An illustrated guide to
GRAPHIC STANDARDS
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A UNIFIED VISION

In order to effectively represent the University of North Alabama, graphics must be used correctly and consistently. This manual will provide the approved uses and guidelines of UNA logos, colors, fonts, and more for a variety of visual media.

Please refer to this manual when producing visual materials on behalf of the University. The University will not pay for materials that are in violation of these approved graphic standards.

This manual is available to print and online at una.edu/brand.
The primary logo for the University features a left-facing lion standing on all four feet in front of a shield-shaped background. The shield is an inverted silhouette of the doorway of Wesleyan Hall. The lion and shield are enclosed in a double circle that features the University's name and founding year, 1830.

Several versions of the primary logo exist; samples are listed below.

The single-color logo is preferred for most print publications.
Secondary Logo

The secondary logos reflect elements of the primary logo and may be incorporated into special designs or program logos in unique ways, but such images must be designed by the Office of University Communications and Marketing.

The secondary logo may not be recreated or replaced with any unapproved logo or other graphic.

Secondary logo for promotional items ONLY
When the primary logo will not suit the application – such as when used on pencils, pens, or other branded merchandise – it is acceptable to use one of the following alternate logos printed in the specified Pantone Matching System colors or in a process color conversion of the PMS colors. See page 11 for approved colors.
College logo iterations are detailed below. For more information, contact the Office of University Communications and Marketing at 256-765-4225.

To download college logos, visit una.edu/brand.

Logo for promotional items ONLY
Logo: "Department Logos"

Department logo iterations are detailed below. For more information, contact the Office of University Communications and Marketing at 256-765-4225.

To download department logos, visit una.edu/brand.

Logo for promotional items ONLY
The use of the UNA presidential seal is reserved for publications and other items representing the Office of the President.
SPACING GUIDELINES:  
Don’t get too close to the lion.

Maintain at least a .25” distance from other elements. Below are iterations of appropriate spacing guidelines.
Official COLORS

The primary colors for UNA are Pantone Matching System, or PMS, 268c and PMS 124c. Secondary color is PMS 425c. When background fill color is needed, use the purple or gold. Gray should be used sparingly for accent and emphasis only.

**UNA Purple**
Associated with Royalty, Wisdom, and Respect

PANTONE®
268c

CMYK
c:86; m:100; y:0; k:12

RGB
r:70; g:22; b:107

HTML
#46166B

**UNA Gold**
Associated with Cheerfulness and Optimism

PANTONE®
124c

CMYK
c:0; m:27; y:100; k:0

RGB
r:219; g:159; b:17

HTML
#DB9F11

**UNA Dark Gray**
 Associated with Power and Strength

PANTONE®
425c

CMYK
c:38; m:28; y:21; k:63

RGB
r:95; g:96; b:98

HTML
#5F6062

The Pantone Matching System is a widely used guide for standardization of colors. Refer to a Pantone swatch book, available from the Office of Communications and Marketing, or a commercial printer, for an exact representation of these colors.
Two fonts are used for official UNA marketing pieces: Weiss and Avenir. The serif font, Weiss, is used for headlines and text. The sans-serif, Avenir, is for text and small captions only. If the fonts are not available on your computer, contact the Office of University Communications and Marketing.

Weiss Medium
A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m
n o p q r s t u v w x y z

Weiss Italic
A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m
n o p q r s t u v w x y z

Avenir 35 Light
A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m
n o p q r s t u v w x y z

Avenir 35 Light Oblique
A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m
n o p q r s t u v w x y z

*Palatino Linotype is an acceptable substitute font on PC computers.

Palatino Linotype Regular
A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m
n o p q r s t u v w x y z

Palatino Linotype Italic
A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m
n o p q r s t u v w x y z

Avenir 65 Medium
A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m
n o p q r s t u v w x y z

Avenir 65 Medium Oblique
A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m
n o p q r s t u v w x y z
Approved letterhead, envelopes, and business cards are illustrated here. Letterhead should always be printed on stationery paper in the campus print shop. Individual departments should never recreate its design.

Order letterhead, envelopes, or business cards at una.edu/university-communications.
Copy should begin 2.25” down from the top of the page. The left margin should be set at 2” and the right margin should be set at .5”.

Weiss Medium is the preferred typeface, but a traditional serif body copy typeface, such as Palatino Linotype, may be substituted if Weiss is unavailable. Minimum point size is 11.
**Primary Athletic Logo**

The primary athletic logo may be used only in the forms shown here and only on athletic-related items and apparel. The primary athletic logo is not a substitute for the primary university logo.

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**Athletic Sand**

*Athletic Use ONLY*

- **PANTONE®**
  - 4515c

- **CMYK**
  - c:8; m:14; y:50; k:24

- **RGB**
  - r:181; g:162; b:104

- **HTML**
  - #B5A268

---

**UNA Purple**

*Athletic and Academic*

- **PANTONE®**
  - 268c

- **CMYK**
  - c:86; m:100; y:0; k:12

- **RGB**
  - r:70; g:22; b:107

- **HTML**
  - #46166B
Secondary Athletic Logo
The secondary athletic logo may be used only in the forms shown here and only on athletic-related items and apparel. The secondary athletic logo is not an alternative to the primary university logo.
The athletic logotype, Space Marine, as shown below are designed strictly for use on athletic-related items and apparel. They are not to be used concurrently with the athletic logos.
Retired Logos

Each of the logos shown below has been retired from use on any university- or athletic-related items or apparel. They are not for use.
Logo: Improper Usage

The primary logo, secondary graphic, and logotype should be used only in their official colors. Use the images only in EPS or other provided formats. These images may not be recreated or replaced with any unapproved logo or other graphic. Graphics downloaded from una.edu/brand should not be altered in any way.

The primary logo, secondary graphic, and logotype are, in general, intended for use on solid, light-colored backgrounds, such as white, tan, gold, and gray. Below are examples of how the primary logo should not be used. The lion should never be removed from the house or arch.

- unofficial colors
- altering proportions
- Use only white or light color, solid backgrounds.
- Do not remove the lion from the house.
- Do not mix colors, change orientation, or otherwise alter the logos.