The University of Alabama
NATIONAL ALUMNI ASSOCIATION

Chapter Logo Guidelines

Using City or Location as Name

A PORTLAND
A Chapter of The University of Alabama National Alumni Association

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City Name Begins .1669" from Right Side of Capstone A

Capstone A is .9464" Square

Left Side of Capstone A Lines up with First Letter in Chapter ID

Right Side of Capstone A Lines up with "T" in Chapter ID

Minion Pro Bold Condensed FONT SIZE VARIES

City Name Never Sits Higher than Capstone A or Appears Longer Than Chapter ID

A PORTLAND
A Chapter of The University of Alabama National Alumni Association

Chapter ID Sits .2436" Below Capstone A

City Name Lines Up with Bottom of Capstone A

14pt Trade Gothic Condensed No. 18

Chapter Name must be contained with in this area. No exceptions.

All logos will will be displayed in
Black and Pantone 201 (UA Official Red).
Exceptions include all white on dark backgrounds (Red, Black, Gray)

Examples

A GREATER NY

A Chapter of The University of Alabama National Alumni Association

A CENTRAL FLORIDA

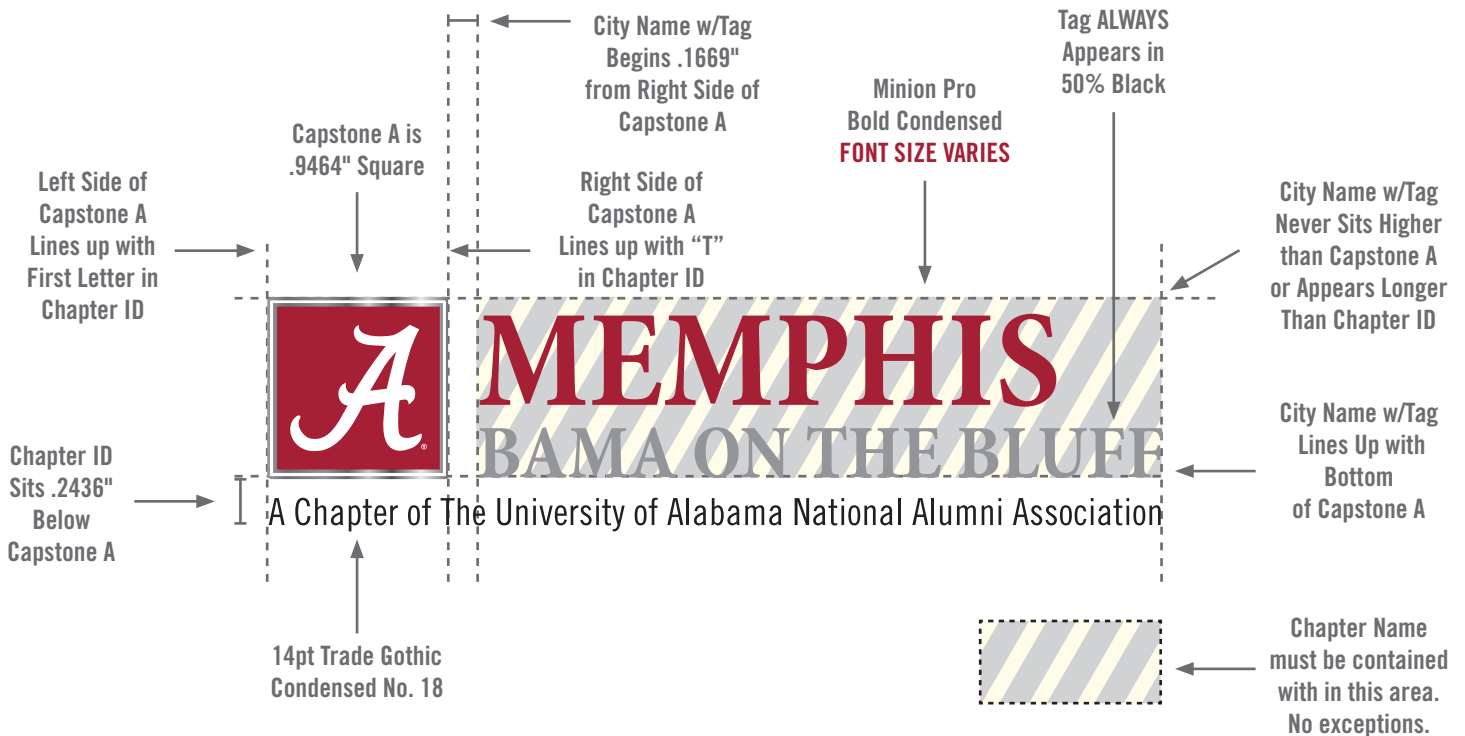A Chapter of The University of Alabama National Alumni Association

A JACKSON, MS

A Chapter of The University of Alabama National Alumni Association

MEMPHIS
BAMA ON THE BLUFF
A Chapter of The University of Alabama National Alumni Association

City Name w/Tag
Begins .1669"
from Right Side of
Capstone A

Right Side of
Capstone A
Lines up with "T"
in Chapter ID

Minion Pro
Bold Condensed
FONT SIZE VARIES

Tag ALWAYS
Appears in
50% Black

Capstone A is
.9464" Square

Left Side of
Capstone A
Lines up with
First Letter in
Chapter ID

City Name w/Tag
Never Sits Higher
than Capstone A
or Appears Longer
Than Chapter ID

City Name w/Tag
Lines Up with
Bottom
of Capstone A

Chapter ID
Sits .2436"
Below
Capstone A

MEMPHIS
BAMA ON THE BLUFF
A Chapter of The University of Alabama National Alumni Association

14pt Trade Gothic
Condensed No. 18

Chapter Name
must be contained
with in this area.
No exceptions.

All logos will will be displayed in
Black and Pantone 201 (UA Official Red).
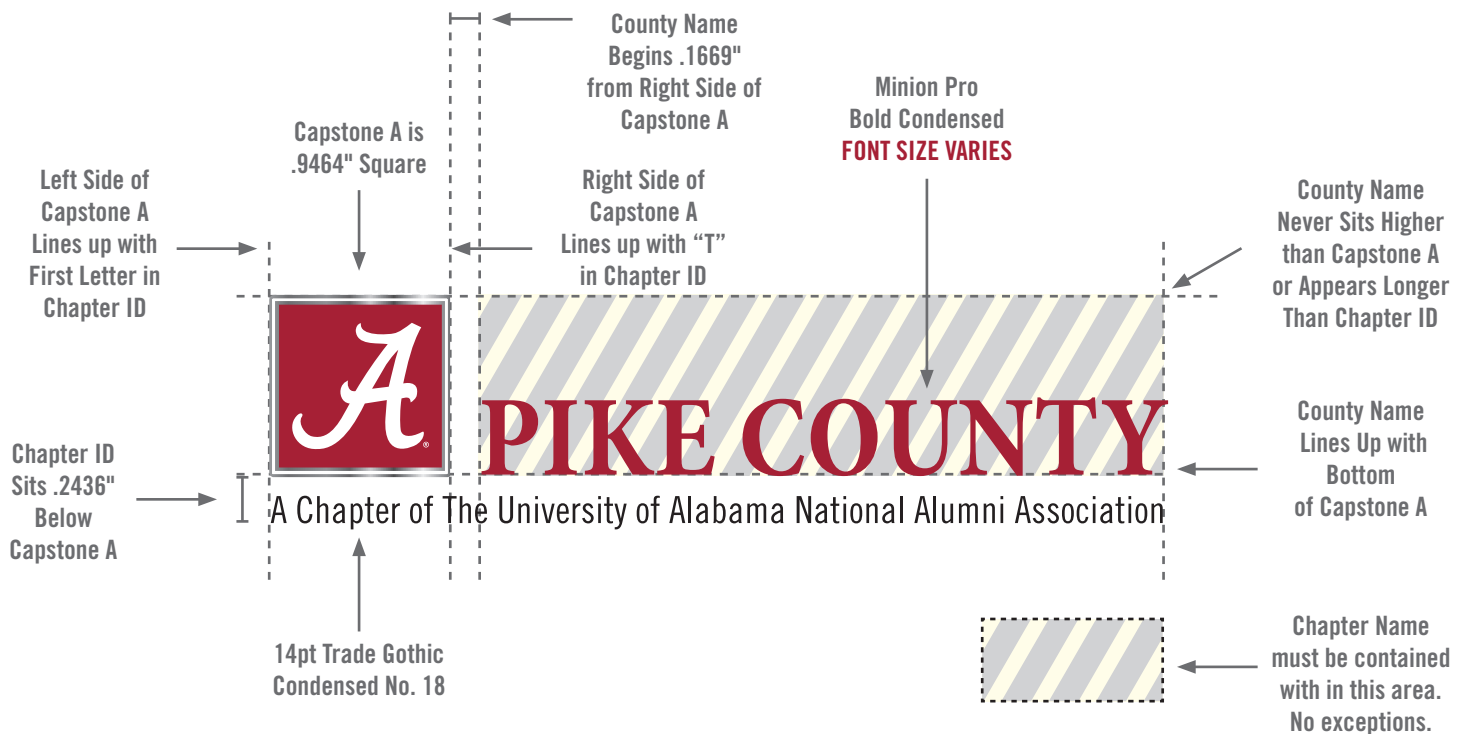Exceptions include all white on dark backgrounds (Red, Black, Gray)

Examples

CHARLOTTE
THE LOW COUNTRY CRIMSON TIDE
A Chapter of The University of Alabama National Alumni Association

HIGH ROLLING TIDE IN
VEGAS
A Chapter of The University of Alabama National Alumni Association

TAMPA BAY
CRIMSON TIDE
A Chapter of The University of Alabama National Alumni Association

A PIKE COUNTY

A Chapter of The University of Alabama National Alumni Association

County Name
Begins .1669"
from Right Side of
Capstone A

Minion Pro
Bold Condensed
FONT SIZE VARIES

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.9464" Square

Left Side of
Capstone A
Lines up with
First Letter in
Chapter ID

Right Side of
Capstone A
Lines up with "T"
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County Name
Never Sits Higher
than Capstone A
or Appears Longer
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A PIKE COUNTY

A Chapter of The University of Alabama National Alumni Association

Chapter ID
Sits .2436"
Below
Capstone A

County Name
Lines Up with
Bottom
of Capstone A

14pt Trade Gothic
Condensed No. 18

Chapter Name
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Examples

MONTGOMERY &
LOWNDES COUNTY
A Chapter of The University of Alabama National Alumni Association

CRENSHAW
COUNTY
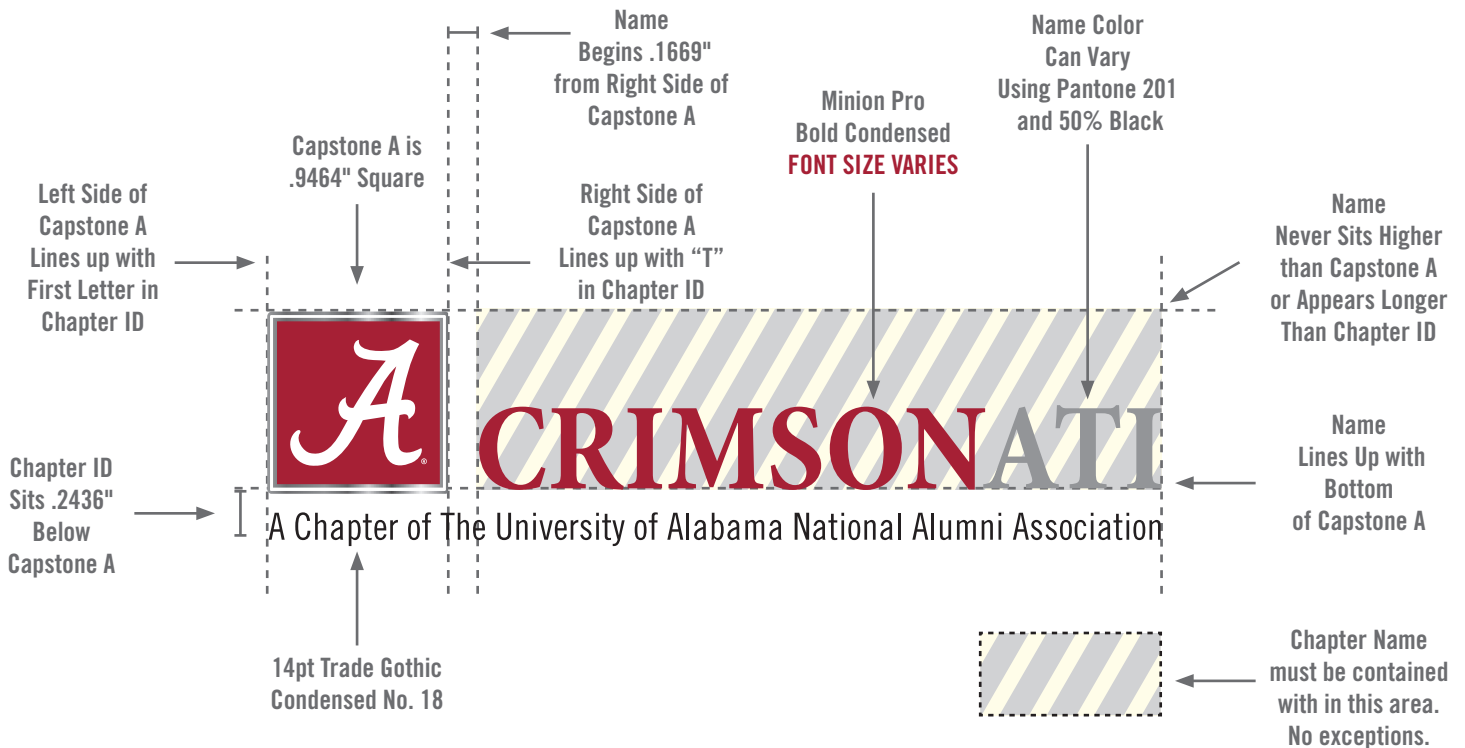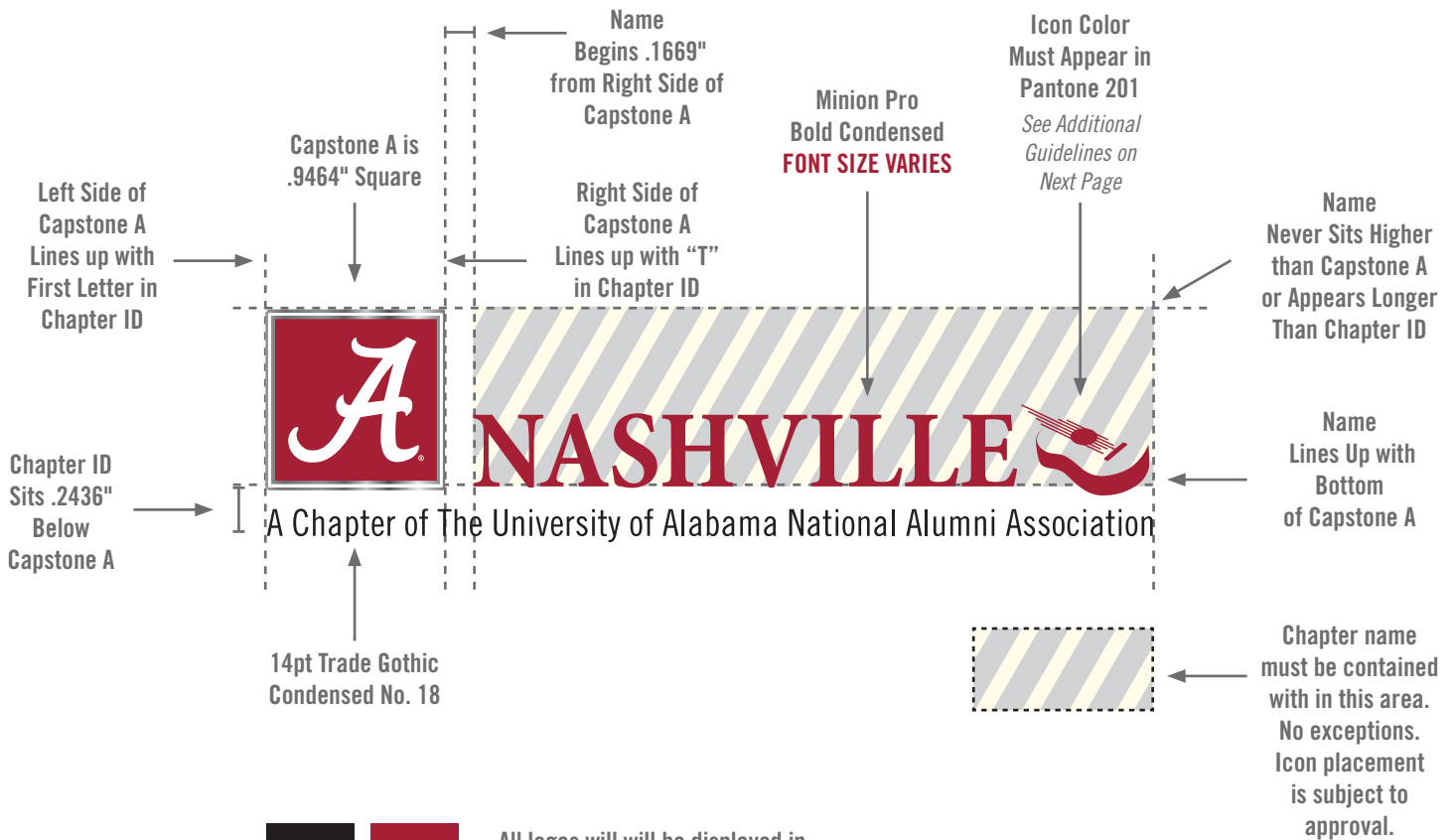A Chapter of The University of Alabama National Alumni Association

A CRIMSONATI

A Chapter of The University of Alabama National Alumni Association

Name
Begins .1669"
from Right Side of
Capstone A

Name Color
Can Vary
Using Pantone 201
and 50% Black

Minion Pro
Bold Condensed
FONT SIZE VARIES

Capstone A is
.9464" Square

Left Side of
Capstone A
Lines up with
First Letter in
Chapter ID

Right Side of
Capstone A
Lines up with "T"
in Chapter ID

Name
Never Sits Higher
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or Appears Longer
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A CRIMSONATI

A Chapter of The University of Alabama National Alumni Association

Chapter ID
Sits .2436"
Below
Capstone A

Name
Lines Up with
Bottom
of Capstone A

14pt Trade Gothic
Condensed No. 18

Chapter Name
must be contained
with in this area.
No exceptions.

All logos will will be displayed in
Black and Pantone 201 (UA Official Red).
Exceptions include all white on dark backgrounds (Red, Black, Gray)

**Name
Begins .1669"
from Right Side of
Capstone A**

**Icon Color
Must Appear in
Pantone 201**
*See Additional
Guidelines on
Next Page*

**Minion Pro
Bold Condensed
FONT SIZE VARIES**

**Capstone A is
.9464" Square**

**Right Side of
Capstone A
Lines up with "T"
in Chapter ID**

**Left Side of
Capstone A
Lines up with
First Letter in
Chapter ID**

**Name
Never Sits Higher
than Capstone A
or Appears Longer
Than Chapter ID**

**Name
Lines Up with
Bottom
of Capstone A**

**Chapter ID
Sits .2436"
Below
Capstone A**

**14pt Trade Gothic
Condensed No. 18**

**Chapter name
must be contained
with in this area.
No exceptions.
Icon placement
is subject to
approval.**

All logos will will be displayed in
Black and Pantone 201 (UA Official Red).
Exceptions include all white on dark backgrounds (Red, Black, Gray)

CHAPTER LOGO
Chapters Requesting to Use an Icon

Icon Guidelines

- All icons require approval.
- Icons may only appear 50% or less smaller than the size of the Capstone A.
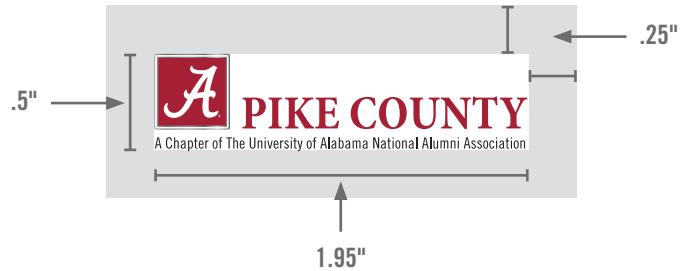- Icons must displayed in one color and silhouette only.

Examples

NATIONAL CAPITAL
A Chapter of The University of Alabama National Alumni Association

CHAPTER LOGOS
Approved uses of logos

• All logos must be displayed no smaller than 1.95" w and .5" high with a .25" buffer (no other elements should come within .25" of the logo).

.25"

.5"

1.95"

PIKE COUNTY
A Chapter of The University of Alabama National Alumni Association

• Tagline may be reversed when logo is placed on a dark background such as black.

PIKE COUNTY
A Chapter of The University of Alabama National Alumni Association

• Chapter name and tagline may be reversed when logo is placed on Crimson (Pantone 201)

PIKE COUNTY
A Chapter of The University of Alabama National Alumni Association

CHAPTER LOGOS
Unapproved uses of logos

• All logos must be displayed in proportion.

• All logos must be constructed as noted; no variation in color placement allowed. This includes outlines and tints of approved colors.

• All logos must be displayed in approved format and structure.

• All logos must be placed in a patterned or "busy" background.