M E M O R A N D U M

TO: Faculty, Staff and Students

FROM: Robert A. Altenkirch

DATE: September 17, 2018

SUBJECT: Use of the University Logo and Identity Graphics

The logo and identity graphics for The University of Alabama in Huntsville (https://www.uah.edu/omc/brand) have been established to create consistency in branding campus-wide and create a uniform brand experience for the University. There are several factors that must be considered to maintain the consistency and appearance of UAH's printed materials, such as brochures, flyers, posters, stationery, business cards, apparel, etc.

Items that are particularly important for this constant look include approved acronym usage, color palette, typography, stationery, and logo variations, as well as space and size requirements.

If you are producing materials for UAH that include the logo, you <u>must</u> submit the artwork to the Office of Marketing and Communications (OMC) for final approval at patti.sparkman@uah.edu.

Approved acronym usage
- The correct name of the University is "The University of Alabama in Huntsville" making sure to capitalize the "t" in "The".
- After the first reference to the University, you may use "UAH" without parenthesis throughout the written material.
- For pages on the UAH website, it is acceptable to refer to the University as simply "UAH" because the full logo is displayed at the top of each page.
- Do not refer to The University of Alabama in Huntsville as "UAHuntsville."

Logo usage and variations
The primary logo should be used when possible. However, occasionally the background color/image or the printing method may require the logo to be displayed in one of the approved alternate color schemes. For readability and impact, it is important to choose the version that provides sufficient contrast to the background you will be using.

Space and size requirements
There are guidelines governing the size and space surrounding the logo. To avoid crowding, a minimum of negative space equal to the height of the University name is required on all sides. See above website for additional information.

Co-branded logos

Co-branded logos, which are logos for departments or partners of UAH that use all or part of the UAH logo, are created and approved solely by the Office of Marketing and Communications. A co-branded logo should be free of graphics or additional identifiers other than the wordmark (stylized UAH). Art elements are not allowed as part of the co-branded logo.

Color Palette

The primary colors of the University are blue (Pantone #3005) and black.

Typography

Avenir is the 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. If you do not have access to Avenir you may substitute Helvetica, Arial, or Helios for official stationery.

UAH Stationery

To obtain UAH stationery, including business cards, envelopes, and letterheads, contact the OMC.

For additional details about UAH's branding and identity policies, please visit the above website.

Thanks,

Bob