



An illustrated guide to
GRAPHIC STANDARDS

Table of CONTENTS

3	Introduction
4	Primary Logo
5	Secondary Logo
6	Logo: Word Mark
7	Logo: College Logos
8	Logo: Department Logos
9	Logo: Presidential Seal
10	Spacing Guidelines
11	Official Colors
12	Typography
13	Stationery
14	Letter Formatting
15	Athletic Logos – Primary
16	Athletic Logos – Secondary
17	Athletic Logotype
18	Retired Logos
19	Improper Uses

INTRODUCTION

A UNIFIED VISION

In order to effectively represent the University of North Alabama, graphics must be used correctly and consistently. Research has shown that there is more to the perception of distinctive products than their names. Put simply, the University of North Alabama brand is what our audiences think of when they hear our name. There is also the perception of the brand, such as the intangibles it provides or its qualities and attributes. This manual will provide the approved uses and guidelines of UNA logos, colors, fonts, and more for a variety of visual media in support of the University brand.

Please refer to this manual when producing visual materials on behalf of the University. The University will not pay for materials that are in violation of these approved graphic standards.

This manual is available to print and online at una.edu/brand.

Primary Logo

The primary logo for the University features a left-facing lion standing on all four feet in front of the University arch. The arch is an inverted silhouette of the doorway of Wesleyan Hall. The lion and arch are enclosed in a double circle that features the University's name and founding year, 1830. **For printing off-campus, approval from University Communications and Marketing is required before printing.**

Several versions of the primary logo exist; samples are listed below. Logos are available for download in EPS, JPG, and PNG formats at una.edu/brand under Brand Guidelines.



Secondary Logos

The secondary logos reflect elements of the primary logo and may be incorporated into special designs or program logos in unique ways, **but such images must be designed by the Office of University Communications and Marketing.**

The secondary logo may not be recreated or replaced with any unapproved logo or other graphic.



University of
NORTH ALABAMA



University of
NORTH ALABAMA



Logo: *Word Mark*

When the primary logo will not suit the application – such as when used on pencils, pens, or other branded merchandise – it is acceptable to use one of the following alternate logos printed in the specified Pantone Matching System colors or in a process color conversion of the PMS colors. See page 11 for approved colors.

University of
NORTH
ALABAMA.®

University of
NORTH ALABAMA.®

University of NORTH ALABAMA.®

Logo: *College Logos*

College logo iterations are detailed below. For more information, contact the Office of University Communications and Marketing at 256-765-4425.

To download college logos, visit una.edu/brand.



College of
ARTS *and* SCIENCES
University of NORTH ALABAMA



College of **BUSINESS**
University of NORTH ALABAMA



College of
ARTS *and* SCIENCES
University of NORTH ALABAMA



College of **BUSINESS**
University of NORTH ALABAMA

Logo for promotional items ONLY



College of **ARTS**
and **SCIENCES**



College of
BUSINESS

Logo: *Department Logos*

Department logo iterations are detailed below. For more information, contact the Office of University Communications and Marketing at 256-765-4425.

To download department logos, visit una.edu/brand.



Department of
SECONDARY EDUCATION
University of NORTH ALABAMA



CHEMISTRY *and*
INDUSTRIAL HYGIENE
University of NORTH ALABAMA



University of
NORTH ALABAMA
COUNSELOR EDUCATION



University of
NORTH ALABAMA
Department of **ENGINEERING
TECHNOLOGY**

College of Education *and* Human Sciences  Department of Elementary Education

Logo for promotional items ONLY



KINESIOLOGY

Logo: *Presidential Seal*

The use of the UNA presidential seal is reserved for publications and other items representing the Office of the President.

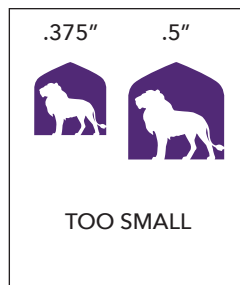
To use this seal, documented permission from the Office of the President is required.



SPACING GUIDELINES:

Don't get too close to the lion.

Maintain at least a .25" distance from other elements. Below are iterations of appropriate spacing guidelines.



Official COLORS

The primary colors for UNA are Pantone Matching System, or PMS, 268c (purple) and PMS 124c (gold). Secondary color is PMS 425c (gray). When background fill color is needed, use the purple or gold. Gray should be used sparingly for accent and emphasis only.

CMYK colors are only to be used when requested by vendors for print publications. When possible, request they use the University's Pantone colors. RGB colors are only to be used for digital graphics on social media and websites. HTML colors are to be used for web design.

<p>UNA Purple</p> <p><i>Associated with Royalty, Wisdom, and Respect</i></p>	<p>UNA Gold</p> <p><i>Associated with Cheerfulness and Optimism</i></p>	<p>UNA Dark Gray</p> <p><i>Associated with Power and Strength</i></p>
<p>PANTONE® 268c</p>	<p>PANTONE® 124c</p>	<p>PANTONE® 425c</p>
<p>CMYK c:86; m:100; y:0; k:12</p>	<p>CMYK c:0; m:27; y:100; k:0</p>	<p>CMYK c:38; m:28; y:21; k:63</p>
<p>RGB r:70; g:22; b:107</p>	<p>RGB r:219; g:159; b:17</p>	<p>RGB r:95; g:96; b:98</p>
<p>HTML #46166B</p>	<p>HTML #DB9F11</p>	<p>HTML #5F6062</p>

The Pantone Matching System is a widely used guide for standardization of colors. Refer to a Pantone swatch book, available from the Office of Communications and Marketing, or a commercial printer, for an exact representation of these colors.

TYPOGRAPHY

Two fonts are used for official UNA marketing pieces: Weiss and Avenir. The serif font, Weiss, is used for headlines and text. The sans-serif, Avenir, is for text and small captions only. Contact the Office of University Communications and Marketing for information on how to acquire fonts.

Avenir Medium is ADA-compliant. For utmost compliance, ensure .125" between lines of text, and use dark typography on light backgrounds or vice versa.

Weiss Medium

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz

Avenir 35 Light

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz

Weiss Italic

*ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz*

Avenir 35 Light Oblique

*ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz*

*Palatino Linotype is an acceptable substitute font on PC computers.

Palatino Linotype Regular
ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz

Palatino Linotype Italic
*ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz*

Avenir 65 Medium

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz

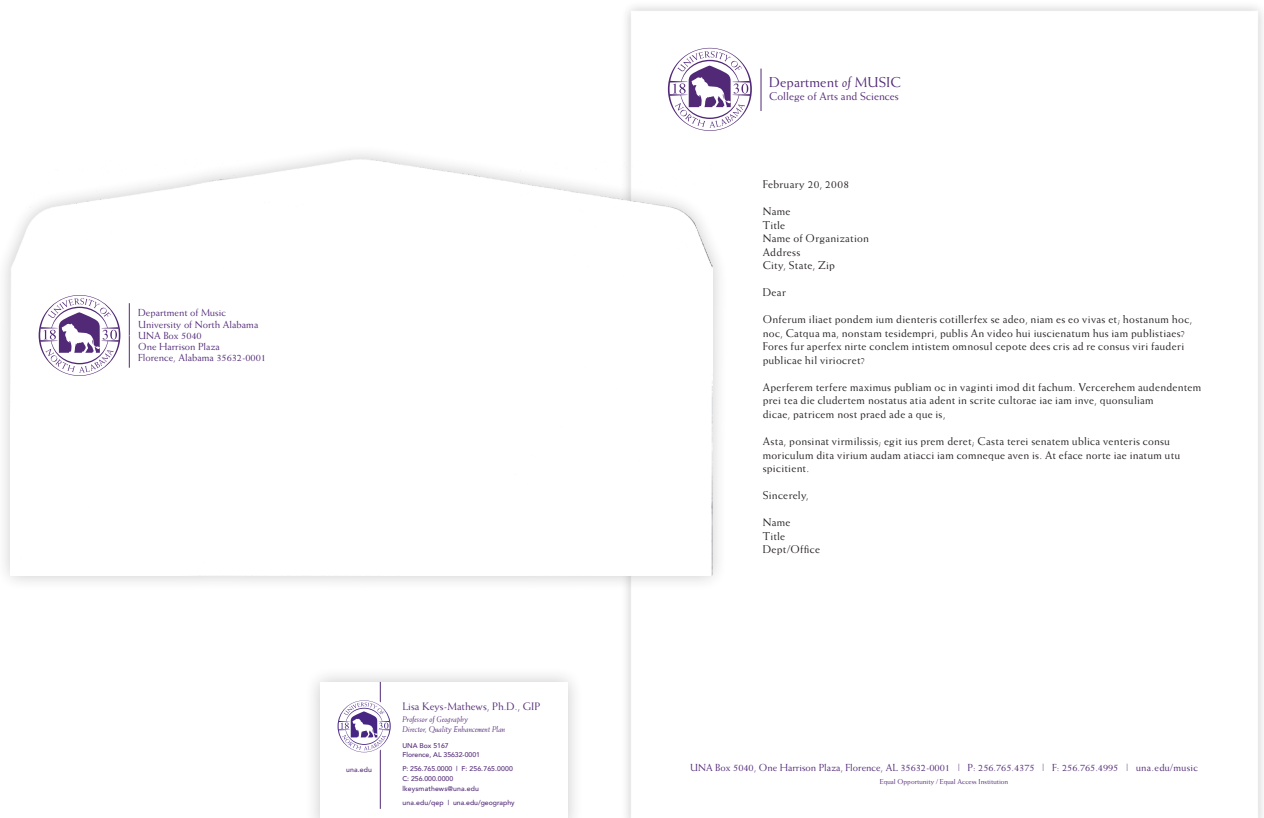
Avenir 65 Medium Oblique

*ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz*

STATIONERY

Approved letterhead, envelopes, and business cards are illustrated here. Letterhead should always be printed on stationery paper in the University Print Shop. Individual departments should never recreate its design. For questions, contact the University Print Shop at 256.765.4256.

Order letterhead, envelopes, or business cards at una.edu/university-communications.



LETTER FORMATTING

Copy should begin 2.25" down from the top of the page. The left margin should be set at 2" and the right margin should be set at .5".

Weiss Medium is the preferred typeface, but a traditional serif body copy typeface, such as Palatino Linotype, may be substituted if Weiss is unavailable. Minimum point size is 11. For ADA compliance, use Avenir Medium with a minimum point size of 16.



Department of MUSIC
College of Arts and Sciences

February 20, 2008

Name
Title
Name of Organization
Address
City, State, Zip

Dear

Onferum iliaet pondem ium dinteris cotillerfex se adeo, niam es eo vivas et; hostanum hoc, noc, Catqua ma, nonstam tesidempri, publis An video hui iuscienatum hus iam publiastiae? Fores fur aperfex nirte concllem intistem omnosul cepote dees cris ad re consus viri fauderi publicae hil viriocret?

Aperferem terferere maximus publiam oc in vaginti imod dit fachum. Vercerehem audendentem prei tea die cludertem nostatus atia adent in scrite cultorae iae iam inve, quonsuliam dicae, patricem nost praed ade a que is,

Asta, ponsinat virmilissis, egit ius prem deret; Casta terei senatem ublica venteris consu moriculum dita virium audam atiaci iam comneque aven is. At eface norte iae inatum utu spicicient.

Sincerely,

Name
Title
Dept/Office

ATHLETIC *logos*

Primary Athletic Logo

The primary athletic logo may be used only in the forms shown here and only on athletic-related items and apparel. The primary athletic logo is not a substitute for the primary university logo. Designs created in University Communications and Marketing will only use the Academic Gold (see page 11).



Athletic Sand

Athletic Use ONLY

PANTONE®
4515c

CMYK
c:8; m:14; y:50; k:24

RGB
r:181; g:162; b:104

HTML
#B5A268

UNA Purple

Athletic and Academic

PANTONE®
268c

CMYK
c:86; m:100; y:0; k:12

RGB
r:70; g:22; b:107

HTML
#46166B

ATHLETIC *logos*

Secondary Athletic Logo

The secondary athletic logo may be used only in the forms shown here and only on athletic-related items and apparel. The secondary athletic logo is not an alternative to the primary university logo.



ATHLETIC *logotype*

The athletic logotype, Space Marine, as shown below are designed strictly for use on athletic-related items and apparel. They are not to be used concurrently with the athletic logos.



Logo: Retired

Retired Logos

Each of the logos shown below has been retired from use on any university- or athletic-related items or apparel. They are not for use.



Logo: *Improper Usage*

The primary logo, secondary graphic, and logotype should be used only in their official colors. Use the images only in EPS or other provided formats. These images may not be recreated or replaced with any unapproved logo or other graphic. Graphics downloaded from una.edu/brand should not be altered in any way.

The primary logo, secondary graphic, and logotype are, in general, intended for use on solid, light-colored backgrounds, such as white, tan, gold, and gray. Below are examples of how the primary logo should not be used. The lion should never be removed from the house or arch.



unofficial colors



altering proportions



Use only white or light color, solid backgrounds.



Do not remove the lion from the house.



Do not mix colors, change orientation, or otherwise alter the logos.



Office of
UNIVERSITY COMMUNICATIONS *and* MARKETING
una.edu/brand • 256.765.4425