



55th Anniversary

Toolkit and Style Guide

55th Anniversary Toolkit and Style Guide

At a Glance



What is UAH's 55th Anniversary?

The University of Alabama in Huntsville has been addressing some of the world's most critical technological challenges for 55 years. In 2024, UAH will celebrate our past accomplishments and ignite our passion for the future.

Why is UAH celebrating its anniversary in 2024?

On June 16, 1969, Alabama's governor announced the establishment of The University of Alabama System, composed of autonomous campuses in Tuscaloosa, Birmingham, and Huntsville. UAH was making an impact as early as 1949 as an extension center. We are celebrating 55 years as Huntsville's largest university.

When and where should I use the 55th anniversary mark?

From January 1 until the end of 2024, you may use the mark on websites, social media, print materials, merchandising, stationery, email signatures, and PowerPoint presentations.

How should I use the 55th anniversary mark with UAH's logo?

The 55th anniversary mark should always be used with a UAH logo and should be secondary to the logo.

Where may I access the anniversary mark?

Download the mark at uah.edu/fifty-fifth-anniversary/resources.

What if I have questions?

You may reach out to the Office of Marketing and Communications at omc@uah.edu.



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Mark Pairing



Unlike the standard UAH logo, the 55th anniversary mark is not intended to incorporate division or department identity. In order to maintain its integrity, please do not alter, distort or adjust the 55th anniversary mark in any way. Units should not develop or use any other anniversary logo, mark, and/or symbol. All downloaded versions of the logo must be scaled proportionately.

The anniversary mark should only be paired with the primary UAH logo.

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Mark



Outline versions of the 55th anniversary mark may only be used in black or white.

The preferred mark is the color version, however, two other versions are available for use when the color version is not appropriate. Additional marks that incorporate the UAH brandmark are available for use in small spaces, such as certain promotional items. Please contact omc@uah.edu if you need access to these marks.



The anniversary mark should only be paired with the primary UAH logo.



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Mark Violations

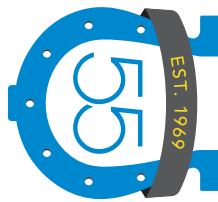
X

Do not change the color



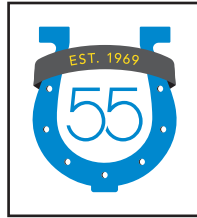
X

Do not rotate the mark



X

Do not place within a shape



X

Do not stretch the mark



X

Do not apply graphic effects



X

Do not cover or obstruct



X

Do not pair with college, department or unit logos.

The anniversary mark should only be paired with the primary UAH logo.

In order to maintain its integrity, please do not alter, distort or adjust the 55th anniversary mark in any way. Units should not develop or use any other anniversary logo, mark, and/or symbol. All downloaded versions of the logo must be scaled proportionately.



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Minimum White Space

The importance of clear space around brand elements and throughout all layouts cannot be overstated. The space adds confidence and clarity to the visual messaging. The more space, the better.



3/4-inch (54 px)

Spacing for the mark

The mark should be surrounded on all sides by clear space, equal to the width of the number 5. Do not print any elements in this area.

Minimum size for the mark

The mark can be reduced to 3/4-inch wide (54 px). In print and other use cases it's recommended that the size not be reduced below 3/4-inch.

The anniversary mark should only be paired with the primary UAH logo.



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Color Palette

Color is a key factor in brand recognition. Our colors can instantly communicate meaning when associated with our university. They invoke emotions and unify us as a family. The 55th anniversary will use the official university colors of blue, white and black, with yellow used as an accent color.



PRIMARY COLORS



UAH BLUE

PMS: 3005C
CMYK: 100 31 0 0
HEX: #0077C8
RGB: 0 119 200

WHITE

PMS: 11-0601
CMYK: 0 0 0 0
HEX: #ffffff
RGB: 255 255 255

BLACK

PMS: Process Black C
CMYK: 0 0 0 100
HEX: #2C2A29
RGB: 44 42 41

COOL GRAY

PMS: Cool Gray 10
CMYK: 40 30 20 66
HEX: #757575
RGB: 117 117 117

ACCENT YELLOW

PMS: 115C
CMYK: 0 6 87 0
HEX: #FDDA24
RGB: 253 218 36

SECONDARY COLORS



DARK BLUE

PMS: 288
CMYK: 100 80 6 32
HEX: #002D72
RGB: 0 45 114

ATHLETICS BLUE

PMS: 293
CMYK: 100 69 0 4
HEX: #003DA5
RGB: 0 61 165

WARM GRAY

PMS: Warm Gray 4
CMYK: 11 13 15 27
HEX: #BBB1A7
RGB: 187 177 167

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Fonts

Avenir is the official, approved 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.

Aa Bb Cc Dd 0123

Avenir Light

abcdefghijklmnopqrstvwxyz
abcdefghijklmnopqrstvwxyz
1234567890

Avenir Book

abcdefghijklmnopqrstvwxyz
abcdefghijklmnopqrstvwxyz
1234567890

Avenir Medium

abcdefghijklmnopqrstvwxyz
abcdefghijklmnopqrstvwxyz
1234567890

Avenir Heavy

abcdefghijklmnopqrstvwxyz
abcdefghijklmnopqrstvwxyz
1234567890

Avenir Black

abcdefghijklmnopqrstvwxyz
abcdefghijklmnopqrstvwxyz
1234567890

Alternative Typefaces

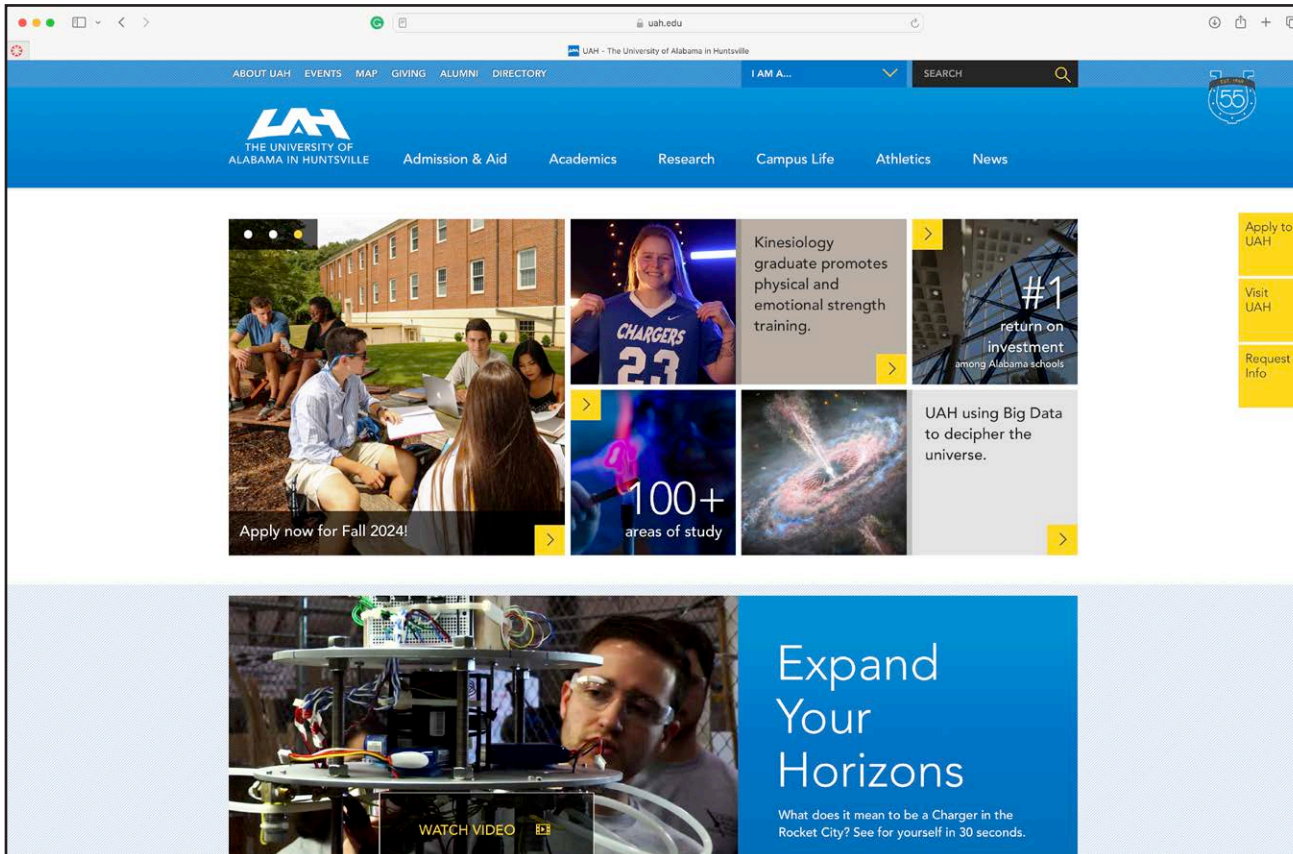
In cases where only system fonts may be used, you may substitute Arial or Helvetica. In cases where web fonts may be used but Avenir is not available, you may substitute Nunito Sans.

The anniversary mark should only be paired with the primary UAH logo.



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Usage - website



The 55th anniversary mark will be added to the top of all UAH Joomla sites. The mark will be added in the upper right corner of the horizontal blue bar. If you have questions about website usage, please email omc@uah.edu.

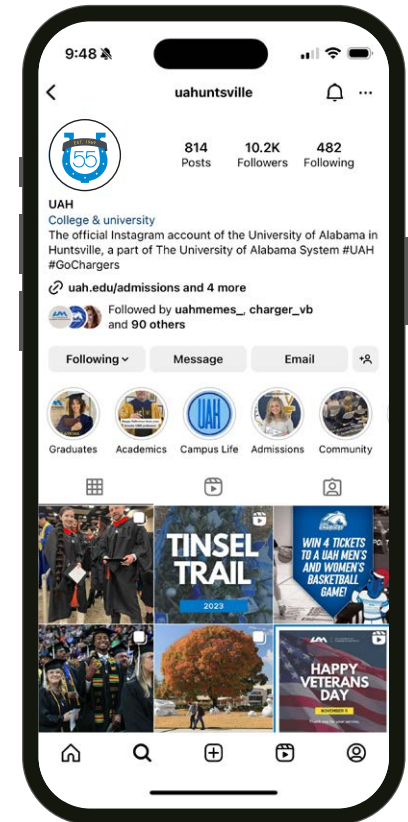
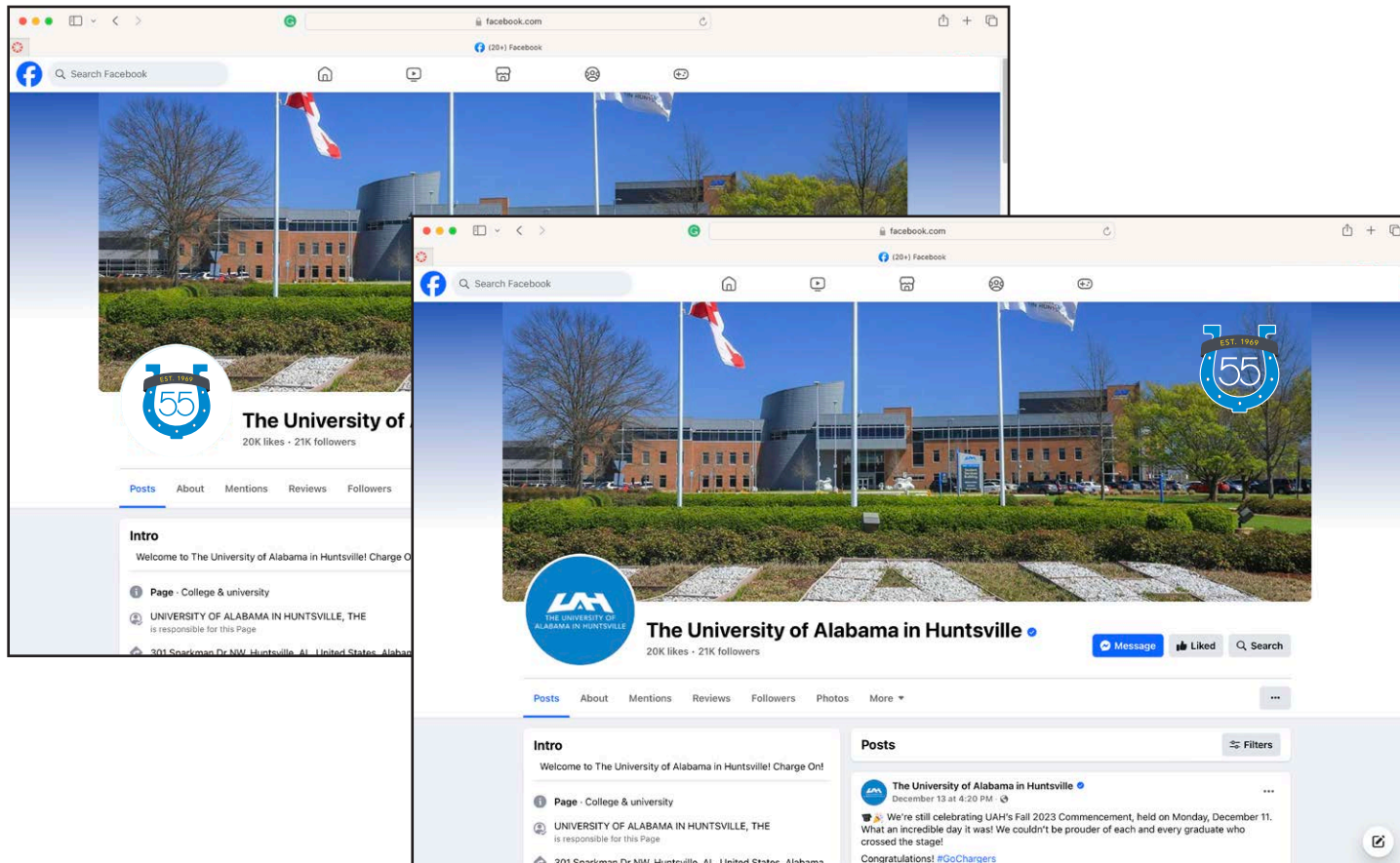
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Usage - social media



The 55th anniversary mark can be used in social media as either a profile picture or as an accent to the cover photo. **#UAH55** is the hashtag to use when posting anniversary-related events and news on social media.

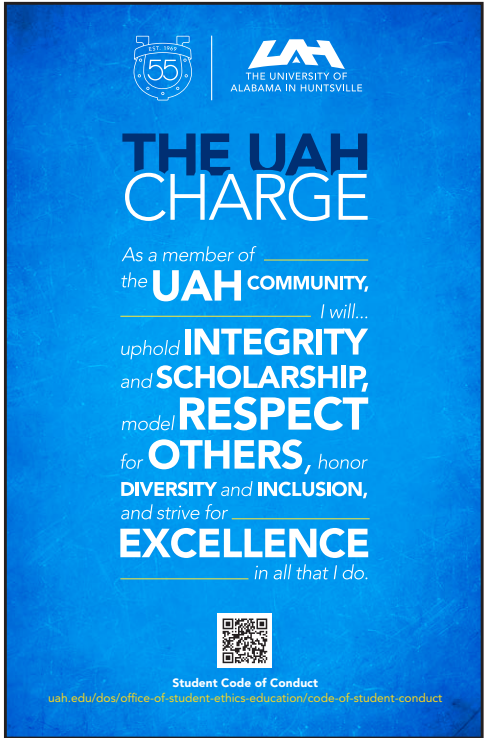
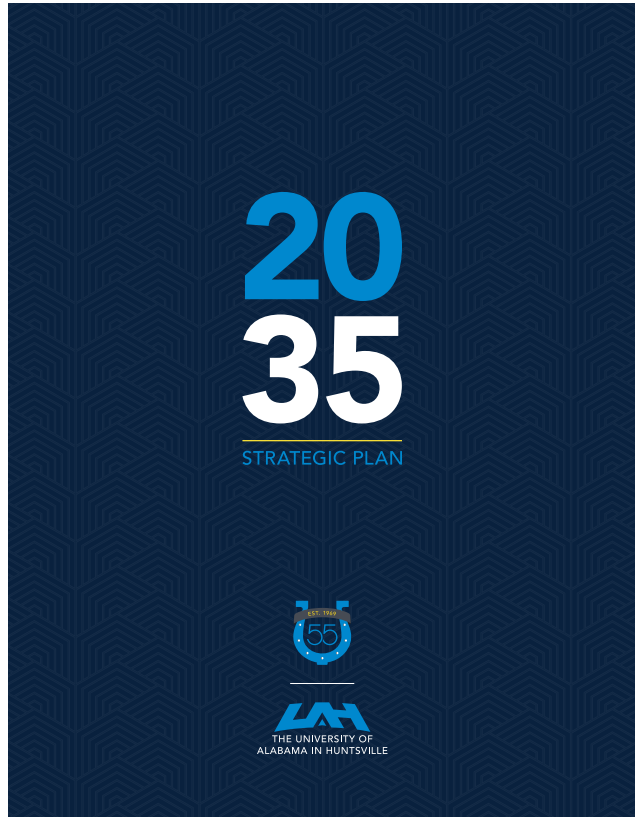
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Usage - print



The 55th anniversary mark was created to indicate when an event or initiative is a part of our 55th anniversary celebration. The anniversary mark should always be used as a secondary mark on printed materials related to the anniversary. The mark will be primarily used on invitations, flyers, or other initiatives that help UAH celebrate its 55th anniversary.


The anniversary mark should only be paired with the primary UAH logo.



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Usage - email templates




REPRESENT.

Sempus quam pellentesque nec nam. Luctus venenatis lectus magna fringilla urna porttitor. Nullam ac tortor vitae purus faucibus ornare suspendisse. In hac habitasse platea dictumst vestibulum rhoncus est pellentesque elit. Aliquam malesuada bibendum arcu vitae. Quis hendrerit dolor magna eget est lorem ipsum dolor sit. Sagittis aliquam malesuada bibendum arcu vitae elementum curabitur vitae nunc. Feugiat in ante metus dictum at tempor commodo ullamcorper. Sagittis eu volutpat odio facilisis mauris sit. Eleifend mi in nulla posuere sollicitudin aliquam. Mauris nunc congue nisi vitae suscipit tellus mauris.

Feugiat in fermentum posuere urna nec tincidunt. Volutpat est velit egestas dui. Consectetur adipiscing elit pellentesque habitant morbi tristique senectus.

[Get Your UAH License Plate](#)


*UAH license plates are only available in Alabama.



[Manage your preferences](#) | [Opt Out](#) using TrueRemove™
Got this as a forward? [Sign up](#) to receive our future emails.
View this email [online](#).

[% account_rsvp_full_address %]

This email was sent to [% memberemail %].
To continue receiving our emails, add us to your address book.




Your LEGACY. Our FUTURE.

Your legacy is our future.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Augue interdum velit euismod in pellentesque massa placerat. Amet mattis vulputate enim nulla aliquet porttitor lacus.

Tortor posuere ac ut consequat semper viverra nam. Orci scelerisque purus semper. Vel turpis nunc eget lorem dolor. Mauris sit amet massa vitae tortor condimentum lacinia. Massa tempor nec feugiat nisi pretium fusce. Fames ac turpis egestas maecenas pharetra convallis posuere morbi leo. Aliquam faucibus purus in massa tempor nec feugiat. Vulputate enim nulla aliquet porttitor lacus luctus accumsan tortor. Enim ut sem viverra aliquet eget sit amet tellus.

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[Manage your preferences](#) | [Opt Out](#) using TrueRemove™
Got this as a forward? [Sign up](#) to receive our future emails.
View this email [online](#).

[% account_rsvp_full_address %]

This email was sent to [% memberemail %].
To continue receiving our emails, add us to your address book.

The 55th anniversary mark was created to indicate when an event or initiative is a part of our 55th anniversary celebration. The mark can also be used in email communication throughout 2024 to educate students, faculty, staff, alumni, and donors that UAH is celebrating its 55th anniversary.

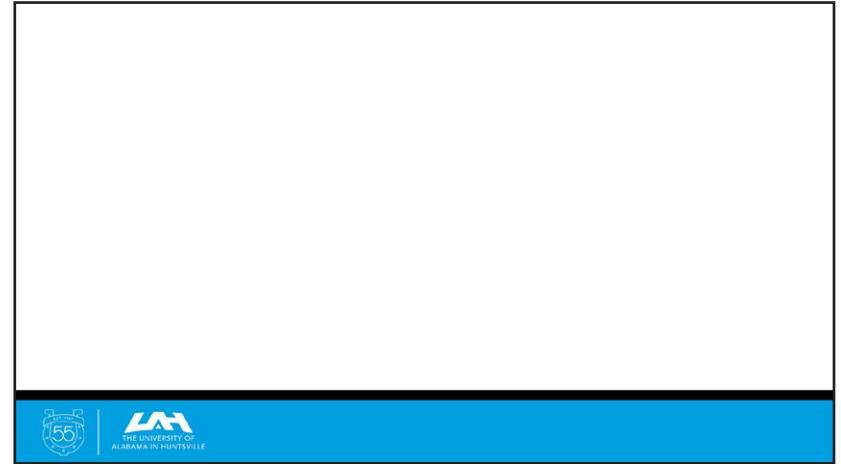
The anniversary mark should only be paired with the primary UAH logo.



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Usage - presentations



The anniversary mark should only be paired with the primary UAH logo.



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Usage - promotional items



When using the 55th anniversary mark on apparel and promotional items, it is preferred that it be paired with the primary UAH logo where possible. **Additional 55th marks are available that include the UAH brandmark as part of the graphic**, these additional marks are intended to be used in small spaces. Please email omc@uah.edu if you need access to these marks.



The anniversary mark should only be paired with the primary UAH logo.



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Email Signature

The best way to communicate with UAH's external audiences about the 55th anniversary is to include it in your email signature. **The 55th anniversary mark should not be used on business cards, letterhead, or any other type of stationery.** After 2024, the mark should be removed from your email signature.

.....

Name | Title

Department Name

UAH | The University of Alabama in Huntsville

P: 256.824.1234 | email@uah.edu



uah.edu/55

Boilerplate text

Long copy:

"Founded in 1969, The University of Alabama in Huntsville is one of America's premier doctoral-granting, comprehensive universities known for addressing some of the world's most critical technological challenges. UAH, a part of the University of Alabama System, offers an environment where students are able to explore, discover, create and communicate knowledge. With eight colleges, more than 100 areas of study and 17 high-tech research centers, UAH is a Carnegie R1 top-tier research university. Located in the heart of the Technology Hub of the South, UAH serves as the anchor tenant of the second-largest research park in the United States, Cummings Research Park. UAH boasts storied partnerships with Redstone Arsenal, NASA and the Department of Homeland Defense. The institution is a member of the Gulf South athletic conference. UAH is where technology and human understanding converge to prepare students to transform their future. Learn more at www.uah.edu."

Short copy:

"The University of Alabama in Huntsville is one of America's premier doctoral-granting, comprehensive universities known for addressing some of the world's technological challenges. UAH, a part of The University of Alabama System, offers an environment where students are able to explore, discover, create, and communicate knowledge. With 8 colleges, more than 100 areas of study, and 17 high-tech research centers, UAH is a Carnegie R1 top-tier research university. UAH is where technology and human understanding converge and prepares students to transform their future. Learn more at www.uah.edu."

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Using & Accessing Photography from UAH Archives

Using & Accessing Photography from UAH Archives, Special Collections, and Digital Initiatives

Throughout 2024, units may want to use photos from UAH Archives, Special Collections, and Digital Initiatives (ASCDI) in marketing and communication materials. A selection of the UAH Photograph Collection is available online in [UAH Digital Collections](#), or you can contact archives@uah.edu if you have additional photo needs. Information on copyright and publication of materials from UAH ASCDI is provided below.

Publication of Materials

Patrons should [submit a request](#) to use images for publication. Patrons should also provide appropriate credit for all photographs used. The best way to give credit to UAH ASCDI is to pair this statement with all photographs: "Image(s) courtesy of UAH Archives, Special Collections, and Digital Initiatives."

Copyright

Materials may be protected under U. S. Copyright Law (Title 17, U.S. Code) which governs the making of photocopies or reproductions of copyrighted materials. Though the University of Alabama in Huntsville Archives, Special Collections, and Digital Initiatives has physical ownership of the material in its collections, in some cases we may not own the copyright to the material. It is the patron's obligation to determine and satisfy copyright restrictions when publishing or otherwise distributing materials found in our collections.

In-Person Research

Archives Reading Room
M. Louis Salmon Library, Lower Level
Monday-Friday, 9 AM-4 PM
[Request a research appointment](#)

Contact Information:

Mailing Address

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Huntsville, AL 35899

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