



Alabama A&M University

Current Revision Date: 08/21/24

Established: 1875 **Location:** Normal, Alabama (Huntsville, AL) **Nickname:** The Hill
Mascot Name: Bulldogs **Conference:** N/A

Alabama A&M™ The Hill
Alabama A&M University™
Alabama Agricultural & Mechanical University™
Alabama A&M Bulldogs™
Bulldogs™
AAMU™

Maroon	Dark Gray	Black
PANTONE 7421 C C: 0 M: 77 Y: 54 K: 62 RGB: 97, 22, 45 MADEIRA Rayon: #### RA: ####	PANTONE 429 C C: 21 M: 11 Y: 9 K: 23 RGB: #, #, # MADEIRA Rayon: #### RA: ####	PANTONE Process Black C CMYK: 0, 0, 0, 100 RGB: 0, 0, 0 MADEIRA Rayon: 1000 RA: 2296

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

Athletics and Spirit Marks

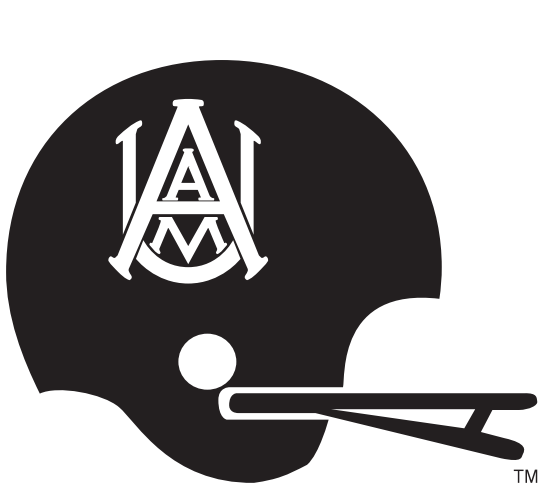
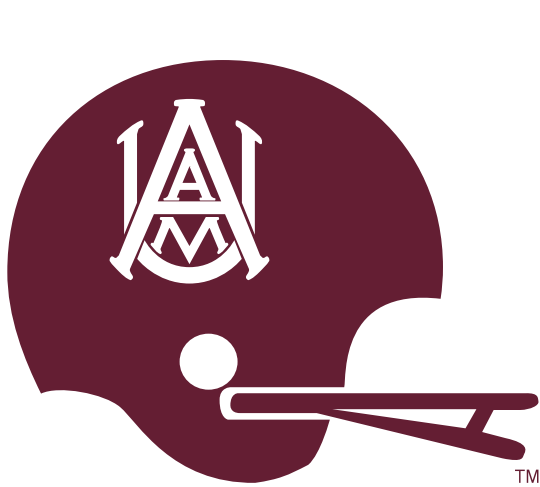
Alternate Spirit Mark

Institutional/Academic Wordmark



Letter Marks

Football Marks



Note: Limited Use. For more information please contact the licensing office

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School Seals

Note:

The University Seal should only be used on formal items and is subject to all approvals prior to its use. Use may be denied if item is deemed to be inappropriate.

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Louis Crews Classic 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.