

Graphic Standards

Complete UAF graphic standards are available online at www.uaf.edu/logo/

Graphic standards require consistent use of design elements. UAF's graphic standards define appropriate use of logo, colors and recommended typefaces. Graphic standards, plus editorial and web guidelines, are essential and required components of UAF's institutional identity.

If you have questions about using these standards, or would like to request a review of your project, contact logo@uaf.edu or (907) 474-5148.

Official name

The official and legal name of this institution is the **UNIVERSITY OF ALASKA FAIRBANKS**. All documents or publications produced by UAF units must use this name. Do not use a comma, dash or hyphen between Alaska and Fairbanks. First reference to the institution in printed or electronic form should include the full official and legal name.

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).

UAF logo

UAF's logo must be visible on every print or electronic publication produced by UAF departments for internal and external audiences.

There are two official versions of the UAF logo: one has Fairbanks emphasized, the other has Alaska emphasized. Both are acceptable. UAF recommends using the version with Alaska emphasized on publications for audiences outside of Alaska.

The logo is available for download in a variety of formats at www.uaf.edu/logo/. If the logo is being affixed to items for sale or giveaway, please read the trademark information first.

General rules for using the UAF logo

- Use the logo conspicuously on all university communications. The logo should appear on the front cover of all print publications representing the university that are intended for external audiences.
- Do not modify or distort the logo in any way.
- Use the logo in official UAF colors (see Colors on p. 2), black or white.
- Do not reduce the logo to less than one-half inch in width. Be sure to resize the logo proportionately.
- Leave an appropriate amount of space around the logo to ensure visibility.
- The logo may be used without the University of Alaska Fairbanks below provided that the full university name is prominently written out elsewhere on the page.

University of Alaska, Fairbanks

University of Alaska-Fairbanks



Minimum size

0.5"



Trademark

The name University of Alaska Fairbanks, the initials UAF, the UAF logo and the word Nanook(s) are trademarks of the University of Alaska Fairbanks and are reserved for official UAF use.

Use of UAF trademarks for non-UAF promotions, on items for resale or other uses must be approved by the Office of Technology Transfer. Contact Diane McLean, Intellectual Property Director, at (907) 474-7765 or Diane.McLean@alaska.edu, or Marketing and Communications at (907) 474-5148 or logo@uaf.edu for more information.

Marketing and Communications reviews all designs incorporating UAF's marks that are affixed to promotional items being offered for sale or free distribution to the public. University units must use manufacturers licensed with UAF to purchase clothing or other merchandise. Additional information about UAF trademarks and a current list of licensed vendors are available at <http://www.uaf.edu/ott/trademarks.html>.

Colors

The official UAF colors are blue and gold. They are represented in print by Pantone® ink colors 116 (yellow) and 286 (blue). The official colors should be converted to hexadecimal codes for display in multimedia and web projects. Websafe hexadecimal color codes are #FFCC00 (yellow) and #003399 (blue).

The official colors for apparel are golden yellow, royal blue and navy, as well as the supportive colors of white, black and gray.

Fonts

The official fonts for UAF printed publications are ITC Kabel and ITC Berkeley Oldstyle. Each features a variety of styles and weights, and each is available for Macintosh and Windows operating systems. UAF does not provide the official fonts for individuals or departments. Users who frequently require the use of the official fonts should purchase their own copies. Fonts can be ordered directly from Adobe or any vendor offering Adobe type. In some cases, such as internal publications, alternative fonts of Helvetica/Arial or Times/Times New Roman can be substituted.

AA/EO and accreditation statements

Federal law requires the following statement to appear on all UAF print, multimedia and web publications designed for external, off-campus distribution: *UAF is an AA/EO employer and educational institution.*

The accreditation statement can optionally be included with the AA/EO statement: *The University of Alaska Fairbanks is accredited by the Northwest Commission on Colleges and Universities. UAF is an affirmative action/equal opportunity employer and educational institution.*

University of Alaska Fairbanks™
UAF™ Nanook™ Nanooks™



ITC Berkeley Oldstyle

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVW

ITC Kabel

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ