



An illustrated guide to
SESQUICENTENNIAL
GRAPHIC STANDARDS

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Year of the
UNA WOMAN

INTRODUCTION

THE YEAR OF THE UNA WOMAN

In 1872, the State Normal School at Florence, now the University of North Alabama, opened its doors to women – making Alabama’s oldest four-year university the first state-supported co-educational institution south of the Ohio River and the oldest co-educational teacher’s college in the USA.

One hundred and fifty years later, we proudly observe this sesquicentennial. We welcome to our historic campus courageous women who are trailblazers, tireless advocates, unparalleled champions, and the next generation of leaders who through inspirational stories, events, and celebrations, will mark this milestone in our campus history and help us chart a path of progressive innovation for the next one hundred and fifty years.

A UNIFIED VISION

In order to represent effectively the University of North Alabama, graphics must be used correctly and consistently. Research has shown that there is more to the perception of distinctive products than their names. Put simply: The University of North Alabama brand is what our audiences think of when they hear our name. There is also the perception of the brand, such as the intangibles it provides or its qualities and attributes. This manual provides the approved uses and guidelines of UNA logos, colors, fonts, and more for a variety of visual media in support of the University brand.

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.

While it is not mandated that designs be requested through University Communications and Marketing, all design work must be approved through the department in order to confirm brand resonance and an adherence to Graphic Standards. Further, this process provides an overall awareness of marketing materials being distributed.

This manual is available online and to print at una.edu/brand.

Primary Logo

The primary logo for the University features a left-facing lion standing on all four feet in front of the University 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. **Approval from University Communications and Marketing is required before printing on-campus or off-campus.**

Several versions of the primary logo exist; samples are listed below. Logos are available for download in EPS and PNG formats at una.edu/brand under Brand Guidelines.



Secondary Logos

The secondary logos reflect approved elements of the primary logo and may be incorporated into special designs or program logos in unique ways. **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.



University of
NORTH ALABAMA



University of
NORTH ALABAMA



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. Text should never be written over the University logo, even as a watermark, unless approved or provided by University Communications and Marketing.



The secondary logo may be used at any size, so long as the .25" distance from other elements is maintained.

Logo: *College Logos*

College logo iterations are detailed below and available in two-color, purple, gold, grey, black, and white. To download college logos, visit una.edu/brand.



College of EDUCATION
and HUMAN SCIENCES

University of NORTH ALABAMA



ANDERSON
College of NURSING *and*
HEALTH PROFESSIONS

University of NORTH ALABAMA



Delores and Weldon Cole
HONORS COLLEGE

Logo: *Department Logos*

Department logo iterations are detailed below. To download department logos, visit una.edu/brand.



Anderson College of Nursing *and* Health Professions  Graduate Programs



PREVIOUS STANDARDS

All standards applying to the presidential seal, official colors, typography, stationery, letter formatting, Athletics logos and wordmarks, retired logos, and improper usage and graphics apply to the sesquicentennial logos as well. For the full graphic standards, please visit una.edu/brand.

For marketing materials that will be ordered in bulk that are expected to last beyond August 16, 2022, the standard logo of Leo in the arch will suffice. When possible, the sesquicentennial logo will be preferred from June 1, 2021, until August 16, 2022.

BOILERPLATE

For those who wish to include verbiage about the sesquicentennial logo change, please use one of the below boilerplates, keeping in mind ADA compliance for readability. Font sizing should be no less than 10 pt.

OPTION 1

The University of North Alabama opened its doors to women 150 years ago this year marking yet another “first” – as Alabama’s oldest four-year university, the south’s oldest co-educational state-supported institution, and America’s oldest co-educational teacher’s college.

OPTION 2

In 1872, the State Normal School at Florence, now the University of North Alabama, opened its doors to women – making Alabama’s oldest four-year university the first state-supported co-educational institution south of the Ohio River and the oldest co-educational teacher’s college in the USA.

One hundred and fifty years later, we proudly observe this sesquicentennial. We welcome to our historic campus courageous women who are trailblazers, tireless advocates, unparalleled champions, and the next generation of leaders who through inspirational stories, events, and celebrations, will mark this milestone in our campus history and help us chart a path of progressive innovation for the next one hundred and fifty years.



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