UM BRAND BASICS

Official UM Colors

Purple
#49176d

Gold
#FFC423

Black
#231f20

Official UM Fonts

Eames Century Modern Regular

Regular

Eames Century Modern Italic

Thin Italic

Custom, But Based on Proxima Nova Bold

Proxima

Primary Logo

UNIVERSITY of MONTEVALLO

Design Notes

- Consistency is key.
- A limited palette is best.
- Utilize space - balance is key.
- Think negative (space).
- Alignment is your friend.
- Know your file types and sizes.
- Contrast is your friend and accessible friendly.
- Simple. Simple. Simple.