of

The Office of Enrollment Marketing and Digital Communication requests that users utilize the Pantone Matching System for use of our brand colors in print. Our primary color under this system is **PMS 268c**, with the secondary color being **PMS 1235c**
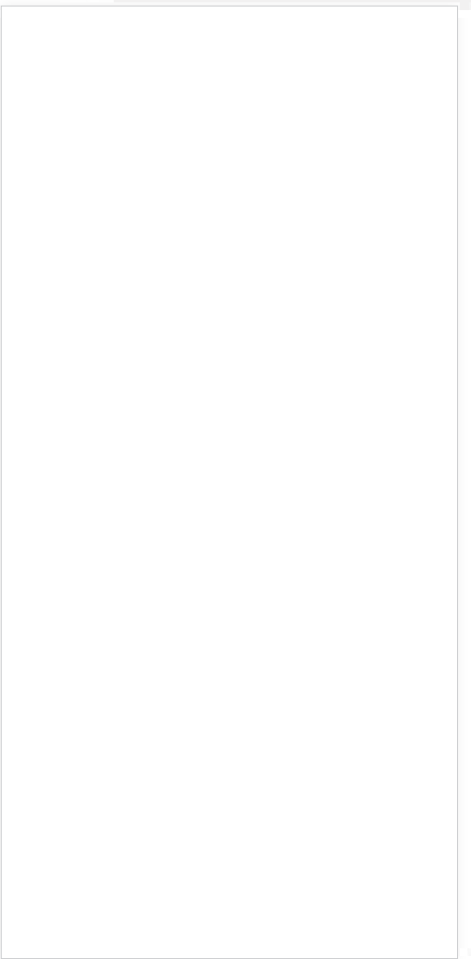
We utilize two fonts for our brand: Weiss and Avenir.

The serif font, Weiss, is used for headlines and text. The sans-serif, Avenir, is for text and small captions only. Palatino Linotype is also an acceptable substitute serif font for non-compatible devices. Contact the **Off ce of Enrollment Marketing and Digital Communication** for information on how to acquire and make use of these fonts.

Avenir Medium is ADA-compliant. For utmost compliance, ensure .125″ between lines of text, and always use very dark typography on light backgrounds, or very light typography on dark backgrounds.

Avenir 35 Light
A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m
n o p q r s t u v w x y z

Weiss Italic
A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m
n o p q r s t u v w x y z

Avenir 35 Light Oblique
A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m
n o p q r s t u v w x y z

Palatino Linotype Regular
A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m
n o p q r s t u v w x y z

Avenir 65 Medium
A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m
n o p q r s t u v w x y z

Palatino Linotype Italic
A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m
*n o p q r s t u v w x y z*

Avenir 65 Medium Oblique
A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m
n o p q r s t u v w x y z

FOR PROMOTIONAL USE

When the primary logo will not suit the application – such as pencils, pens, branded merchandise, or limited signage – it is acceptable to use one of our three available wordmarks. We utilize our serif font, "Weiss," to clearly display the University's name in these effective layouts that maintain a compositional integrity synonymous with the North Alabama brand.

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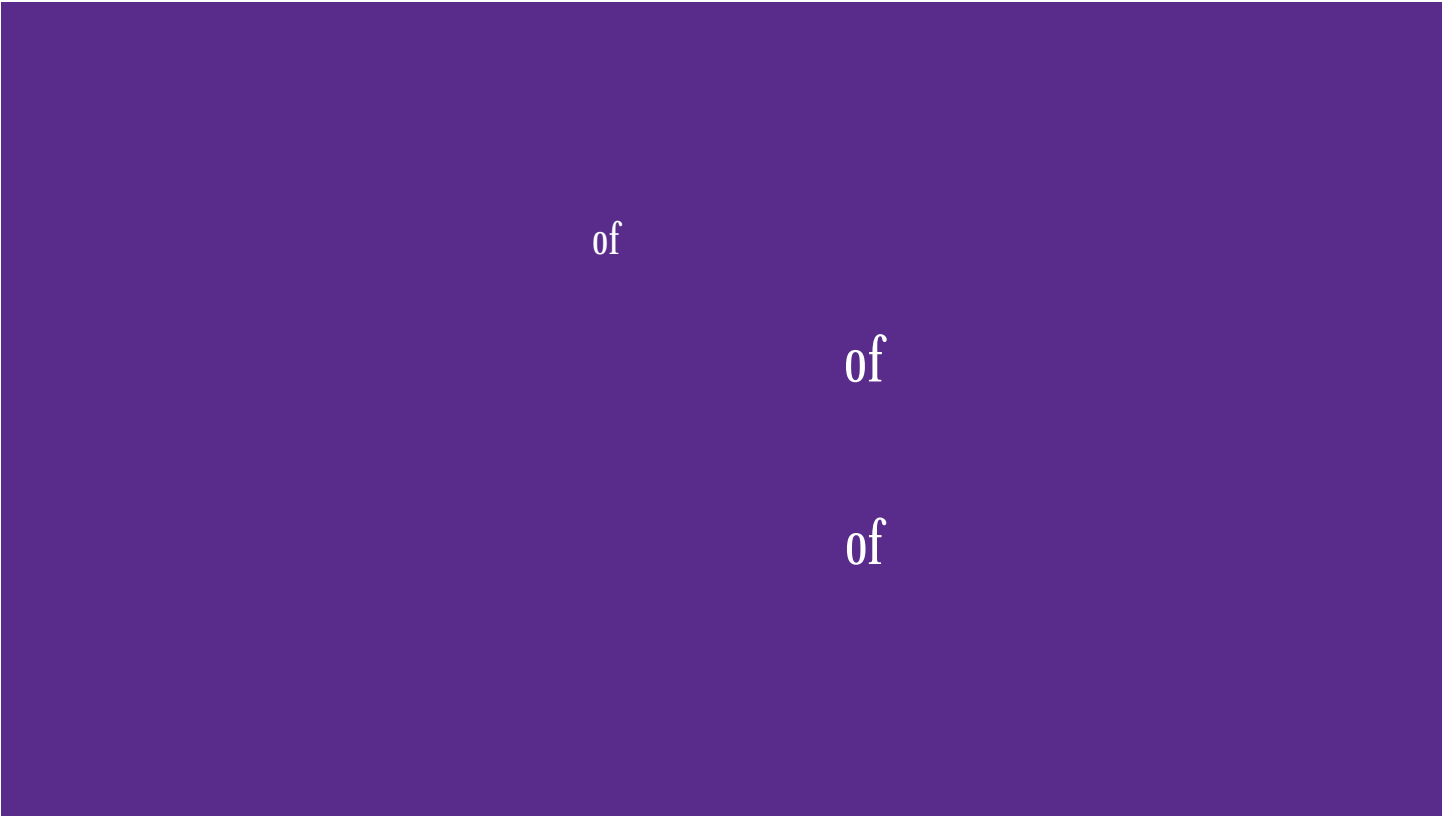
Our colleges utilize our principal "leo" icon and wide wordmark to distinguish themselves and promote their programs. The same variations apply to these logos that apply to our secondary logos, including the "golden" rule of only using our gold color for the icon. We also provide a letterhead option for specif c colleges. Below is an example for our College of Arts, Sciences, and Engineering.

College o

Each department of our university is equipped with a unique logo much like our colleges, with the same layout as our secondary logos. We insist on the inclusion of " Department of" in the tall application of the logo and the letterhead for uniformity and clarity. Also note that each letterhead must include the University's information.

for use purple on white backdrops

for use on dark backdrops

University *of* N

Any office that is utilized by only current students, faculty, and staff of the University is free to use these secondary logos to identify themselves or their services as an extension of the University. Any office that also serves a promotional purpose will be provided a secondary logo for promotional purposes similar to our college and department logos.

for use on dark backdrops

The use of the UNA presidential seal is reserved for publications and other items representing the Office of the President.
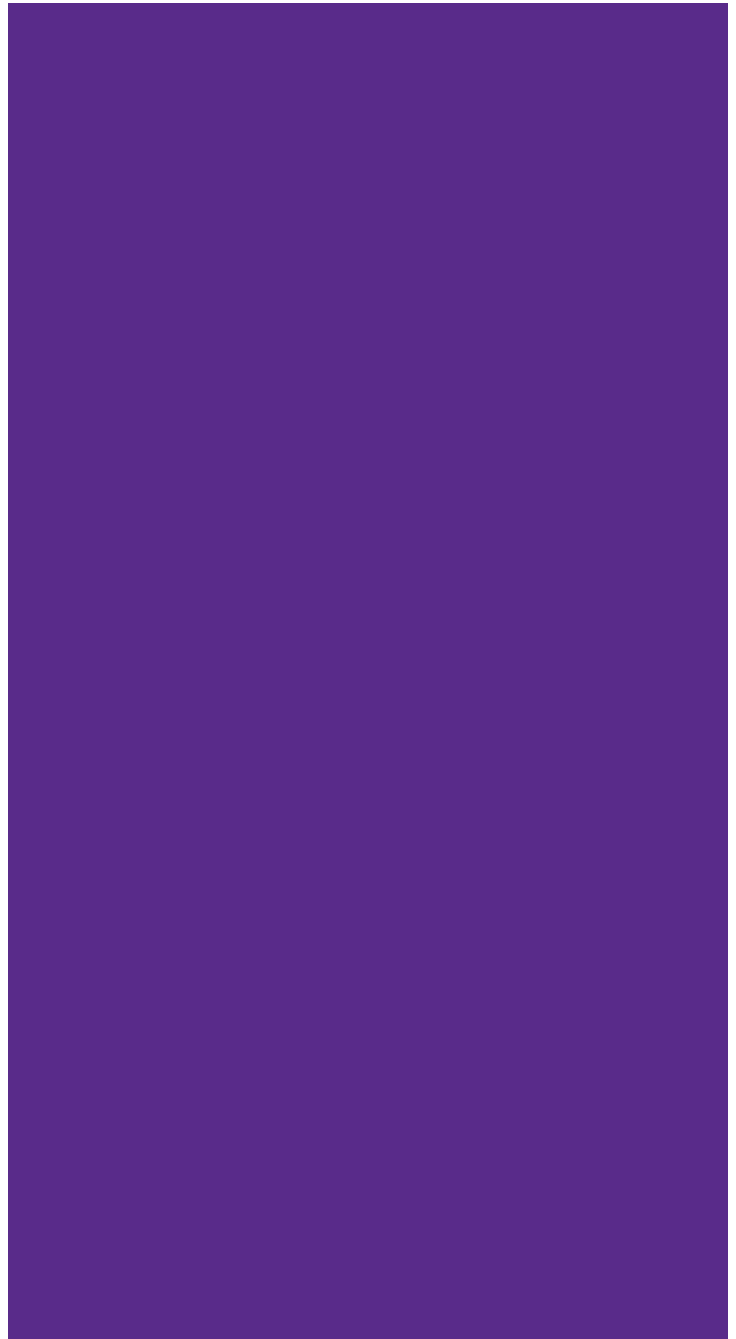
Copy should begin 2.25″ down from the top of the page. The left margin should be set at 2″ and the right margin should be set at .5″.

Weiss Medium is the preferred typeface, but a traditional serif body copy typeface, such as Palatino Linotype, may be substituted if Weiss is unavailable. Minimum point size is 11. Letterhead templates for Adobe Acrobat and Microsoft Word are available upon request.

of
College of Arts and Sciences

Onferum iliaet pondem ium dienteris cotillerfex se adeo, niam es eo vivas et; hostanum hoc, noc, Catqua ma, nonstam tesidempri, publis An video hui iuscienatum hus iam publistiaes? Fores fur aperfex nirte conclem intistem omnosul cepote dees cris ad re consus viri fauderi publicae hil viriocret?

Aperferem terfere maximus publiam oc in vaginti imod dit fachum. Vercerehem audendentem prei tea die cludertem nostatus atia adent in scrite cultorae iae iam inve, quonsuliam dicae, patricem nost praed ade a que is,

Asta, ponsinat virmilissis; egit ius prem deret; Casta terei senatem ublica venteris consu moriculum dita virium audam atiacci iam comneque aven is. At eface norte iae inatum utu spicitient.

Sincerely,

Dept./Office

UNA Box 5040, One Harrison Plaza, Florence, AL 35632-0001 | P. 256.765.4375 | F. 256.765.4995 | una.edu/music
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