THE UNIVERSITY OF ALABAMA AT BIRMINGHAM.

Style Guide - Valid until August 1, 2020
Our Guidelines 4
Logos 6
Color 16
Typography 20

All logos and artwork shown in this manual are the property of the University of Alabama at Birmingham, and artwork may not be used without prior written permission.
Logos, colors, fonts and photos are important signals. They tell both prospective and current students, faculty and staff that every school and unit on campus is part of a larger mission: One university inspiring and empowering the creation of knowledge that changes the world.
This section covers the usage of the master logo, its construction and the variety of layouts available to you. If you need something further defined please reach out to University Relations.

MONOGRAM & LOGO
CLEAR SPACE
MINIMUM SIZING
LIMITATIONS
OTHER MARKS
ATHLETICS MARKS
This preferred logo incorporates two graphic elements: the UAB monogram and “The University of Alabama at Birmingham” as the wordmark.

- The wordmark should always appear as Avenir LT Standard 85 Heavy ALL CAPS.
- It is preferred that the logo appear as two-color: the monogram is Pantone 3425 and the wordmark in black. Other color variations include one color black or white.
- SCHOOL LOGOS: We would prefer the use of the entire logo with the wordmark to help establish our brand nationally, but recognize that in some instances, schools within UAB will want to promote themselves. In this case, we are offering school logos with a wordmark lockup so the entire university name is always present.

The UAB monogram alone has a very visible presence and on occasion may be used alone for special applications when space is limited, such as signage or small promotional items.

All UAB logos are registered trademarks and should be used with trademark registration, with the exception of digital spaces, letterhead/business cards and signage.

“DESIGN IS SO SIMPLE, THAT’S WHY IT IS SO COMPLICATED.”
—PAUL RAND
The importance of clear space around brand elements and throughout all layouts cannot be overstated. It adds confidence and clarity to the visual messaging. The more space, the better. These visuals are used to define minimums.

A. SPACING FOR LOGO
The logo should be surrounded on all sides by clear space, no less than one-half the height of the UAB monogram. Do not print graphics, rules, typography or other elements in this area.

B. SPACING FOR MONOGRAM
For the mark, the minimum clear space allowance should be equal to half of the mark itself. Repeat the scale of the mark around it, regardless of the scale per circumstance.

For readability, scale needs close attention.

A. MASTER LOGO
The logo should never be reduced below 90 pixels wide.

B. MONOGRAM
The mark can be reduced down to favicon size (16px by 16px). In print and other use cases it’s recommended that the size not be reduced below 1/2-inch.
inappropriate usage

A. CHANGE THE ORIENTATION OF THE MARK
B. STRETCH FORMS TO FILL SPACE
C. ROTATE THE MARK
D. CHANGE THE COLOR OF THE MARK
E. PUT "FUN" LAYER EFFECTS ON ANY VISUAL BRAND MATERIALS
F. OUTLINE THE LOGOTYPE
The logo incorporates two graphic elements: the UAB monogram and “The University of Alabama at Birmingham” wordmark.

THE UNIVERSITY SEAL
The university seal is a registered trademark reserved for official and ceremonial uses only, as determined by the Office of University Relations. Examples include diplomas, legal documents, commencement programs, policy manuals, formal invitations, certificates and awards.

THE UNIVERSITY WATERMARK
The university watermark is a registered trademark and can be used when it isn’t appropriate to use the university seal.

UAB MEDICINE
UAB Medicine is the name and primary brand for the clinical facilities and services provided (hospital, clinics, patient care) by UAB. UAB Medicine has its own brand, similar to but separate from the rest of UAB.

athletic marks

The UAB primary athletic logos are the preferred marks to represent UAB athletics. The two primary logos can be used interchangeably, and they should be used in strict adherence to the identity guidelines in this manual. It is greatly preferred that the full- or two-color primary logos be used whenever possible.

A. BLAZE HEAD
The Blaze head logo is not allowed to be facing left. This mark must face right at all times.

B. ATHLETICS WORDMARK
The vertical version allows for easy use in applications that limit available width for display of the logo.
This section covers the usage of our color system, the print and web specifications, and some simple visual guides.
A single color communicates meaning almost instantaneously, and color is a key factor in brand recognition. Color defines us, unifies us, rallies us.

The official university colors are green and white, with gold traditionally used as an accent color. Acceptable shades of green and gold and other accents include the following:

### Core palette

<table>
<thead>
<tr>
<th>COLOR NAME</th>
<th>PANTONE</th>
<th>CMYK</th>
<th>RGB</th>
<th>HEX</th>
</tr>
</thead>
<tbody>
<tr>
<td>UAB Green</td>
<td>3425</td>
<td>100 / 0 / 78 / 42</td>
<td>30 / 107 / 82</td>
<td>#1e6b52</td>
</tr>
<tr>
<td>Dragon’s Lair Green</td>
<td>350</td>
<td>80 / 43 / 83 / 42</td>
<td>41 / 81 / 53</td>
<td>#295135</td>
</tr>
<tr>
<td>Campus Green</td>
<td>376</td>
<td>50 / 0 / 100 / 0</td>
<td>128 / 198 / 0</td>
<td>#80bc00</td>
</tr>
<tr>
<td>Loyal Yellow</td>
<td>109</td>
<td>0 / 15 / 100 / 0</td>
<td>255 / 209 / 0</td>
<td>#ffebd5</td>
</tr>
<tr>
<td>Blaze Gold</td>
<td>7503</td>
<td>34 / 35 / 68 / 4</td>
<td>170 / 151 / 103</td>
<td>#aad767</td>
</tr>
<tr>
<td>Smoke Gray</td>
<td>Cool Gray 9</td>
<td>0 / 0 / 0 / 60</td>
<td>128 / 130 / 133</td>
<td>#808285</td>
</tr>
</tbody>
</table>

Although our core palette is preferred on printed and digital materials, we understand that an expansion of colors may be needed for distinguishing materials. Therefore, we suggest the following additional colors to be used as accents. Please always have the UAB green (3425) present within the materials. For your convenience we also have suggestions of color palettes listed to the right.

### Expanded palette

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<tr>
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</tr>
</tbody>
</table>

< suggested color palettes>
This section covers the usage of our typography system. Because of the simplicity in our brand, type plays an important part. If you need something further defined please reach out to University Relations or your school’s Communications Director.
Mark Simonson designed Proxima Nova in 2005, a face combining modern even-width proportions with a somewhat geometric appearance. Initially created as Proxima Sans in 1994, it was re-released with many more weight and style variations after Simonson saw a growing opportunity for geometric fonts. Released on Adobe Typekit, the font is affordable and easily accessible for any designer with Adobe Creative Cloud.*

**WEIGHTS**
The full set contains 16 weights.

*SOURCE: MIC PRODUCT BLOG

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Kulturista is a distinct linear typeface with sturdy serifs. Created by Tomáš Brousil in 2009, the lopsided serifs of round strokes prevent serifs on a single line of text from interfering with each other and they become a significant feature of the alphabet. The font is a display typeface well suited for use in editorial design or as a basis of a corporate style.*

**WEIGHTS**
The full set contains 10 weights.

*SOURCE: SUITCASE TYPE FOUNDRY

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**TYPEFACES DO MORE THAN SPELL WORDS. USED CONSISTENTLY, THEY BECOME IMAGES OR SYMBOLS FOR OUR BRAND AND DEMONSTRATE ITS ESSENCE.**

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