



AlabamaLionsSight
— Vision For All —

Branding Guidelines

Use this imagery
whenever possible.



Alabama Lions Sight font type:
Trebuchet MS (bold)

Alabama Lions Sight

Tagline font type:
Trebuchet MS (regular)

Vision For All

PMS Colors:

Reflex Blue



Gold PMS 103



Logo, Name and Tagline Options

Use this option when using full color or digital to print.



Use this option when printing on a dark background.



Use these options when you are able to print in color.



Logo, Name and Tagline Options (cont'd)

Logo, Name and Tagline



Logo, Name with no tagline



Logo only. No name or tagline



Examples of what NOT to do

Do not stretch or change the shape of the logo



Do not use any other color combination except for the previously mentioned



Do not flip the graphic

