55th Anniversary
Toolkit and Style Guide
55th Anniversary Toolkit and Style Guide
At a Glance

What is UAH’s 55th Anniversary?
The University of Alabama in Huntsville has been addressing some of the world’s most critical technological challenges for 55 years. In 2024, UAH will celebrate our past accomplishments and ignite our passion for the future.

Why is UAH celebrating its anniversary in 2024?
On June 16, 1969, Alabama’s governor announced the establishment of The University of Alabama System, composed of autonomous campuses in Tuscaloosa, Birmingham, and Huntsville. UAH was making an impact as early as 1949 as an extension center. We are celebrating 55 years as Huntsville’s largest university.

When and where should I use the 55th anniversary mark?
From January 1 until the end of 2024, you may use the mark on websites, social media, print materials, merchandising, stationery, email signatures, and PowerPoint presentations.

How should I use the 55th anniversary mark with UAH’s logo?
The 55th anniversary mark should always be used with a UAH logo and should be secondary to the logo.

Where may I access the anniversary mark?
Download the mark at uah.edu/fifty-fifth-anniversary/resources.

What if I have questions?
You may reach out to the Office of Marketing and Communications at omc@uah.edu.
Unlike the standard UAH logo, the 55th anniversary mark is not intended to incorporate division or department identity. In order to maintain its integrity, please do not alter, distort or adjust the 55th anniversary mark in any way. Units should not develop or use any other anniversary logo, mark, and/or symbol. All downloaded versions of the logo must be scaled proportionately.

The anniversary mark should only be paired with the primary UAH logo.
The preferred mark is the color version, however, two other versions are available for use when the color version is not appropriate. Additional marks that incorporate the UAH brandmark are available for use in small spaces, such as certain promotional items. Please contact omc@uah.edu if you need access to these marks.

Outline versions of the 55th anniversary mark may only be used in black or white.

The anniversary mark should only be paired with the primary UAH logo.
In order to maintain its integrity, please do not alter, distort or adjust the 55th anniversary mark in any way. Units should not develop or use any other anniversary logo, mark, and/or symbol. All downloaded versions of the logo must be scaled proportionately.

The anniversary mark should only be paired with the primary UAH logo.
The importance of clear space around brand elements and throughout all layouts cannot be overstated. The space adds confidence and clarity to the visual messaging. The more space, the better.

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**Minimum White Space**

The mark should be surrounded on all sides by clear space, equal to the width of the number 5. Do not print any elements in this area.

**Spacing for the mark**

The mark can be reduced to 3/4-inch wide (54 px). In print and other use cases it’s recommended that the size not be reduced below 3/4-inch.

**Minimum size for the mark**

The anniversary mark should only be paired with the primary UAH logo.
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Color Palette

Color is a key factor in brand recognition. Our colors can instantly communicate meaning when associated with our university. They invoke emotions and unify us as a family. The 55th anniversary will use the official university colors of blue, white and black, with yellow used as an accent color.

**PRIMARY COLORS**

- **UAH BLUE**
  - PMS: 3005C
  - CMYK: 100 31 0 0
  - HEX: #0077C8
  - RGB: 0 119 200

- **WHITE**
  - PMS: 11-0601
  - CMYK: 0 0 0 0
  - HEX: #ffffff
  - RGB: 255 255 255

- **BLACK**
  - PMS: Process Black C
  - CMYK: 0 0 0 100
  - HEX: #2C2A29
  - RGB: 44 42 41

- **COOL GRAY**
  - PMS: Cool Gray 10
  - CMYK: 40 30 20 66
  - HEX: #757575
  - RGB: 117 117 117

- **ACCENT YELLOW**
  - PMS: 115C
  - CMYK: 0 6 87 0
  - HEX: #FDDA24
  - RGB: 253 218 36

**SECONDARY COLORS**

- **DARK BLUE**
  - PMS: 288
  - CMYK: 100 80 6 32
  - HEX: #002D72
  - RGB: 45 114

- **ATHLETICS BLUE**
  - PMS: 293
  - CMYK: 100 69 0 4
  - HEX: #003DA5
  - RGB: 61 165

- **WARM GRAY**
  - PMS: Warm Gray 4
  - CMYK: 11 13 15 27
  - HEX: #BBB1A7
  - RGB: 187 177 167

The anniversary mark should only be paired with the primary UAH logo.
Avenir is the official, approved typeface (font) used in the logo and across the UAH website. It is a sans-serif face with many weights appropriate for everything from titles to body copy.

**Alternative Typefaces**

In cases where only system fonts may be used, you may substitute Arial or Helvetica. In cases where web fonts may be used but Avenir is not available, you may substitute Nunito Sans.

The anniversary mark should only be paired with the primary UAH logo.
The 55th anniversary mark will be added to the top of all UAH Joomla sites. The mark will be added in the upper right corner of the horizontal blue bar. If you have questions about website usage, please email omc@uah.edu.

The anniversary mark should only be paired with the primary UAH logo.
The 55th anniversary mark can be used in social media as either a profile picture or as an accent to the cover photo. **#UAH55** is the hashtag to use when posting anniversary-related events and news on social media.

The anniversary mark should only be paired with the primary UAH logo.
The 55th anniversary mark was created to indicate when an event or initiative is a part of our 55th anniversary celebration. The anniversary mark should always be used as a secondary mark on printed materials related to the anniversary. The mark will be primarily used on invitations, flyers, or other initiatives that help UAH celebrate its 55th anniversary.

The anniversary mark should only be paired with the primary UAH logo.
The 55th anniversary mark was created to indicate when an event or initiative is a part of our 55th anniversary celebration. The mark can also be used in email communication throughout 2024 to educate students, faculty, staff, alumni, and donors that UAH is celebrating its 55th anniversary.

The anniversary mark should only be paired with the primary UAH logo.
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Usage - promotional items

When using the 55th anniversary mark on apparel and promotional items, it is preferred that it be paired with the primary UAH logo where possible. **Additional 55th marks are available that include the UAH brandmark as part of the graphic,** these additional marks are intended to be used in small spaces. Please email **omc@uah.edu** if you need access to these marks.

The anniversary mark should only be paired with the primary UAH logo.
Email Signature

The best way to communicate with UAH’s external audiences about the 55th anniversary is to include it in your email signature. The 55th anniversary mark should not be used on business cards, letterhead, or any other type of stationery. After 2024, the mark should be removed from your email signature.

Name | Title
Department Name
UAH | The University of Alabama in Huntsville
P: 256.824.1234 | email@uah.edu

uah.edu/55

Boilerplate text

Long copy:
“Founded in 1969, The University of Alabama in Huntsville is one of America’s premier doctoral-granting, comprehensive universities known for addressing some of the world’s most critical technological challenges. UAH, a part of the University of Alabama System, offers an environment where students are able to explore, discover, create and communicate knowledge. With eight colleges, more than 100 areas of study and 17 high-tech research centers, UAH is a Carnegie R1 top-tier research university. Located in the heart of the Technology Hub of the South, UAH serves as the anchor tenant of the second-largest research park in the United States, Cummings Research Park. UAH boasts storied partnerships with Redstone Arsenal, NASA and the Department of Homeland Defense. The institution is a member of the Gulf South athletic conference. UAH is where technology and human understanding converge to prepare students to transform their future. Learn more at www.uah.edu.”

Short copy:
“The University of Alabama in Huntsville is one of America’s premier doctoral-granting, comprehensive universities known for addressing some of the world’s technological challenges. UAH, a part of The University of Alabama System, offers an environment where students are able to explore, discover, create, and communicate knowledge. With 8 colleges, more than 100 areas of study, and 17 high-tech research centers, UAH is a Carnegie R1 top-tier research university. UAH is where technology and human understanding converge and prepares students to transform their future. Learn more at www.uah.edu.”

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Using & Accessing Photography from UAH Archives

Using & Accessing Photography from UAH Archives, Special Collections, and Digital Initiatives
Throughout 2024, units may want to use photos from UAH Archives, Special Collections, and Digital Initiatives (ASCDI) in marketing and communication materials. A selection of the UAH Photograph Collection is available online in UAH Digital Collections, or you can contact archives@uah.edu if you have additional photo needs. Information on copyright and publication of materials from UAH ASCDI is provided below.

Publication of Materials
Patrons should submit a request to use images for publication. Patrons should also provide appropriate credit for all photographs used. The best way to give credit to UAH ASCDI is to pair this statement with all photographs: “Image(s) courtesy of UAH Archives, Special Collections, and Digital Initiatives.”

Copyright
Materials may be protected under U. S. Copyright Law (Title 17, U.S. Code) which governs the making of photocopies or reproductions of copyrighted materials. Though the University of Alabama in Huntsville Archives, Special Collections, and Digital Initiatives has physical ownership of the material in its collections, in some cases we may not own the copyright to the material. It is the patron’s obligation to determine and satisfy copyright restrictions when publishing or otherwise distributing materials found in our collections.

In-Person Research
Archives Reading Room
M. Louis Salmon Library, Lower Level
Monday-Friday, 9 AM-4 PM
Request a research appointment

Contact Information:
Mailing Address
UAH Archives, Special Collections, and Digital Initiatives
M. Louis Salmon Library
301 Sparkman Dr. NW
Huntsville, AL 35899

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256.824.6523

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archives@uah.edu

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libguides.uah.edu/archives