THE UNIVERSITY OF ALABAMA IN HUNTSVILLE

LOGO USE POLICY

Number 08.01.02

Division Vice President for Strategic Communications – Marketing and Communication

Date August, 2014; Reviewed and Revised August 29, 2023

Purpose

The purpose of this policy is to establish proper use of The University of Alabama in Huntsville ("UAH" or "University") name, logos, and colors in accordance with adopted university standards and practices. The logo and identity graphics for UAH ensure consistency in branding campus wide and create a consistent brand experience for the University.

Policy

All UAH branded marketing materials, official University websites, web resources, and social media accounts created by UAH entities including, but not limited to, its colleges, schools, departments, divisions, research centers, Athletics and administrative offices purporting to represent the University, must comply with the Logo and Brand Guide, the Web Style Guide, and all applicable UAH and The University of Alabama System policies. These guides are the sole standard for approved name, logo, font, and color use, which specifically address the required visual and technical details to achieve compliance.

No registered symbol, mark, or logo can be reproduced by any non-UAH entity.

The Office of Marketing and Communications (OMC) is not responsible for the development, oversight, and quality of unofficial University marketing materials, websites, social media accounts, and/or web resources that are not sanctioned by the University.

Requesting UAH Logos

Official logo files for UAH may be downloaded from the Logo and Brand Guide.

The UAH logo system allows for individual recognition of all colleges, offices, and departments without sacrificing the brand established in the primary system. To request a logo for your department, send a request to OMC by submitting a Design Request Form.

Compliance

OMC expects all marketing materials designed by campus customers to adhere to the logo and branding guidelines and be submitted to the OMC for review and approval. Proper usage of the UAH approved color palette and fonts will be reviewed in all materials for brand consistency.

Review

The Vice President for Strategic Communications is responsible for the review of this policy every five years (or whenever circumstances require).