



GRAPHIC STANDARDS

OCTOBER 2015 EDITION

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THE LOGO

As the University of West Alabama faces increasing competition for students, funding, and donations, the strength of our marketing communications is increasingly critical. The cornerstone of those efforts is a strong and unified graphic identity.

The University of West Alabama wordmark carries dual responsibilities: It must stand as the sum of the institution's many parts - the authentic, recognizable essence of this university - while simultaneously symbolizing our potential. For the many people who already know and love UWA, the wordmark must ring true. For audiences now in cultivation and to be approached in the future, the mark must dispel myths, spark interest, and remain in each viewer's awareness, uniquely and accurately. It must be both fresh and traditional.

These principles have shaped the creation of this visual identity guide. By complying with its specifications, you help project a clear, unifying image for the University as a whole. The visual identity program also highlights each college or division of the University, without sacrificing the unit's individuality. The guidelines in this manual enable us to implement the visual identity in a range of vehicles, thus enhancing all of our University communications. It is critical that each person and department associated with UWA support this program by applying these guidelines consistently.



CMYK



1-COLOR

PANTONE 187 Coated
PANTONE 186 Uncoated

REVERSED (WHITE)

PRIMARY SQUARE MARK

The primary logo for UWA, known as the UWA Square. This logo should be the first choice in all applications that call for primary branding.

CMYK

**PRIMARY HORIZONTAL MARK**

A primary logo for use when a horizontal logo is needed and the UWA letters are preferred.

PANTONE 187 Coated
PANTONE 186 Uncoated



1-COLOR



REVERSED (WHITE)



CMYK

The UNIVERSITY of WEST ALABAMA**PRIMARY WORD MARK**

A primary logo that includes only the word mark without additional logo elements. For use when a heavily horizontal logo is needed.

PANTONE 187 Coated
PANTONE 186 Uncoated

The UNIVERSITY of WEST ALABAMA

1-COLOR

The UNIVERSITY of WEST ALABAMA

REVERSED (WHITE)

The UNIVERSITY of WEST ALABAMA



CMYK



1-COLOR



PANTONE 187 Coated
PANTONE 186 Uncoated



REVERSED (WHITE)

SECONDARY STACKED MARK

An alternative to the Primary Square Mark when a lighter visual weight is needed.



CMYK



1-COLOR

SECONDARY SQUARE OUTLINE MARK

An alternative to the Primary Square Mark when a lighter visual weight is needed but the UWA square should be present.



PANTONE 187 Coated
PANTONE 186 Uncoated



REVERSED (WHITE)

CMYK

UWA

PANTONE 187 Coated
PANTONE 186 Uncoated

UWA

1-COLOR

UWA

REVERSED (WHITE)

UWA

WORD MARK UWA

For use when the full school name is unnecessary.



CMYK



1-COLOR

PANTONE 187 Coated
PANTONE 186 Uncoated

REVERSED (WHITE)

WORD MARK SQUARE UWA

For use when a square logo is preferred but the size is prohibitive to using the primary square logo. Preferably used when the full school name will be included elsewhere.

**DEPARTMENTAL IDENTIFIER MARK**

The UWA identity includes a primary and secondary option for Colleges, Divisions, and Departments to further identify themselves within the structure of the brand.



College of Natural Sciences & Mathematics

**DEPARTMENTAL IDENTIFIER
SQUARE MARK**

The UWA identity includes a primary and secondary option for Colleges, Divisions, and Departments to further identify themselves within the structure of the brand.



College of Liberal Arts



Division of Nursing



School of Graduate Studies

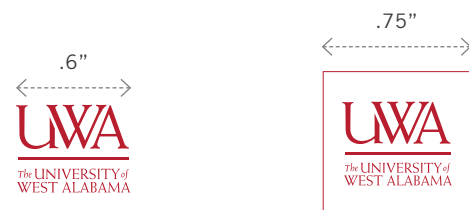
PRIMARY MARKS



When enlarging a logo there is no limit to how big you can make it. Keep in mind an effective use of the logo is one where it can be quickly identified; however, that does not mean that it needs to be large. Location and clear margins are often preferable to logo size.

When reducing the logo, the minimum allowable widths are indicated to the left.

SECONDARY MARKS



WORD MARKS



IDENTIFIERS



.75"

PRIMARY SQUARE MARK



PRIMARY HORIZONTAL MARK



PRIMARY WORD MARK



The logo should primarily be presented horizontally with all supporting elements placed along the axis that runs vertically or horizontally through the mark. Spacing of logo elements should be “open” and comfortable with the relative spaces kept similar throughout the elements. This open spacing should also be maintained when the logo is applied to a design, keeping the area around the logo free from graphics or images.

INCORRECT COLORING



Please do not vary from the logo design that has been provided. Spacing, color, placement, font, etc are important and should remain consistent as the logo is translated to different projects. Please do not stretch the logo, stack the logo, vary the fonts or colors provided, or apply unnecessary effects. Also any treatment that impedes the recognition or legibility of the logo should be avoided.

STRETCHING, REPOSITIONING



DROP SHADOW, CHANGE SHAPE



abcdefghijklmnopqrstuvwxyz
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 Weiss Roman

abcdefghijklmnopqrstuvwxyz
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 Weiss Italic

abcdefghijklmnopqrstuvwxyz
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 Weiss Bold

abcdefghijklmnopqrstuvwxyz
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 Weiss Extra Bold

Weiss Family

Weiss is the serif font that comprises the UWA identity. It is used primarily in the logo itself, but can be used in subhead and accent treatments as well as in the body of official UWA letters and documents. Remember to set any body copy with comfortable spacing between lines (leading) and paragraphs.

abcdefghijklmnopqrstuvwxyz
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 Trade Gothic Light *and Oblique*

abcdefghijklmnopqrstuvwxyz
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 Trade Gothic Medium *and Oblique*

abcdefghijklmnopqrstuvwxyz
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 Trade Gothic Bold No. 2 *and Oblique*

abcdefghijklmnopqrstuvwxyz
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 Trade Gothic Condensed No. 18 *and Oblique*

abcdefghijklmnopqrstuvwxyz
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 Trade Gothic Bold Condensed No. 20 *and Oblique*

TRADE GOTHIC FAMILY

Trade Gothic is the sans-serif font that comprises the UWA identity. It is used primarily in header, subhead, caption, accents, lists, and more informal body copy applications. Remember to set any body copy with comfortable spacing between lines (leading) and paragraphs.



Pantone 187 C



Pantone Black 6 C

Pantone Coated Spot Color Inks
(for printing on gloss or matte paper)



Pantone 186 U



Pantone Black 6 U

Pantone Uncoated Spot Color Inks
(for printing on uncoated paper)



cyan = 10
magenta = 100
yellow = 88
black = 4



cyan = 75
magenta = 68
yellow = 67
black = 90

4-Color Process cmyk*
(print applications)



red = 209
green = 30
blue = 49



red = 0
green = 0
blue = 0

RGB
(web/screen applications)



d11e31



000000

HTML
(web safe color)

UWA OFFICIAL COLORS

1.25"

5.75"

1.5"

Letterhead C1

LOGO APPLICATION

LETTERHEAD: 2-COLOR

Body Typeface: Weiss Roman

Size: 9.5 pt

Leading: 15 pt

Align: Force Justified

Margins:

Top: 2.25"

Left: 1.25"

Right: 1.5"

Bottom: 1"

Dear Dr. Tucker,
March 30, 2015

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Ut non vestibulum arcu. Nunc sollicitudin pellentesque pharetra. Suspendisse ac diam nisl. Quisque ultricies in diam et feugiat. Nunc ut mauris elementum, commodo erat nec, sodales lacus. Donec a dignissim dui. Ut consectetur vitae purus at ultricies. Sed fringilla turpis ac lacus rutrum mollis. Sed rhoncus accumsan placerat. In ac purus ullamcorper enim efficitur mattis a at purus.

Curabitur molestie lorem nunc, at porttitor est maximus in. Maecenas tincidunt dolor mauris, non porttitor quam tristique ut. Cras tincidunt luctus turpis, tincidunt efficitur erat commodo id. Maecenas facilisis, orci vel ultrices malesuada, tellus erat sodales ligula, ac ultricies nisi lectus quis mi. Sed ac ligula at risus porta pulvinar. Donec sit amet faucibus libero, in gravida ipsum. Nam id eleifend massa, eget rutrum felis. Fusce eu dolor sodales, commodo odio a, laoreet sem. Sed non finibus tellus. Fusce vel blandit diam. In cursus, turpis eu congue tristique, turpis tortor mollis purus, eget imperdiet lectus sapien ac turpis. Integer aliquam arcu eget eleifend ultrices. Proin at nisi tincidunt, egestas justo at, pellentesque lacus. Cras viverra hendrerit ante, sed vestibulum nisl ullamcorper at. Nam tempor est nec dui euismod egestas. Nam interdum facilisis fringilla. Aliquam id dui vitae lacus convallis fermentum. Curabitur eros ante, lacinia sed mauris eget, maximus dapibus dui. Phasellus cursus sagittis neque, at hendrerit est consequat ac. Duis mi risus, elementum ac ornare a, egestas ut mi. Curabitur at lectus in urna consequat eleifend. Sed eget tellus libero. Donec ut magna est.

Maecenas vitae ipsum eget nibh sollicitudin tempor. Suspendisse cursus erat aliquam, rhoncus ex nec, bibendum augue. Etiam at lectus enim. Nunc tempus interdum nibh. Curabitur ac diam vitae mi eleifend mollis. Ut consectetur leo cursus commodo posuere. Sed eget tempor lectus. Quisque non pulvinar arcu. Aliquam quis augue sed orci finibus accumsan. Quisque sed commodo dui. Ut pellentesque ac

In sit amet scelerisque nibh. Cras ullamcorper lorem sed nulla vulputate mattis. Suspendisse auctor et diam non porttitor. Duis congue, nibh sed luctus elementum, massa mi consequat est, nec laoreet nisi ipsum in est. Proin nibh arcu, congue in mi ut, faucibus molestie ligula. Curabitur pretium pretium mauris, ac ullamcorper turpis tempus ac. Morbi tincidunt elit id pharetra maximus. Quisque sit amet dolor in erat ullamcorper malesuada interdum in nulla. Mauris condimentum lacus sed magna mattis, vel lacinia nisl venenatis.

Best Regards,

The University of West Alabama • Livingston, AL 35470 • 1-800-621-8044 • www.uwa.edu

**BUSINESS CARD: 2-COLOR**

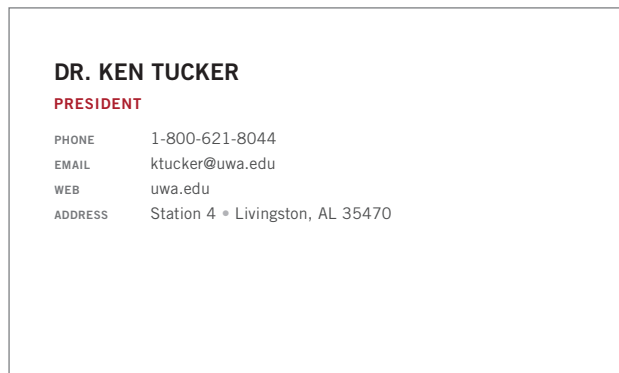
Name and Title Typeface: Trade Gothic Bold No. 2

Contact Info Typeface: Trade Gothic Bold Medium

Align: Left Justified

Margins:

Top and Left: .275"

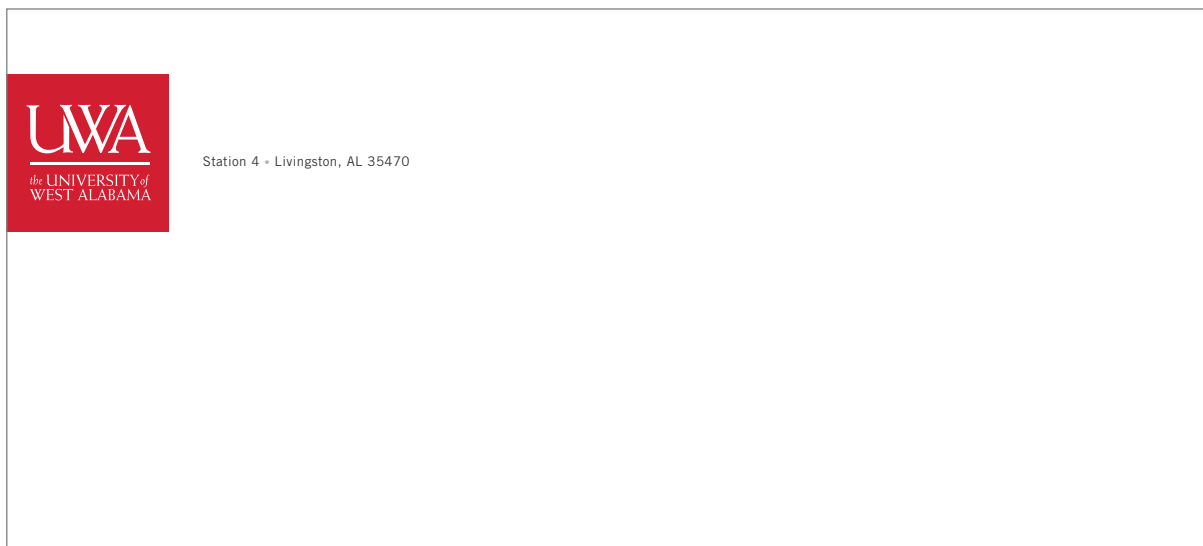


ENVELOPE: 2-COLOR

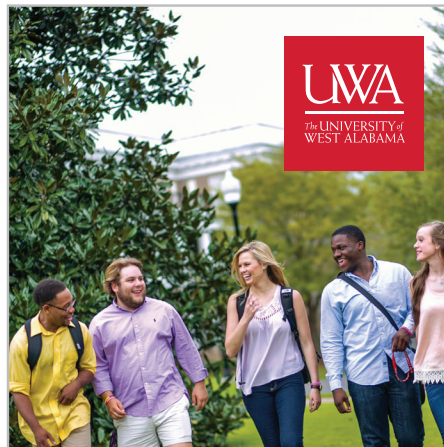
Margins:

Top: .5"

Flush Left

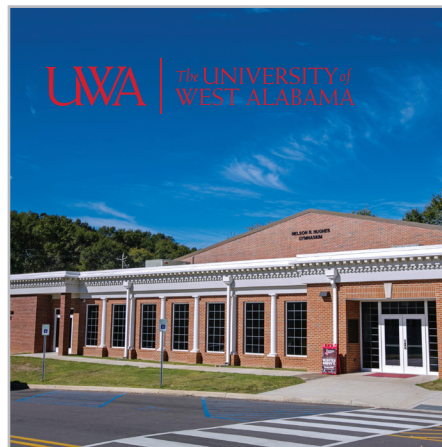


PROPER PLACEMENT

**OVER IMAGES**

The logo can be used over a broad range of medias. The logo should always be placed over an area where visibility is high. In use over dark photos, the logo should be reversed out in white. Over light backgrounds or photos, the logo should be used in its original color scheme.

IMPROPER PLACEMENT





THE ATHLETIC LOGO

The new UWA athletic logos provide a complete branding suite of marks for use in all athletic communication. The tiger mark is clean and modern and represents a look of determination and anticipation. The head is WEST-facing, a nod to our geographic location within Alabama.

The "UWA" font angles to the right, showing forward motion. Claw marks indicate the Tiger's presence and provide a connection even when used without the tiger head. The overall shape of the logo is reflective of stability and strength.



PRIMARY ATHLETIC LOGO

The primary logo for UWA athletics. This logo should be the first choice in all applications that call for primary UWA athletic branding.

CMYK



PANTONE 187 Coated
PANTONE 186 Uncoated



1-COLOR



REVERSED (WHITE)



CMYK

PRIMARY WORD MARK

A primary logo for UWA athletics to be used when the full logo is unnecessary.



PANTONE 187 Coated
PANTONE 186 Uncoated



1-COLOR



REVERSED (WHITE)



PRIMARY UWA

A primary logo for UWA athletics to be used when only the initials are necessary.

CMYK



PANTONE 187 Coated
PANTONE 186 Uncoated



1-COLOR



REVERSED (WHITE)



CMYK

PRIMARY TIGER HEAD

A primary logo for UWA athletics to be used as a supporting and/or stand-alone graphic.



PANTONE 187 Coated
PANTONE 186 Uncoated



1-COLOR



REVERSED (WHITE)



CMYK

SECONDARY ATHLETIC LOGO

An alternative logo option.



PANTONE 187 Coated
PANTONE 186 Uncoated



1-COLOR



REVERSED (WHITE)



CMYK



PANTONE 187 Coated
PANTONE 186 Uncoated



1-COLOR

SECONDARY STACKED LOGO

An alternative logo for use when a full logo is needed in a vertical format.



REVERSED (WHITE)



FULL TEAM LOGO

TEAM LOGOS

There are 3 options for the UWA team logos, each in the following formats:

CMYK, PANTONE 186 U, PANTONE 187 C, Black, Reversed, RGB



TEAM WORD MARK



TEAM TIGER LOGO

UWA'S COLLEGIATE LICENSING PROGRAM

The University of West Alabama's trademarks are licensed through Learfield Licensing Partners. Through the collegiate licensing program, the University maintains ownership of its various marks and identifiers in a way that helps ensure the integrity of its brand. The program also insures that a portion of any profits derived from the use of UWA logos and marks benefits the institution.

A trademark is a word, name, phrase, symbol or any combination thereof that identifies and distinguishes goods or services of one party from those of others. A trademark is a brand name. Rights in trademarks arise as a result of the use of the marks in commerce to identify the source or origin of goods and services. In addition, a trademark remains the property of the owner as long as the owner continues to use it properly and protects its authenticity as a trademark.

Any mark, name, logo, symbol, nickname, abbreviation, word, mascot, slogan, uniform insignia or landmark that is associated with the University of West Alabama and is distinguishable from any other university, team or organization may qualify as a trademark.

Any individual or company that desires to use a UWA trademark/logo on products or services sold in the marketplace, whether wholesale, retail, or online must be licensed. Goods produced for internal consumption (promotional, departmental use, giveaway, etc.) require a restricted license and must follow the same approval process.

UWA will not license activity which it believes would disparage the University or any of its trademarks, or would be libelous, slanderous, scandalous, offensive, and vulgar or constitute an unfair trade practice, or otherwise reflect negatively on the University.

Vendors can obtain an application for a License Agreement directly from Learfield Licensing Partners. This application can be downloaded from at: www.learfieldlicensing.com under the "Licensing" tab.

LICENSING FAQ

Does all artwork have to be submitted for approval? // Yes. All art designs must be submitted by the vendor to Learfield for approval by the UWA Licensing Program prior to products being produced. The vendor is responsible for submitting the design to Learfield. Essentially, there is no extra effort required by University personnel other than checking to see if the vendor holds a UWA license or informing a vendor that the UWA is licensed by Learfield.

If I am a student or employee at UWA, do I need to ask permission to use a trademark? // Yes. All uses of the school's trademarks on merchandise require approval through the licensing program. It is important for UWA to protect the trademarks, because controlling their use helps maintain their value.

If the product is not going to be resold, does it have to be produced by a licensed vendor? // Yes. All items bearing the UWA marks must be produced by a licensed vendor whether they are for resale or promotional use. Goods produced for internal consumption (promotional, give-away, etc.) require a restricted license and are expected to follow the same approval procedures (vendor submits to Learfield).

Are any requests exempt from royalties? // Generally, all items are subject to royalties. Any pertinent appeals must be submitted to the Office of Public Relations and will be reviewed by the Marketing and Communications Committee.

What does UWA do if unlicensed merchandise is discovered in the marketplace or on campus? // Merchandise produced without authorization may be considered counterfeit or infringing and subject to all available legal remedies and may be confiscated.

How can I obtain a list of licensees? // The list of licensees is dynamic. A current list of vendors that have been licensed and previously utilized is available through the Office of Public Relations. Any vendor that competes successfully to produce a UWA branded item must become licensed prior to producing the product.

PRODUCTS PURCHASED FOR EITHER INTERNAL OR EXTERNAL DISTRIBUTION WITH THE UNIVERSITY NAME OR ANY UWA LOGO OR MARK MUST FOLLOW THE LICENSING PROCESS:

STEP 1 // All vendors MUST be licensed with SMA. In order to obtain a license, vendors may complete the licensing application at www.learfieldlicensing.com. The application is found under the "Licensing" tab.

The requirement to utilize a licensed vendor does not preclude the necessity for adherence to the requirements set forth by the Purchasing Office.

STEP 2 // For internal orders, which are those ordered by a University department or registered student organization, preapproval for an idea or design must be obtained through the respective department chair or director. The Public Relations staff and the Marketing and Communications committee are available to consult with those who need additional assistance.

STEP 3 // Once you have received internal approval from the appropriate person(s), your design may be submitted to vendors for production through the proper purchasing mechanism.

STEP 4 // The vendor will submit artwork/design to Learfield for final approval by the UWA Licensing Program.

ADDITIONAL INFORMATION

Printed Items // Most paper items are exempt from the licensing process. However, UWA Printing Services will ensure proper usage of logos, marks, and images on any printed item that will be produced for viewing by external audiences in accordance with the University's Graphic Standards manual.

For more information on the University of West Alabama's trademark licensing program, contact the Office of Public Relations by phone at (205) 652-3892 or in Webb Hall 332.