



An Illustrated Guide to
GRAPHIC STANDARDS
2024

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INTRODUCTION



ONE UNIVERSITY - ONE MESSAGE

Thank you for your interest in effectively representing the University of North Alabama brand! The consistency of our visual identity across all of our services is paramount to the success and efficacy of our promotional efforts.

Across all facets of our university, we are unified in our goal to provide a safe, accessible, and excellent experience for all of our students. Our brand represents not just the centralization of our resources - but the unification of our purpose and values. It is what drives our message forward to the world, and therefore deserves our careful stewardship.

This manual is your guide through the proper usage of our logos, colors, and fonts for a variety of visual media in order to maintain that consistency. Use of our brand is contingent upon your adherence to these standards, which is why we strive to make them easy to follow.

Should you have any questions regarding these assets and their appropriate uses, please contact **The Office of Enrollment Marketing and Digital Communication** by visiting una.edu/brand. As an extension of our careful stewardship of the University's visual identity, our office reserves the right to audit any attempt at utilizing the University of North Alabama brand.

UNA COLORS

The Office of Enrollment Marketing and Digital Communication requests that users utilize the **Pantone Matching System** for use of our brand colors in print. Our primary color under this system is **PMS 268c**, with the secondary color being **PMS 1235c**. 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, i.e. social media and website design. Our HEX or HTML colors are useful for graphic design applications such as **Canva**.

UNA Purple

Associated with
Royalty, Wisdom, &
Respect

PANTONE®
268c

CMYK
C:79; M:100; Y:0; K:0

RGB
R:89; G:343; B:138

HEX / HTML
#592B8A

UNA Gold

Associated with
Cheerfulness &
Optimism

PANTONE®
1235c

CMYK
C:0; M:25; Y:94; K:0

RGB
R:255; G:185; B:42

HEX / HTML
#FFB92A

White

CMYK
C:0; M:0; Y:0; K:0

RGB
R:255; G:255; B:255

HEX / HTML
#FFFFFF

For any questions regarding the proper usage of these colors in print and digital, please contact the **Office of Enrollment Marketing and Digital Communication**. To ensure adherence to these color standards, we strongly encourage members of our campus community to use our **UNA Print Shop**. Find more information about our extensively capable print shop by visiting una.webdeskprint.com.

TYPOGRAPHY

We utilize two fonts for our brand: Weiss and Avenir.

The serif font, Weiss, is used for headlines and text. The sans-serif, Avenir, is for text and small captions only. Palatino Linotype is also an acceptable substitute serif font for non-compatible devices. Contact the **Office of Enrollment Marketing and Digital Communication** for information on how to acquire and make use of these fonts.

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

Weiss Medium

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m
n o p q r s t u v w x y z

Weiss Italic

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m
n o p q r s t u v w x y z

Palatino Linotype Regular

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m
n o p q r s t u v w x y z

Palatino Linotype Italic

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m
n o p q r s t u v w x y z

Avenir 35 Light

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m
n o p q r s t u v w x y z

Avenir 35 Light Oblique

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m
n o p q r s t u v w x y z

Avenir 65 Medium

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m
n o p q r s t u v w x y z

Avenir 65 Medium Oblique

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m
n o p q r s t u v w x y z

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.

The acceptable uses of our primary logo are shown below.

All official logos are available for download in EPS, SVG, JPG, and PNG formats at una.edu/brand.

for use on white backdrops



for use on dark backdrops



The New "Golden" Rule = Save the Gold for Leo's House.

If you've utilized our logos in the past, you've been given multiple color iterations. To simplify use cases, best utilize our signature gold accent color, and ensure accessibility across mediums, stick to the "golden rule" of *only* using it for Leo's house inside the arch. Use outside of this icon for text or other branding elements is no longer in practice and will be audited.

SECONDARY LOGO

FOR PROMOTIONAL USE

Our secondary logos can offer effective legibility in certain use cases. Below are our “tall” and “wide” variations for multiple purposes. We maintain the centerpiece of our primary logo while giving more emphasis to the text itself. These secondary logos may not be altered from their current forms, nor rearranged or replaced with any unapproved logo or other graphic.

All official logos are available for download in EPS, SVG, JPG, and PNG formats at una.edu/brand.

for use on white backdrops



University of
NORTH ALABAMA



University of
NORTH ALABAMA



University of
NORTH ALABAMA



University of
NORTH ALABAMA



University of NORTH ALABAMA

for use on white dark backdrops



University of
NORTH ALABAMA



University of
NORTH ALABAMA



University of
NORTH ALABAMA



University of
NORTH ALABAMA



University of NORTH ALABAMA

WORDMARK

When the primary logo will not suit the application – such as pencils, pens, branded merchandise, or limited signage – it is acceptable to use one of our three available wordmarks. We utilize our serif font, “Weiss,” to clearly display the University’s name in these effective layouts that maintain a compositional integrity synonymous with the North Alabama brand.

for use on white backdrops

University of NORTH ALABAMA

University of
NORTH ALABAMA

University of
NORTH
ALABAMA

for use on white dark backdrops

University of NORTH ALABAMA

University of
NORTH ALABAMA

University of
NORTH
ALABAMA

COLLEGE LOGOS

Our colleges utilize our principal “leo” icon and wide wordmark to distinguish themselves and promote their programs. The same variations apply to these logos that apply to our secondary logos, including the “golden” rule of only using our gold color for the icon. We also provide a letterhead option for specific colleges. Below is an example for our College of Arts, Sciences, and Engineering.

Use purple on white backdrops.

 College of ARTS, SCIENCES, *and* ENGINEERING



College of ARTS, SCIENCES,
and ENGINEERING

University of NORTH ALABAMA



College of ARTS, SCIENCES,
and ENGINEERING

University of NORTH ALABAMA



College of ARTS,
SCIENCES, *and* ENGINEERING

University of NORTH ALABAMA



College of ARTS,
SCIENCES, *and* ENGINEERING

University of NORTH ALABAMA

Use white on dark backdrops.

 College of ARTS, SCIENCES, *and* ENGINEERING



College of ARTS, SCIENCES,
and ENGINEERING

University of NORTH ALABAMA



College of ARTS, SCIENCES,
and ENGINEERING

University of NORTH ALABAMA



College of ARTS,
SCIENCES, *and* ENGINEERING

University of NORTH ALABAMA



College of ARTS,
SCIENCES, *and* ENGINEERING

University of NORTH ALABAMA

DEPARTMENT LOGOS

Each department of our university is equipped with a unique logo much like our colleges, with the same layout as our secondary logos. We insist on the inclusion of “Department of” in the tall application of the logo and the letterhead for uniformity and clarity. Also note that each letterhead must include the University’s information.

for use purple on white backdrops



 University of North Alabama | Department of Management *and* Marketing

for use on dark backdrops



 University of North Alabama | Department of Management *and* Marketing

SECONDARY LOGO

FOR INTERNAL USE

The acronym “UNA” is not permitted for promotional use. As we continue to achieve recognition in the communities we serve and market to, it is important that “North Alabama” be the clear brand engaged with by prospective students and their families.

However, “UNA” serves as a perfectly acceptable abbreviation for internal purposes. Any office that is utilized by only current students, faculty, and staff of the University is free to use these secondary logos to identify themselves or their services as an extension of the University.

All official logos are available for download in EPS, SVG, JPG, and PNG formats at una.edu/brand.

for use on white backdrops



for use on dark backdrops



OFFICE LOGOS

Any office that is utilized by only current students, faculty, and staff of the University is free to use these secondary logos to identify themselves or their services as an extension of the University. Any office that also serves a promotional purpose will be provided a secondary logo for promotional purposes similar to our college and department logos.

for use on white backdrops



 University of North Alabama | Office of Student Affairs

for use on dark backdrops



 University of North Alabama | Office of Student Affairs

PRESIDENTIAL SEAL

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

for use on white backdrops



for use on dark backdrops



STATIONERY

Approved letterhead, envelopes, and business cards are illustrated here. Letterhead should always be printed on stationery paper in the campus print shop. Individual departments should never recreate its design.

Order letterhead, envelopes, or business cards from **UNA Print Shop**.

The illustration shows three pieces of stationery. On the left is an envelope with the UNA logo and contact information for the Department of Music. In the center is a business card for Lisa Keys-Mathews, Ph.D., GIP, Professor of Geography. On the right is a letter template with the UNA logo, department name, date, recipient information fields, a salutation, a Latin placeholder text, a closing, and fields for name, title, and department. At the bottom right of the letter template is the UNA contact information and an Equal Opportunity statement.

Envelope:

 Department of Music
University of North Alabama
UNA Box 5040
One Harrison Plaza
Florence, Alabama 35632-0001

Business Card:

 Lisa Keys-Mathews, Ph.D., GIP
Professor of Geography
Director, Quality Enhancement Plan
UNA Box 5167
Florence, AL 35632-0001
una.edu
P: 256.765.0000 | F: 256.765.0000
C: 256.000.0000
lkeys@mathews@una.edu
una.edu/geop | una.edu/geography

Letter Template:

 Department of MUSIC
College of Arts and Sciences

February 20, 2008

Name
Title
Name of Organization
Address
City, State, Zip

Dear

Onferum ilaet pondem ium dienteris cotillerfex se sedeo, niam es eo vivas et, hostanum hoc, noc. Catequa ma, nonstam tesidempri, public An video hui iuscientium hus iam publicistae? Fores fur aperfex nirtce conclen intistem onnosul cepote dees cris ad re consus viri fauderi publicae hil viriocret?

Aperferem terfere 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 senatemb ublica venteris consu moriculum dita virium audam atiacci iam conneque aven is. At eface norte iae inatum utu spicitent.

Sincerely,

Name
Title
Dept./Office

UNA Box 5040, One Harrison Plaza, Florence, AL 35632-0001 | P: 256.765.4375 | F: 256.765.4995 | una.edu/music
Equal Opportunity / Equal Access Institution

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. Letterhead templates for Adobe Acrobat and Microsoft Word are available upon request.

	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 dienteris cotillerfex se adeo, niam es eo vivas et, hostanum hoc, noc, Catqua ma, nonstam tesidempri, publis An video hui iuscienatum hus iam publicistiaes? Fores fur aperfex nirte concllem intistem omnosul cepote dees cris ad re consus viri fauderi publicae hil viriocret?	
Aperferem terfere 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 conneque aven is. At eface norte iae inatum utu spicitient.	
Sincerely,	
Name Title Dept/Office	
UNA Box 5040, One Harrison Plaza, Florence, AL 35632-0001 P: 256.765.4375 F: 256.765.4995 una.edu/music	
Equal Opportunity / Equal Access Institution	

LOGO

IMPROPER USAGE

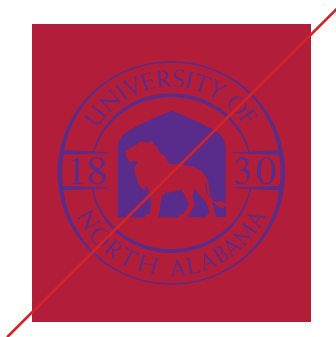
The primary logo, secondary logo and word mark should be used only in their official colors. Use the images only in EPS or other provided formats. These images may not be recreated or replaced with any unapproved logo or other graphic. Graphics downloaded from una.edu/brand should not be altered in any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

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