An Illustrated Guide to GRAPHIC STANDARDS 2024
# Table of CONTENTS

1 Table of Contents  
2 Introduction  
3 Official Colors  
4 Typography  
5 Primary Logos  
6 Secondary Logos: Promotional Use  
7 Wordmarks  
8 College Logos  
9 Department Logos  
10 Secondary Logos: Internal Use  
11 Office Logos  
12 Presidential Seal  
13 Stationery  
14 Letter Formatting  
15 Improper Uses
INTRODUCTION

ONE UNIVERSITY - ONE MESSAGE

Thank you for your interest in effectively representing the University of North Alabama brand! The consistency of our visual identity across all of our services is paramount to the success and efficacy of our promotional efforts.

Across all facets of our university, we are unified in our goal to provide a safe, accessible, and excellent experience for all of our students. Our brand represents not just the centralization of our resources - but the unification of our purpose and values. It is what drives our message forward to the world, and therefore deserves our careful stewardship.

This manual is your guide through the proper usage of our logos, colors, and fonts for a variety of visual media in order to maintain that consistency. Use of our brand is contingent upon your adherence to these standards, which is why we strive to make them easy to follow.

Should you have any questions regarding these assets and their appropriate uses, please contact The Office of Enrollment Marketing and Digital Communication by visiting una.edu/brand. As an extension of our careful stewardship of the University’s visual identity, our office reserves the right to audit any attempt at utilizing the University of North Alabama brand.
UNA COLORS

The Office of Enrollment Marketing and Digital Communication requests that users utilize the Pantone Matching System for use of our brand colors in print. Our primary color under this system is PMS 268c, with the secondary color being PMS 1235c. CMYK colors are only to be used when requested by vendors for print publications. When possible, request they use the University’s Pantone colors. RGB colors are only to be used for digital graphics, i.e. social media and website design. Our HEX or HTML colors are useful for graphic design applications such as Canva.

### UNA Purple
Associated with Royalty, Wisdom, & Respect

- **PANTONE®** 268c
- CMYK C:79; M:100; Y:0; K:0
- RGB R:89; G:343; B:138
- HEX / HTML #592B8A

### UNA Gold
Associated with Cheerfulness & Optimism

- **PANTONE®** 1235c
- CMYK C:0; M:25; Y:94; K:0
- RGB R:255; G:185; B:42
- HEX / HTML #FFB92A

### White

- CMYK C:0; M:0; Y:0; K:0
- RGB R:255; G:255; B:255
- HEX / HTML #FFFFFF

For any questions regarding the proper usage of these colors in print and digital, please contact the Office of Enrollment Marketing and Digital Communication. To ensure adherence to these color standards, we strongly encourage members of our campus community to use our UNA Print Shop. Find more information about our extensively capable print shop by visiting una.webdeskprint.com.
We utilize two fonts for our brand: Weiss and Avenir.

The serif font, Weiss, is used for headlines and text. The sans-serif, Avenir, is for text and small captions only. Palatino Linotype is also an acceptable substitute serif font for non-compatible devices. Contact the Office of Enrollment Marketing and Digital Communication for information on how to acquire and make use of these fonts.

Avenir Medium is ADA-compliant. For utmost compliance, ensure .125” between lines of text, and always use very dark typography on light backgrounds, or very light typography on dark backgrounds.
The primary logo for the University features a left-facing lion standing on all four feet in front of the Universit arch. The arch is an inverted silhouette of the doorway of Wesleyan Hall. The lion and arch are enclosed in a double circle that features the University’s name and founding year, 1830.

The acceptable uses of our primary logo are shown below. All official logos are available for download in EPS, SVG, JPG, and PNG formats at una.edu/brand.

The New “Golden” Rule = Save the Gold for Leo’s House.
If you’ve utilized our logos in the past, you’ve been given multiple color iterations. To simplify use cases, best utilize our signature gold accent color, and ensure accessibility across mediums, stick to the “golden rule” of only using it for Leo’s house inside the arch. Use outside of this icon for text or other branding elements is no longer in practice and will be audited.
SECONDARY LOGO
FOR PROMOTIONAL USE

Our secondary logos can offer effective legibility in certain use cases. Below are our “tall” and “wide” variations for multiple purposes. We maintain the centerpiece of our primary logo while giving more emphasis to the text itself. These secondary logos may not be altered from their current forms, nor rearranged or replaced with any unapproved logo or other graphic.

All official logos are available for download in EPS, SVG, JPG, and PNG formats at una.edu/brand.

for use on white backdrops

for use on white dark backdrops
WORDMARK

When the primary logo will not suit the application – such as pencils, pens, branded merchandise, or limited signage – it is acceptable to use one of our three available wordmarks. We utilize our serif font, “Weiss,” to clearly display the University’s name in these effective layouts that maintain a compositional integrity synonymous with the North Alabama brand.

for use on white backdrops

University of NORTH ALABAMA

University of NORTH ALABAMA

University of NORTH ALABAMA

for use on white dark backdrops

University of NORTH ALABAMA

University of NORTH ALABAMA

University of NORTH ALABAMA
Our colleges utilize our principal “leo” icon and wide wordmark to distinguish themselves and promote their programs. The same variations apply to these logos that apply to our secondary logos, including the “golden” rule of only using our gold color for the icon. We also provide a letterhead option for specific colleges. Below is an example for our College of Arts, Sciences, and Engineering.

*Use purple on white backdrops.*

*Use white on dark backdrops.*

---

College of ARTS, SCIENCES, and ENGINEERING

University of NORTH ALABAMA

---

College of ARTS, SCIENCES, and ENGINEERING

University of NORTH ALABAMA

---

College of ARTS, SCIENCES, and ENGINEERING

University of NORTH ALABAMA

---

College of ARTS, SCIENCES, and ENGINEERING

University of NORTH ALABAMA
DEPARTMENT LOGOS

Each department of our university is equipped with a unique logo much like our colleges, with the same layout as our secondary logos. We insist on the inclusion of “Department of” in the tall application of the logo and the letterhead for uniformity and clarity. Also note that each letterhead must include the University’s information.

for use purple on white backdrops

for use on dark backdrops
SECONDARY LOGO
FOR INTERNAL USE

The acronym “UNA” is not permitted for promotional use. As we continue to achieve recognition in the communities we serve and market to, it is important that “North Alabama” be the clear brand engaged with by prospective students and their families.

However, “UNA” serves as a perfectly acceptable abbreviation for internal purposes. Any office that is utilized by only current students, faculty, and staff of the University is free to use these secondary logos to identify themselves or their services as an extension of the University.

All official logos are available for download in EPS, SVG, JPG, and PNG formats at una.edu/brand.
OFFICE LOGOS

Any office that is utilized by only current students, faculty, and staff of the University is free to use these secondary logos to identify themselves or their services as an extension of the University. Any office that also serves a promotional purpose will be provided a secondary logo for promotional purposes similar to our college and department logos.

for use on white backdrops

for use on dark backdrops

University of North Alabama | Office of Student Affairs

University of North Alabama | Office of Student Affairs
PRESIDENTIAL SEAL

The use of the UNA presidential seal is reserved for publications and other items representing the Office of the President.
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 from UNA Print Shop.
Letter Formatting

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. Letterhead templates for Adobe Acrobat and Microsoft Word are available upon request.
LOGO
IMPROPER USAGE

The primary logo, secondary logo and word mark 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.

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**
  - Use only white or light color, solid backgrounds

- **Altering proportions**
  - Do not remove the lion from the house
  - Do not mix colors, change orientation, or otherwise alter the logos