



Brand Standards & Usage Guide

## The Brandmark

The Tuscaloosa brandmark consists of a custom logotype and the tagline, "the one and only." The brandmark is available for use in a number of configurations, both separated and as a unit.

The primary color applications to use are PANTONE® 7688 and PANTONE® 5405 or their CMYK / RGB equivalents. The brandmark may also be reproduced in tints of Black or reversed out of a background color. Refer to the Color section for more information regarding groupings of the Tuscaloosa primary and accent colors.

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### MAIN LOGO, HORIZONTAL



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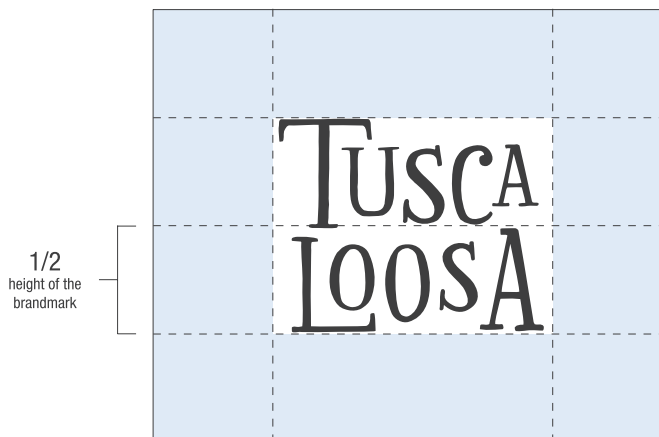
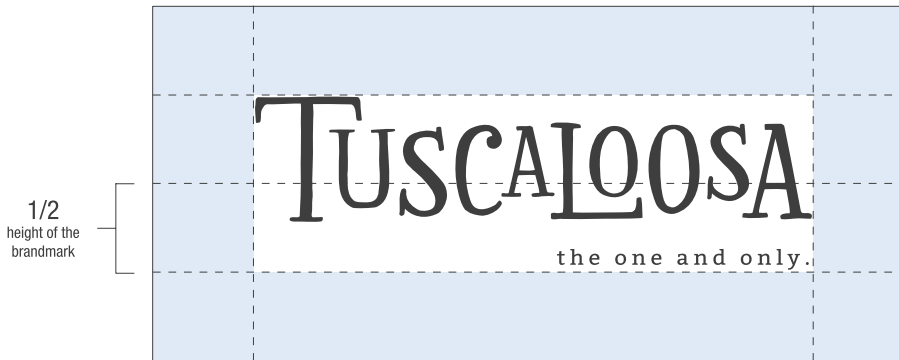
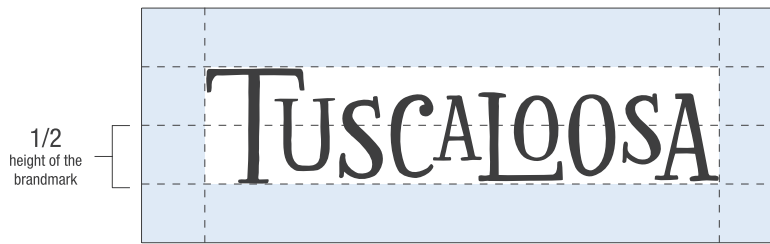
### MAIN LOGO, STACKED



# Clearance Area

The landmark must be buffered from other type and graphics by a clearance area. The clearance area is defined as the distance allowed between the Tuscaloosa landmark and other surrounding elements (photos, charts, text, etc.) including the edge of the document. More space is preferred than less, but the minimum clearance area around the Tuscaloosa landmark is a distance equal to 1/2 the height of the landmark.

## BRANDMARK CLEARANCE AREA



## Incorrect Brandmark Usage

The Tuscaloosa brandmark should never be altered from the official standards. Do not change fonts, spacing, ratios, or color on any brandmark element. Additionally refrain from the use of drop shadows with the Protective brandmark for dimension.

The “the one and only.” tagline must always be used at the same proportion to the Tuscaloosa logotype. When used together, never resize, “the one and only.” to be wider or taller than “Tuscaloosa.”

### EXAMPLES OF INCORRECT USAGE

~~TUSCALOOSA  
the one and only.~~

~~TUSCALOOSA  
the one and only.~~

~~TUSCALOOSA  
the one and only.~~

~~TUSCALOOSA  
the one and only.~~

~~TUSCALOOSA  
the one and only.~~

~~TUSCALOOSA  
the one and only.~~

~~TUSCALOOSA  
the one and only.~~

~~TUSCALOOSA  
the one and only.~~

# Color

Tuscaloosa's Primary Corporate colors PANTONE® 7688 and PANTONE® 5405 are the two core identity colors.

When it is important to signal Protective brand with one color alone, PANTONE® 7688 remains the preferred color, and is the foundation color from which to build secondary palettes.

Please use the PANTONE® PMS colors as your target for color matching. In applications where printing or painting with spot colors is possible, use the Pantone colors. When preparing artwork for print applications and the use of spot color inks is not possible, use the CMYK equivalent. Television/digital/online applications will use the RGB or HEX equivalent.

NOTE: THE COLORS ON THIS PRINTOUT ARE ONLY FOR REFERENCE, AND ARE NOT INTENDED TO BE MATCHED TO. FOR ACCURATE COLOR MATCHING, PLEASE REFER TO PANTONE® SPOT COLOR AND COLOR BRIDGE SWATCH CHIPS AND/OR BOOKS.

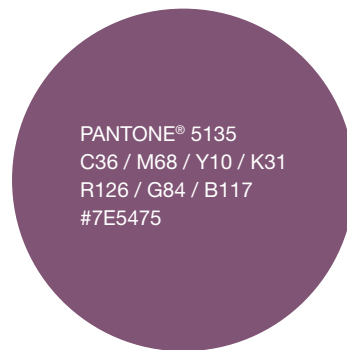
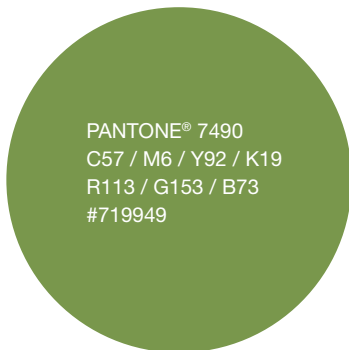
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## PRIMARY BRAND COLORS



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## SECONDARY BRAND COLORS



# Typography

In addition to our logo and colors, maintaining consistency in our font choices and font colors is an important part of maintaining the integrity of the Bedrock brand. Please adhere to the following standards in all printed materials.

Tuscaloosa's family of typography is Gotham, Bitter, and News Gothic BT Condensed. The range of weights allows for a clear hierarchy of information.

## SERIF FONT: BITTER

### Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

### Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890**

### *Italic*

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz*  
*1234567890*

### ***Bold Italic***

***ABCDEFGHIJKLMNOPQRSTUVWXYZ***  
***abcdefghijklmnopqrstuvwxyz***  
***1234567890***

## SANS SERIF FONT: GOTHAM

### Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

### Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

### Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

### *Light Italic*

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz*  
*1234567890*

### *Book Italic*

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz*  
*1234567890*

### ***Medium Italic***

***ABCDEFGHIJKLMNOPQRSTUVWXYZ***  
***abcdefghijklmnopqrstuvwxyz***  
***1234567890***

## CONDENSED FONT: NEWS GOTHIC BT CONDENSED

### Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

### **Bold**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890**

# Typography

## HEADINGS & SUBHEADINGS

Headings are set in Bitter upper and lower case with tracking set at 20pt. Subheadings are set in Bitter ALL CAPS, tracking set at 60pt. These fonts will be used for headings and subheadings in all company publications, Powerpoint presentations, proposals, etc. The color of headings and subheadings will always be one of the brand colors, with the application determining the specific color.

Where appropriate, variations in the Bitter typeface weight and style may be used.

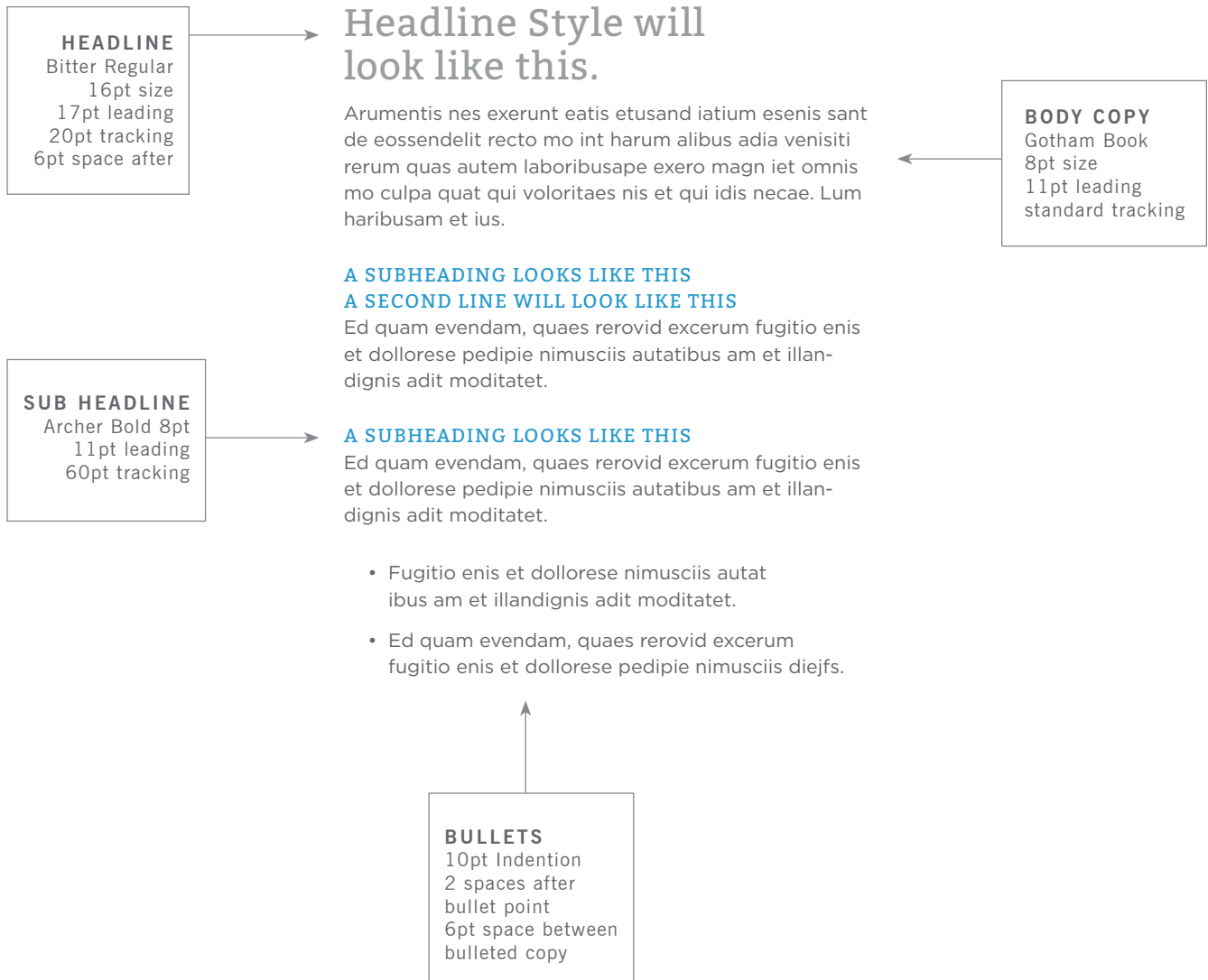
Gotham may also be used depending on the needs of a particular project (callouts, pull quotes, captions, etc.).

## BODY COPY

This is an example of Body Copy set in Gotham Book at 7pt. size with with tracking set at 20pt. This font will be used as body copy in all company publications, Powerpoint presentations, and proposals. Italic and Bold variations may be used as needed.

Bitter and News Gothic BT Condensed may be used for in-line pull quotes or in similar places of emphasis.

### FORMATTING SAMPLE



# Typography: Email Safe Alternatives

In the event that the Tuscaloosa primary family of typography cannot be used, the following typefaces are suitable alternatives.

## SERIF FONT: GEORGIA

### Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

### Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

### *Italic*

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz*  
*1234567890*

### ***Bold Italic***

***ABCDEFGHIJKLMNOPQRSTUVWXYZ***  
***abcdefghijklmnopqrstuvwxyz***  
***1234567890***

## SANS SERIF FONT: HELVETICA

### Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

### Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

### Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

### *Light Italic*

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz*  
*1234567890*

### *Italic*

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz*  
*1234567890*

### ***Bold Italic***

***ABCDEFGHIJKLMNOPQRSTUVWXYZ***  
***abcdefghijklmnopqrstuvwxyz***  
***1234567890***

## SANS SERIF FONT: ARIAL

### Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

### **Bold**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890**



## Additional Brandmarks

The Tuscaloosa brandmark family also includes additional lockups emphasizing the tagline, "the one and only." These elements must adhere to the same color palette, clearance area guidelines, and typography pairings as the main Tuscaloosa brandmark.

THE ONE & ONLY  
TUSCALOOSA



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ONLY TUSCA  
LOOSA

