

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 an editable electronic file by e-mail or on a CD. Contact Communications for help with sending files too large to e-mail.
- 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 include a 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 it 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.”

Artwork, photos, slides, illustrations and graphics

- Don't write on original art or figures.
- Electronic 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.
- Digital photos: When photos are taken with a digital camera, the largest and highest quality resolution must be used. This allows for the use of photos in print as well as in electronic media. The best practice is to set the camera to the highest resolution and turn the digital zoom off. 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. Shoot the RAW format if your camera has the capability.
- 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 with human subjects **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.
- 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; e.g., “Place Figure 1 here.”

INDICIA with AA/EO STATEMENT

All UAF Extension publications will contain the following statement: “Published by the University of Alaska Fairbanks Cooperative Extension Service in cooperation with the United States Department of Agriculture. The University of Alaska Fairbanks is an affirmative action/equal opportunity employer and educational institution.”

Numbered publications will include this copyright statement at the end of the required indicia: “©2011 University of Alaska Fairbanks.”

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.”

LOGOS

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 and to public. 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. See [UAF Extension Logo Policy](http://www.uaf.edu/files/ces/comm/LogoPolicyExtension.pdf) for logo specifications at www.uaf.edu/files/ces/comm/LogoPolicyExtension.pdf.

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 and Times New Roman 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’s Arctic University). In body text, the words arctic and university should be lowercase (e.g., UAF is America’s arctic university). Extension prefers the Kabel typeface. The graphic may be downloaded from www.uaf.edu/marketing/standards/graphic/additional_artwork.

COPYRIGHT

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