



Alabama

Current Revision Date: 06/15/21

Established: 1831

Mascot Name: Big Al

Location: Tuscaloosa, AL

Conference: SEC

Mascot: Crimson Tide

Verbiage

The University of Alabama®
Alabama®
Bama®
UA™
Crimson Tide®
Roll Tide®

Rammer Jammer™
Iron Bowl®
Denny Chimes™
Bryant-Denny Stadium™
Coleman Coliseum™
Big Al™

Crimson and White™
Where Legends Are Made®
Tide™
A-Day™
RTR™

Crimson

Gray

Black

White

PANTONE 201 C
R:179 G: 8 B: 56
MADEIRA: 1181 PolyNeon: 1982

PANTONE 428 C
R:207 G: 212 B: 216
MADEIRA: 1011 PolyNeon: 1611

PANTONE Process Black C
R:0 G: 0 B: 0
MADEIRA: Black PolyNeon: Black

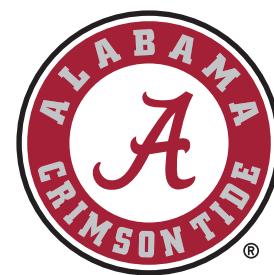
White
R:255 G: 255 B: 255
MADEIRA: White PolyNeon: White

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.

Primary Marks



Circle Marks



Word Marks

THE UNIVERSITY OF
ALABAMA®

ALABAMA CRIMSON TIDE®

THE UNIVERSITY OF
ALABAMA®

ALABAMA CRIMSON TIDE®

Secondary Marks



BAMA

BAMA

ALABAMA
CRIMSON TIDE®



ADDITIONAL PERTINENT INFORMATION

- University seal permitted on products for resale (reviewed on a case-by-case basis)
- No alterations or overlaying graphics to seal permitted
- University licenses consumables (must have expiration date on packaging)
- University licenses health and beauty products
- University permits numbers on products for resale
- Mascot caricatures permitted
- Cross licensing with other marks may be permitted with an additional agreement

Helmet Marks



School Seal



Mascot Marks



- No use of current players' name, image, or likeness is permitted on commercial products in violation of NCAA rules and regulations
- No references to alcohol, drugs, or tobacco related products may be used in conjunction with University marks
- University requires finished sample from all new licensees
- Licensees are not permitted to use the houndstooth pattern in conjunction with Alabama marks without a special license type