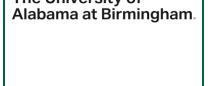
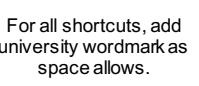


LOGO USAGE CHART

Updated 1.29.25

	University Logo	Lockups	Shortcuts
Core Logo	Core Separated	Monogram	Schools, Colleges, Centers, Institutes, & Admin Units
			
			

UNIT COMMUNICATIONS AND TOUCHPOINTS

Reports (Annual, Strategic Plans, etc.)	✓	✓	✓		
Donor Communications (Reports)	✓		✓		
Mass Email (Newsletter, Invite, etc)	✓				
Magazine Front Cover			✓		
Magazine Back Cover				✓	
Step and Repeat Banner	✓	✓			
Websites and Third-Party Platforms	✓				
Social Media Profile Picture			✓		**See Below
Video Intro and Outro	✓			✓	
Podcast Cover Art			✓		
Promotional Items and Apparel	✓	✓	✓	✓	✓

EMPLOYEE COMMUNICATIONS AND TOUCHPOINTS

Badge Clip			✓		
Lanyard			✓		✓
Uniforms (Can also include spirit marks)	✓		✓	✓	✓
Business Cards and Envelopes	✓				
Letterhead	✓				
Standard Email Signature			✓		
Presentation Slide Deck	✓				
Virtual Background for Media Interviews and External Audiences	✓			✓	

EVENTS AND PRESENTATIONS

Invitation, Flyer, Brochure, Retractable Banner	✓	✓	✓	✓	✓ *
Promotional Items	✓	✓	✓	✓	✓
Tablecloths	✓			✓	
Presentation Slide Deck	✓				
Poster Presentation	✓				

PAID EVENT SPONSORSHIP

Logo Sponsor Display			✓		✓
Advertisement (Print or Digital)	✓	✓		✓	✓ *

STUDENT RECRUITMENT

Front of Brochure	✓	✓			✓ *
Back of Brochure				✓	
Handouts	✓			✓	✓ *
Postcards	✓	✓		✓	✓ *
Paid Digital	✓		✓		✓
Print Ads for Publication	✓	✓		✓	✓ *
Table Cloths and Retractable Banners	✓			✓	
Tabletop Banners	✓	✓		✓	✓
Step and Repeat Banners	✓	✓		Unit name in text	Unit name in text
Promotional Items	✓	✓	✓	✓	✓

RESEARCH STUDY MARKETING

Paid Digital	✓		✓		"UAB Research" Shortcut
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*Wordmark Required

** Social Media Profile Pictures are icons provided by the Office of Marketing and Communications. Request here: <https://forms.uab.edu/f/socialsupport>