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 36,000 students, the largest student body in University history. 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.
Table of Contents

1.0 Logos and Word Marks
  1.1 Primary Versions
  1.2 Secondary Versions
  1.3 Capstone A Logo
  1.4 Application Guidelines
  1.5 Incorrect Uses
  1.6 Identifiers
  1.7 Department Identifiers
  1.8 Individual College and Departmental Logos/Seals
  1.9 Anniversary Logos
  1.10 Presidential Seal
  1.11 Student Organization Logos

2.0 Typography and Color
  2.1 Introduction to Typography
  2.2 Primary Typefaces: Minion Pro
  2.3 Primary Typefaces: Trade Gothic
  2.4 Color

3.0 Applications
  3.1 “Official UA Word Mark” with Identifier Letterhead
  3.2 “Official UA Word Mark” with Identifier Letterhead Typing Guide
  3.3 “Capstone A” with Identifier Letterhead
  3.4 “Capstone A” with Identifier Letterhead Typing Guide
  3.5 Second Sheets
  3.6 “Official UA Word Mark” with Identifier Envelope
  3.7 “Capstone A” with Identifier Envelope
  3.8 “Official UA Word Mark” with Identifier Business Card
  3.9 “Capstone A” with Identifier Business Card
  3.10 Student Business Card
  3.11 Monarch Letterhead for Vice Presidents and Deans
  3.12 Presidential Stationery
  3.13 Presidential Monarch Stationery
  3.14 Interoffice (Memorandum)
  3.15 Fax Transmittal
  3.16 Powerpoint Templates
  3.17 Personal Notepad
  3.18 Email Signatures
  3.19 T-shirts & Small Promotional Items
  3.20 Vehicles
  3.21 Stylized “A” with Serif Guidelines
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 new 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 new visual identity program offers many new 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.

THE UNIVERSITY OF ALABAMA®
1.1 Primary Versions

The University of Alabama Word Mark System

The University of Alabama word mark comes in three primary 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 primary word mark is a flexible yet solid tool that works well in many publication applications and is an excellent choice for merchandise and equipment.

Download logos at http://visualid.ua.edu.
1.2 Secondary Versions

A vertical stacked version of the word mark may be used when needed. These versions cannot be modified in any way, including adding additional wording underneath. Please see page 7 for spacing limitations.

Download logos at http://visualid.ua.edu.
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

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

Download logos at http://visualid.ua.edu.
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.
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 ®.
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 11 for further instruction.

Sample Identifiers

Download logos at http://visualid.ua.edu.
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 11 for further instruction.

Sample Identifiers

Download logos at http://visualid.ua.edu.
1.7 Department Identifiers *(cont.)*

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 unit identifier cannot be used externally.

THE UNIVERSITY OF ALABAMA®

Download logos at http://visualid.ua.edu.
1.8 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.
1.09 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.

You may use one of these pre-designed options or contact the Office of Design/Production to create a custom logo. (Please allow at least 6 months before the anniversary year begins for custom designs.) Any custom logo must be created or approved by the Office of Design/Production.

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.
1.10 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.

Download logos at http://visualid.ua.edu.
1.11 Student Organization Logos

These icons are options to 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.

Organizations may use their own logo if it has been approved by the Division of Strategic Communications. Contact the Office of Design/Production at 348-5767 for more information.

Download logos at http://visualid.ua.edu.
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.
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.

<table>
<thead>
<tr>
<th>Font Family</th>
<th>Sample Character Set</th>
</tr>
</thead>
<tbody>
<tr>
<td>Trade Gothic Condensed No. 18</td>
<td>a b c d e f g h i j k l m n o p q r s t u v w x yz</td>
</tr>
<tr>
<td></td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
</tr>
<tr>
<td></td>
<td>1234567890</td>
</tr>
<tr>
<td><strong>Trade Gothic Condensed No. 18 Oblique</strong></td>
<td>a b c d e f g h i j k l m n o p q r s t u v w x yz</td>
</tr>
<tr>
<td></td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
</tr>
<tr>
<td></td>
<td>1234567890</td>
</tr>
<tr>
<td>Trade Gothic Bold Condensed No. 20</td>
<td>a b c d e f g h i j k l m n o p q r s t u v w x yz</td>
</tr>
<tr>
<td></td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
</tr>
<tr>
<td></td>
<td>1234567890</td>
</tr>
<tr>
<td><strong>Trade Gothic Bold Condensed No. 20 Oblique</strong></td>
<td>a b c d e f g h i j k l m n o p q r s t u v w x yz</td>
</tr>
<tr>
<td></td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
</tr>
<tr>
<td></td>
<td>1234567890</td>
</tr>
<tr>
<td>Trade Gothic Light</td>
<td>a b c d e f g h i j k l m n o p q r s t u v w x yz</td>
</tr>
<tr>
<td></td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
</tr>
<tr>
<td></td>
<td>1234567890</td>
</tr>
<tr>
<td><strong>Trade Gothic Light Oblique</strong></td>
<td>a b c d e f g h i j k l m n o p q r s t u v w x yz</td>
</tr>
<tr>
<td></td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
</tr>
<tr>
<td></td>
<td>1234567890</td>
</tr>
<tr>
<td>Trade Gothic Medium</td>
<td>a b c d e f g h i j k l m n o p q r s t u v w x yz</td>
</tr>
<tr>
<td></td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
</tr>
<tr>
<td></td>
<td>1234567890</td>
</tr>
<tr>
<td><strong>Trade Gothic Oblique</strong></td>
<td>a b c d e f g h i j k l m n o p q r s t u v w x yz</td>
</tr>
<tr>
<td></td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
</tr>
<tr>
<td></td>
<td>1234567890</td>
</tr>
<tr>
<td>Trade Gothic Bold</td>
<td>a b c d e f g h i j k l m n o p q r s t u v w x yz</td>
</tr>
<tr>
<td></td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
</tr>
<tr>
<td></td>
<td>1234567890</td>
</tr>
<tr>
<td><strong>Trade Gothic Bold Oblique</strong></td>
<td>a b c d e f g h i j k l m n o p q r s t u v w x yz</td>
</tr>
<tr>
<td></td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
</tr>
<tr>
<td></td>
<td>1234567890</td>
</tr>
<tr>
<td>Trade Gothic Bold No. 2</td>
<td>a b c d e f g h i j k l m n o p q r s t u v w x yz</td>
</tr>
<tr>
<td></td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
</tr>
<tr>
<td></td>
<td>1234567890</td>
</tr>
<tr>
<td><strong>Trade Gothic Bold No. 2 Oblique</strong></td>
<td>a b c d e f g h i j k l m n o p q r s t u v w x yz</td>
</tr>
<tr>
<td></td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
</tr>
<tr>
<td></td>
<td>1234567890</td>
</tr>
</tbody>
</table>
**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

<table>
<thead>
<tr>
<th>Pantone 201</th>
<th>Pantone 430</th>
<th>White</th>
</tr>
</thead>
<tbody>
<tr>
<td>C 25 R 158</td>
<td>C 52 R 130</td>
<td></td>
</tr>
<tr>
<td>M 100 G 27</td>
<td>M 40 G 138</td>
<td></td>
</tr>
<tr>
<td>Y 79 B 50</td>
<td>Y 37 B 143</td>
<td></td>
</tr>
<tr>
<td>K 20 #9e1b32</td>
<td>K 3 #828a8f</td>
<td></td>
</tr>
</tbody>
</table>

### Accent Colors

<table>
<thead>
<tr>
<th>Pantone 422</th>
<th>Pantone 423</th>
<th>Pantone 424</th>
</tr>
</thead>
<tbody>
<tr>
<td>C 39 R 162</td>
<td>C 47 R 142</td>
<td>C 59 R 108</td>
</tr>
<tr>
<td>M 30 G 165</td>
<td>M 37 G 144</td>
<td>M 48 G 111</td>
</tr>
<tr>
<td>Y 32 B 164</td>
<td>Y 39 B 143</td>
<td>Y 48 B 112</td>
</tr>
<tr>
<td>K 0 #a2a5a4</td>
<td>K 3 #8e90ff</td>
<td>K 15 #6c6f70</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Pantone 431</th>
<th>Black</th>
</tr>
</thead>
<tbody>
<tr>
<td>C 65 R 95</td>
<td>C 0 R 35</td>
</tr>
<tr>
<td>M 51 G 106</td>
<td>M 0 G 31</td>
</tr>
<tr>
<td>Y 44 B 114</td>
<td>Y 0 B 32</td>
</tr>
<tr>
<td>K 16 #5f6a72</td>
<td>K 100 #231f20</td>
</tr>
</tbody>
</table>
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.

THE UNIVERSITY OF ALABAMA®
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 21.

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.
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.

Electronic versions are available online at the Strategic Communications website.
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 word mark on the same page.

Electronic versions are available online at the Strategic Communications website.
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.

---

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

Dear Dr. Crimson,


Sincerely,

Alice Chimes  
Professor

---

Electronic versions are available online at the Strategic Communications website.
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 and bottom

Electronic versions are available online at the Strategic Communications website.
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 University Printing.

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 University Printing.

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.

January 1, 2015

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

Dear Dr. Crimson,


Sincerely,

Alice Chimes
Dean
College of Arts & Sciences

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

January 1, 2015

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

Dear Dr. Crimson,


Sincerely,

Dr. Stuart R. Bell
President

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

260 H.M. Comer Hall | 245 7th Avenue | Tuscaloosa
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.
3.16 Powerpoint Templates

Approved designs for powerpoint templates.

Custom designs are available, but will require approval.
3.17 Personal Notepad

Approved designs for personal notepads. Custom designs are available, but will require approval. Contact University Printing at 348-5200 to order.
3.19 T-shirts and Promotional Items

The stacked version identifier is approved *only* for T-shirts and smaller promotional items with a vertical or square orientation.

Please contact The Office of Design/Production to request the specific color and format needed for your item.

Download logos at http://visualid.ua.edu.
Email Signatures

3.19 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.

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-####
john doe@ua.edu | ua.edu/unitwebsite

THE UNIVERSITY OF ALABAMA®

Facebook | Twitter | Instagram | YouTube

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-####
john doe@ua.edu | ua.edu/unitwebsite

THE UNIVERSITY OF ALABAMA®

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-####
john doe@ua.edu | ua.edu/unitwebsite

THE UNIVERSITY OF ALABAMA®

Facebook | Twitter | Instagram | YouTube

Create your email signature online at the Strategic Communications website:

https://strategiccommunications.ua.edu/resources/email-signatures
3.20 Vehicles

Sample of approved vehicle decals. All vehicles are to appear uniform to help ensure brand integrity.

Departmental vehicles must display departmental identifier.

Consult University Printing for specific placement on each vehicle.
3.21 Stylized A with Serif Guidelines

The University of Alabama Trademark Licensing and University Relations Offices have come together to establish guidelines for the use of the Stylized “A” with Serif mark 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 Stylized A, please contact Cole Price at 205-348-9691 or download the guidelines at http://www.rolltide.com/licensing/campus-departments.html

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
Office of Broadcast Media Relations
http://advancement.ua.edu/ur/broadcast
205-348-5320

Office of Design/Production
http://advancement.ua.edu/ur/design
205-348-5767

Office of Internal Communications
http://advancement.ua.edu/ur/internal
205-348-7661

Office of Media Relations
http://advancement.ua.edu/ur/mediarelations
205-348-5320

Office of Photography
http://advancement.ua.edu/ur/photography
205-348-8332

Office of Web Communications
http://advancement.ua.edu/ur/webcomm
205-348-2440

University Printing
http://printing.ua.edu
205-348-5200

Download logos and templates at http://visualid.ua.edu.