

Please contact Extension Communications well in advance of any anticipated, critical deadlines that require support from us.

SUBMISSION FORMAT

Extension Communications will only accept documents in the following manner:

- Submit one hard copy of document and an electronic file on CD or as an e-mail attachment. Large files (10MB or more) can be placed in the “Drop Box” on the Extension Communications shared file server (CESinfo).
- Submit SEPARATE files for graphics, tables, artwork, photos, and figures. NO EXCEPTIONS. A hard copy of formatted tables, including tables in Excel, must also be provided.

Word Document Submission:

- Documents should be prepared using Microsoft Word; double spaced and one-inch margins on all sides
- Tables should support principal points and provide essential data that cannot be presented in text or graphs. Tables should be understandable when considered apart from the text. Data should not be put in a table if they can be explained adequately in a few sentences of text. If the document has more than one table, number the tables and refer to them consecutively.
- Submit original Excel files used to create tables, or if submitting electronically as a tab-delimited text file: entries should be separated with tabs, not spaces; entries do not have to line up in vertical columns.
- Place all tables together at the end of the text file or in a separate file. In the text, indicate (on a separate line) approximately where the table should fall, such as “Place Table 1 here.” Or write in colored pen or pencil on the hard copy where tables should go.

Artwork, photos, slides, illustrations and graphics

- Don't write on original art or figures!
- Electronics images for print must be high quality and calibrated correctly. Graphic file formats will be accepted in the following formats: Excel, EPS, TIFF, and high-resolution JPEG and GIF. There is no guarantee that image files received in other formats, such as PowerPoint or Word, will be translated into usable graphics.
- Digital photos: When photos are taken with a digital camera the largest and highest quality resolution must be used. The minimum physical specifications for digital images are:
 - Minimum pixel dimensions – 1600x1200 @ 72 DPI (Highest resolution on a 2.0 mega-pixel camera)
 - JPEG, TIFF or RAW format
- When photos are scanned, they should be scanned to the following specifications (standard 35mm photo)
 - TIFF format
 - 300 DPI

- 3072x2040

- For artwork, photography, or figures that are not your own, provide complete source information. Indicate in writing that you have permission for use, or furnish a photocopy of the letter of permission.
- All photos and/or digital images **MUST** be accompanied with a signed, dated, and completed Extension model release form, available from UAF Extension Communications website.
- If the work was outsourced, provide the name and contact information of the contractor in case questions arise during the layout and design phase.
- Submit a labeled photocopy of artwork/photos with title or caption.
- Label slides on an envelope or sticky note.
- Provide an illustrations list with credits and captions if needed, and assign a number to each illustration.
- Number items according to sequence of appearance in the text; e.g., "Figure 1, Figure 2," etc.
- Indicate placement of your illustration, artwork or photography in the text by writing on the hard copy in colored pen or pencil where they go; e.g., "Place Figure 1 here."

INDICIA with AA/EO STATEMENT

All UAF Extension publications will contain the following statement: "The University of Alaska Fairbanks Cooperative Extension Service programs are available to all, without regard to race, color, age, sex, creed, national origin, or disability and in accordance with all applicable federal laws. Provided in furtherance of Cooperative Extension work, acts of May 8 and June 30, 1914, in cooperation with the U.S. Department of Agriculture, Peter Pinney, Interim Director, Cooperative Extension Service, University of Alaska Fairbanks. The University of Alaska Fairbanks is an affirmative action/equal opportunity employer and educational institution."

DISCLAIMER STATEMENTS

If the document mentions registered trade names of products, do not use the "registered" or TM™ symbol in the text. This standard disclaimer must be included: "To simplify information, trade names of products have been used. No endorsement of named products by the University of Alaska Fairbanks Cooperative Extension Service is intended, nor is criticism implied of similar products that are not mentioned."

OFFICIAL COLORS

The traditional colors of UAF are blue and gold, represented in print by Pantone™ or PMSTM (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 the supportive colors of white, 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**

AMERICA'S ARCTIC UNIVERSITY

UAF recommends that the phrase America's arctic university be included on all official documents. When used alone, each word of the phrase should be capitalized (America Arctic University). In body text, the words arctic and university should be lowercase (e.g., UAF is America's arctic university).

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DESIGNATIONS WITHIN PUBLICATION SERIES

Agriculture and Natural Resources

- Agricultural Business Management - ABM
- Farm Structures and Greenhouses - FSG
- Field Crop Production and Soil Management - FGV
- Forestry and Woodlot Management - FWM
- Ground Water Quality - GWQ
- Horticulture and Home Gardening - HGA
- Livestock Production and Marketing - LPM
- Pest Management - PMC
- Workshop Proceedings - MWP

Community Resources and Economic Development

- Community Resource Development - CRD

Energy Education and Housing

- Energy Education and Management - EEM
- Housing Construction and Maintenance - HCM
- Housing Construction Plans - HCP
- Radon - RAD
- Safety and Alaska Living - SAL

Home Economics and Consumer Science

- Clothing Construction and Maintenance - CCM
- Family Resource Management - FRM
- Food, Nutrition and Health - FNH
- Parenting and Child Development - PCD