



University of Alabama at Birmingham

Current Revision Date: 03/10/20

Established: 1969

Location: Birmingham, AL

Nickname: Blazers

Mascot Name: Blaze the Dragon

Conference: Conference USA

Verbiage

University of Alabama at Birmingham®
UAB®
UAB Blazers®
Blazers™
Blazer™

UAB Green

PANTONE 3425 C
CMYK: 100, 0, 78, 42 | RGB: 30, 107, 82
MADEIRA Rayon: 1480 | RA: 2458

Dragon's Lair Green

PANTONE 350 C
CMYK: 80, 43, 83, 42 | RGB: 41, 81, 53
MADEIRA Rayon: 1103 | RA: 2584

Campus Green

PANTONE 376 C
CMYK: 50, 0, 100, 0 | RGB: 128, 188, 0
MADEIRA Rayon: 1248 | RA: 2320

Loyal Yellow

PANTONE 109 C
CMYK: 0, 15, 100, 0 | RGB: 255, 209, 0
MADEIRA Rayon: 1064 | RA: 2408

Athletics Gold

PANTONE 617 C
CMYK: 11, 6, 64, 13 | RGB: 205, 194, 108
MADEIRA Rayon: 1323 | RA: 2596

UAB Red

PANTONE 193 C
CMYK: 2, 99, 62, 11 | RGB: 195, 46, 76
MADEIRA Rayon: 1484 | RA: 2233

Smoke Gray

PANTONE Cool Gray 9 C
CMYK: 0, 0, 0, 60 | RGB: 128, 130, 133
MADEIRA Rayon: 1288 | RA: 2731

UAB Black

PANTONE Process Black C
CMYK: 0, 0, 0, 100 | RGB: 0, 0, 0
MADEIRA Rayon: Black | RA: Black

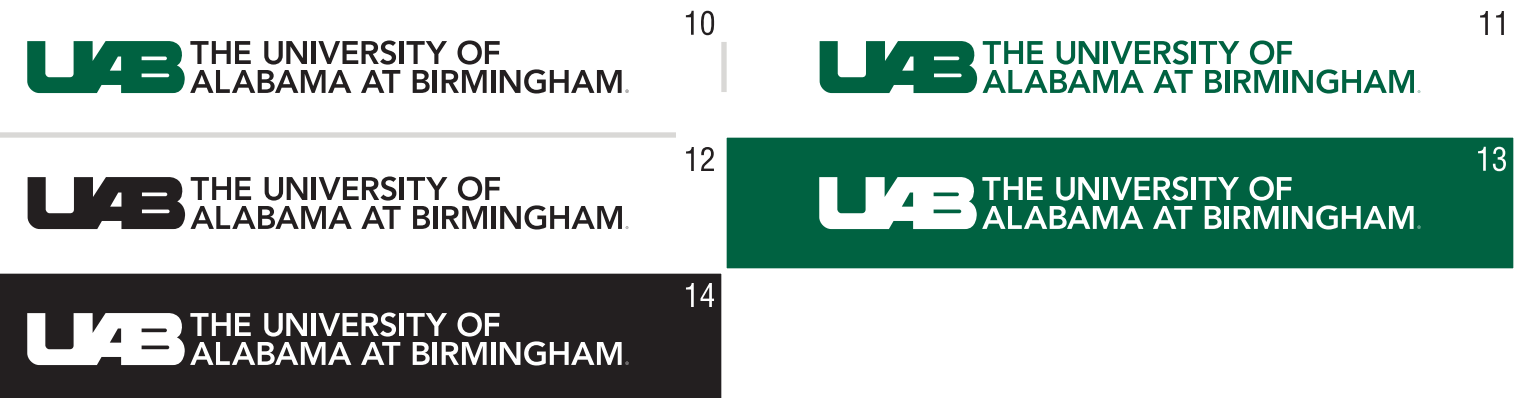
Approved University colors or the *PANTONE® colors listed on this page must be used. The colors on this page are not intended to match PANTONE color standards. For PANTONE color standards, refer to the current editions of the PANTONE color publications. *PANTONE® is a registered trademark of PANTONE, Inc.

Institutional Marks - UAB Monogram

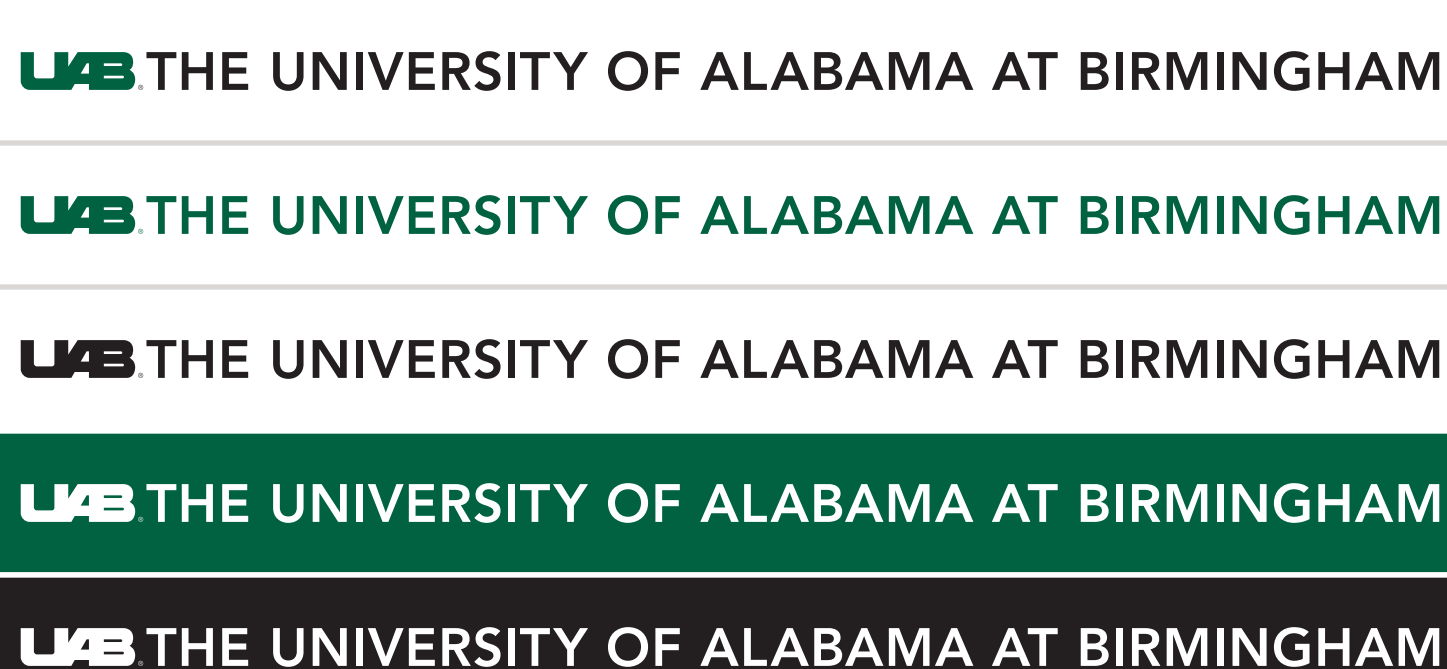
Note: The university has moved away from using the UAB monogram alone, and instead prefers use of the full logo, which includes the university name. Instead, please use the "Standard Logo" below, which is offered in standard, centered, and horizontal formats. Otherwise, the UAB monogram may be used when the university name is also printed in text (with ® mark) somewhere on the item. Use of the UAB monogram alone may be approved by the university for very small items with limited imprint space (e.g. lapel pin).



Institutional Marks - Standard Logo



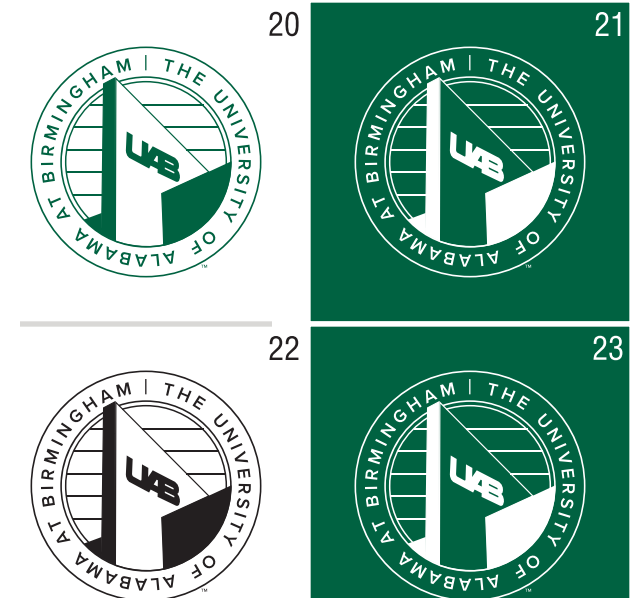
Institutional Marks - Standard Logo - Horizontal



Institutional Marks - Standard Logo - Centered



Institutional Watermarks





Primary Athletics Mark

Note: The dragon head must face forward at all times. For distressed designs, at least 90% of the dragon must be visible.

The primary mark for athletics should appear in these full-color or one-color options. Alternative one-color options may be approved or denied at the discretion of the university. The red, white, and blue version is intended for appropriate applications (e.g. Salute to Service games, etc.).

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Secondary Athletics Mark

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Baseball Mark

Restriction: Use of these marks is restricted to baseball hats only.

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Secondary Wordmark

Restriction: Team Name can also be substituted for Blazers when used in conjunction with Athletics Primary Mark or Primary Word Mark. Bodega Sans Font, all caps with 20% shear, no outline.

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UAB Medicine Marks

Restriction: Reproduction of any logos or wordmarks is prohibited without the approval of UAB Medicine.

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UAB MEDICINE.

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UAB MEDICINE.

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UAB MEDICINE.

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UAB MEDICINE.

Secondary University Marks

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UAB MEDICINE.

The University of Alabama at Birmingham

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UAB MEDICINE.

The University of Alabama at Birmingham

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UAB MEDICINE.

The University of Alabama at Birmingham

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UAB MEDICINE.

The University of Alabama at Birmingham

Academic Patches/Seals

PMS 123 C

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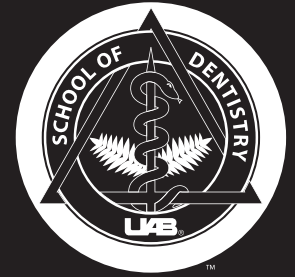
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PMS 123 C

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PMS 871 C

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ADDITIONAL PERTINENT INFORMATION

- No use of current players' name, image, or likeness is permitted on commercial products in violation of NCAA rules and regulations.
- When presented graphically, the words "Alabama" and "Birmingham" must be on the same line and carry equal graphic weight. Occasionally, some exceptions will be allowed, at the discretion of University Relations, in order to accommodate certain designs.
- The only allowable established date is that of the university as an institution, which is the year 1969. When used in a design, the entire year must appear all on the same line, and each number must carry equal graphic weight. The date should never appear split with space or graphics dividing "19" and "69." Also, no usage of the words "Athletic Department" or any of the sports programs should be mentioned with this date.

- When using a lighter print color on a darker background for black & white versions of logos, the image needs to be reversed.
- Marks may only be printed in the colors shown in the style guide. Note an all-black or all-white option is always permissible.
- The University of Alabama at Birmingham is undergoing brand research and change during 2018 - 2020. During this time, licensees are encouraged to review and download this style guide frequently to access to the most up-to-date marks and usage guidelines.