



Alabama

Current Revision Date: 01/30/25

Established: 1831 **Location:** Tuscaloosa, AL **Nickname:** Crimson Tide
Mascot Name: Big Al **Conference:** SEC

Verbiage

The University of Alabama® Alabama® Bama® UA™ Crimson Tide® Roll Tide®	Rammer Jammer™ Iron Bowl® Denny Chimes™ Saban Field at Bryant-Denny Stadium™ Coleman Coliseum™ Big Al™	Crimson and White™ Where Legends Are Made® Tide™ A-Day™ RTR™
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Crimson

PANTONE 201 C
R:179 G: 8 B: 56

MADEIRA: 1181 PolyNeon: 1982

Gray

PANTONE 428 C
R:207 G: 212 B: 216

MADEIRA: 1011 PolyNeon: 1611

Black

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

MADEIRA: Black PolyNeon: Black

White

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

1



2



Circle Marks

3



4



Word Marks

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THE UNIVERSITY OF
ALABAMA®

18

THE UNIVERSITY OF
ALABAMA®

19

ALABAMA
CRIMSON TIDE®

20

ALABAMA
CRIMSON TIDE®

Roll Tide® Word Marks

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Roll Tide®

22

Roll Tide®

23

Roll Tide®

24

Roll Tide®

Secondary Marks

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16



Marks 13-16 cannot stand alone and must have another school mark adjoining, or in conjunction with, the mark.

Helmet Marks

25



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School Seal

27



Mascot Marks

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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

- 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