

Visual Identity Guidelines for Student Organizations

UAB is home to more than **300 student organizations**.

These groups **must** adhere to the following guidelines, which will help them promote their UAB affiliation clearly while strengthening the overall UAB brand.

GUIDE

Universal guidelines for all student organizations

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UAB branding guidelines, promotional apparel/items, trademarks, questions, etc.

TYPES OF STUDENT ORGANIZATIONS

University Funded Organization (UFO)

3-5

A **University Funded Organization** is a club or organization whose membership is composed of UAB students and is directly supported through a University department or division. The University Funded Organization's purpose aligns with that of the department or division and is directly advised and financially supported by that unit. University Funded Organizations are required to participate in all registration processes in order to remain in good standing with the University.

Social Fraternity and Sorority Organization

3-5

Fraternal organizations fall under one of four governing councils: the College Panhellenic Council (CPH), the Interfraternity Council (IFC), the Multicultural Greek Council (MGC), and the National Pan-Hellenic Council (NPHC). Social and academic fraternities that are not a member organization of one of these four councils may register as an organization, but will not be recognized by UAB Fraternity & Sorority Life.

Registered Student Organization (RSO)

6-7

A **Registered Student Organization** is a club or organization whose membership is composed of UAB students. RSOs are created by students and supported by a voluntary faculty/staff advisor, as well as student governance. The University supports the creation of RSOs whose purposes and activities enhance the social, cultural, recreational, and educational functions of the University.

Club Sports

8-11

Club Sports are registered student organizations that have been approved by University Recreation as a competitive club sport organization. Club Sports membership is composed of UAB graduate and undergraduate students. Club Sport RSOs are required to participate in all registration and re-registration processes to maintain active status.

Universal Guidelines

for All Student Organizations

UAB Brand Guidelines Official Fonts and Colors

Official Fonts

UAB's core fonts are **Proxima Nova** and **Kulturista** and the preferred fonts for usage. When unavailable, acceptable alternative fonts are **Arial**, **Bookman Old Style**, and **Rockwell**.

Official Colors

The official university colors are **green** and **white**, with gold traditionally used as an accent color. Accessibility, print, digital, and suggested color palette guidelines can be found on the [UAB Brand Toolkit](#).

UAB Trademarks

- UAB has several design and word marks that are federally protected by the U.S. Patent and Trademark Office. By displaying the appropriate ® or ™ symbols on UAB trademarks, you help protect our brand from unauthorized use. Learn more and view UAB's trademarks here <https://www.uab.edu/toolkit/trademarks-licensing/uab-trademarks>

Promotional Apparel/Items

- To order promotional items or apparel featuring the university's trademarks (e.g. Blaze logo, university logo, or even "UAB" or "The University of Alabama at Birmingham" in text), student organizations must submit a [Marketing Approval Form \(MAF\)](#) and use a CLC-licensed vendor. If UAB (state) dollars are used to purchase the promotional items or apparel, then student organizations must use only promotional/apparel vendors approved by UAB Purchasing.

Questions?

Email questions and approval requests to UAB University Relations at marketing@uab.edu.

Visual Identity Guide

for University-Funded Organizations and Fraternities and Sororities

The organization **must be approved** through the UAB student organization registration process to promote an affiliation with the university.

For information on registering a student organization, access to the official handbook, resources, and more visit <https://www.uab.edu/students/involvement/student-orgs>.

Name Your Student Organization

- Student Organizations must follow the [Student Organization Registration Policy](#). This policy states that “RSO’s may list their name as: “**(insert organization name) at UAB.**” However, University Funded Organizations are not required to follow this form due to sponsorship by a university department/division.

Example: UAB Ambassadors, Blazer Beginnings

- **Fraternity and Sorority** names **do not** have to follow the **Student Organization Registration Policy** for organization names.

Example: Alpha Lambda Delta, Chi Epsilon

Create Your UFO's Visual Identity

- **UFOs** may create a unique visual identity that **does include** the core university logo or full official university name. UFO's **can not** use UAB athletics's marks. The design of the UFO's logo may be managed by the organization's sponsor. It is suggested to use UAB's official fonts and colors when creating your UFO logo. These assets can be accessed on the [UAB branding toolkit](#).
- **Fraternities and sororities** may create a unique visual identity that **does include** the core university logo or full official university name. Fraternities and sororities **can not** use UAB athletics's marks. These organizations may also use pre-established or nationally recognized logos that are giving approval. It is suggested to use UAB's official fonts and colors when creating a unique logo. These assets can be accessed on the [UAB branding toolkit](#).

Use of the University Logo

- UFOs and fraternities and sororities must follow all **current** UAB brand standards and guidelines when using the core university logo. Refer to www.uab.edu/toolkit for full details on logo placement, colors, white space, size, and other requirements.
- Regardless of which logo (standard, centered, extreme horizontal) is used, be sure to use a UAB font, ensure adequate white space between the logo and your UFO, fraternity, or sorority name, and always use a registered mark ® when writing “UAB” in text. Your organization's name may appear above or below the core university logo.

CORE UNIVERSITY LOGO

Standard



Centered



Extreme Horizontal



Examples of **approved** logos for UFO's

Below are examples of approved and unapproved logos to serve as inspiration and guidance for your RSO's visual identity creation.

APPROVED OPTION 1: Design paired with UAB core logo

ex) 1



Alabama Marketing Association at UAB®

ex) 2



Alabama Marketing Association at UAB®

APPROVED OPTION 2: Unique design that does not include UAB core logo
Designs must be approved or created by organization's sponsor.

ex) 1



ACTIVE MINDS

The University of Alabama at Birmingham

ex) 2



**This logo was managed and created by organization's sponsor*

Examples of **approved** logos for Fraternities and Sororities

Below are examples of approved and unapproved logos to serve as inspiration and guidance for your fraternity and sorority visual identity creation.

APPROVED OPTION 1: Design paired with UAB core logo

ex) 1



Phi Sigma Pi - Eta Beta at UAB

ex) 2



Alpha Lambda Delta

APPROVED OPTION 2: Pre-established organization design or unique design
Designs must be approved or created by organization's sponsor.

ex) 1



ex) 2



**Example 1 and 2 are both pre-established nationally used logos for these organizations*

Visual Identity Guidelines

for Registered Student Organizations

The organization **must be approved** through the UAB student organization registration process to promote an affiliation with the university.

For information on registering a student organization, access to the official handbook, resources, and more visit <https://www.uab.edu/students/involvement/student-orgs>

Name Your Registered Student Organization

- Student Organizations must follow the [Student Organization Registration Policy](#). This policy states that “RSO's may list their name as: **"(insert organization name) at UAB."** “UAB’ must be stated in acronym form and the name of the RSO cannot begin with “UAB”.”

Example: Alabama Student Rural Health Association at UAB

Create Your RSO's Visual Identity

- RSO's may not use the core university logo but may create their own unique visual identity. RSO's **can not** use UAB athletics's marks. This unique visual identity **must include** the official RSO name and **"at UAB"** in text form. It is suggested to use UAB's official fonts and colors when creating your RSO logo. These assets can be accessed on the [UAB branding toolkit](#).

Examples of **approved** and **unapproved** RSO logos

Below are examples of approved and unapproved logos to serve as inspiration and guidance for your RSO's visual identity creation.

APPROVED

Example



UNAPPROVED

ex) 1



Visual identities for RSOs may never replicate the logo lockups of official university schools, colleges, and VP-level units.

ex) 2



RSO visual identities may not be paired with the full university name and must be paired with the acronym "at UAB" in text format.

ex) 3



RSO visual identities may not use the UAB monogram. RSO's must be paired with the acronym "at UAB" in text format.

Visual Identity Guidelines

for Club Sports

The organization **must be approved** through [University Recreation](#) and the UAB student organization registration process to promote an affiliation with the university.

For information on registering a student organization, access to the official handbook, resources, and more visit <https://www.uab.edu/students/involvement/student-orgs>.

Name Your Club Sport

- Club Sport names **must** be “**Club ____ at UAB**” so that they are not mistaken for official university athletics teams. E.g. Club Hockey at UAB, Club Soccer at UAB
- **Note** that some club sports and dance teams are allowed to use a unique name that does not include “club” or “at UAB.” E.g. Alabama Agni, Alabama Apsara, Blazin’ Bhangra, and Rangeela

Create your Club Sport's Visual Identity

- Club Sports may create a unique visual identity that uses **approved** athletics marks and logos or a visual identity that **does not include** official athletic marks. **All** club sport visual identities must be written in the format: “**Club ____ at UAB**”. It is suggested to use UAB athletics's official fonts and colors when creating your club sport logo. These assets can be accessed on the [UAB branding toolkit](#).

Use of Athletics Logos

- After **University Recreation** provides initial review, **UAB Athletics must grant** final approval prior to use of their primary and secondary marks.
- Club Sports must use **only the current versions** of the athletics marks.
- Alternate versions of the Blaze logo—or any other dragon images—are **prohibited** in order to reduce the potential for confusion among the public.
- Corporate sponsor logos **cannot** be paired with the athletic marks.

Primary Athletics Mark: Blaze



Secondary Athletics Mark: Flame UAB



Note: The above athletics logos are registered trademarks of UAB and **should always** appear with the appropriate registered marks ®. Logos may appear in full color, black,

Unapproved Athletics Marks

Below are **retired and unofficial** athletics marks that may **never** be used for club sports.



Official Fonts

UAB Athletics approved font for club sports is **Bodega Sans**. Usage guidelines: Bodega Sans should be at a type weight of "Black", extended to 50, capitalized, with a 20% shear, and no outlines.

EXAMPLE

BLAZERS

Official Colors

UAB Athletics approved colors for club sports are UAB Green & UAB Gold.



UAB Green
PMS:3425
CMYK:100 0 78 42



Blaze Gold
PMS:7503
CMYK:34 35 68 4

Examples of **approved** logos for Club Sports

Below are examples of approved and unapproved logos to serve as inspiration and guidance for your Club Sport's visual identity creation.

APPROVED OPTION 1: UAB-approved design featuring an Athletics Logo
Club Sports may use these approved frameworks and specific fonts to highlight their UAB affiliation.

ex) 1



ex) 2



APPROVED OPTION 2: Unique design that **does not** include an Athletics logo
Club Sports may create a unique visual identity that **does not include** official athletics marks.

ex) 1



ex) 2

