broader community, serving in an ambassadorial capacity and/or presenting events of an academic nature that are of broad appeal and considered an integral part of the University and its activities.

These organizations can use The University of Alabama®, UA™ and/or Bama® in their organization name as well as include the following marks in their program materials: Capstone A, Script A, Word Mark and Nameplate. Please note that Alabama and Bama require a registration mark and UA requires a trademark symbol.

TIER I organizations can use The University of Alabama's official logo in a program configuration, but the logo must be created by the Division of Strategic Communications. If a student organization's mark includes another university or national/local logo or insignia, a co-brand solution can be developed.

Regardless of student organization tier, University of Alabama trademarks and logos are **prohibited to be used in conjunction with:** alcoholic beverages, tobacco products, illegal and recreational drugs & drug paraphernalia, gambling products, firearms or other weapons, profanity, sexual acts & sexually oriented goods, statements impugning other universities, racist, hateful, demeaning or degrading language or statements, national flags, political symbols, political issues and candidates, and religious symbols. The list of prohibited items/language includes actual and/or implied usage. The University of Alabama retains the right to modify or make exceptions to these guidelines at any time.

TIER 1 ALLOWABLE LOGO USAGE



THE UNIVERSITY OF ALABAMA®

All requests for an official program logo similar to the example **below** must be submitted at:

strategiccommunications.ua.edu/services/departments-identifier-req-form



THE UNIVERSITY OF ALABAMA®

4.2 Student Organization Tiers (cont.)

TIER 2

School/College-based Professional Organizations; Student Organizations supported by a Division of Student Life program or department (to include Social/Fraternal organizations under umbrella of the Office of OFSL)

Tier 2 student organizations serve a specific University interest and/or provide support to University programs and/or initiatives. They contribute to the mission, vision and goals of the University by routinely presenting events/programs that seek to further a particular profession, trade or academic program interest.

These groups are officially sponsored by a school, department or program and are advised by a designated faculty/staff member in that program.

Tier 2 organizations can use The University of Alabama®, UA™ and/or Bama® in their organization name as well as include the following marks in their program materials: Capstone A, Script A, Word Mark and Nameplate. Please note that Alabama and Bama require a registration mark and UA requires a trademark symbol.

TIER 2 groups can use the formal school/college/department logo with the organization's name included in a co-branded configuration. *Logo requests to the Division of Strategic Communications must be initiated and requested by the sponsoring department/school/college.*

TIER 2 ALLOWABLE LOGO USAGE



THE UNIVERSITY OF ALABAMA®

All requests for an official logo similar to the example **below** must be submitted at:

strategiccommunications.ua.edu/services/department-identifier-req-form



THE UNIVERSITY OF ALABAMA®

TIER 3

Sport Clubs

Sport clubs are University-recognized student organizations registered with The SOURCE and University Recreation that serve the interests of its membership through competitive sports and recreational activities.

These clubs are formed and developed, governed and administered by the student membership of the sport, working in conjunction with the competitive sports office of University Recreation in the Division of Student Life.

While sport clubs are competitive with college/universities at the local/state, regional or national level, they are not considered varsity level sports at The University of Alabama.

Sport clubs are allowed to use the Script A, but it must be accompanied by the official Sport Clubs logo/patch.

The following are additional guidelines for sport clubs:

Logos

- Script A logo is permitted only when accompanied by the official Sport Clubs patch.
- Block UA™ with sport name, or Sport Clubs patch, in Acens or Impact font is allowed.
- Alabama® with sport name, or Sport Clubs patch, in Acens or Impact font is allowed.
- Sizing of Sport Clubs patch must be proportionate to Script A based on approved sizing.
- No sponsor logo can be used in conjunction with the Script A in any way.
- No sponsor has any right to use any Sport Clubs logo in any advertising or promotional activity.

Colors

- Crimson, white, silver (light and dark), black.
- No other colors will be approved.

General Apparel and Merchandise

- Script A with Sport Clubs patch is allowed on general apparel and merchandise for the Sport Club teams only.
- No alteration to logos allowed.
- Fashion colors are not allowed.
- A University licensee must be used for all orders. If no licensee is found, a One-Time Agreement may be available.
- No sponsor names or logos can be used on general apparel and merchandise in conjunction with the Script A.

Jerseys and Uniforms

- The Script A with the Sport Clubs patch is acceptable based on the guidelines for jerseys and uniforms.
- No alterations are allowed to any of the guidelines.
- No sponsor names or logos can be used on jerseys and uniforms in conjunction with the Script A and Sport Clubs patch.
- If Sport Clubs teams would like to include sponsor logos on jerseys and uniforms that use a secondary logo, not including the Script A, then those items will be permitted. Prior approval will be necessary.
- No overlapping of logos and word marks.

4.2 Student Organization Tiers (cont.)

Jerseys and Uniforms (cont.)

- No use of Crimson Tide, elephants, mascots, Roll Tide, or altered versions.
- No houndstooth patterns.
- Designs will need to be submitted to cprice@ia.ua.edu for review and approval.

For complete Sport Clubs guidelines, please visit:
strategiccommunications.ua.edu/img/BRANDINGSTANDARDS_9-18-17.pdf

TIER 3 ALLOWABLE LOGO USAGE



BUT, must also include one of the following:



TIER 4

General, Unaffiliated, and Local Student Organizations

The vast majority of UA student organizations fall in this category. These organizations exist through a recognition process with The Office of Student Involvement and as such, gain the privilege of certain access and opportunities on The University of Alabama campus. These organizations have gone through the appropriate recognition process at The University of Alabama. Their primary function will focus around one of the identified category areas and their organizations function and operate with 50% + 1 student membership and with minimal support. The University registers, but does not support or endorse the purposes of these organizations and may not accept responsibility or liability for the activities undertaken by them. As such, the following guidelines apply:

- These organizations cannot imply they are acting on behalf of The University of Alabama.
- These organizations are NOT included in the previous three tiers, but must be active and registered with The Office of Student Involvement to exist in Tier 4.
- General, Unaffiliated/Local Student Organizations may use their name in conjunction with “at The University of Alabama®” or “at UA™” for the purpose of logo creation, but are not permitted to utilize the University’s academic, word mark, or athletic logos, secondary marks or other parts of the verbiage or UA identity systems, including fonts or secondary artwork.

Please contact The Office of Student Involvement for more information about Student Organization Trademark and Licensing.


Email: uainvolvement@ua.edu

Phone: 205-348-6114


Website: thesource.ua.edu or uainvolvement@ua.edu

NOTE: Student organization tiers and allowable logo usage are evaluated annually by The Source. The guidelines contained in this document can be changed at any time to reflect updated branding and Trademark Licensing specifications. Use of UA logos and trademarks can be revoked at any time.

4.3 Logo Guidelines - Licensing

Alabama		Verbiage			
 Alabama Current Revision Date: 04/17/18		The University of Alabama® Alabama® Bama® UA™ Crimson Tide® Roll Tide®			
Established: 1831 Mascot Name: Big Al		Rammer Jammer™ Iron Bowl™ Denny Chimes™ Bryant-Denny Stadium™ Coleman Coliseum™ Big Al™			
Location: Tuscaloosa, AL Conference: SEC		Crimson and White™ Where Legends Are Made® Tide™ A-Day™			
Crimson PANTONE 201 C MADEIRA: 1181 PolyNeon: 1982		White White MADEIRA: White PolyNeon: White			
Gray PANTONE 428 C MADEIRA: 1011 PolyNeon: 1611		PANTONE Process Black C MADEIRA: Black PolyNeon: Black			
Approved University colors or the *PANTONE® colors listed on this page must be used. The colors on this page are not intended to match PANTONE color standards. For PANTONE color standards, refer to the current editions of the PANTONE color publications. *PANTONE® is a registered trademark of PANTONE, Inc.					
Primary Marks		Circle Marks		Word Marks	
1	2	3	4	17	18
Secondary Marks		Helmet Marks		Mascot Marks	
5	6	7	8	21	22
9	10	11	12	23	24
13	14	15	16	School Seal	
				25	
ADDITIONAL PERTINENT INFORMATION		Marks 13-16 cannot stand alone and must have another school mark adjoining, or in conjunction with, the mark.			
<ul style="list-style-type: none"> • University seal permitted on products for resale (reviewed on a case-by-case basis) • No alterations or overlaying graphics to seal permitted • University licenses consumables (must have expiration date on packaging) • University licenses 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 		<ul style="list-style-type: none"> • 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 requires finished sample from all new licensees • Licensees are not permitted to use the houndstooth pattern in conjunction with Alabama marks without a special license type 			

4.3 Logo Guidelines - Licensing

 Alabama - Where Legends Are Made Current Revision Date: 09/26/17			Verbiage The University of Alabama ® Alabama ® Roll Tide ® Where Legends Are Made ®	Font The secondary fonts within these marks are from the Neutraface family. When possible, the existing, outlined version of these fonts should be used. If new text is necessary, please follow these guidelines when choosing a weight: <ul style="list-style-type: none"> • Neutraface Medium: tagline, apparel, body text • Neutraface Bold: headlines, sub-headlines • Neutraface Titling: headlines, apparel
Established: 1831 Mascot Name: Big Al	Location: Tuscaloosa, AL Conference: SEC	Mascot: Crimson Tide		
Crimson	Gray	Black	White	
PANTONE 201 C MADEIRA: 1181 PolyNeon: 1982	PANTONE 428 C MADEIRA: 1011 PolyNeon: 1611	PANTONE Process Black C MADEIRA: Black PolyNeon: Black	White MADEIRA: White PolyNeon: White	
Approved University colors or the *PANTONE® colors listed on this page must be used. The colors on this page are not intended to match PANTONE color standards. For PANTONE color standards, refer to the current editions of the PANTONE color publications. *PANTONE® is a registered trademark of PANTONE, Inc.				

Where Legends Are Made Marks

*Marks 1-6 are for TV, video, and print use only					
1	2	3	4	5	6
*Marks 7-12 are for apparel use only					
7	8	9	10	11	12

ADDITIONAL PERTINENT INFORMATION	<ul style="list-style-type: none"> • University seal permitted on products for resale (reviewed on a case-by-case basis) • No alterations or overlaying graphics to seal permitted • University licenses consumables (must have expiration date on packaging) • University licenses 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 	<ul style="list-style-type: none"> • 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 requires finished sample from all new licensees • Licensees are not permitted to use the houndstooth pattern in conjunction with Alabama marks without a special license type
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PAGE 1/1 NOTE: The marks of The University of Alabama are controlled under a licensing program administered by IMG College Licensing. Any use of these marks will require written approval from IMG College Licensing.

5.0 Resources

Department of Brand Strategy

<https://strategiccommunications.ua.edu/departments/brand-strategy>
205-348-5768

Department of Broadcast Production

strategiccommunications.ua.edu/departments/broadcast
205-348-4159

Department of Communications

strategiccommunications.ua.edu/departments/communications
205-348-5320

Department of Design & Production

strategiccommunications.ua.edu/departments/design
205-348-5767

Department of Marketing

strategiccommunications.ua.edu/departments/marketing
205-348-3485

Department of Photography

strategiccommunications.ua.edu/departments/photography
205-348-0853

Department of Web Communications

strategiccommunications.ua.edu/departments/web
205-348-2440

Trademark Licensing

rolltide.com/sports/2016/6/10/licensing-index-html.aspx
205-348-9691

University Printing

<http://printing.ua.edu>
205-348-5200



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The University of Alabama is an equal-opportunity educational institution/employer.

Last Updated 10/15/18