UAB The University of Alabama at Birmingham

Office of Marketing and Communications

LOGO USAGE CHART

Updated 1.29.25

	University Logo			Lockups	Shortcuts
	Core Logo	**Core Separated**	**Monogram**	**Schools, Colleges, Centers, Institutes, & Admin Units**	**All units, including department and programs**
	UAB The University of Alabama at Birmingham	UAB + The University of Alabama at Birmingham	UAB	UAB The University of Alabama at Birmingham School of Nursing	UAB Department of History For all shortcuts, add university wordmark as space allows.
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

*Wordmark Required

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