



▶ Introduction

The logo and identity graphics for **The University of Alabama in Huntsville** have been revised to establish consistency in branding campus-wide and to create a consistent brand experience for the university.



PMS 3005C

C	100	R	0	HEX	#0077c8
M	31	G	119		
Y	0	B	200		
K	0				

PMS BLACK

Primary Logo

The preferred primary logo format is shown (left). Never stretch it out of proportion, rotate it, or screen it. Never try to recreate the logo. Use only approved logo files. The UAH mark should never be used alone.

Official Colors

The Pantone colors should be used when printing stationary items. When a Pantone color is not available, the CMYK mix may be used. The HEX value is for screen display only.

▶ Space and Size Requirements



Space Requirements

A minimum of negative space equal to the height of the university name is required to avoid crowding. For example, x equals the boundary of closest acceptable element represented by gray box.

CLEAR ZONE: HEIGHT OF LETTERS IN "THE UNIVERSITY OF ALABAMA IN HUNTSVILLE"



Minimum Size Requirements

For legibility, the total width of the logo should not be smaller than 1.5 inches.

▶ Approved One Color and Grayscale Logo

Occasionally a grayscale version of the logo may be required from a vendor for black and white printing (as in a newspaper). The approved grayscale version is shown below. The logo may also be reversed out in white if the background is dark enough.

100% PANTONE 3005C



100% BLACK



▶ Unacceptable Logo Use

Wrong color



Stretched out of proportion



Do not rotate



Too small - smaller than 1.5"



Logo too crowded - observe minimum negative space



Wrong logotype - incorrect typeface



▶ Logo Use on Color Background

There are times when the logo appears on a photograph or colored background. It is important to use the correct version of the logo in these situations so the UAH logo remains impactful.

EXAMPLE 1



EXAMPLE 2



▶ Color Palette

PRIMARY

PMS 3005C CMYK: 100 31 0 0 RGB: 0 119 200 HEX: #0077C8	
BLACK	

SECONDARY

PMS WARM GRAY 4	CMYK: 11 13 15 27	
PMS WARM GRAY 6	CMYK: 14 19 21 39	
PMS CYAN	CMYK: 100 0 0 0	
PMS 293	CMYK: 100 69 0 4	
PMS COOL GRAY 10	CMYK: 40 30 20 66	
PMS 115	CMYK: 0 6 87 0	
PMS 288	CMYK: 100 80 6 32	
PMS 427	CMYK: 7 3 5 8	
PMS 429	CMYK: 21 11 9 23	
PMS 431	CMYK: 45 25 16 59	

► Typography

Avenir is the only logo typeface. It is a sans-serif face with many weights appropriate for everything from titles to body copy. If you do not have access to Avenir you may substitute Helvetica, Arial, or Helios for official stationary.

AaBbCc0123

Avenir Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Avenir Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Avenir Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Avenir Heavy

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Avenir Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

LETTERHEAD



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Office of Admissions

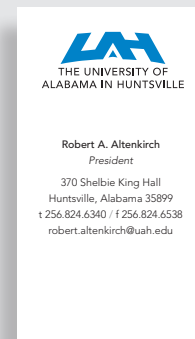
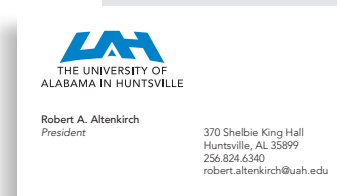
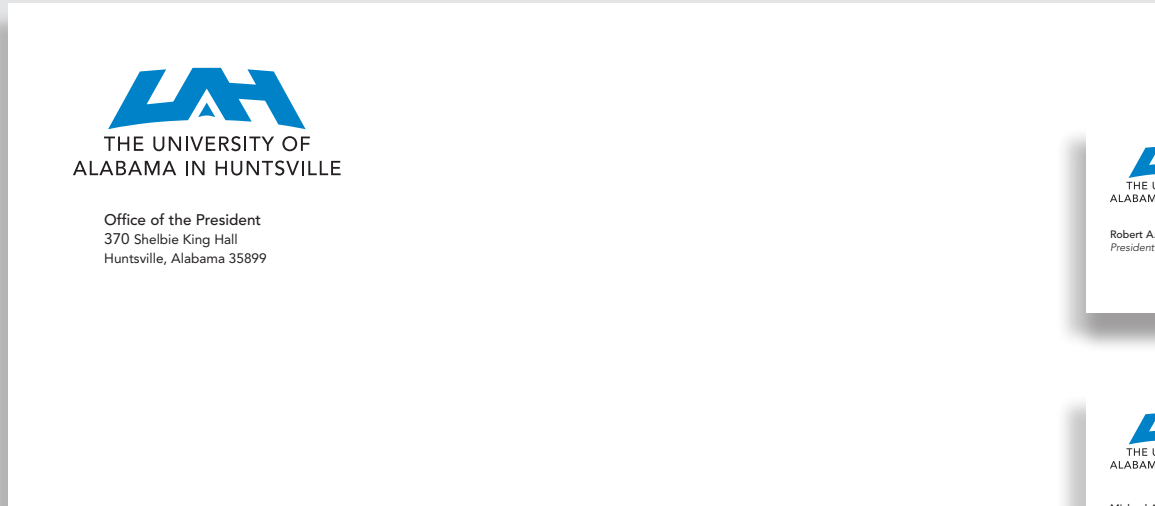
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University Stationery

ENVELOPE AND BUSINESS CARDS



TWO - SIDED
(OPTIONAL)

▶ Promotional Logo

ADVERTISING SPECIALTY ITEMS/SIGNAGE/CLOTHING





For additional information, please contact:
Office of Marketing and Communications
256.824.6414 or omc@uah.edu