



**THE UNIVERSITY OF
ALABAMA AT BIRMINGHAM.**

Style Guide - Valid until August 1, 2020



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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.



guidelines

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.

logos



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



the monogram

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



anatomy of the mark

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.





logo white space

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.



120px



16px

minimum size

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 to be reduced below 1/2-inch.

inappropriate usage



A. CHANGE THE ORIENTATION OF THE MARK

D. CHANGE THE COLOR OF THE MARK



B. STRETCH FORMS TO FILL SPACE

E. PUT "FUN" LAYER EFFECTS ON ANY VISUAL BRAND MATERIALS



C. ROTATE THE MARK

F. OUTLINE THE LOGOTYPE



university seal and secondary logos



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.

UAB MEDICINE

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.



UAB UAB
BLAZERS

TEAM NAME

Bodega Sans Black Font
All caps with 20% shear, No outline



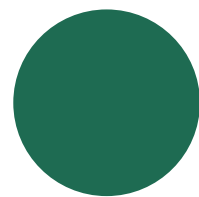
color

This section covers the usage of our color system,
the print and web specifications, and some simple visual guides.

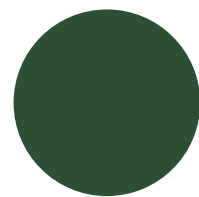
core palette

A single color communicates meaning almost instantaneously, and color is a key factor in brand recognition. Color defines us, unifies us, rallies us.

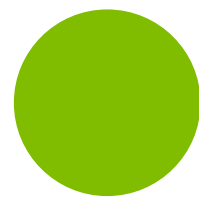
The official university colors are green and white, with gold traditionally used as an accent color. Acceptable shades of green and gold and other accents include the following:



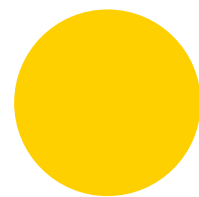
COLOR NAME UAB Green
PANTONE 3425
CMYK 100 / 0 / 78 / 42
RGB 30 / 107 / 82
HEX #1e6B52



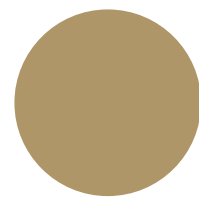
COLOR NAME Dragon's Lair Green
PANTONE 350
CMYK 80 / 43 / 83 / 42
RGB 41 / 81 / 53
HEX #295135



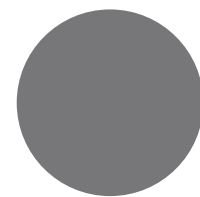
COLOR NAME Campus Green
PANTONE 376
CMYK 50 / 0 / 100 / 0
RGB 128 / 188 / 0
HEX #80bc00



COLOR NAME Loyal Yellow
PANTONE 109
CMYK 0 / 15 / 100 / 0
RGB 255 / 209 / 0
HEX #ffd400



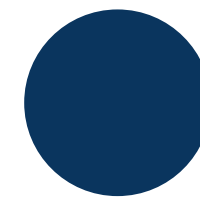
COLOR NAME Blaze Gold
PANTONE 7503
CMYK 34 / 35 / 68 / 4
RGB 170 / 151 / 103
HEX #aa9767



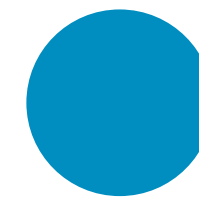
COLOR NAME Smoke Gray
PANTONE Cool Gray 9
CMYK 0 / 0 / 0 / 60
RGB 128 / 130 / 133
HEX #808285

expanded palette

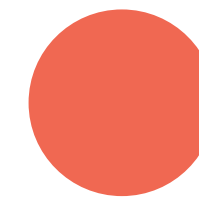
Although our core palette is preferred on printed and digital materials, we understand that an expansion of colors may be needed for distinguishing materials. Therefore, we suggest the following additional colors to be used as accents. Please always have the UAB green (3425) present within the materials.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



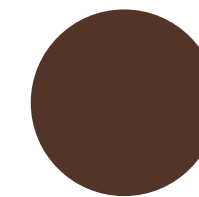
PANTONE 534
CMYK 98 / 85 / 36 / 27
RGB 28 / 53 / 94
HEX #1c355e



PANTONE 7689
CMYK 79 / 33 / 7 / 0
RGB 35 / 141 / 193
HEX #238dc1

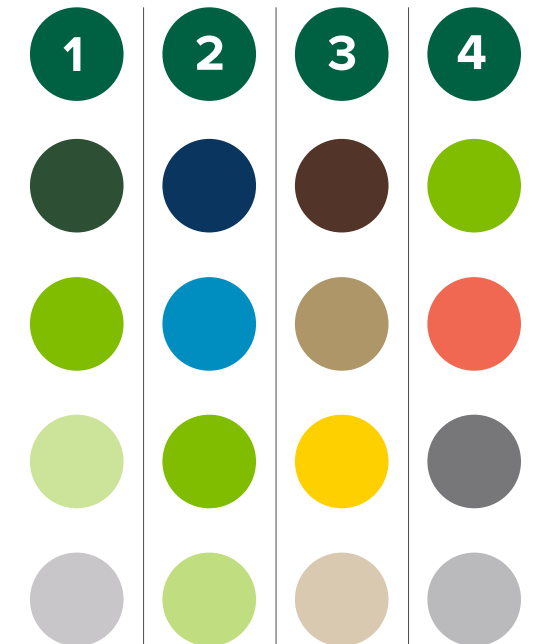


PANTONE 7416
CMYK 3 / 73 / 70 / 0
RGB 234 / 104 / 82
HEX #ea6852



PANTONE 476
CMYK 48 / 67 / 75 / 55
RGB 80 / 54 / 41
HEX #503629

<< 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.

PROXIMA NOVA

KULTURISTA

proxima nova

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

Aa

AaBbCcDdEeFfGgHhIiJjKk

AaBbCcDdEeFfGgHhIiJjKk

AaBbCcDdEeFfGgHhIiJjKk

AaBbCcDdEeFfGgHhIiJjKk

AaBbCcDdEeFfGgHhIiJjKk

AaBbCcDdEeFfGgHhIiJjKk

AaBbCcDdEeFfGgHhIiJjKk

AaBbCcDdEeFfGgHhIiJjKk

0123456789!@#%^&*

kulturista

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

Aa

AaBbCcDdEeFfGgHhIiJjKk

AaBbCcDdEeFfGgHhIiJjKk

AaBbCcDdEeFfGgHhIiJjKk

AaBbCcDdEeFfGgHhIiJjKk

AaBbCcDdEeFfGgHhIiJjKk

0123456789!@#%^&*

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



University Relations

205.934.9430 | creative@uab.edu