

UAH Magazine
DIGITAL EDITION

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New Athletics logo recharges UAH brand as Huntsville's team readies for the next era

The University of Alabama in Huntsville proudly unveiled its bold new athletics logo today, marking a dynamic evolution of the Charger brand. Bold blue, white and black letters proclaim "UAH" as the home of the Chargers. The proud head of a fierce Charger Blue stallion points forward, ready to run.

"It's new. It's original. It's ours," said UAH Vice President for Strategic Communications Kristina Hendrix, who led the project to supercharge the Athletics brand identity. "This is a new look for a new era. We've had so many successes over the past few years, and we want to build on those successes."

LEARN MORE



Click the play button above to watch "The Charge Is On: A New Era of UAH Athletics."



A whole new playbook: The UAH Brand Standards

Check out the new brand standards to discover the key elements that bring our comprehensive brand to life — from updated Athletics logos and spirit and specialty marks to an expanded color palette and custom typography.

LEARN MORE

Gear up: New Charger merchandise

Show the world you're proud to be a Charger — our new merch has just dropped! Grab your favorites now and represent in style.

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