

# UAF signature logo usage information

The caption below each graphic refers to the digital file name.



College of  
Natural Science  
& Mathematics

CNSM\_sig\_block\_blue



COLLEGE OF NATURAL  
SCIENCE & MATHEMATICS

University of Alaska Fairbanks

CNSM\_sig\_centered\_blue



COLLEGE OF NATURAL  
SCIENCE & MATHEMATICS

University of Alaska Fairbanks

CNSM\_sig\_horiz\_blue

Each signature is provided in:

- UAF blue
- black
- white
- block
- centered
- horizontal

*Logos in UAF gold are available upon request.*

The following graphic file formats are provided:

- PDF
- PNG

Which file should you use?

- PDFs are for use in professional page layout and illustration programs such as Adobe InDesign and Illustrator.
- PDFs should be used for documents suitable for reproduction via digital or offset printing processes at a professional printer.
- PDF is a vector-based format and can be resized without affecting quality.
- PNGs are for digital use and have a transparent background. They have replaced the GIF format.
- PNGs should be used for on-screen applications, such as Microsoft Powerpoint. PNGs can also be used in websites.
- PNGs generally are not used for printed documents, with the exception of documents created in Microsoft Word.

Visit [www.uaf.edu/marketing/guidelines/logos/](http://www.uaf.edu/marketing/guidelines/logos/) for usage guidelines and downloadable UAF logo files.

Questions? Contact University Relations at [uaf-logo@alaska.edu](mailto:uaf-logo@alaska.edu).

# Applying your unit's signature on the web (Roxen users)

1. Log in to edit your unit's Roxen website.
2. Click on the "Advanced settings" tab in the upper left. A pop-up window will appear with your website settings.
3. Under the "BANNER" settings, choose "uaf-custom-banner" from the "Type of Banner" pulldown menu.
4. Click "Publish your changes" in the lower left of the pop-up window.
5. Click "Close" in the upper-right of the pop-up window.

Your website will automatically refresh with the signature displayed in the upper left of your website.

*If you would like to implement a signature on your unit's website but are using a content management system other than Roxen, please contact University Relations at [uaf.web@alaska.edu](mailto:uaf.web@alaska.edu) for a custom solution.*

The screenshot shows the 'Your Website Settings' pop-up window. The window has a title bar with 'Your Name', 'Your website's name', and 'Published'. Below the title bar is a navigation bar with tabs: 'Advanced settings', 'Files', 'Appearance', 'Header', 'Footer', and 'Help & Feedback'. The 'Advanced settings' tab is selected. The main content area is divided into several sections:

- WEBSITE SETTINGS**: Location of Site (/unitname/), Site Title (Unit Name), Include back to top link in pages that need scrolling (yes).
- BANNER**: Type of Banner (uaf-custom-banner), Location of Banner Image.
- GOOGLE ANALYTICS ACCOUNTS**: Universal Google Analytics Account Number, Non Universal Google Analytics Account Number.
- SEARCH**: Search Button Text (Go!), Database Being Searched (www.uaf.edu).
- RESPONSIVE DESIGN**: Responsive Table (yes).
- HEADER**: Show Header (yes), Location of Header (/unitname/).
- FOOTER**: Type of Footer (uaf-footer), Footer Site Text (UAF photos by Todd Pa), Site Email (uaf.web@alaska.edu), Show Footer (yes).
- LEFT COLUMN**: Left Column Location (/unitname/).
- RIGHT COLUMN**: Right Column Location (/marketing/).
- UNCOMMON SETTINGS**: + View More Settings.

Five numbered steps are indicated by red arrows:

- Step 2**: Points to the 'Advanced settings' tab in the navigation bar.
- Step 3**: Points to the 'Type of Banner' pulldown menu in the BANNER section.
- Step 4**: Points to the 'Publish your changes' button at the bottom left.
- Step 5**: Points to the 'Close' button at the top right.