

EMPLOYEE PERKS PROGRAM

Vendor Brand Guidelines

Vendors are encouraged to highlight their own brand while keeping UAB in mind as the primary audience, rather than treating it as a co brand. When referencing UAB in Perks promotions, always use plain text copy: "The University of Alabama at Birmingham" and / or "UAB."

Permitted

- Lead with your own logo (not UAB logos).
- Reference UAB in plain text copy (e.g. "The University of Alabama at Birmingham" and / or "UAB").
- If uncertain, submit Perks promo materials for review via marketing@uab.edu.

Not Permitted

- Use of UAB logos
- Use of Blaze the mascot or any dragon imagery
- Language that implies an endorsement (e.g. "preferred by," "trusted by," or "partner of" UAB)

