NORTH ALABAMA

UNIVERSITY of NORTH ALABAMA ATHLETICS - Visual Identity Guidelines

V 1.0

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INTRODUCTION

Greetings!

The University of North Alabama Lions recently completed its four-year transitional period into NCAA Division I. In recognition of this significant milestone for our athletics program, the Lions have refreshed and updated the program's visual identity assets as shown in this Usage and Style Guide.

Our new logos, word marks, simplified color palette, and official typography fonts reflect the energy, excitement, and pride in what we've achieved as well as what we aspire to accomplish. Specifically, the new visual identity is distinctive and unique, communicates a sense of strength and bold simplicity, and is designed to function across all licensing, linear, and digital applications.

Please apply these new logos and marks with care. Do not use any of the older versions of the UNA Lions visual identity. And please let us know if you have any questions about the correct use of these assets.

Roar Lions!

Dr. Joshua Looney
Director of Athletics

COLOR INFORMATION

NORTH ALABAMA PURPLE
PANTONE 268

C:	79	R:	89
M:	100	G:	43
Y:	0	B:	138
K:	0	HTML: 592B8A	

NORTH ALABAMA WHITE

C:	0	R:	255
M:	0	G:	255
Y:	0	B:	255
K:	0	HTML: FFFFFF	

UNA GOLD
PANTONE 1235

C:	0	R:	255
M:	25	G:	185
Y:	94	B:	42
K:	0	HTML: FFB92A	

NOTE: Use for subtle touches, trim on uniforms, alternate uniforms, warm-ups, retail, etc.
Use of Vegas/Sand Gold is prohibited.

Pantone® is a registered trademark of Pantone, Inc. Due to the inconsistent nature of monitors, screens, and desktop printers, please refer to the specific Pantone number when specifying or proofing color. All CMYK, RGB and HTML values shown here are provided by the Pantone color bridge and may not match Adobe or other alternate ways to specify such color values.

PRIMARY LOGO

The primary logo is comprised of the North Alabama word mark situated over the top of the Roaring Lion icon. It is permissible to separate these two elements as outlined in this guide.

NOTE: There are two distinct versions of the primary logo, one for light backgrounds and one for dark backgrounds (as shown here). Take care to use the correct version for it's intended application.

It is also acceptable to use the primary logo in black and white.

UNA_Lion+Type_LtBG

UNA_Lion+Type_DkBG

ROARING LION ICON

The Roaring Lion icon can be separated from the primary logo and used as a stand alone icon.

NOTE: There are two distinct versions of the Roaring Lion icon, one for light backgrounds and one for dark backgrounds (as shown here). Take care to use the correct version for it's intended application.

It is also acceptable to use the Roaring Lion icon in black and white.

UNA_LionHead_LtBG

UNA_LionHead_DkBG

NORTH ALABAMA WORD MARK - Vertical

The North Alabama word mark is custom type and not a font. It is available in two configurations, stacked (shown here), and horizontal (shown on page 8 of this guide).

NOTE: There are two distinct versions of the word mark, one for light backgrounds and one for dark backgrounds (as shown here). Take care to use the correct version for it's intended application.

It is also acceptable to use the word mark in black and white.

NorthAlabama_Word_Vert_LtBG

NorthAlabama_Word_Vert_DkBG

NORTH ALABAMA WORD MARK - Horizontal

The North Alabama word mark is custom type and not a font. It is available in two configurations, stacked (shown on page 7 of this guide), and horizontal (shown here).

NOTE: There are two distinct versions of the word mark, one for light backgrounds and one for dark backgrounds (as shown here). Take care to use the correct version for it's intended application.

It is also acceptable to use the word mark in black and white.

NorthAlabama_Word_Horiz_LtBG

NorthAlabama_Word_Horiz_DkBG

LIONS WORD MARK

The Lions word mark is custom type and not a font.

NOTE: There are two distinct versions of the Lions word mark, one for light backgrounds and one for dark backgrounds (as shown here). Take care to use the correct version for it's intended application.

It is also acceptable to use the Lions word mark in black and white.

Lions_Word_LtBG

Lions_Word_DkBG

UNA WORD MARK

The UNA word mark is custom type and not a font.

NOTE: There are two distinct versions of the UNA word mark, one for light backgrounds and one for dark backgrounds (as shown here). Take care to use the correct version for it's intended application.

It is also acceptable to use the Lions word mark in black and white.

NOTE: usage is for apparel and not an approved uniform asset

Lions_Word_LtBG

Lions_Word_DkBG

NA LIGATURE

NOTE: There are two distinct versions of the NA Ligature, one for light backgrounds and one for dark backgrounds (as shown here). Take care to use the correct version for it's intended application.

It is also acceptable to use the NA ligature in black and white.

NA_Ligature_LtBG

NA_Ligature_DkBG

SPORT SPECIFIC MARKS

On light or white backgrounds

UNA_SS_Athletics_LtBG

UNA_SS_Baseball_LtBG

UNA_SS_Basketball_LtBG

UNA_SS_CrossCountry_LtBG

UNA_SS_Football_LtBG

UNA_SS_Golf_LtBG

UNA_SS_Tennis_LtBG

UNA_SS_Beach_LtBG

UNA_SS_Soccer_LtBG

UNA_SS_Softball_LtBG

UNA_SS_Volleyball_LtBG

UNA_SS_WBasketball_LtBG

UNA_SS_Cheer_LtBG

UNA_SS_Dance_LtBG

UNA_SS_WGolf_LtBG

UNA_SS_LionsAthleticClub_LtBG

UNA_SS_SAAC_LtBG

SPORT SPECIFIC MARKS

On dark or purple backgrounds

UNA_SS_Athletics_DkBG

UNA_SS_Baseball_DkBG

UNA_SS_Basketball_DkBG

UNA_SS_CrossCountry_DkBG

UNA_SS_Football_DkBG

UNA_SS_Golf_DkBG

UNA_SS_Tennis_DkBG

UNA_SS_Beach_DkBG

UNA_SS_Soccer_DkBG

UNA_SS_Softball_DkBG

UNA_SS_Volleyball_DkBG

UNA_SS_WBasketball_DkBG

UNA_SS_Cheer_DkBG

UNA_SS_Dance_DkBG

UNA_SS_WGolf_DkBG

UNA_SS_LionsAthleticClub_DkBG

UNA_SS_SAAC_DkBG

UNIFORMS NUMBERS

Custom numbers have been created for use on all team uniforms. there are two configurations available, extended and condensed, as shown here. Use the condensed version for sports that require a more vertical number style, i.e. football.

0123456789
0123456789

0123456789
0123456789

TYPOGRAPHY

The font that has been specified for the North Alabama Lions brand identity is Saira. Use this font in conjunction with the UNA logos and word marks for athletic marketing and communications, i.e. posters, brochures banners, digital and social media, etc. This is an open source Google font and is available for download at: fonts.google.com.

Saira Light ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

Saira Regular ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

Saira Medium ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

Saira Semi Bold ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

Saira Bold ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

Saira Extra Bold ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

Saira Light ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

Saira Regular ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

Saira Medium ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

Saira Semi Bold ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

Saira Bold ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

Saira Extra Bold ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

UNIFORMS

Uniforms and warm-ups can be ordered in five approved colors: Purple, White, Gray, Black or UNA Gold. These base colors can be accented or trimmed with any color in the approved color palette (see page 4 for color details).

Any special event uniforms that do not follow these guidelines must be approved by the Department of Athletics.

NOTE: Purple and white are required primary home/away uniforms for each UNA sport; Alternate uniform colors may be black, gray or UNA gold

Purple (Required Home)

White (Required Away)

Gray

Black

UNA Gold

Alternate Uniforms Only

UNIFORM ASSETS

In addition to the custom numbers shown on page 13, all approved assets for use on athletic uniforms are shown here. The North Alabama and Lions word mark are the preferred choices for primary placement, the roaring lion icon and NA ligature logos are acceptable for secondary placement.

NORTH ALABAMA

LIONS

For primary placement

For primary placement

COMMON MISUSE

Never invert the colors

For use unapproved colors

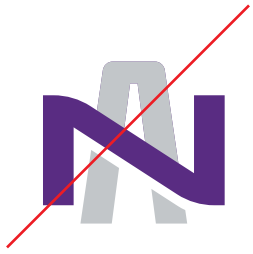
Never alter the type

Never use retired logos

Never rotate the logo

Never dissect the logo

add graphic components i.e. drop shadow



Never modify color placement

Never add elements to the logo

Never overlap logos.

Never add outlines

Never skew the logos