

UAF Extension Logo Policy

Consistent use of the Extension logo is essential in providing internal and external constituents with an easy way to immediately recognize and know our organization, locally, statewide and nationally. The Extension logo clearly identifies the critical connection to UAF and represents us as a single entity with statewide outreach responsibilities.

The uniform implementation and use of the logo in print and electronic communications is crucial to the image Extension presents within the university structure and to our many publics state and nationwide. UAF's outreach and community engagement role is filled in part by Extension faculty and staff in support of UAF's land-grant mission of teaching, research and service. Further, UAF's Extension is the only university-affiliated Extension service in the world that can lay claim to serving people of the Arctic.

Logo Specifications

The triangle icon, combined with the signature, sometimes referred to as logotype, is specifically designed to identify Extension.



The name "University of Alaska Fairbanks," initials "UAF" and the UAF logo are trademarks of the University of Alaska Fairbanks.



The triangle icon, Extension signature and UAF signature can be used as a stand alone logo WITHOUT the UAF logo. The triangle icon and Extension signature can be used without the UAF signature (shown below) ONLY if the UAF logo also appears on the same page of the print or electronic publication.




For print publications and newspaper ads, any of the following may be used: black/white (grayscale), two-color blue (lighter blue is a 40 percent blue tint) and full-color blue/gold.



Official Colors

The traditional colors of UAF are blue and gold, represented in print by Pantone™ or PMS™ (Pantone Matching System) colors as shown below. These colors must be used in the Extension logo when using full color. The traditional colors should be converted to hexadecimal codes for display in multimedia and web projects. The official colors for apparel are golden yellow, royal blue and navy, as well as the supportive colors of while, black and gray.

UAF blue 
Pantone™ 286 for print
Websafe Hexadecimal FFCC00

UAF yellow 
Pantone™ 116 for print
Websafe Hexadecimal 003399

Fonts

Graphically, consistent use of fonts goes a long way in projecting a unified institutional image. Kabel and Berkeley are recommended for UAF Extension print, signage and multimedia publications. In some cases, the alternative fonts of Helvetica/Times can be substituted.

Kabel Medium • Kabel Bold
Berkeley Medium • Berkeley Black

Helvetica Light • Helvetica Black
Times Roman • Times Bold