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 in print and online at uma.edu/brand.
The primary logo for the University features a lion facing left, 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 pencils or 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 samples are listed below. For more information contact the Office of Communications and Marketing at 256-765-4225.

To download college logos visit una.edu/brand.
Department logo samples are listed below. For more information contact the Office of Communications and Marketing at 256-765-4225.

To download department logos visit una.edu/brand.
The use of the UNA presidential seal is reserved for publications and other items representing the Office of the President.
LOGO: 

*Don’t get too close to the lion.*

The logo should not be crowded by other elements. Maintain at least a quarter-inch distance from other elements.
The primary colors for UNA are PMS 268 and PMS 124. Secondary color is PMS 425. In instances of large coverage, 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:79; g:45; b:127
- **HTML**
  - #4f2d7f

**UNA Gold**

*Associated with Cheerfulness and Optimism*

- **PANTONE® 124c**
- **CMYK**
  - c:0; m:27; y:100; k:0
- **RGB**
  - r:234; g:171; b:0
- **HTML**
  - #eaab00

**UNA Dark Gray**

*Associated with Power and Strength Symbolize Timelessness*

- **PANTONE® 425c**
- **CMYK**
  - c:38; m:28; y:21; k:63
- **RGB**
  - r:86; g:90; b:92
- **HTML**
  - #565a5c

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. Both fonts may be purchased online through sources such as linotype.com.

**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

**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

**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
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 Times New Roman may be substituted if Weiss is unavailable. Minimum point size is 11.
ATHLETIC 
logos

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.

Athletic Sand
Athletic Use ONLY

PANTONE®
4515c

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

RGB
r:180; g:167; b:108

HTML
#b4a76c
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 logotypes (typeface, Space Marine) as shown here 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 here has been retired from use on any university- or athletic-related items or apparel. Do not use.
**LOGO:**

*You want to do what?*

**Improper Uses**

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.

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.

```
unofficial colors
altering proportions
Use only white or light color, solid backgrounds.
```