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.
1.0 Logos and Word Marks
1.1 Primary Word Mark
1.2 Official Nameplate
1.3 Capstone A Logo
1.4 Application Guidelines
1.5 Incorrect Uses
1.6 Identifiers
1.7 Department Identifiers
1.8 Law School Logo
1.9 Capstone A Guidelines
1.10 Individual College and Departmental Logos/Seals
1.11 Anniversary Logos
1.12 Presidential Seal
1.13 Student Organization Logos
1.14 Where Legends Are Made Campaign
1.15 Mascots

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 T-shirts & Small Promotional Items
3.19 Vehicles
3.20 Email Signatures
3.21 Script A Guidelines

4.0 Appendix
4.1 Sport Clubs
4.2 Logo Guidelines - Licensing

5.0 Resources
1.0 Logos and Word Marks

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.
1.2 Official Nameplate

The official nameplate 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 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.
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.
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 16 for further instruction.
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.
1.8 Law School Logo

In 2017, the UA Law School received an updated logo to replace the Official and Capstone A School of Law logos.

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.
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.
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.

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.

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

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

```
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890
```

**Minion Pro Medium**

```
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890
```

**Minion Pro Semibold**

```
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890
```

**Minion Pro Bold**

```
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890
```

**Minion Pro Bold Condensed**

```
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890
```

**Minion Pro Italic**

```
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890
```

**Minion Pro Medium Italic**

```
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890
```

**Minion Pro Semibold Italic**

```
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890
```

**Minion Pro Bold Italic**

```
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890
```

**Minion Pro Bold Condensed Italic**

```
abcdefghijklmnopqrstuvwxyz
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
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Trade Gothic Bold Condensed No. 20
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Trade Gothic Light
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Trade Gothic Medium
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Trade Gothic Bold
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Trade Gothic Bold No. 2
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Trade Gothic Condensed No. 18 Oblique
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Trade Gothic Bold Condensed No. 20 Oblique
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Trade Gothic Light Oblique
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Trade Gothic Oblique
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Trade Gothic Bold Oblique
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Trade Gothic Bold No. 2 Oblique
abcdefghijklmnopqrstuvwxyz
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.
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.

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

---

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

January 1, 2015

Dear Dr. Crimson,


Sincerely,

Alice Chimes  
Professor

---

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 nameplate on the same page.
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.

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

January 1, 2015
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
0.5” at 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 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.
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

**Al Crimson**  
SGA President  
MAJOR  
Advertising  
MINOR  
Studio Art  
123 Whispering Pines Apt. A  
Tuscaloosa, AL 35487  
205-348-6550  
johndoe@gmail.com  
johndoecreativedesigns.com  

THE UNIVERSITY OF ALABAMA

### Graduate Student Business Card

**Albert Chimes**  
Candidate for Masters of Business Administration  
145 Sleepy Meadow Drive  
Tuscaloosa, AL 35401  
205-349-9234  
achimes@gmail.com  
achimeseddd.com  

THE UNIVERSITY OF ALABAMA
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
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

The University of Alabama
Office of the President

Office of the
President

THE UNIVERSITY OF
ALABAMA

THE UNIVERSITY OF
ALABAMA
3.14 University Stationery: Interoffice (Memorandum)

Example of our visual standards being adapted for everyday use.

Electronic versions are available.
3.15 University Stationery: Fax Transmittal

Example of our visual standards being adapted for everyday use.
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 or typeset as text on the item. 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. 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 Office of Design & Production to request the specific color and format needed for your item.

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

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-####  
johndoe@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-####  
johndoe@ua.edu | ua.edu/unitwebsite

THE UNIVERSITY OF ALABAMA®

Facebook | Twitter | Instagram | YouTube
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)

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)

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 check or sleeve.
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.
UNIVERSITY OF ALABAMA is the owner of all rights, title and interest in and to the following Indicia, which includes trademarks, service marks, trade names, designs, logos, seals and symbols.

In addition to the Indicia shown above, any Indicia adopted hereafter and used or approved for use by UNIVERSITY OF ALABAMA shall be deemed to be additions to the Indicia as though shown above and shall be subject to the terms and conditions of the Agreement.

NOTE: The marks The University of Alabama are controlled under a licensing program administered by The Collegiate Licensing Company. Any use of these marks will require written approval from The Collegiate Licensing Company.
## 4.2 Logo Guidelines - Licensing

### Alabama - Where Legends Are Made

**Current Revision Date:** 09/26/17

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### Color Specifications

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*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.*

### Logos

1. The University of Alabama
2. The University of Alabama
3. THE UNIVERSITY OF ALABAMA WHERE LEGENDS ARE MADE
4. THE UNIVERSITY OF ALABAMA WHERE LEGENDS ARE MADE
5. THE UNIVERSITY OF ALABAMA WHERE LEGENDS ARE MADE
6. WHERE LEGENDS ARE MADE
7. WHERE LEGENDS ARE MADE
8. WHERE LEGENDS ARE MADE
9. WHERE LEGENDS ARE MADE
10. WHERE LEGENDS ARE MADE
11. WHERE LEGENDS ARE MADE
12. WHERE LEGENDS ARE MADE

### ADDITIONAL PERTINENT INFORMATION

- 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

- 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

### 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.
Office of Brand Strategy
strategiccommunications.ua.edu/standards/brand-approval
205-348-5768

Office of Broadcast Production
strategiccommunications.ua.edu/departments/broadcast
205-348-4159

Office of Communications
strategiccommunications.ua.edu/departments/communications
205-348-5320

Office of Design & Production
strategiccommunications.ua.edu/departments/design
205-348-5767

Office of Marketing
strategiccommunications.ua.edu/departments/marketing
205-348-3485

Office of Photography
strategiccommunications.ua.edu/departments/photography
205-348-0853

Office 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