



SEAN MURRAY PHD, THE MIDWEST CLINIC, DECEMBER, 21 2022

BRANDING YOUR PROGRAM

The importance of establishing a brand for your program, and the tools needed to do it.

UAB THE UNIVERSITY OF
ALABAMA AT BIRMINGHAM

WHAT IS A BRAND?

WHAT A BRAND IS NOT...

LOGO
PRODUCT
PROMISE
IMPRESSION

**A BRAND IS A RESULT—IT'S A PERSON'S GUT
FEELING ABOUT A PRODUCT, SERVICE OR
COMPANY. IT'S IN THEIR HEADS AND IN THEIR
HEARTS. A BRAND IS YOUR REPUTATION.**

MARTY NEUMEIER

VALUES

YOUR VALUES. THE VALUES OF YOUR SCHOOL, COMMUNITY, AND MEMBERS

THE BRAND- PROMISES AND POSITION

BRAND PROMISES- WHAT DOES YOUR PROGRAM OFFER

- This can be a musical or non-musical in nature**
- Musical growth**
- Leadership Skills**
- Diversity**
- Focus of program**

BRAND POSITION- HOW WE DIFFER FROM OTHERS

- **What does your program offer that is unique?**
- **Location**
- **Environment**
- **Faculty**
- **Opportunities**

**EVERYONE IN YOUR PROGRAM FROM DIRECTORS,
TO ADMINISTRATORS, TO STUDENTS, TO PARENTS
AFFECT THE BRAND.**

TELLING YOUR STORY
EVERY BRAND HAS A PERSONALITY

TELLING YOUR STORY- EVERY BRAND HAS A PERSONALITY

- Brand Personality is determined by position and promises.
- The voice and tone used in our content is how you convey your brand's personality verbally.
- The creative is the visual and emotional translation of the position and personality of the brand.

BRAND VOICE

CREATES CONSISTENCY IN HOW YOUR PROGRAM IS DELIVERED.

- Your program voice creates consistency in how content is delivered. These words should inform the tone in your messaging and content choices:
- Examples:
 - Ambition
 - Diversity
 - Opportunity
 - Exceptional
 - Urban
- These examples can be defined via examples:
 - Am-bi-tion- The band program is an energetic dynamic organization dedicated to continuous improvement. We are creative, bold and here to provide a positive environment for our members.
 - Enrollment has doubled in size over the past three years.
 - Band has performed nationally and internationally.



VOICE TONE AND GUIDANCE

INSTRUCTIONS ON THE TONE USED WHEN WRITING ABOUT THE PROGRAM.

- Aim to Inspire
 - Use motivating and impactful language to convey the band program's optimistic outlook and determination to go further.
- Be Direct
 - Use clear and simple language to get your point across.
- Be Confident
 - Celebrate program's strengths and success. Support your message with facts.
- Draw Connections
 - Demonstrate how band program positively impacts our community and our members.



VISUAL BRAND:

HOW WE CONSISTENTLY IDENTIFY OUR PROGRAMS/ USAGE DO'S AND DON'TS

WHY IS IT IMPORTANT?



A VISUAL BRAND IMPRESSION IS MADE IN A MATTER OF SECONDS.

TO HELP COMMUNICATE YOUR BRAND EFFECTIVELY TO YOUR AUDIENCES, FIVE KEY VISUAL ELEMENTS NEED TO WORK TOGETHER TO CREATE YOUR COHESIVE VISUAL “LANGUAGE.”

THESE ESSENTIAL ASPECTS OF VISUAL BRAND IDENTITY ARE A BRAND MARK, COLOR, TYPEFACE, GRAPHICS AND IMAGERY.

HERE’S WHAT YOU NEED TO KNOW:

LOGOS



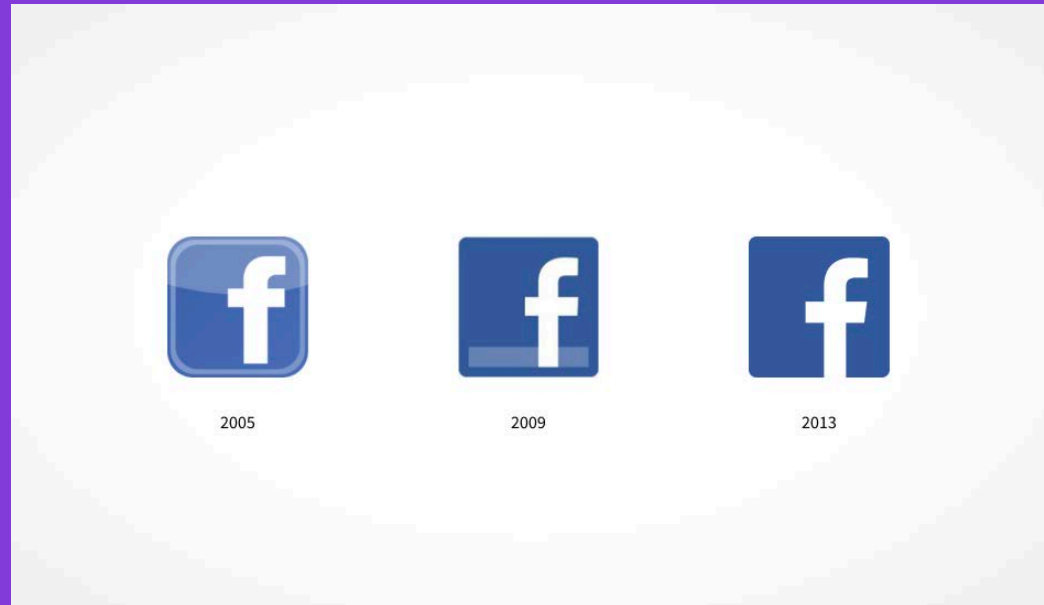
WORDMARK / LOGOS

- Representation
- Usage
- Origins- if any
- Format variations
- Color variations
- Clear Zones- space within and around the logo



ALTERNATIVE OR SPIRIT LOGOS

- Representation
- Usage
- Color Variations
- Clear Zones



Variations

The WEU logo has set color variations. This page shows the only permissible logo colors.

First preference: Two-color logo

Second preference: WEU Blue (when it's not possible to use the two-color version)

Third preference: All-black, gray, silver or white (when any of the color versions are not possible)

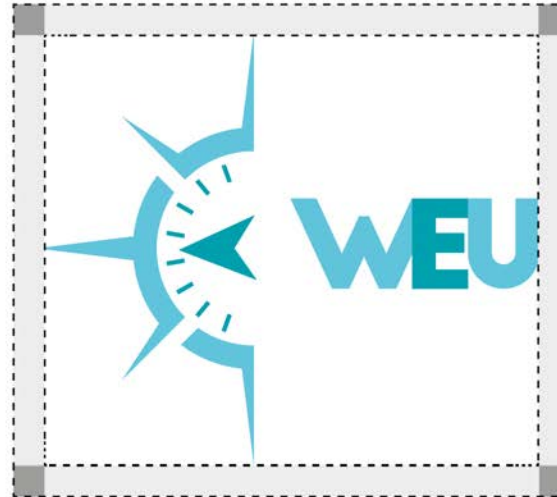
These guidelines apply to all logo variations and all custom logos for schools, colleges and departments.

When the logo is used in one color, the compass should also be that color.



Spacing

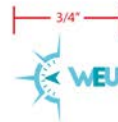
The wordmarks have established clear zones. These are intended to maintain the logo's integrity and avoid visual confusion. No other type or graphic element (including folds, trims, or edges) should fall within the minimum clear zones shown.



Minimum Size

Each of the WEU logos has a minimum allowable size. In order to ensure clear reproduction and legibility, the marks may not be used at any smaller size than what's shown on this page. The art should be used at these minimum sizes only when necessary.

[MINIMUM SIZES FOR LOGOS]



DO'S + DONT'S

- Color
- Combinations
- Scale
- Proportions
- Additions or deletions

Incorrect Usage

To maintain design integrity and maximize each mark's effectiveness as an identifier, it is mandatory that all marks be applied as indicated in this manual without modification. The marks are not to be altered in any way.

Some examples of unacceptable uses of the University marks are shown on this page. This list is not exhaustive.

[DO NOT USE UNAPPROVED COLORS]



[DO NOT CHANGE TYPEFACES]



[DO NOT ADD SHAPES]



[DO NOT DELETE COMPASS]

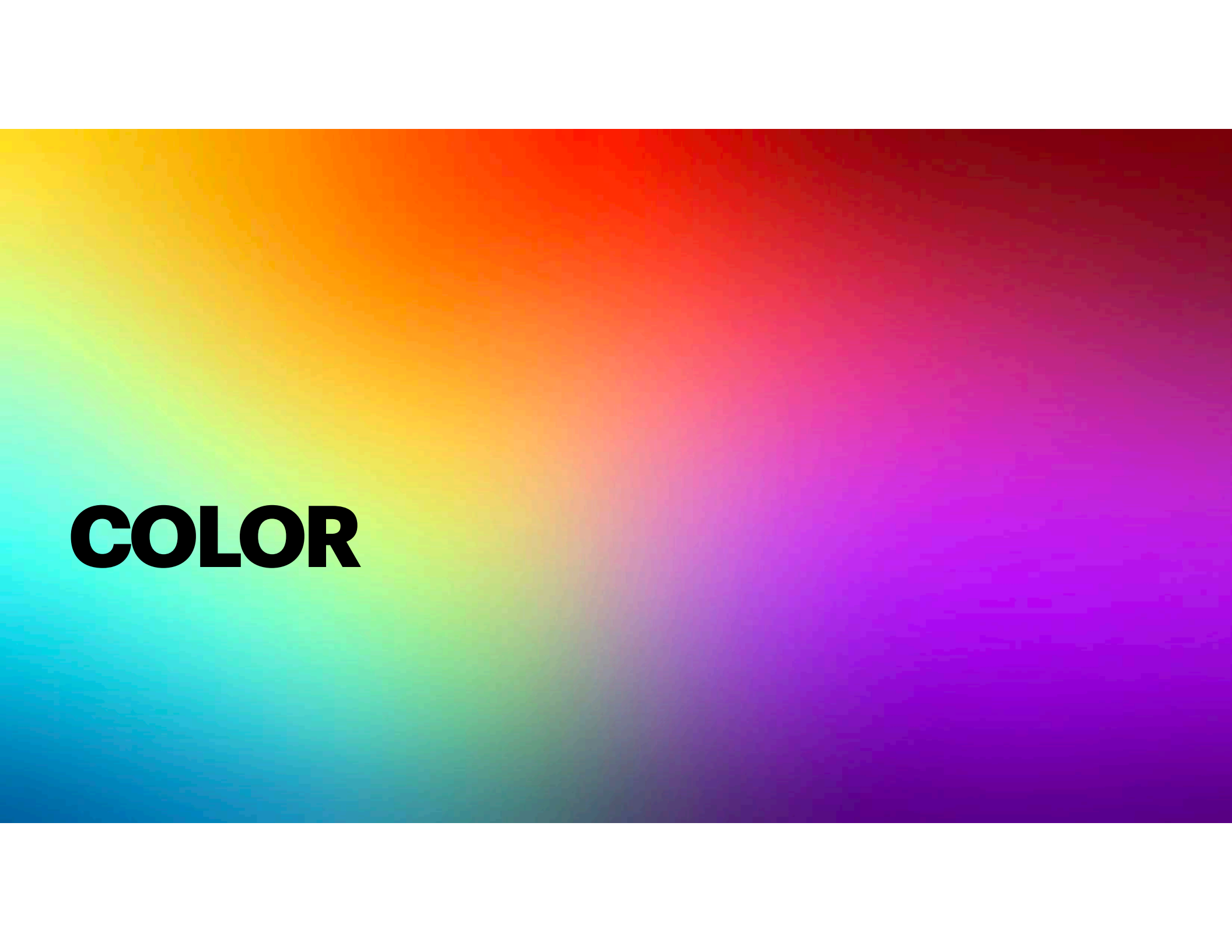


[DO NOT RESIZE INDIVIDUAL ELEMENTS]



[DO NOT REDRAW OR REPROPORTION]



A horizontal rainbow gradient background, transitioning from yellow on the left to red on the right, with green, cyan, and purple in between. The word "COLOR" is written in bold black capital letters on the left side.

COLOR

IDENTIFY COLOR PALLETTE

- **Primary Color**
- **Secondary Color**
- **Usage**
- **Format- Pantone, CMYK, Web Safe/RGB**

Color Palette

Marine Green

CMYK: 78 | 13 | 31 | 1
RGB: 0 | 160 | 175
HEX/HTML: 00A0AF

Sky Blue

CMYK: 60 | 0 | 13 | 0
RGB: 96 | 196 | 220
HEX/HTML: 60C4DC

Grey

CMYK: 30 | 0 | 0 | 85
RGB: 53 | 66 | 72
HEX/HTML: 354248

Black

CMYK: 100 | 100 | 100 | 100
RGB: 0 | 0 | 0
HEX/HTML: 000000

PRIMARY COLORS

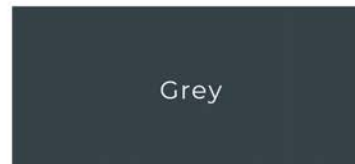


Marine Green

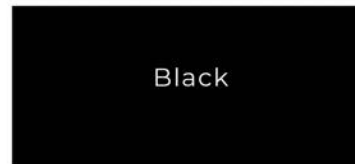


Sky Blue

SECONDARY COLORS



Grey



Black

TYPOGRAPHY

PRIMARY AND SECONDARY SERIFS

Proxima Nova

Proxima Nova

Proxima Nova

Proxima Nova

Proxima Nova

Proxima Nova

Proxima Nova

Proxima Nova

SERIF vs SANS SERIF FONTS

WHAT'S THE DIFFERENCE?

- A serif is a decorative stroke that finishes off the end of a letters stem (sometimes also called the “feet” of the letters).
- In turn, a serif font is a font that has serifs, while a sans serif is a font that does not (hence the “sans”).



Serif Fonts: Traditional, Established, and Trustworthy

Sans Serif Fonts: Modern, Approachable, and Clean

PRIMARY + SECONDARY FONTS

- Primary Serif font
 - Application- document usage
 - Variants- capitalization, kerning, weight
- Secondary Serif font
 - Application- document usage
 - Variants- capitalization, kerning, weight
- Primary Sans Serif font
- Alternative or Specialty fonts

TYPOGRAPHY

FONT NAME

BIG JOHN

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789!?**

For headlines

OSTRICH SANS ROUNDED MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789!?

For Titles

Proxima Nova Semibold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789!?**

For Subtitles

Proxima Nova Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789!?

For full text

APPLICATIONS OF THE VISUAL BRAND

APPLICATIONS OF THE VISUAL BRAND

- **Photography**
 - Choose keywords that can be used when selecting photos.
 - Quality of image
- **Retail and Promotional Items-**
 - Items intended for promotional purposes (i.e., to be given away)
 - Items produced for resale (i.e., intended to be sold to the public)
- **Vehicles**
 - Trailers
- **Stationary**
 - Business cards
 - Letterhead
 - Envelopes

APPLICATIONS OF THE VISUAL BRAND

- Video

- Branded video card- to start and end videos
- Watermark or “logo-bug”
- File Formats- mov, .mpeg4, .mp4, .avi, .wmv, .flv, .3GPP or .WebM
 - H.264 compression
 - Ratio- 16:9, 4:5

- Social Media

- Size: cover photo vs. profile pic vs. story vs. feed
- File Format- Jpeg, gif, png, tiff

SOCIAL MEDIA

- Content
- Format
- Common practices
- Usage

WE ARE
BIRMINGHAM

UAB
THE UNIVERSITY OF
ALABAMA AT BIRMINGHAM

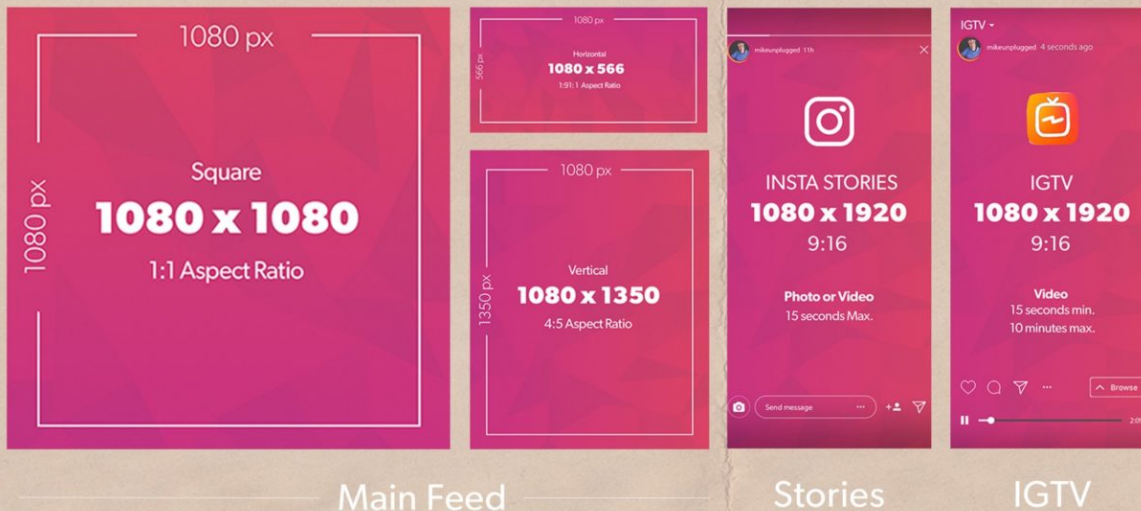


UNIVERSITY BANDS

WINDS
PERCUSSION
COLORGUARD
BLAZERETTES
MAJORETTES

ONLINE AUDITIONS
SCHOLARSHIPS OPPORTUNITIES
WWW.UAB.EDU/BANDS

MARCHING BLAZERS
CONCERT BAND
BLAZER BAND
JAZZ BAND
CHAMBER MUSIC



SOCIAL MEDIA TEMPLATES



image size cheat sheet 2020

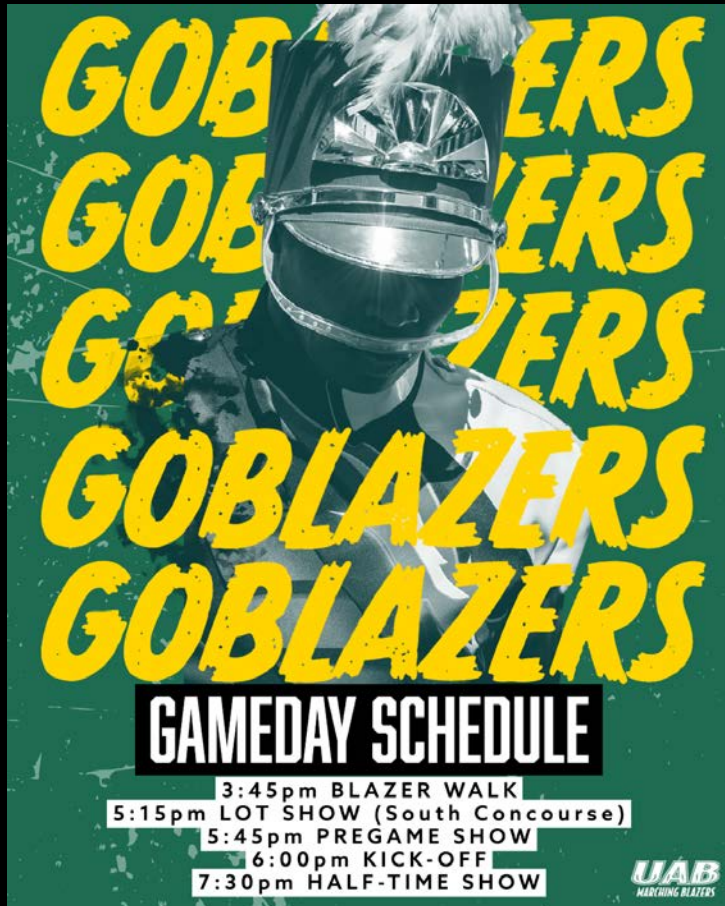
Optimal sizes in pixels. See bit.ly/SMsizes for details.

Page Cover	1200 x 675 ¹
Group Cover	1640 x 859 ¹
Event Cover	1200 x 675 ¹
Profile Picture	170 x 170 ²
Link Image	1200 x 630
Optimal Widths for Photo Posts	720, 960, 2048, height up to 2:3
Photo Viewer max	2048 x 2048

¹Allow cropping top + bottom on desktop. Templates on website.

²Can upload larger. Crops round.

SOCIAL MEDIA GRAPHICS



GOBLAZERS
GOBLAZERS
GOBLAZERS
GOBLAZERS
GOBLAZERS

GAMEDAY SCHEDULE

- 3:45pm BLAZER WALK
- 5:15pm LOT SHOW (South Concourse)
- 5:45pm PREGAME SHOW
- 6:00pm KICK-OFF
- 7:30pm HALF-TIME SHOW

UAB
MARCHING BLAZERS



Come join us in our new stadium!



SATURDAY OCTOBER 9th, 2021

Open to All High School Winds,
Percussion, Colorguard, Dancers
and Majorettes

UAB
MARCHING BLAZERS

\$30 includes Instruction, Game
Admission, Concession Voucher,
and Band Day T-Shirt

Visit- www.uab.edu/bands to register

RESOURCES

- o Software
- o Online resources
- o Tutorials





SOFTWARE



SVG SOFTWARE

Paid

- [Corel DRAW Graphic Suite X7 \(Windows\)\(\\$89\)](#)
- [Adobe Illustrator \(Windows/ Mac\) \(\\$20 per month\)](#)
- [Affinity Designer \(Mac\) \(\\$50\)](#)
- [Serif Draw Plus X8 \(Windows\)\(\\$119\)](#)

Free

- [SVG-Edit \(web-based\)](#)
- [Inkscape \(Windows\)](#)

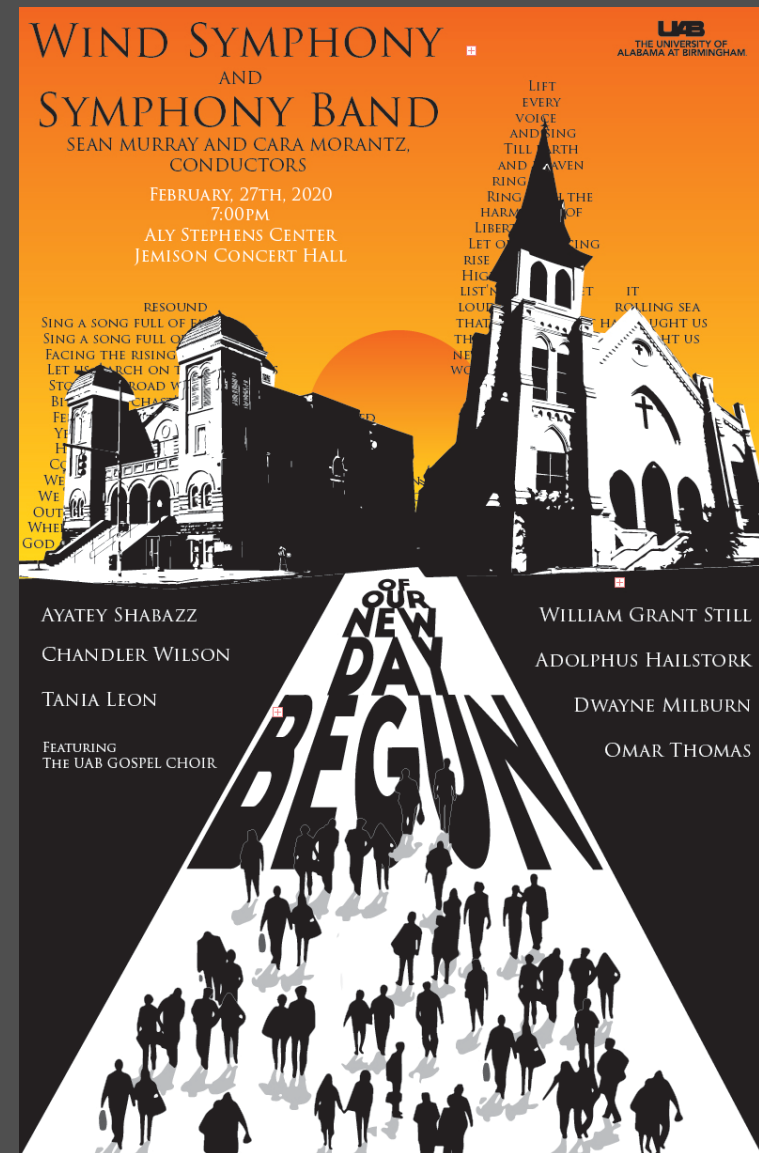


IMAGE EDITING SOFTWARE

Paid

- [Adobe Photoshop \(Windows/ Mac\)](#) (\$10/\$20per month)
- [Adobe Photoshop Elements \(Windows/ Mac\)](#)(\$80)
- [Serif PhotoPlus X8 \(Windows\)](#)(\$99)
- [Corel Paintshop Pro X8 \(Windows\)](#) (\$40)
- [Corel Photoimpact X3 \(Windows\)](#) (\$30)
- [Pixelmator \(Mac\)](#)(\$30)
- [Affinity Photo \(Mac\)](#)(\$50)
- [Acorn \(Mac\)](#)(\$30)

Free

- [Adobe Spark \(web-based\)](#)
- [Pixlr \(iOS, Android\)](#)
- [Paint.net \(Windows\)](#)
- [Sumopaint \(web-based\)](#)
- [GIMP \(Windows, Mac, Linux\)](#)



COLOR FORMATS

Print vs. Web

Color format

CMYK vs. RGB

- CMYK (Cyan, Magenta, Yellow and Black) are the colors used in the printing process, whereas RGB (Red, Green and Blue) are the colors used by screen displays such as your monitor. Please note that JPEG files are almost always in RGB.
- Print documents should be created in CMYK mode so that the colors that you see on the screen most closely match the final printed product. If you create your document in RGB, the colors in your printed product may vary slightly. Many of the bright values produced by your monitor cannot be reproduced in print.

Resolution: 300ppi (pixel per inch) always recommended for print projects. Anything lower may pixelate if you try to make it bigger

.PNG- portable net graphic

.EPS- encapsulated postscript



.SVG- scalable vector graphic



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SPECIAL CAMPAIGN MARKS



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PRIMARY MARK

ALAB4-00001



ALAB4-00002



ALAB4-00003



ALAB4-00004



ALAB4-00005



ALAB4-00006



ALAB4-00007



Note: The dragon head logo is not allowed to be facing left. This mark must face to the right at all times.

PRIMARY WORDMARK

ALAB4-00008



ALAB4-00009



ALAB4-00010



ALAB4-00011



ALAB4-00012



ALAB4-00013



ALAB4-00014



ALAB4-00015



ALAB4-00016



COLOR INFORMATION

The colors shown on this page have not been evaluated by Pantone, Inc. for accuracy and may not match the PANTONE Color Standards. Consult current PANTONE Publications for accurate color. PANTONE® and other Pantone, Inc. trademarks are the property of Pantone, Inc. Pantone® Pantone, Inc., 2017.

UNIVERSITY COLORS	PANTONE® COLORS	RGB	PROCESS COLORS
UAB Green	PANTONE® 3425 CP	R:28 G:112 B:77	C:93% M:13% Y:85% K:44%
UAB Gold	PANTONE® 617 CP	R:205 G:194 B:108	C:11% M:6% Y:64% K:13%
UAB Red	PANTONE® 193 CP	R:195 G:46 B:76	C:2% M:99% Y:62% K:11%
UAB Black	Process Black		

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GAMEDAY CHECKLIST

A

B



OFFICIAL MARCHING
BLAZERS HAT



MARCHING BLAZERS
MASK



MARCHING BLAZERS
GREEN POLO SHIRT



MARCHING BLAZERS
BLACK UNIFORM
SHORTS



MARCHING BLAZERS
SWEATSHIRT AND
SWEAT PANTS



BLACK OR WHITE LOW
CUT SOCKS



BLACK AND WHITE
OR
ALL BLACK
ATHLETIC SHOES



UDB APP AND BOX APP
FOR
ATTENDANCE AND MUSIC

The eFlip Family



E-FLIP PHONE HOLDER
AND INSTRUMENT LYRE



GREEN MARCHING
BLAZERS PACKPACK

T-Shirts Standards

- RGB mode 8-bit
- Resolution: Minimum 300ppi
- Vector graphics: preferred because they can be scaled without blurriness or distortion
- File Formats
 - Illustrator (.AI)
 - Vector (.EPS)
 - Photoshop (.PSD)
 - PDF
 - JPEG
 - TIFF
- Printers prefer .AI or .EPS files first because Vector images can be scaled without affecting quality. They prefer .PSD or .PDF second & .JPG or .TIFF last.





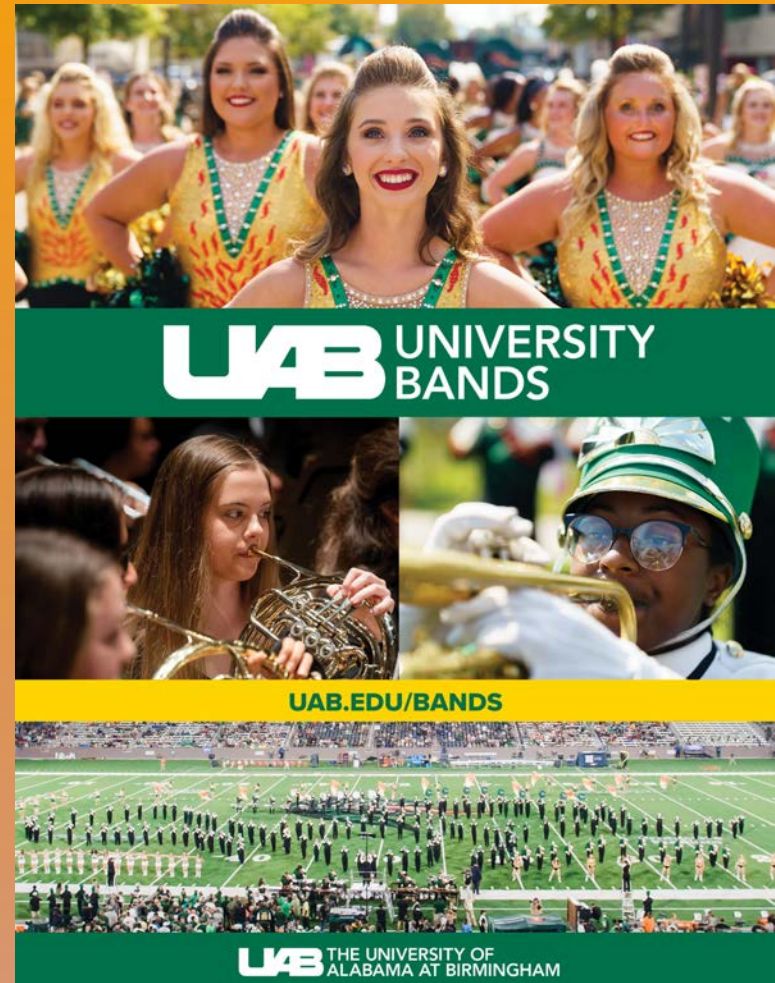
Recruiting Materials (rack cards, flyers)

Professional printing

Vistaprint.com

Uprinting.com

Most companies allow you
to upload your own designs
and some offer templates
for Photoshop and Illustrator



Picture usage:

Usage Rights (royalty-free, non-commercial usage)

Google image search

Use search tools to filter by size, resolution, color, usage rights.

Stock photos: Hi-res Photos available for purchase

What's the difference between a Standard License and an Enhanced License?

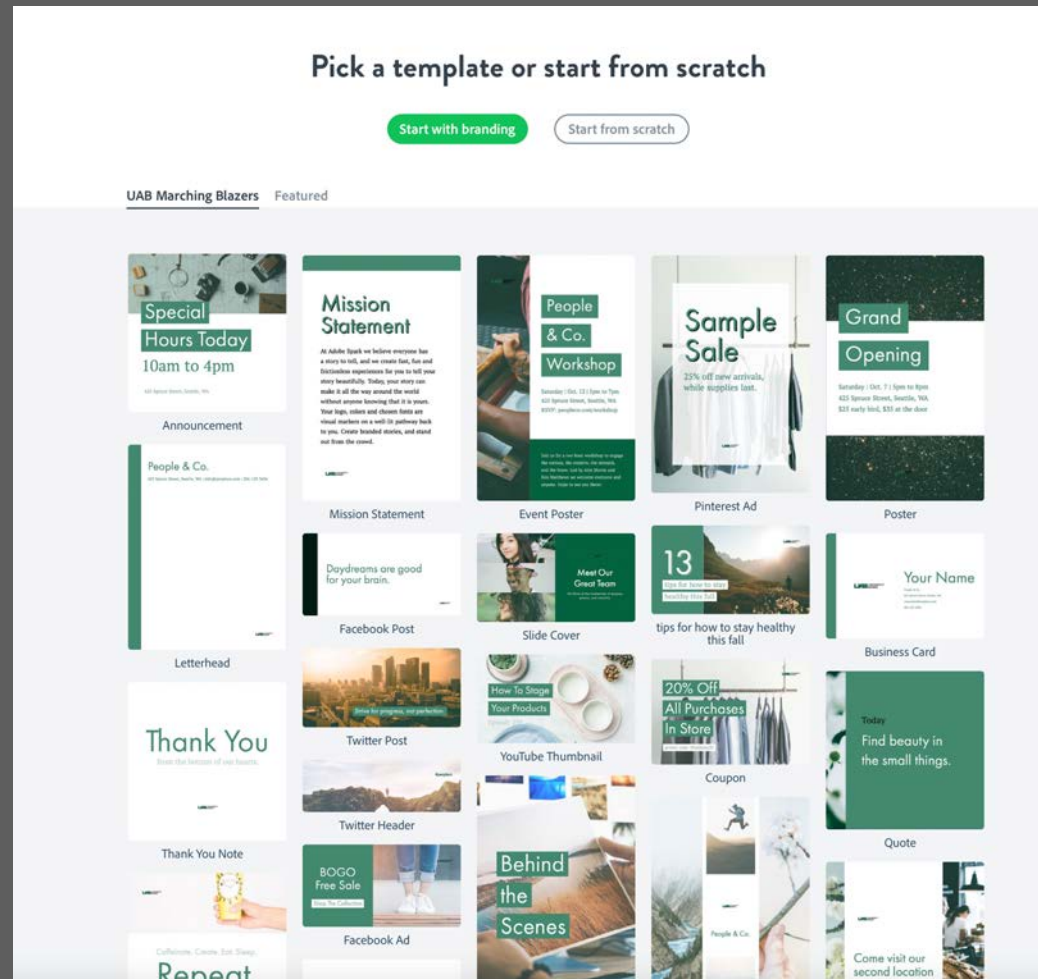
All plans come as a Standard license, and can be upgraded to an Enhanced license at any time. Our Standard license allows you to use images for anything, except large print runs over 500,000+ or for merchandising. Enhanced license should be for larger print runs or advertising.

- [GettyImages.com](https://www.gettyimages.com)
- [iStockPhoto.com](https://www.iStockphoto.com)
- [Shutterstock.com](https://www.shutterstock.com)
- [dreamstime.com](https://www.dreamstime.com)
- [123rf.com](https://www.123rf.com)

APPS FOR THE BEGINNER



WEB-BASED APPS



TUTORIALS

TUTORIALS

Best way to learn the program and produce professional looking designs.

Available at various website and on

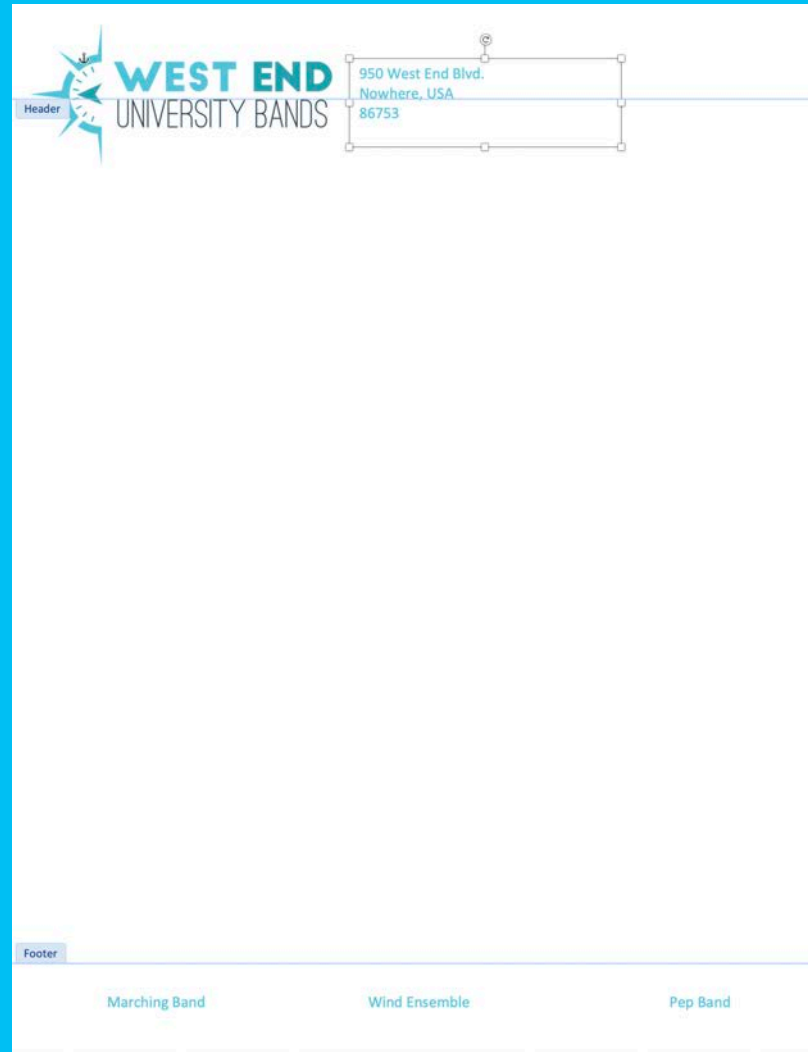


MS Word

Add .png of logo and address to “Header.”

Add ensembles to “Footer.”

Save as Word Template- (.DOT)



THIRD-PARTY DESIGN

- [fiverr.com](https://www.fiverr.com)
- looka.com
- canva.com
- designhill.com
- logomakerapp.com



WRAP-UP

- **Brand is a RESULT**
- **It begins with a result and develops into your reputation.**
- **Brand should reflect your value system.**
- **Part of the brand is values, the other part is visual manifestation.**
 - **Logos**
 - **Colors**
 - **Fonts**
 - **Applications**

THANK YOU

SEAN MURRAY PHD., THE MIDWEST CLINIC , DECEMBER 21, 2022

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