TABLE OF CONTENTS

Color Pallet and Guidelines ............................................................ 1-2
Logos .............................................................................................. 3-6
Logo Guidelines and Usage ............................................................. 7-9
Typography ..................................................................................... 10-11
Social Media ................................................................................... 12-15
Resources ........................................................................................ 16

This Brand Book is located in Canva. The link to revise is here.
<table>
<thead>
<tr>
<th>PRIMARY COLORS</th>
</tr>
</thead>
<tbody>
<tr>
<td>CBSM &amp; UAF ROYAL BLUE</td>
</tr>
<tr>
<td>RGB: 35 97 146 Hex: 236192</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>SECONDARY COLORS</th>
</tr>
</thead>
<tbody>
<tr>
<td>NATURALISM</td>
</tr>
<tr>
<td>SILVER</td>
</tr>
<tr>
<td>RGB: 200 200 200 Hex: C8C8C8</td>
</tr>
</tbody>
</table>
Our primary blue and gold should be predominant in most layouts. The secondary palette can be applied as a bright pop of color or to provide contrast. When viewing all the pieces the university creates and applying the “squint test” to the brand as a whole, the balance of color should feel close to what’s shown here.

This chart is a guide for the mood, feelings and overall tone of our communications. Our colors range from sophisticated to casual and from formal to vibrant. Use this diagram as a starting point for choosing a palette that projects the right mood for your piece.
SIGNATURE LOGOS
MAY BE USED ON LETTERHEADS, CERTIFICATES, AND CARDS, OUTSIDE UNIVERSITY MARKETING & UAF FUNDED MATERIAL
YOU CAN FIND THESE HERE.

HORIZONTAL LOGO

There are two variations of the UAF logo: the block version and the horizontal version. This allows flexibility for different media and formats.

CENTERED LOGO

To ensure recognition beyond Alaska, the UAF letters that make up the symbol must always be used with the words “University of Alaska Fairbanks.”

BLOCK LOGO

The symbol may be used without the wordmark, provided that the full university name appears elsewhere on the page. The wordmark may not be used without the symbol.
STAR LOGOS
MAY BE USED FOR SPECIAL EVENTS, FUNDRAISING, OR RECOGNITION, PROMOTIONAL MATERIALS, AND INFORMAL MARKETING
YOU CAN FIND THESE LOGOS [HERE].

<table>
<thead>
<tr>
<th>HORIZONTAL LOGO</th>
<th>VERTICAL LOGO</th>
</tr>
</thead>
<tbody>
<tr>
<td>CBSM UAF College of Business &amp; Security Management</td>
<td>CBSM UAF College of Business &amp; Security Management</td>
</tr>
<tr>
<td>CBSM UAF College of Business &amp; Security Management</td>
<td>CBSM UAF College of Business &amp; Security Management</td>
</tr>
<tr>
<td>CBSM UAF College of Business &amp; Security Management</td>
<td>CBSM UAF College of Business &amp; Security Management</td>
</tr>
</tbody>
</table>
CIRCLE LOGOS
MAY BE USED FOR SOCIAL MEDIA AND PERSONALIZED UAF STATIONARY
YOU CAN FIND THESE HERE.

CIRCLE + UAF LOGO

UAF College of Business & Security Management

UAF College of Business & Security Management

UAF College of Business & Security Management

UAF College of Business & Security Management

UAF College of Business & Security Management

UAF College of Business & Security Management
CIRCLE + STAR LOGOS
MAY BE USED FOR SOCIAL MEDIA AND PERSONALIZED UAF STATIONARY
YOU CAN FIND THESE HERE.

CIRCLE + STAR LOGO

CBSM
UAF College of Business & Security Management
MINIMUM CLEAR SPACE

Determine the clear space around the logo by measuring one half of the logo's size on all sides of the logo. This applies to all official CBSM logos, regardless of orientation.
BEFORE ADDING TEXT OR OTHER LOGOS, ALLOW APPROPRIATE SPACE FOR THE LOGO TO BE ACCURATELY DEPICTED.

Allow half of the logo width in any direction for accurate spacing. This spacing guideline applies to all official CBSM logos.

SPACING EXCEPTIONS:

- This space is measured by the height of the “A” in Alaska and extends around the entire perimeter of the logo.
- Minimum Size:
  - Horizontal: 1.25 inches or 90 pixels
  - Block: .50 inches or 50 pixels
**DO**

- Include the logo on any documents that represent CBSM, and are designed for external audiences.
- Follow all CBSM logo spacing guidelines.
- Size the logo to ensure maximum visibility to the viewer.
- Use the logo in its original orientation (no tilting).
- Put the logo on a solid color background to help it stand out.

**DON'T**

- Distort the logo in any way. Keep the size of the logo large enough to read all scripts included in the logo.
- Alter the logo in a way that changes the spacing, direction, or shape of the logo.
- Change the color of the logo or add elements that are not approved by CBSM and the university.
- Rotate, skew, distort or otherwise modify the logo.
- Place the logo on a background that makes it hard to read or changes the color of the Nanook bear from white or black.
# TYPOGRAPHY

## PRIMARY MICROSOFT FONTS

<table>
<thead>
<tr>
<th>Font</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Barlow</td>
<td>Barlow is a slightly rounded, grotesque type family. Crafted with legibility at the forefront and drawing on the design of public signage, this typeface shares qualities with license plates, highway signs, buses and train stations.</td>
</tr>
<tr>
<td>Merriweather</td>
<td>Merriweather is a serif font family available in several weights. Designed to be pleasant to read on screens with a very large x–height and open forms, this typeface is good for setting larger blocks of text.</td>
</tr>
<tr>
<td>Factoria</td>
<td>Factoria is a geometric, square slab face. The lighter versions can evoke a clean and modern character, while the thicker versions exude strength and grit. Factoria is available in a variety of weights ranging from Thin to Ultra, but the heavier weights are preferred for their more substantial appearance. Factoria is good for headlines, subheads and callouts.</td>
</tr>
</tbody>
</table>

---

*USE ZILLA SLAB IF THESE FONTS ARE UNAVAILABLE*
## TYPOGRAPHY

### DECORATIVE FONTS

<table>
<thead>
<tr>
<th>Font Name</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dharma Gothic E</td>
<td>Dharma Gothic E is a nostalgic, antiqued sans-serif inspired by 1800s-style wood type. This condensed family comes in many styles, with a design that makes it a good solution anywhere you need impact. Dharma Gothic E is good for headlines, subheads and callouts.</td>
</tr>
<tr>
<td>Turbinado Pro</td>
<td>Turbinado Pro is a hand-lettered script family available in three weights. The hand-written quality of this typeface adds a personal and expressive touch to materials. This type can best accompany our primary typefaces as an embellishment. Turbinado Pro is a decorative typeface that is used sparingly, for a more personal, casual feel.</td>
</tr>
</tbody>
</table>

*USE SAIRA CONDENSED IF THESE FONTS ARE UNAVAILABLE.*
Social Media Message

- Reach a target audience through a virtual channel.
- Have an authentic and professional conversation with the audience and have an increased organic engagement.
- Reach and engage with the audience without expecting them to use the website. Highlight star students, faculty, and staff.
SOCIAL MEDIA

PURPOSE

- Create a lasting connection with alumni and students.
- Build a CBSM community that supports internal members and community members.
- Support the UAF and CBSM academic mission of teaching, research, and scholarship.

COMMUNICATION

- Members of the CBSM community who manage social media channels on behalf of CBSM are not official spokespersons.
- Be cautious about posts related to condolences, tragedies, personal and private concerns, etc.
- Original emergency alerts are prohibited by UAF. Posts from UAF emergency management may be reposted or shared using the exact language, graphics, etc.
UAF and CBSM do not tolerate or allow comments that include hate language. UAF and CBSM do not tolerate or allow posts that would be offensive to a reasonable person. UAF and CBSM encourage several points of view, perspective, and dialog.

SOCIAL MEDIA

LANGUAGE

WHEN CRAFTING ANY COMMUNICATION, ASK YOURSELF THE QUESTIONS LISTED HERE.

IF YOU CAN'T ANSWER YES TO ALL OF THEM, GO BACK AND REWORK WHAT YOU'VE WRITTEN.

DOES IT:

- USE THE HEADLINE TO CONVEY OUR VOICE, INSTEAD OF SIMPLY LABELING THE CONTENT?
- TARGET THE INTENDED AUDIENCE?
- CONVEY THE RELEVANT ASPECTS OF OUR PERSONALITY?
- MOVE BEYOND A SIMPLE STATEMENT OF THE FACTS TO REVEAL SOMETHING BIGGER ABOUT UAF?
- LEAD WITH AUDIENCE BENEFITS?
- CLEARLY GIVE A NEXT STEP OR CALL TO ACTION?
- RELATE TO OUR CORE MESSAGE?
- SOUND LIKE SOMETHING A PERSON WITH OUR BRAND’S PERSONALITY TRAITS WOULD SAY?
- GET TO THE POINT, INSTEAD OF BURYING THE KEY MESSAGE?
- INCLUDE AT LEAST ONE OF OUR SECONDARY MESSAGES INCLUDED?
RESOURCES

University of Alaska Fairbanks Brand Book

University of Alaska Fairbanks Relations

UAF Logo Downloads

ENGAGEMENT MANAGER
MARY ERNST: MEERNST@ALASKA.EDU

DIRECTOR OF DEVELOPMENT AND OUTREACH
TAMMY TRAGIS-MCCOOK: TJTRAGISMCCOOK@ALASKA.EDU