



THE UNIVERSITY OF
ALABAMA[®]



**GRAPHIC
STANDARDS**

2015-2016

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.

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4.0 Resources

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.

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THE UNIVERSITY OF ALABAMA®

THE UNIVERSITY OF ALABAMA®

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.

THE UNIVERSITY OF
ALABAMA®

THE UNIVERSITY OF
ALABAMA®

FOUNDED 1831

THE UNIVERSITY OF
ALABAMA®

THE UNIVERSITY OF
ALABAMA®

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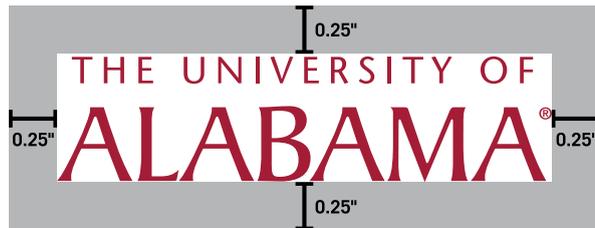
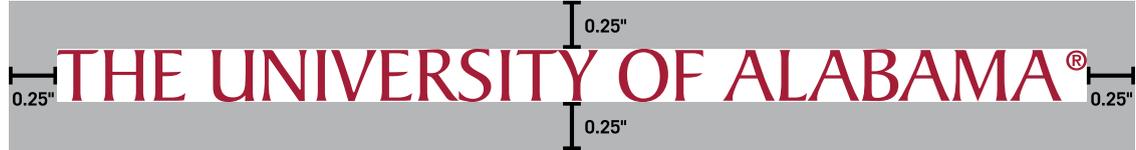
FOUNDED 1831

1.3 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"

1.4 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 ®.

THE UNIVERSITY OF ALABAMA®

THE UNIVERSITY OF ALABAMA

Logo must *always* be accompanied by ®

1.5 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.

“Official UA Word Mark” with Identifier



“Capstone A” with Identifier



Sample Identifiers

1.6 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.

“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

Sample Identifiers

1.7 Department Identifiers: “Capstone A”

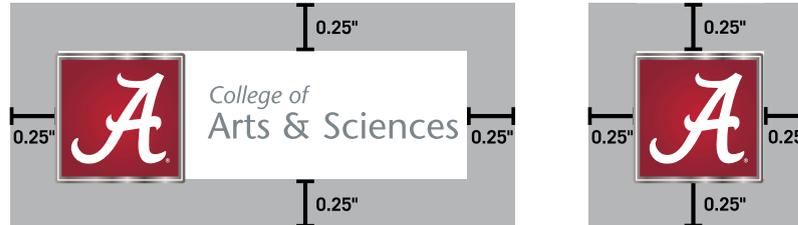
Shown here are examples of how the “Capstone A” should be used in relation to other objects on the page. This is to prevent competing elements that might take away from the strong brand associated with these systems.

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.



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1.8 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.



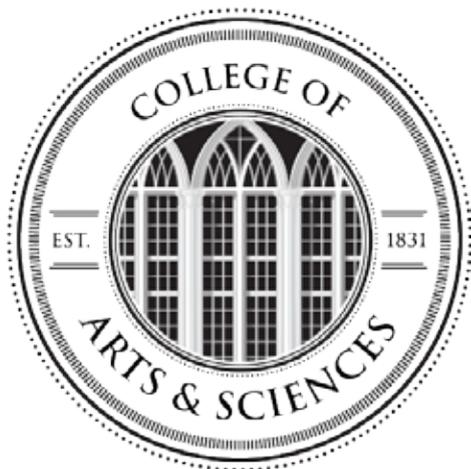
Presidential Seal

1.9 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.

Your individual logo/seal cannot be displayed larger than the school/department logo.



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

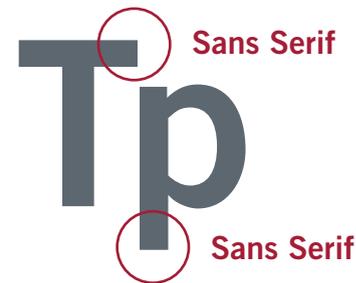
When our students, alumni and friends see a consistent presence from our brand, it reinforces our unique position in their minds. By knowing what they can expect from our brand, they will begin to assign a higher value and trust in UA. A consistent, unified brand identity has many benefits.

THE UNIVERSITY OF ALABAMA®

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.

Minion Pro Regular

abcdefghijklmnopqrstuvwxy
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890

Minion Pro Italic

*abcdefghijklmnopqrstuvwxy
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890*

Minion Pro Medium

abcdefghijklmnopqrstuvwxy
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890

Minion Pro Medium Italic

*abcdefghijklmnopqrstuvwxy
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890*

Minion Pro Semibold

abcdefghijklmnopqrstuvwxy
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890

Minion Pro Semibold Italic

*abcdefghijklmnopqrstuvwxy
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890*

Minion Pro Bold

abcdefghijklmnopqrstuvwxy
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890

Minion Pro Bold Italic

*abcdefghijklmnopqrstuvwxy
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890*

Minion Pro Bold Condensed

abcdefghijklmnopqrstuvwxy
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890

Minion Pro Bold Condensed Italic

*abcdefghijklmnopqrstuvwxy
 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.

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



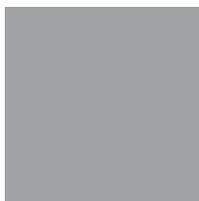
Pantone 430

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



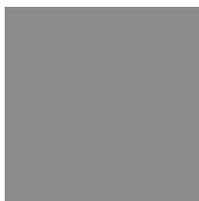
White

Accent Colors



Pantone 422

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



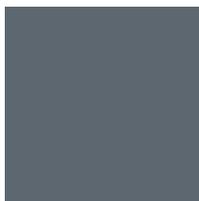
Pantone 423

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



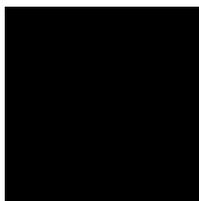
Pantone 424

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.

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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.



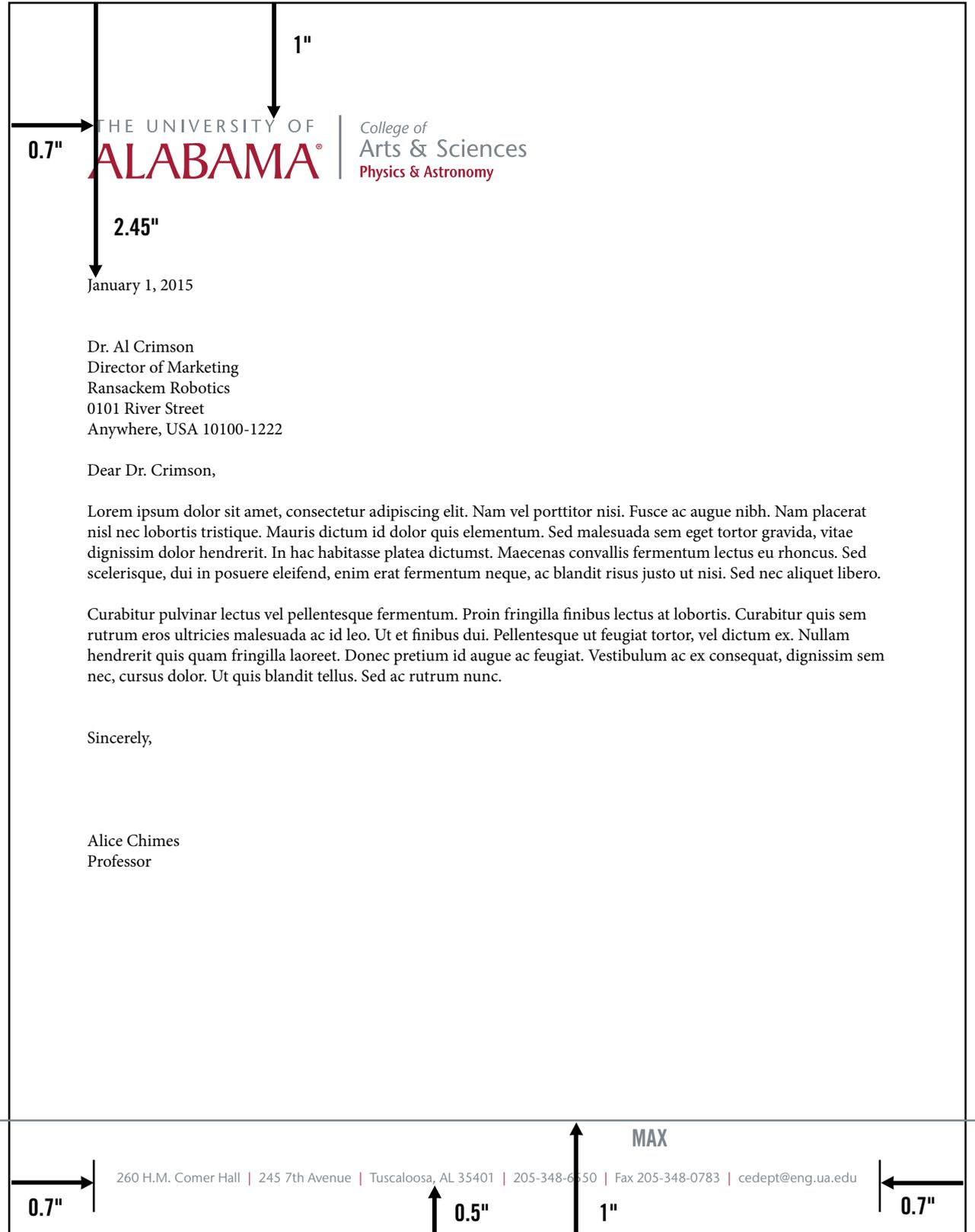
260 H.M. Comer Hall | 245 7th Avenue | Tuscaloosa, AL 35401 | 205-348-6550 | Fax 205-348-0783 | cedept@eng.ua.edu

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 word mark 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.

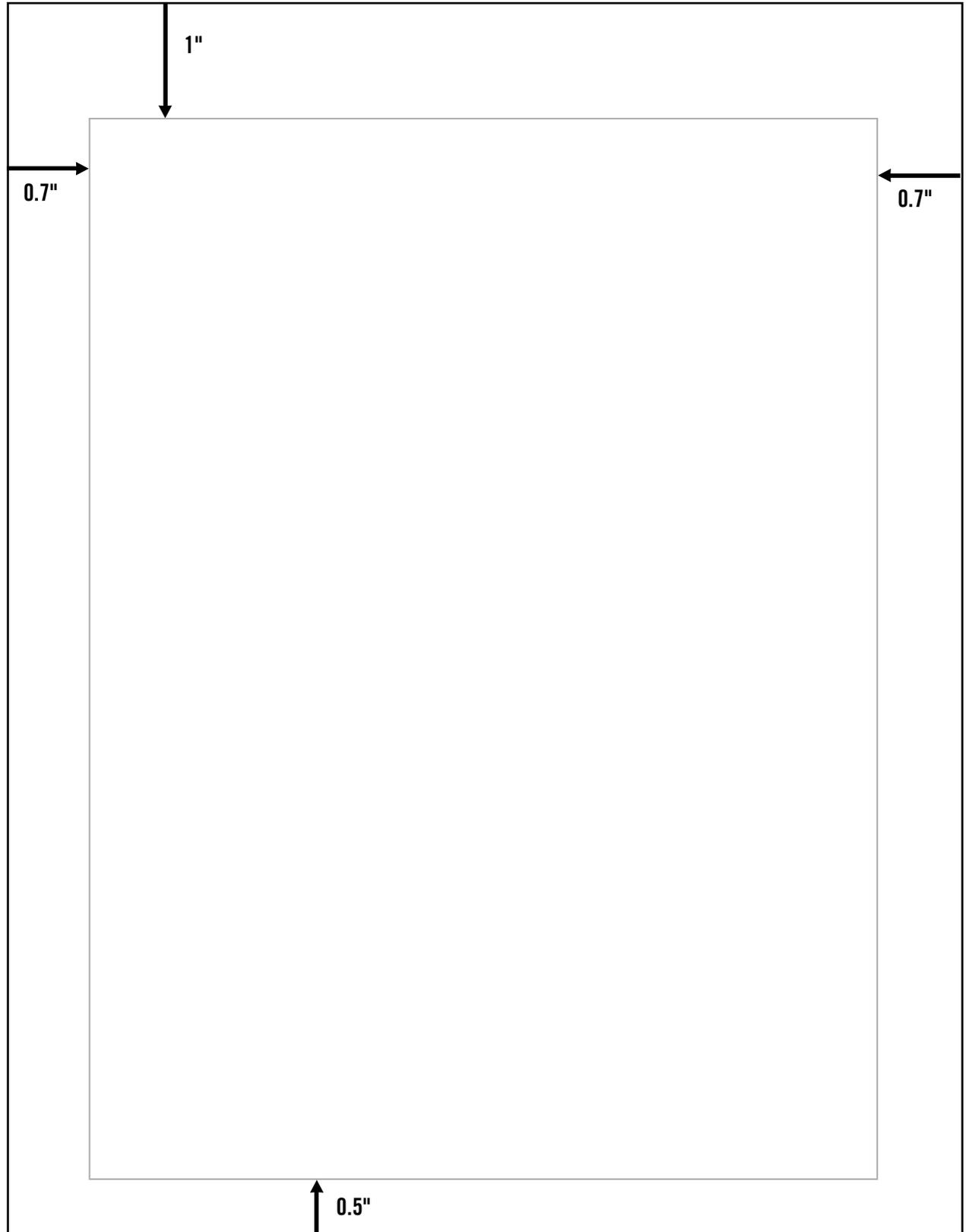


3.5 University Stationery: Second Sheets

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 and bottom



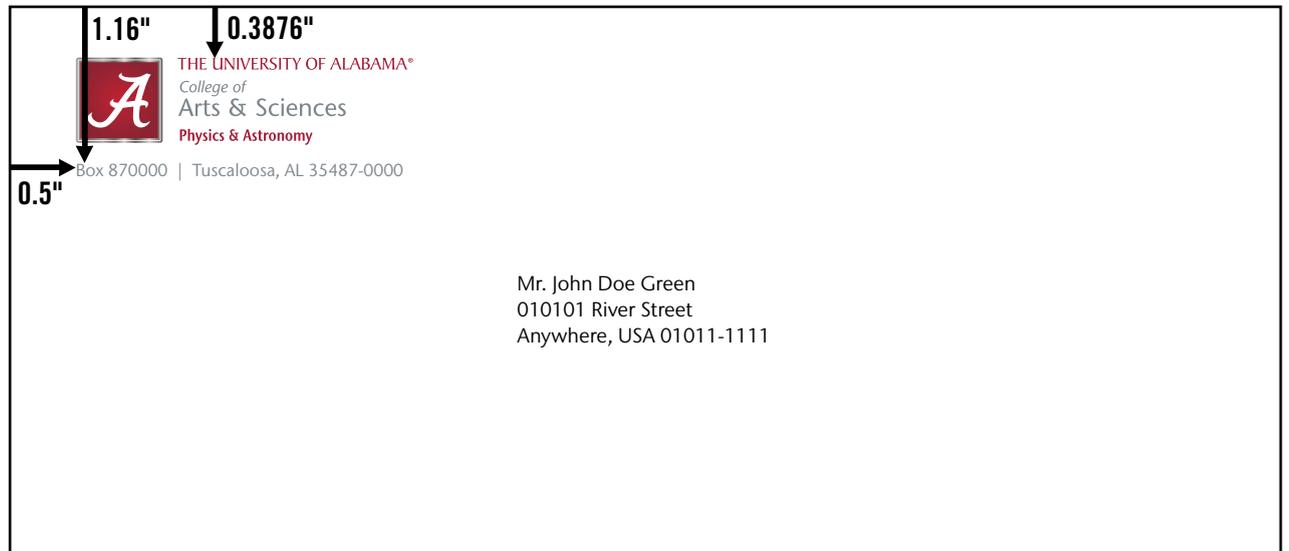
3.6 University Stationery: “Official UA Word Mark” with Identifier Envelope

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.

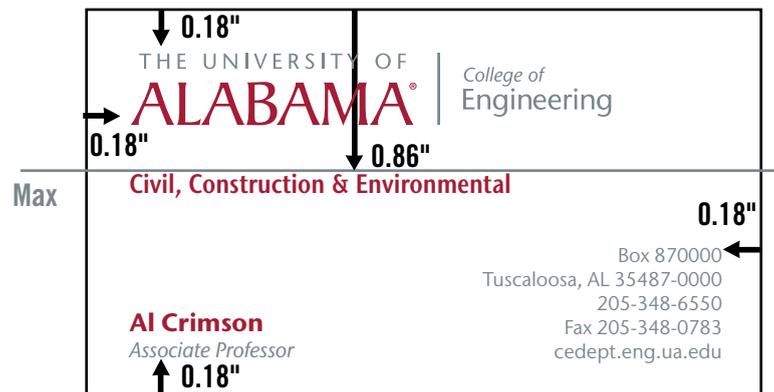
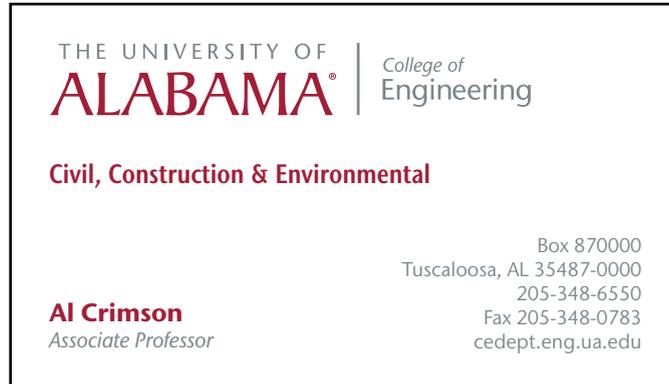


3.8 University Stationery: “Official UA Word Mark” with Identifier Business Card

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 University Printing.

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



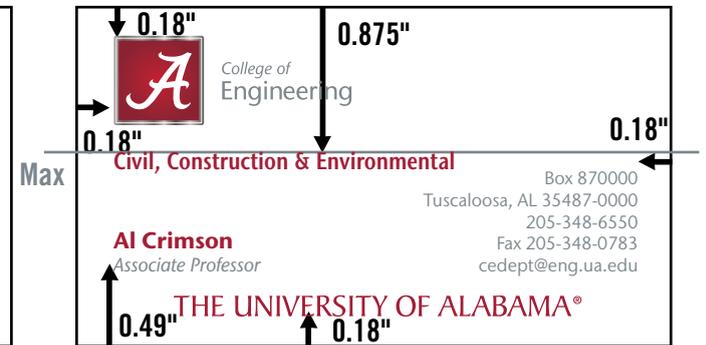
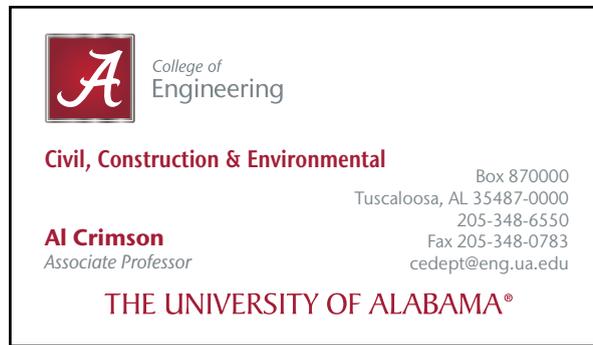
3.9 University Stationery: Secondary Option — “Capstone A” with Identifier Business Card

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.

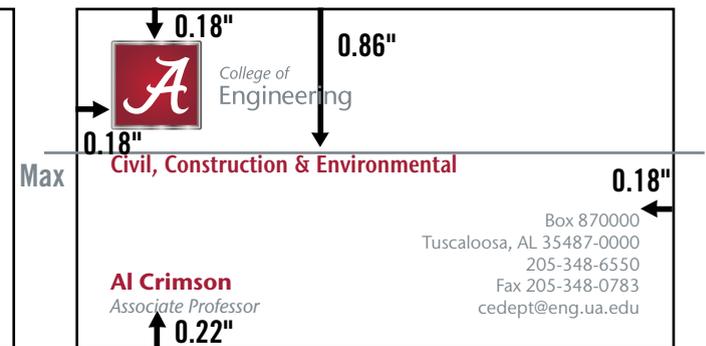
Any request to put information on the back of business cards will need to be approved by University Printing.

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

One-Sided Option



Two-Sided Option



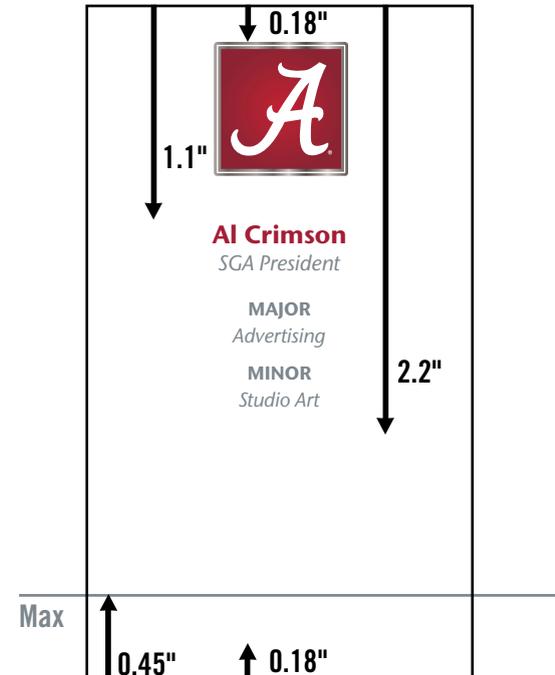
3.10 University Stationery: Student Business Card

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.

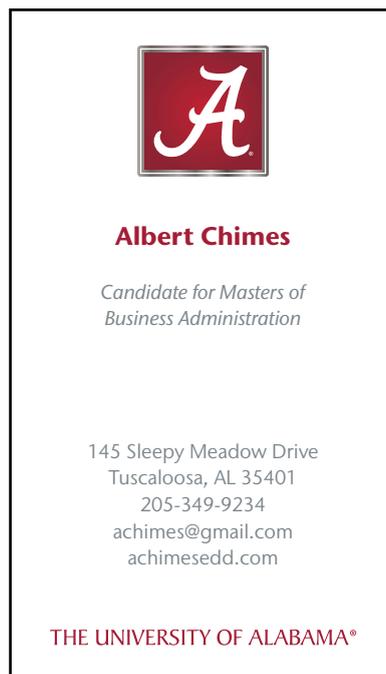
No other logos may be put on the front of business cards. Any request to put information on the back of business cards will need to be approved by University Printing.

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.

<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>
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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

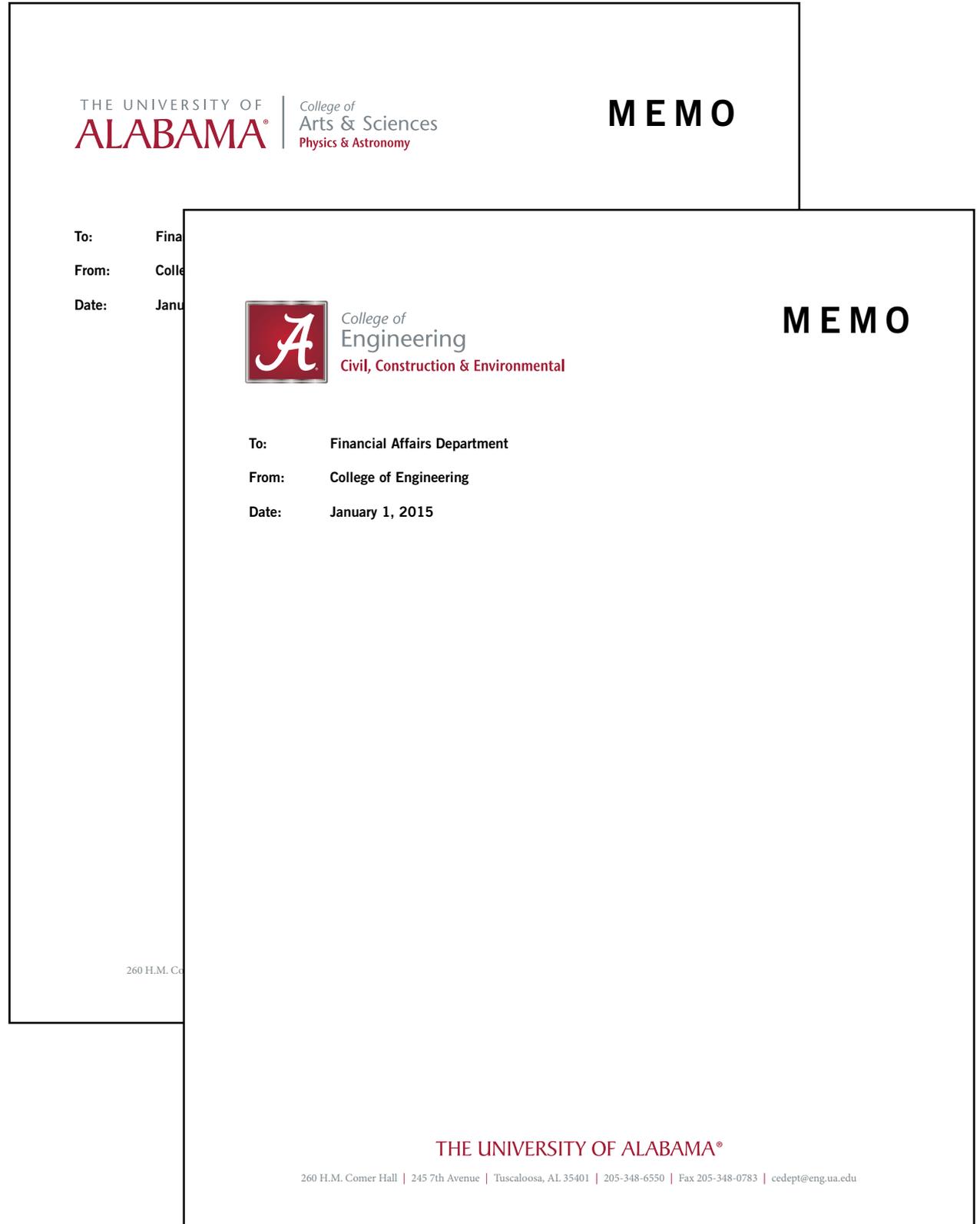
260 H.M. Comer Hall | 245 7th Avenue | Tuscaloosa, AL 35487-0000

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

Approved designs for powerpoint templates.

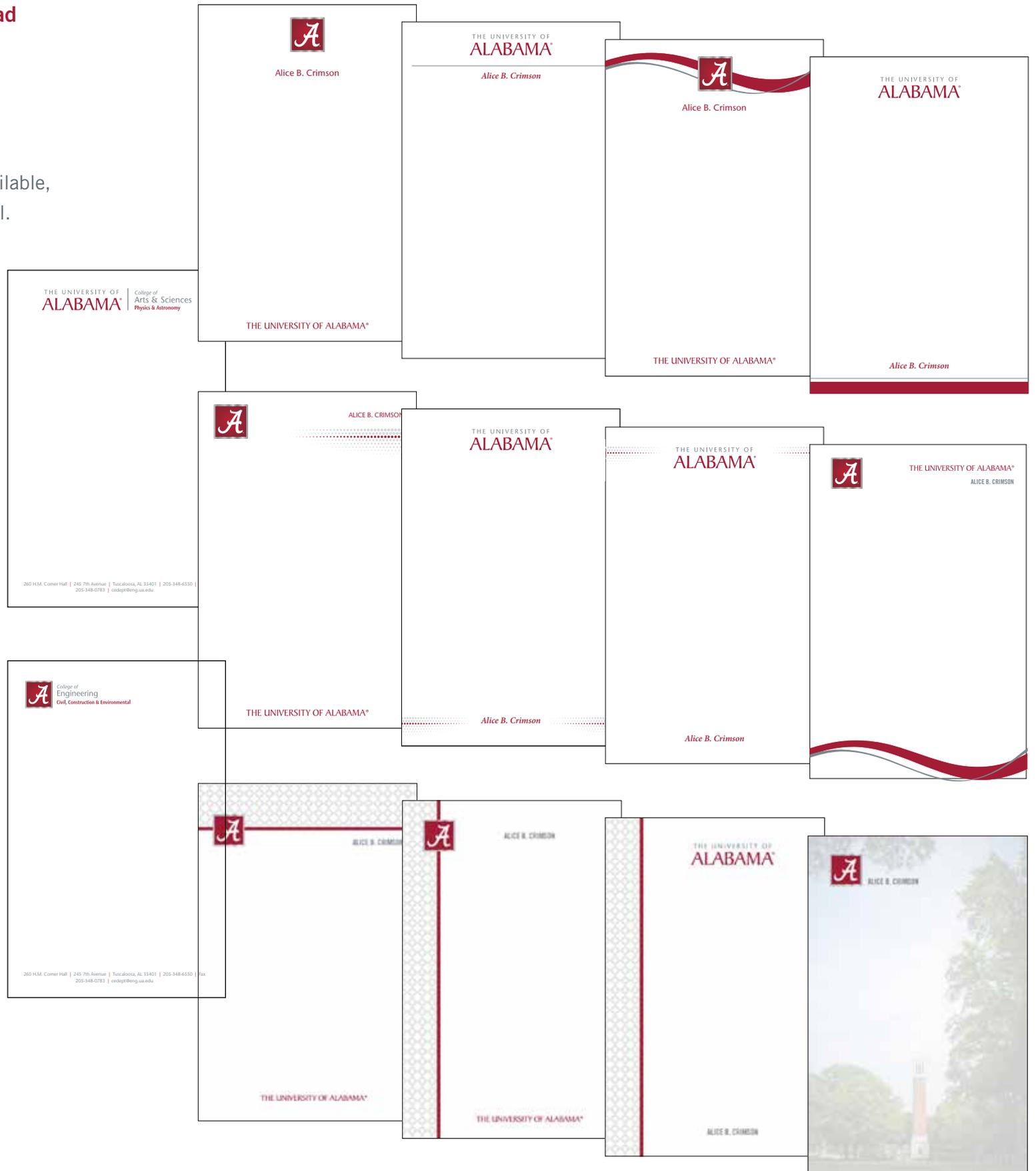
Custom designs are available, but will require approval.



3.17 Personal Notepad

Approved designs for personal notepads.

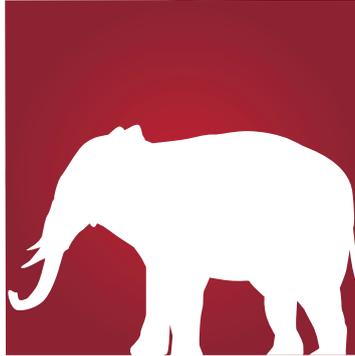
Custom designs are available, but will require approval.



3.18 Student Organization Logos

These icons are options to be used by student organizations only.

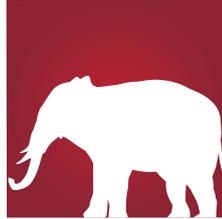
Organizations may use their own logo if it follows UA guidelines or the approved options shown here.



3.19 Student Organization Logos with Name

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 follows UA guidelines or the approved options shown here.



**Alabama Academic
Quizbowl Team**



**Alabama Academic
Quizbowl Team**



**Alabama Academic
Quizbowl Team**



**Alabama Academic
Quizbowl Team**

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>.



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ALABAMA[®]

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