The University of Alabama
NATIONAL ALUMNI ASSOCIATION

Chapter Logo Guidelines
CHAPTER LOGO
Using City or Location as Name

PORTLAND
A Chapter of The University of Alabama National Alumni Association

Capstone A is .9464" Square
City Name 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

14pt Trade Gothic Condensed No. 18

 Chapter Name Lines Up with Bottom of Capstone A
City Name Never Sits Higher than Capstone A or Appears Longer Than Chapter ID
Chapter Name must be contained within this area. No exceptions.

Left Side of Capstone A Lines up with First Letter in Chapter ID
City Name Does Not Sit Higher than Capstone A
City Name Lines Up with Bottom of Capstone A

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

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

GREATER NY
A Chapter of The University of Alabama National Alumni Association

CENTRAL FLORIDA
A Chapter of The University of Alabama National Alumni Association

JACKSON, MS
A Chapter of The University of Alabama National Alumni Association
CHAPTER LOGO
Using City or Location as Name with Tagline

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

Capstone A is .9464" Square
Left Side of Capstone A Lines up with First Letter in Chapter ID
Chapter ID Sits .2436" Below Capstone A

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

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

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All logos 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
CHAPTER LOGO
Using County Names

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

Chapter Name must be contained within this area. No exceptions.

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Using County Names

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
CHAPTER LOGO
Chapters that Do Not Utilize City or Location Name

CRIMSONATI
A Chapter of The University of Alabama National Alumni Association

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**CHAPTER LOGO**

**Chapters Requesting to Use an Icon**

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

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

Examples

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).

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

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