

UNIVERSITY OF ALASKA FAIRBANKS
/ 07.2022

BRAND GUIDELINES





Questions?

If you have any questions about these guidelines, please contact us by phone or email:

University Relations

907-474-6281

uaf-university-relations@alaska.edu

Strategy **3**

Voice **8**

Logo and identity **25**

Typography **31**

Color **41**

Graphic elements **46**

Photography **54**

Sample tactics **58**

STRATEGY



OUR POSITIONING

Positioning is how we want to be thought of in the minds of our most important audiences. It's not what we are or how we express it; it's about what we want people to remember when they walk away.

Our positioning reflects what we want others to think about us. In short, it serves as the conceptual core for all that we say and do.

NOTE:

This positioning statement sets the focus for our work. This statement is only for internal use. It is not a tagline or elevator speech and should never be used for external communications.

WHO

The University of Alaska Fairbanks

WHAT

is a world-class experience,

HOW

uniquely positioned across Alaska,

WHY

addressing the complex problems facing humanity.

OUR MESSAGING

The messaging map organizes our key messages into a hierarchy to ensure that we're consistently telling our brand story in a way that's unique and compelling. Each point supports the next, and all of them tie directly back to the core.

PILLARS

The pillars organize our messages by topic. Ultimately, they help guide how we talk about what we provide for our audiences and our communities.

HIERARCHY

A messaging map allows us to organize:

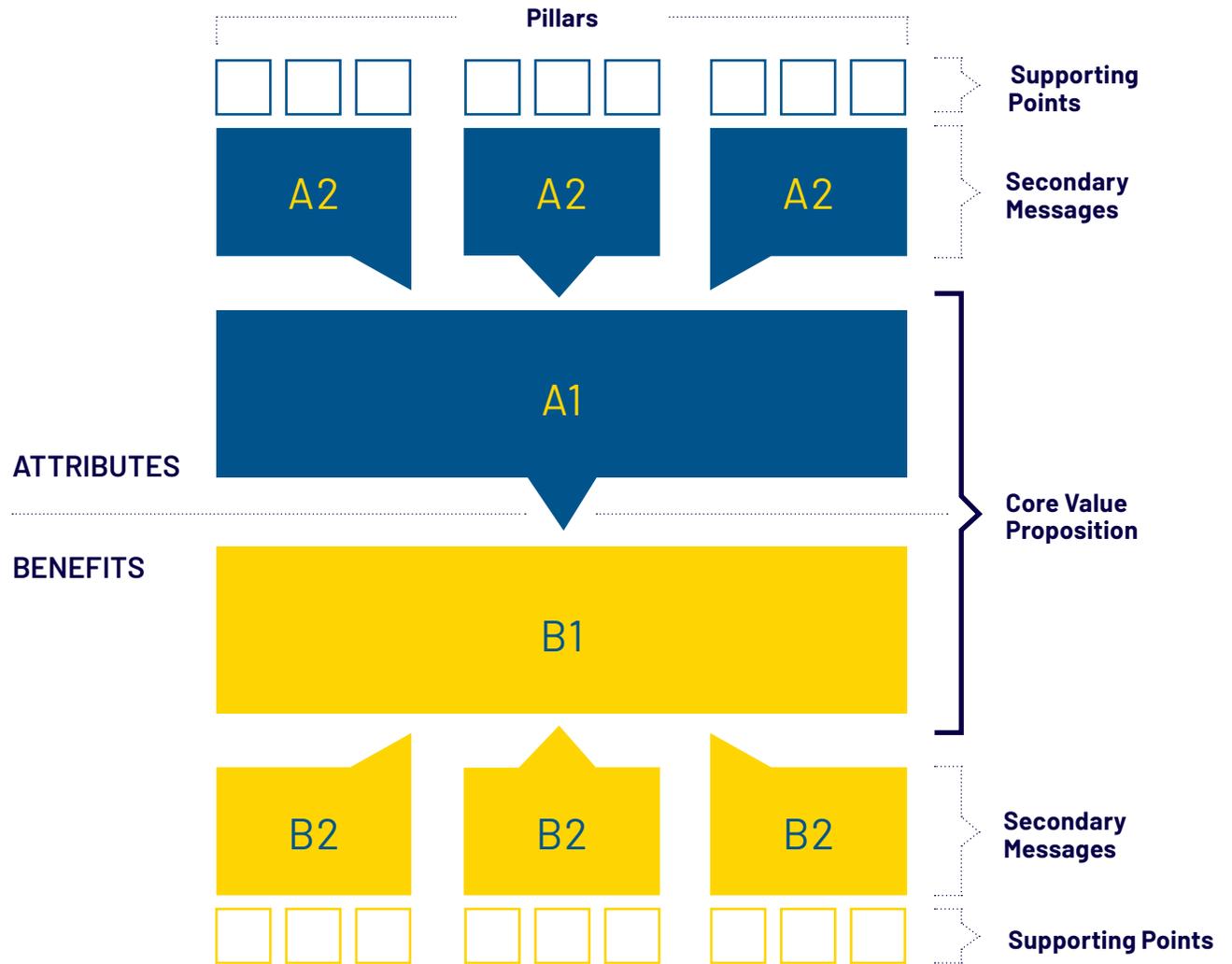
- The **value proposition**: Our core message.
- The **secondary messages**: The university's secondary attributes and benefits.
- The **supporting points**: Specific ways that we deliver on our secondary messages. These are flexible and should evolve over time.

ATTRIBUTES AND BENEFITS

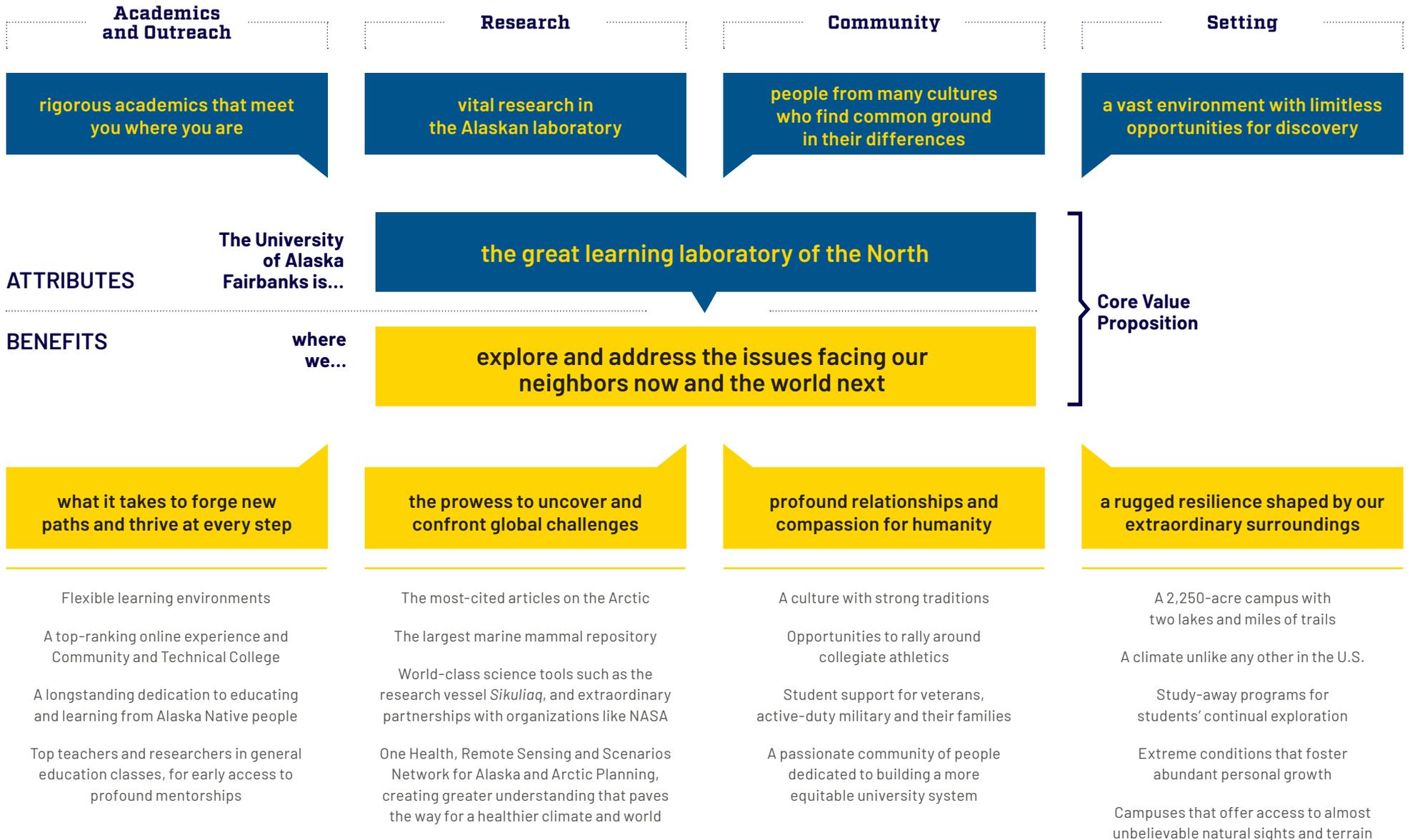
A compelling brand story is based on attributes and benefits.

Attributes are what we offer to our audiences. Attributes include the programs, services, research opportunities and unique offers that we bring to the table.

Benefits are what our audiences get. They represent the value of the attributes that we offer. They're the answers to the question "so what?" or "why do they care?"



OUR MESSAGING



OUR PERSONALITY

Our brand personality defines what it feels like to interact with our university. It conveys the institution's attitude and character to our target audiences.

Simply put, it's the personification of our brand.

RATIONAL (THINK)

Dependable

UNWAVERING, LOYAL

"When you need help, people show up for you; whether it's helping you on the side of the road, or being sure that the food pantry is full on campus."

Unassuming

HONEST, NATURAL

"There is a lack of pretense in the community. You run into someone in Carhartts, and it could be a construction worker, or it could be the mayor. There is a little bit of an egalitarian nature."

EMOTIONAL (FEEL)

Welcoming

GENUINE, WARM

"There is a sense of sincerity and authenticity here. There is room to breathe."

Industrious

DILIGENT, RESILIENT

"The real world doesn't divide itself according to disciplines. Problems don't come in presized bins. They're big and messy, and this is a place you come to learn how to solve them."

VOICE



VOICE OVERVIEW

OUR MESSAGE IS WHAT WE SAY. OUR VOICE IS HOW WE SAY IT:

Always in a way that's true to who we are as an institution. Expressing our voice consistently is essential to the success of the UAF brand. It helps us reach new audiences more effectively and forge deeper connections with fellow members of Nanook Nation.

This section will supply you with a set of tools you can use to write or speak in line with our creative platform. It will also guide you in making the best decisions for every communication.

With these voice guidelines, you'll have what you need to tell our story clearly, compellingly and consistently.

LET'S BEGIN.

OUR BRAND NARRATIVE

OUR STORY AT ITS ESSENCE

These short paragraphs set the tone for how we tell our story. Sure: they may not be written in the kind of language you'll see in a media release. They *are*, however, completely rooted in our messaging strategy (see pages 3-14, especially the messaging map on page 13).

This language isn't intended to be used word for word in external communications. Instead, use it as inspiration: pulling relevant phrases when appropriate, adopting its tone whenever possible and mirroring elements of its construction when helpful.

ONE MORE WAY TO THINK OF OUR NARRATIVE

Consider this our brand in concentrated form. Read through it often, especially before beginning a new project. It can help you prime your creative pump and recenter your messages around the big, moving UAF story.

North is more than a point on a compass. It's a state of being. A way of seeing and thinking and understanding. And up here, at the University of Alaska Fairbanks, far and away the northernmost research university in North America, this is what you'll find.

You'll know what it's like to embrace experience of all kinds: lived, gained and shared. You'll lean into moments that teach and test. You'll learn from peers and professors who confer courage and draw out wisdom. And you'll forge paths others will wish to follow.

Life here is the best life — the kind that honors and serves neighbors, supported by a community built from concern for each other and compassion for all. A life of discovery, where you explore wide-open spaces and possibilities, and where nature asserts its power to inspire curiosity and foster tenacity.

Because when you reach this part of the world, you'll see who you really are and what you can accomplish. And once you see that the challenges that face the North now will be felt everywhere next, you'll have no choice but to be part of the solution.

And you'll find it all up here at the University of Alaska Fairbanks.

OUR VOICE AND MESSAGE IN BRIEF

SPEAKING ABOUT UAF

Whether it's in an impromptu meeting, on the back of a business card or over social media, we can communicate the essence of our brand story concisely and memorably. This is handy information, it's a helpful example of how we balance our voice and message with a minimum amount of branding.

UAF IN AN ELEVATOR RIDE

Up here at the University of Alaska Fairbanks, we see north as less than a direction and more of a way of looking at things. We know the value of a community that embraces experiences of all kinds. It's why our research takes in the stars, the ocean, the land, and everything and everybody who lives there. And it's how we know that the challenges that face the North now will be felt everywhere next. Above all, it's why, for all the challenges that face us, we're committed to being the solution.

UAF IN 280 CHARACTERS

At the University of Alaska Fairbanks – the northernmost research institution in North America – we know what faces the North now will be felt everywhere next. It's why every part of our community is fully committed to being the biggest possible part of the solution.

UAF IN 140 CHARACTERS

The challenges facing the North now will be felt everywhere next. And at the University of Alaska Fairbanks, we're committed to being the solution.

PERSONALITY AND VOICE

WHO WE ARE IS HOW WE SOUND

As people, our personalities connect us and differentiate us. The same is true for institutions. By informing our brand voice, our personality traits guide our messages to their destinations. The key to keeping the UAF voice consistent without feeling repetitive is to immerse yourself in what our traits mean and how we live them.

HOW TO USE THIS

Like the UAF brand narrative on page 17, revisit these traits before you begin writing. It will condition your thinking just enough. The examples in the far-right column are optional to use, but just may provide the spark or building block you need to infuse your writing with our personality traits.

OUR TRAITS, WITH QUOTES TO ILLUSTRATE THEM

Dependable

UNWAVERING, LOYAL

"When you need help, people show up for you; whether it's helping you on the side of the road, or being sure that the food pantry is full on campus."

Unassuming

HONEST, NATURAL

"There is a lack of pretense in the community. You run into someone in Carhartts, and it could be a construction worker, or it could be the mayor. There is a little bit of an egalitarian nature."

HOW TO THINK ABOUT IT

We are empathetic in the truest sense, feeling the weight or lightness of the moment and doing what is most needed and appreciated. We put our fellow UAF folks first because we've seen them do the same and have no doubt they'll do it again.

We believe in saying what we mean and in learning to understand what others will hear. Seeing what's real in each other is easier when no effort goes into disguising it. If we're rough around the edges, it's because we have more important priorities: namely, living our truest lives.

SAMPLE WORDS AND EXPRESSIONS WE MIGHT USE

Together.
Committed.
Caring.
Sharing.
Present.
There for each other,
one and all.

Real.
True.
Authentic.
Genuine.
Plain to see.
Inside and out.
Out there and
unafraid.

PERSONALITY AND VOICE (continued)

OUR TRAITS, WITH QUOTES TO ILLUSTRATE THEM

HOW TO THINK ABOUT IT

SAMPLE WORDS AND
EXPRESSIONS WE MIGHT USE

Welcoming

GENUINE, WARM

"There is a sense of sincerity and authenticity here. There is room to breathe."

We come from a place of openness and respect. We give each other space without being distant. Respecting each other's right to their way of doing things, and wide open to sharing what we love and care about.

Outgoing.
Nurturing.
Open.
Embracing.
Inclusive.

Industrious

DILIGENT, RESILIENT

"The real world doesn't divide itself according to disciplines. Problems don't come in presized bins. They're big and messy, and this is a place you come to learn how to solve them."

Given enough room to explore and enough space to consider, we find that our inspiration is an inexhaustible catalyst, and that our minds are irresistible forces. The most insurmountable challenges are the most alluring. And if you want for us to forge ahead, just tell us to turn back.

Passion and resolve.
Dedication.
Tenacity.
Stronger together.
Shared vision, shared success.
Going deep.
Unstoppable.

STORYTELLING FILTERS

HARNESSING THE POWER OF STORY

As people, our personalities connect us and differentiate us. Storytelling is the essential form of human communication. It teaches, delights and moves people – and it gets remembered. All of our stories embody the power and promise of the University of Alaska Fairbanks. Here are three storytelling filters to tether your information and facts to a higher-level truth about UAF.

UAF IS A STORY OF **PEOPLE**

Whenever possible, the hero of your narrative should be a student, a faculty member, an alumnus or someone connected to UAF in a meaningful way. Use their stories as proof of all that we do as an institution and as proof of UAF's power. Cast the university as the mentor that makes our people's work possible. Give our people credit for the work that they do and put them in the center of all that we do.

Use your story to showcase our people and how they embody the spirit of UAF. Think: **"We are the kind of people who _____."**

UAF IS A STORY OF **PROCESS**

These are the stories of the unique effort we take to help our students change lives for the better – including their own. People come to UAF for any number of reasons, but everything we do has an impact on individual lives, whole communities and, yes, the whole beautiful planet. Let the way we do all this shine through.

Use your story to show how our specific way of doing things makes UAF unique. Think: **"Nobody does _____ like we do."**

UAF IS A STORY OF **PLACE**

Even though UAF has campuses and research stations across this vast state, our story often transcends location. At other times, it leans into the uniqueness of a specific place. Regardless, we tell stories that could only come from UAF. Let our places be catalysts for discovery and laboratories for change.

Use your story to highlight our locations and how they embody the spirit and ethos of UAF. Think: **"This is the kind of place where _____."**

HEADLINE CONSTRUCTIONS

FRAMING UP OUR HEADLINES

A brand should be firm but flexible. When it needs to shift, it's usually the audience that calls for it. The UAF brand has the breadth and substance to respond to the needs and expectations of these differing constituencies. A range of headline frameworks will help our message meet our audiences in the place that's most important to them.

These five headline frameworks exist along a continuum from high-level brand messaging to more experiential enrollment messaging, each speaking to a specific audience.

On the following pages, you'll find formulas, tonal cues, personality traits and several examples for each of the five frameworks.



HEADLINE FRAMEWORK 1.0

Look to UAF

AUDIENCE

General

TONE

Global
Sophisticated
Consequential

PERSONALITY TRAITS

Dependable
Unassuming
Welcoming
Industrious

FORMULA

Challenge we're addressing in an extraordinary way.
+
"Look to UAF."

EXAMPLES

When the rivers, lakes and oceans need a champion, look to UAF.

Leaders searching for visionary policy look to UAF.

Alaskans yearning for a brighter tomorrow look to UAF.

The world's boldest job seekers look to UAF.

Want answers to society's biggest questions? Look to UAF.

When nothing less than complete delight will do, look to UAF.

For Indigenous knowledge 10,000 years in the making, look to UAF.

Interested in a new cold-weather look? Look to UAF.

HEADLINE CONSTRUCTIONS (continued)



HEADLINE FRAMEWORK 2.0

Up here...

AUDIENCE

Proud locals
Curious visitors

TONE

Authentic
Approachable
Fun

PERSONALITY TRAITS

Unassuming

FORMULA

"Up here..."

+

Quirky or notable way UAF goes about our mission.

EXAMPLES

Up here, we like our views unlimited.

Up here, friendships are forged in daylight and darkness.

Up here, 40 below zero is shorts weather.

Up here, community means something more.

Up here, we solve first and ask questions earlier.

Up here, perspectives converge from the other three directions.

Up here, the planet's challenges are at the very top of our minds.

HEADLINE CONSTRUCTIONS (continued)

BRAND



HEADLINE FRAMEWORK 3.0

This way to...

AUDIENCE

Alaska residents

— TONE —

Open
Familiar
Forward-looking

— PERSONALITY TRAITS —

Dependable

FORMULA

“This way to...:”

+

Experiences, opportunities or brag points that make UAF vital to the people of Alaska.

EXAMPLES

This way to opportunity in every community.

This way to transforming, world-class research.

This way to new perspectives on everything.

This way to the world’s biggest laboratory.

This way to life-changing friendships.

This way to all the beauty your heart can take.

This way to discovery inside and out.

This way to finding your voice and letting it out.

HEADLINE CONSTRUCTIONS (continued)

BRAND



HEADLINE FRAMEWORK 4.0

Look north.

AUDIENCE

Out-of-staters and international students

TONE

Adventurous
Epic
Engaging

PERSONALITY TRAITS

Welcoming

FORMULA

"For..."

+

Adventurous and quintessentially Alaska experiences.

+

"...Look north."

EXAMPLES

For all the daylight the sky has to offer, look north.

For nights you never want to end, look north.

For research that solves tomorrow's challenges, look north.

For a launchpad just that much closer to the cosmos, look north.

For friendships that stand the test of time and winter, look north.

HEADLINE CONSTRUCTIONS (continued)

BRAND



General audiences
Proud locals and curious visitors
Alaska residents
Out-of-state and international students
Global peers and out-of-staters

ENROLLMENT

HEADLINE FRAMEWORK 5.0

North to...

AUDIENCE

Global peers
Out-of-staters

TONE

Inspiring
Surprising
Revelatory

PERSONALITY TRAITS

Industrious

FORMULA

"North to..."

+

Inspiring or unique facet of UAF.

EXAMPLES

North to new perspectives on the planet.

North to careers five years away from being invented.

North to the latest science on the next big discovery.

North to a stylish take on 40 below zero.

North to firsthand jaw-dropping experiences.

North to friendships that fare in every weather.

OTHER HEADLINE CONSTRUCTIONS

HEADLINE FRAMEWORK 6.0

America's Arctic university

BRAND

General audiences
 Proud locals and curious visitors
 Alaska residents
 Out-of-state and international students
 Global peers and out-of-staters

ENROLLMENT

AUDIENCE

Global peers
 Out-of-staters

TONE

Global
 Sophisticated
 Consequential

PERSONALITY TRAITS

Industrious
 Dependable

FORMULA

"We are..."

+

Unique features of UAF's role in Arctic science and humanities.

+

"...America's Arctic university."

EXAMPLES

In a land of endless summer days and wide winter twilights, we are America's Arctic university.

With more than 50 specialized research institutes, facilities and labs, we are America's Arctic university.

With more than 80 percent of research focused on the North, we are America's Arctic university.

With a vast polar archive in Alaska's largest library, we are America's Arctic university.

With a museum containing matchless collections from the North, we are America's Arctic university.

OTHER HEADLINE CONSTRUCTIONS (continued)

BRAND



HEADLINE FRAMEWORK 7.0

You belong here

AUDIENCE

Alaska residents
Out-of-staters and
international students

TONE

Authentic
Approachable
Fun

PERSONALITY TRAITS

Welcoming
Unassuming

FORMULA

Describe UAF's welcoming, friendly atmosphere and unique location.

+

"You belong here."

EXAMPLES

It's a place like none other. You belong here.

In a place of few people, everyone counts. You belong here.

Come in from the cold. You belong here.

Be yourself, while others do the same. You belong here.

OTHER HEADLINE CONSTRUCTIONS (continued)

BRAND

General audiences
Proud locals and curious visitors
Alaska residents
Out-of-state and international students
Global peers and out-of-staters

ENROLLMENT

HEADLINE FRAMEWORK 8.0

Start your journey here

AUDIENCE

Alaska residents
Out-of-staters and international students

TONE

Approachable
Forward-looking

PERSONALITY TRAITS

Dependable
Unassuming
Welcoming
Industrious

FORMULA

Suggest the future, the options and/or the ease of entering.
+
"Start your journey here."

EXAMPLES

From certificate to doctorate, start your journey here.

It's just a step away. Start your journey here.

Your life's path lies ahead. Start your journey here.

WRITING WELL

BEST PRACTICES FOR BETTER WRITING

Three things you must always do:

BE INTERESTING.

Give your audience something that will capture their attention.

MAKE AN EMOTIONAL CONNECTION.

Give your audience something to care about.

SAY SOMETHING BIGGER.

Give your audience a way to connect each message to a larger idea or a grander purpose.

Twelve ways you can do them:

Start with a hook.

Give them a reason to care right away. Always lead with a benefit.

Find the hero.

People are at the heart of everything we do. Put them there.

Keep things human.

The impact of our work is vast, but the people who make it possible are regular-sized. Use that to our advantage.

Breathe life into every word.

Our voice is personal – we write like we talk. Read it out loud to test.

Be real.

The best writing doesn't call much attention to itself. Write from a place of honesty and speak directly to people.

Avoid jargon and hyperbole.

Even if it's what everybody says. Especially if it's what everybody says.

Be straightforward.

There is power in simplicity: Don't be afraid to use it.

Use inclusive pronouns.

"We" speak to "you" whenever possible. Our voice is a conversational one.

Show the impact of our work.

Every story should reveal why we do the things we do and whom that work benefits.

Make emotional connections.

No matter how profound our impact, make it register at a human scale.

Be consistently inconsistent.

These aren't rules, and they shouldn't be. Choose the language that best communicates our message, and the voice will follow.

Say one thing well.

Don't overwhelm your audience. Let one idea win in each communication, and only use additional information that supports it.

CRAFTING CONTENT CHECKLIST

CHECKING OUR VOICE

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 this relate to our core message?

- Does it sound like something a person with our brand's personality traits would say?

- Does it get to the point, instead of burying the key message?

- Is at least one of our secondary messages included?

- Do the headlines convey our voice, instead of simply labeling the content?

- Is this appropriate for the intended audience, and does it convey the relevant aspects of our personality?

- Does it move beyond a simple statement of the facts to reveal something bigger about UAF?

- Does it lead with audience benefits?

- Does it clearly give a next step or call to action?

LOGO AND IDENTITY



LOGO OVERVIEW



OUR LOGO IS ONE OF OUR MOST VISIBLE AND VALUABLE ASSETS.

A strong visual identity contributes to our university's reputation and brand; better enables us to recruit outstanding students, staff and faculty; and allows us to effectively engage alumni, donors and friends. Using consistent visual elements in our communications builds recognition. Just as almost anyone can quickly identify a Starbucks coffee cup, so should friends and colleagues of UAF be able to tell at a glance that a T-shirt, brochure, poster or other item is from the University of Alaska Fairbanks.

The University of Alaska Fairbanks is the only entity with a stand-alone logo. Our signature system effectively links our campuses, schools, academic and research units, and administrative offices with the UAF brand. These units have individually designed signatures that feature their names in combination with the UAF symbol and wordmark. This system has one goal: to unify, promote and enhance the university's reputation. Every member of our university community plays an important role in maintaining brand integrity by applying these guidelines consistently throughout all university communications, including print, web, display, broadcast and electronic pieces.

THE OFFICIAL LOGO AND HOW TO USE IT

Our logo is composed of two parts: the symbol and the wordmark. The logo forms the foundation of a flexible system designed to help all of our communications pieces exist within the same family. All communications, both print and electronic, published by the University of Alaska Fairbanks must prominently display an approved logo. Here are some basic guidelines for using the logo:

- Treat the logo as artwork, not as typography. The logo should be treated as a graphic icon.
- There are two variations of the UAF logo: the block version and the horizontal version. This allows flexibility for different media and formats.
- To ensure recognition beyond Alaska, the UAF letters that make up the symbol must always be used with the words "University of Alaska Fairbanks."
- 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.
- The logo is most often used in blue or black and should only be used in official UAF primary colors or black. The bear should be white.

HORIZONTAL LOGO



BLOCK LOGO

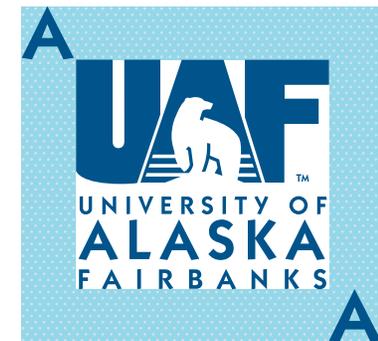


SIZING AND SPACE CONSIDERATIONS

It's important that the logo remain prominent and legible, so keep these parameters in mind when applying it to materials.

CLEAR SPACE

The logo should never feel like it's crowded or competing for attention. To avoid this, always allow ample clear space around it. This space is measured by the height of the "A" in Alaska and extends around the entire perimeter of the logo.



MINIMUM SIZE

To ensure legibility, follow these size requirements. When reproduced any smaller than these sizes, the logo becomes difficult to read and illegible.



1.25 inches or 90 pixels



.50 inches
or 50 pixels

LOGO DO'S AND DONT'S

Good practices to follow and pitfalls to avoid when using the logo.

DO use the logo straight and in its original proportions.



DON'T rotate, skew, distort or otherwise modify the logo.



DO use official UAF primary colors or black.



DON'T fill the logo with any other colors or textures.



DO put the logo on a solid color background to help it stand out.



DON'T use extreme drop shadows or other visual effects.



DO make sure the logo is legible over a background image and the bear is white.



DON'T place the logo on a background that makes it hard to read or changes the color of the bear from white or black.



SUPPORTING IDENTITY MARKS

There are other brand identifiers in the university system. Note that they have additional limitations or rules surrounding them.



NANOOK GRAPHIC

UAF's mascot is the Nanook, which is derived from the Inupiaq word for polar bear, nanuq. The UAF Nanook bear is available as a trademarked graphic. If you have any questions or need further guidance, please reach out to University Relations at uaf-logo@alaska.edu.



ATHLETICS MARKS

The A-bear, ALASKA and ALASKA NANOOKS trademarks are primarily used by the UAF Athletic Department and its entities. The walking bear image may not be used alone. Contact University Relations at uaf-logo@alaska.edu for additional guidance on using the athletic marks.

ALASKA

**ALASKA
NANOOKS**

TYPOGRAPHY



OUR TYPEFACES

Typography plays a large part in our visual brand. It's an active and personal element, with a mix of typefaces that can tell our story in a number of engaging ways.

Our brand uses five typefaces: Factoria, Merriweather, Barlow, Dharma Gothic E and Turbinado. These typefaces work together to bring our messages to life. They each have their own strengths and weaknesses, so use the following section to guide your typographic choices.

WELCOME TO LIFE AT THE TOP.

Factoria Black

FROM ACCOUNTING TO YUP'IK LANGUAGE AND CULTURE.

Dharma Gothic E Regular

The University of Alaska Fairbanks is both surrounded by wilderness and firmly connected by fiber and satellite to the wider world. You can attend and earn your degree online, learning and sharing experiences in real time.

And when you study in Fairbanks, you'll be in Alaska's second-largest city, connected by highways and air to everywhere else. No matter where you're from or how you attend classes, you'll find your place here.

Barlow Medium

Merriweather Regular

2,250 ACRES

**MAKE UP THE
FAIRBANKS
CAMPUS**

64° 51' 22" N

147° 19' 10" W

Dharma Gothic E Bold

Factoria Ultra

Barlow Regular

BARLOW

PRIMARY TYPEFACE

Barlow is a slightly rounded, grotesk 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 trains.

Barlow is one of our primary body copy typefaces and is recommended as the primary typeface for websites and screens.

Barlow

AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz
1234567890 !@#\$%^&*()

LICENSING

Barlow is an open-source font and is available for free from Google Fonts.

Light

Light Italic

Regular

Regular Italic

Medium

Medium Italic

SemiBold

SemiBold Italic

Bold

Bold Italic

ExtraBold

ExtraBold Italic

MERRIWEATHER

PRIMARY TYPEFACE

Merriweather is a serif font family available in several weights. Designed to be pleasant to read with a very large x-height and open forms, this typeface is good for setting larger blocks of text.

Merriweather is one of our primary body copy typefaces.

Merriweather

AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz
1234567890 !@#\$%^&*()

Light

Light Italic

Regular

Italic

Bold

Bold Italic

LICENSING

Merriweather is an open-source font and is available for free from Google Fonts.

FACTORIA

PRIMARY TYPEFACE

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.

Factoria

AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz
1234567890 !@#\$%^&*()

LICENSING

Factoria is available within Adobe Fonts through a Creative Cloud subscription or for purchase from www.fortfoundry.com. If you cannot obtain a license for Factoria, or for use on the web, **Zilla Slab** is available as an alternative from Google Fonts.

Light

Light Italic

Book

Book Italic

Medium

Medium Italic

Demi

Demi Italic

Bold

Bold Italic

Black

Black Italic

Ultra

Ultra Italic

DHARMA GOTHIC E

DECORATIVE TYPEFACE

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.

Dharma Gothic E

AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz
1234567890 !@#\$%^&*[]

LICENSING

Dharma Gothic E is available within Adobe Fonts through a Creative Cloud subscription or for purchase from www.dharmatype.com. If you cannot obtain a license for Dharma Gothic E, **Saira Condensed** is available as an alternative from Google Fonts.

Thin

Thin Italic

Light

Light Italic

Regular

Regular Italic

Bold

Bold Italic

Extra Bold

Extra Bold Italic

TURBINADO PRO

DECORATIVE TYPEFACE

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.

Turbinado Pro

AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz
1234567890 !@#\$%^&*()

Light

Regular

Bold

LICENSING

Turbinado Pro is available within Adobe Fonts through a Creative Cloud subscription or for purchase from www.aerotype.com.

PROPER USAGE

LEADING

Line spacing, called leading, is critical to setting professional-looking type that's easy to read. Leading should be set tight but not too tight. All our typefaces generally look best with leading set slightly looser than the default.

A good rule of thumb is to start with leading that's two points higher than the point size of the text. This won't always be right, but leading can be adjusted most easily from there.

TRACKING

Correct letterspacing, called tracking, also helps to make the type easy to read. Outside of headlines or text set in all caps, it's usually acceptable to use the default tracking; however, you may need to increase tracking at small scales and decrease it at large scales. Some typefaces have optical adjustments built into the font files.

The term "tracking" refers to overall letterspacing for groups of letters and entire blocks of text. The term "kerning" refers to selective letterspacing between pairs of characters.

Leading that's too loose leaves
too much pause between lines.

14 PT. TYPE / 26 PT. LEADING

Leading that's too tight leaves
too little pause between lines.

14 PT. TYPE / 10 PT. LEADING

When leading is correct,
the reader won't even notice.

14 PT. TYPE / 16 PT. LEADING

Tracking that's too loose leaves
too much space between letters.

+75 TRACKING

Tracking that's too tight leaves
too little space between letters.

-75 TRACKING

When tracking is correct,
the reader won't even notice.

-5 TRACKING

TYPESETTING EXAMPLES

**OVER THE MOUNTAINS.
UNDER THE AURORA.
TO A LAND OF BLUE AND GOLD.**

Factoria Ultra
Size: 24 pt
Leading: 32 pt
Tracking: +25

Where will your journey take you? How will you make use of nearly 21 hours of daylight? Will you use it to uncover solutions to challenges small, global and everything in between? And what will you make of the world after making friends with friendly, easygoing people in a place like no other?

Barlow Regular
Size: 9 pt
Leading: 14 pt
Tracking: +10

**The University of Alaska Fairbanks is the place
to find out where your north star will lead.**

Barlow SemiBold
Size: 9 pt
Leading: 14 pt
Tracking: +10

**MAKING UAF WORK FOR
YOU AND YOUR FUTURE.**

Dharma Gothic E
Bold
Size: 36 pt
Leading: 40 pt
Tracking: +75

TYPESSETTING EXAMPLES

Our typefaces were selected to be mixed into dynamic, engaging headline constructions. Use these examples as thought-starters when creating your own.

64° 51' 22" N
147° 49' 10" W

Barlow Medium
Size: 12 pt
Leading: 18 pt
Tracking: +50

35,000
ALUMNI

Factoria Black
Size: 40 pt
Leading: 40 pt
Tracking: +50

**WHERE WILL YOUR
JOURNEY TAKE THE WORLD?**

Factoria Ultra
Size: 22pt
Leading: 24 pt
Tracking: +50

Here at the University of Alaska Fairbanks, you'll master your fields of study, make lifelong friends, explore an environment like no other and, in all likelihood, contribute to research that will change lives everywhere. The first step is yours.

Merriweather
Regular
Size: 8 pt
Leading: 14 pt
Tracking: 0

The true north star is you.

Barlow Bold
Size: 15 pt
Leading: 22 pt
Tracking: +10

97,003 RESIDENTS IN THE
FAIRBANKS AREA

343 RESEARCH LAUNCHES SINCE
1969 AT UAF'S ROCKET RANGE

Dharma Gothic E
Bold
Numerical Size: 36 pt
Text Size: 14 pt
Leading: 14 pt
Tracking: +75

COLOR



COLOR PALETTE

Our color palette is designed to build on our primary UAF blue and gold. This set of options offers the versatility needed to keep communications looking fresh and dynamic.

PRIMARY

These are our core colors. They identify our university and should be the most prominent colors in any piece.

PMS 647
CMYK: 96/54/5/27
RGB: 35/97/146
HEX: #236192

PMS 116
CMYK: 0/14/100/0
RGB: 255/205/0
HEX: #FFCD00

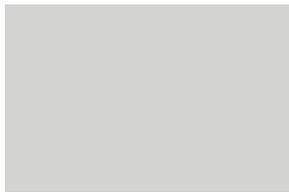
WHITE
CMYK: 0/0/0/0
RGB: 255/255/255
HEX: #FFFFFF

SECONDARY

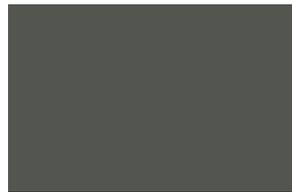
These colors build variety and dimension into our layouts. The secondary palette can be applied as a bright pop of color or provide contrast. See color ratios on page 48 for guidance on applying our secondary palette.



PMS 538
CMYK: 14/4/1/3
RGB: 196/207/218
HEX: #C4CFDA



PMS 420
CMYK: 6/4/7/13
RGB: 200/200/200
HEX: #C8C8C8



PMS 417
CMYK: 33/23/35/63
RGB: 101/102/93
HEX: #66665D



PMS 463
CMYK: 14/54/95/62
RGB: 119/77/40
HEX: #774D28



PMS 7401
CMYK: 0/4/27/0
RGB: 246/223/164
HEX: #F6DFA4



PMS 7578
CMYK: 0/67/100/0
RGB: 223/106/46
HEX: #DF6A2E



PMS 636
CMYK: 38/0/7/0
RGB: 135/209/230
HEX: #87D1E6



PMS 7490
CMYK: 57/6/92/19
RGB: 113/152/74
HEX: #71984A



PMS 212
CMYK: 0/78/8/0
RGB: 244/81/151
HEX: #F45197

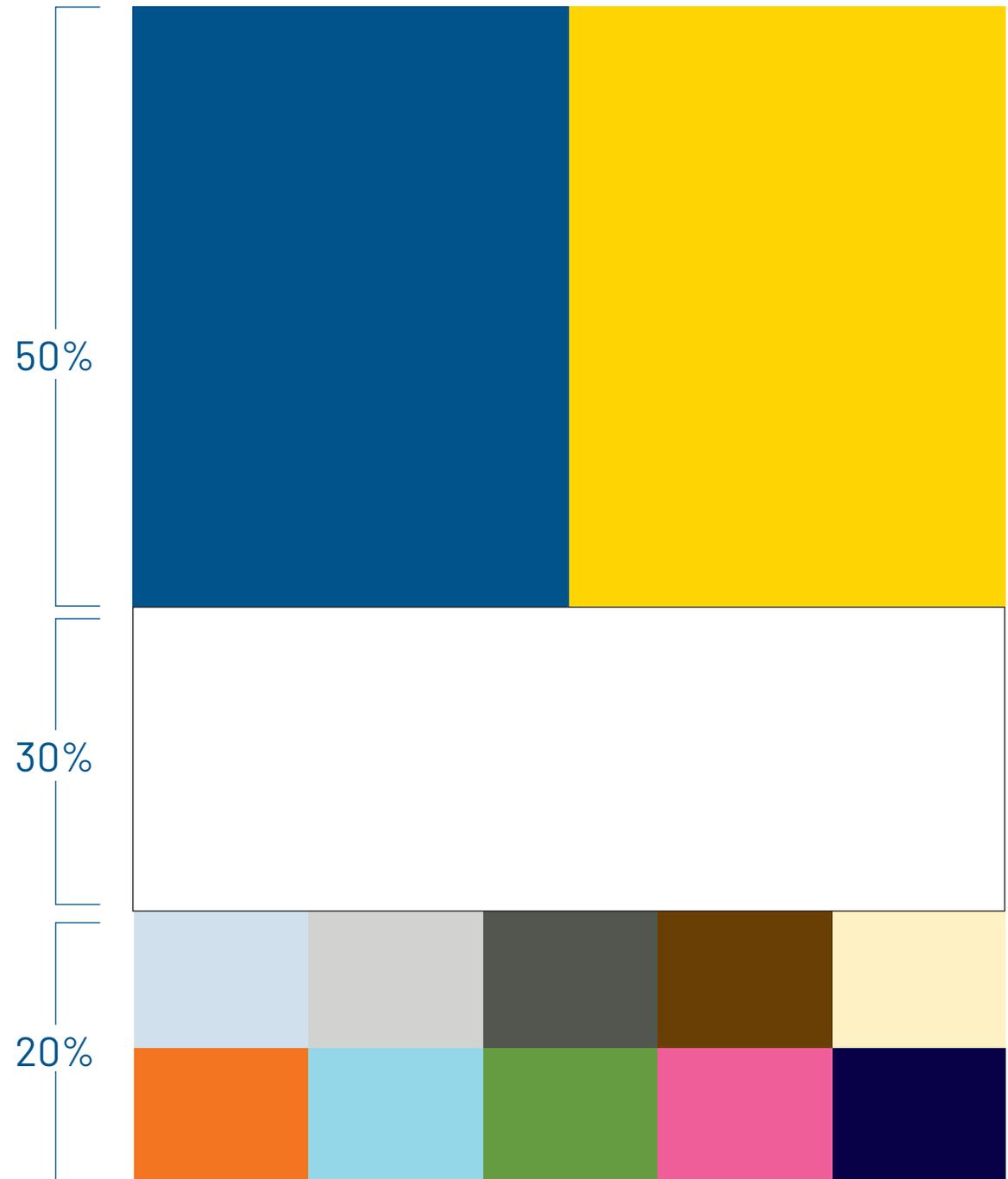


PMS 2766
CMYK: 100/100/6/60
RGB: 17/28/78
HEX: #111C4E

COLOR RATIO

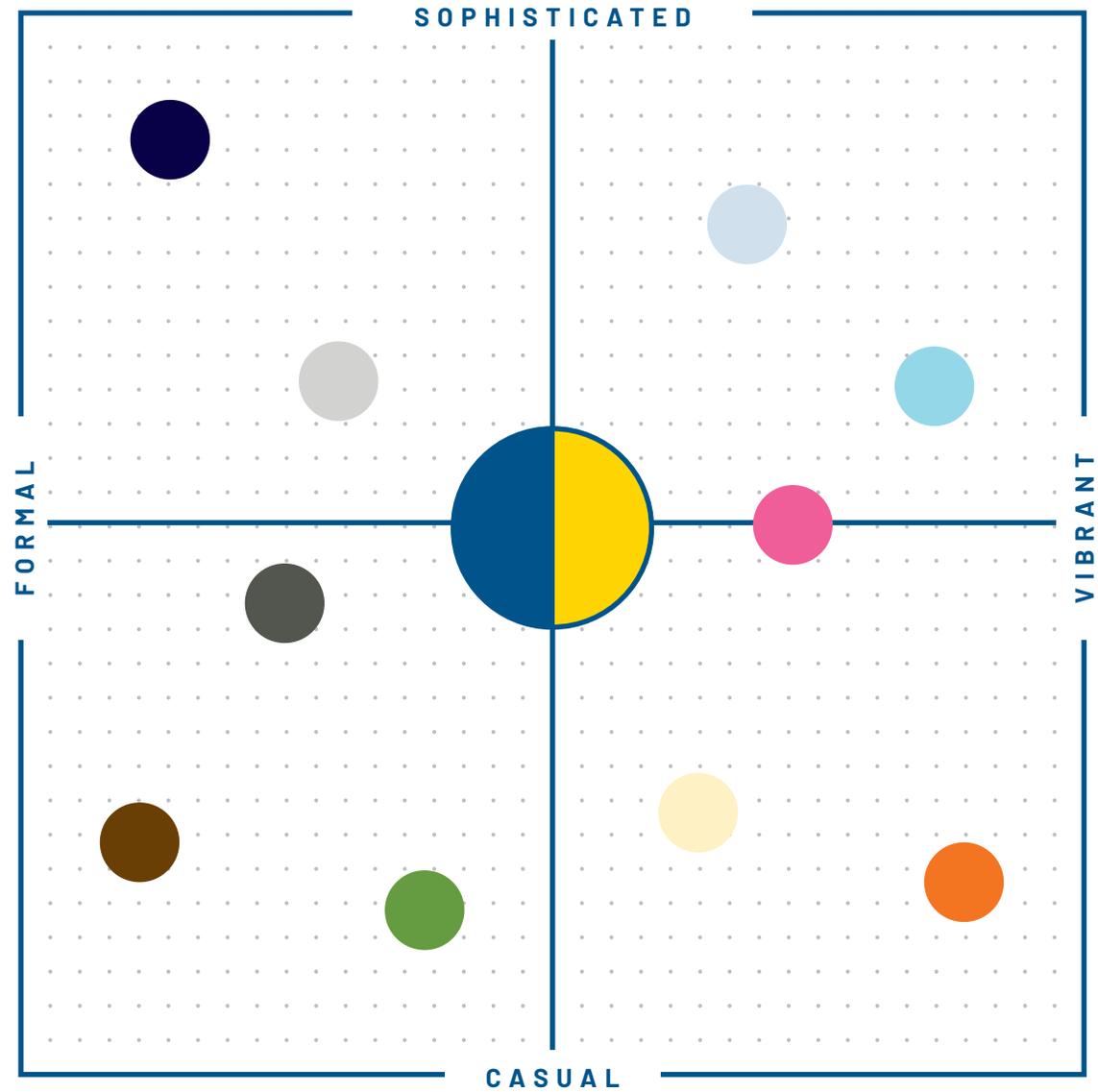
Our primary blue and gold should be predominant in most layouts. Never use secondary colors in this way. By leading with our primary colors, we can celebrate the pride we have in our institution and incorporate a thoughtful amount of negative space. Rather than viewing open space as a blank area, think of it as a pause. Whether it's in a photo or a layout, don't rush to fill every area on the page. What's absent can focus attention on the content that's there.

Ratios on individual pages, spreads, layouts and even full communications can vary. The important thing to remember is that our primary colors should be the predominant colors overall. 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.



COLOR CHART

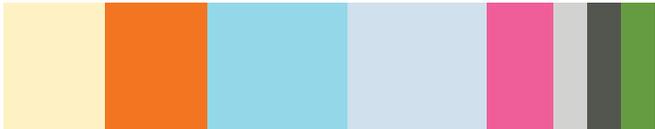
This chart is a guide for the mood, feelings and overall tone of our communications. Our colors range from sophisticated to casual and from formal to vibrant. Use this diagram as a starting point for choosing a palette that projects the right mood for your piece.



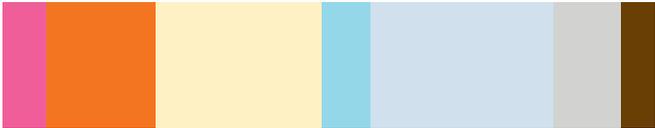
SAMPLE PALETTES

The following examples break down the secondary color palette to show how color combinations can be used successfully. Each set is different, but these still should be used in extremely limited instances, in the ways already described in this document. The primary colors should always remain predominant.

BOLD



CASUAL



FORMAL

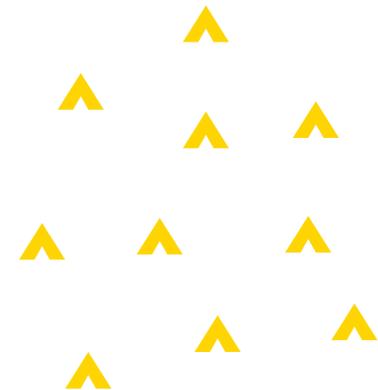
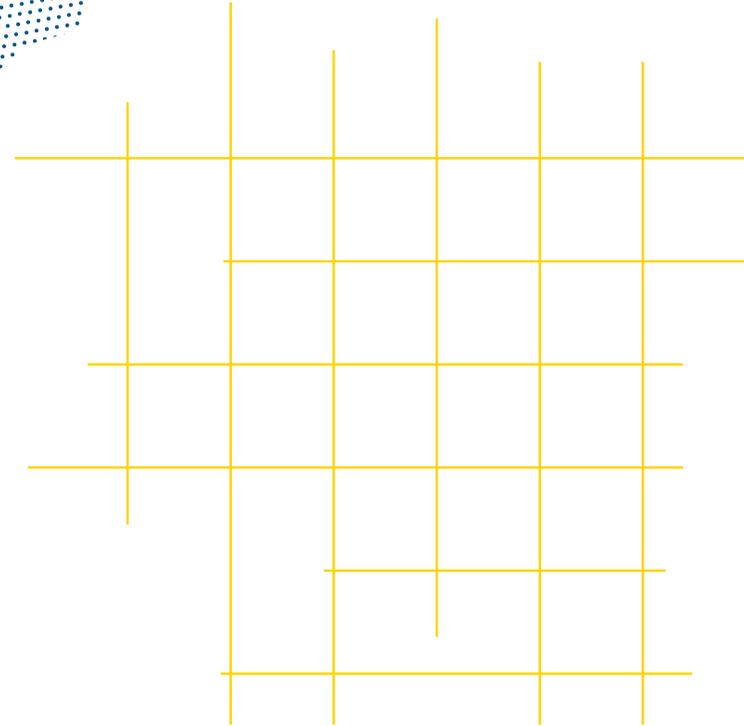
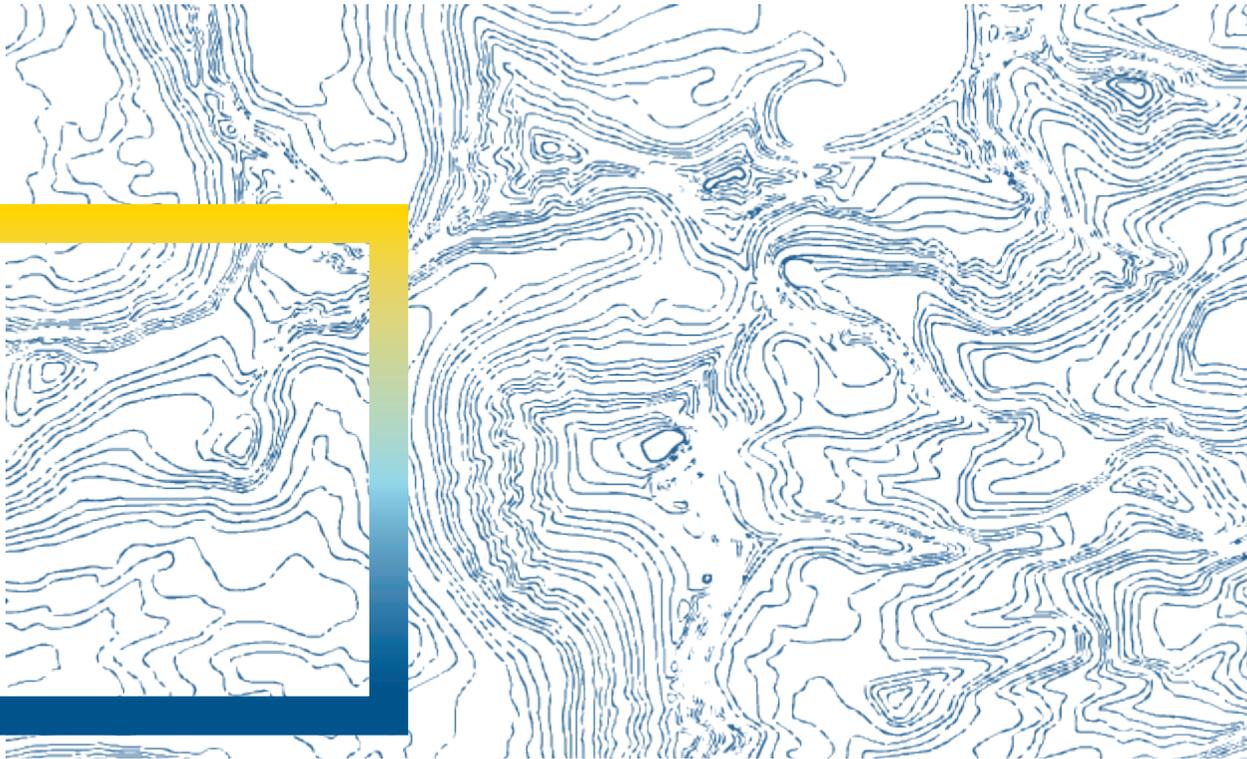
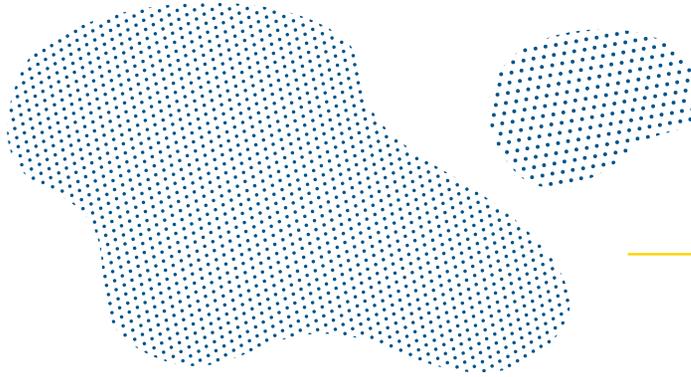


GRAPHIC ELEMENTS



OVERVIEW

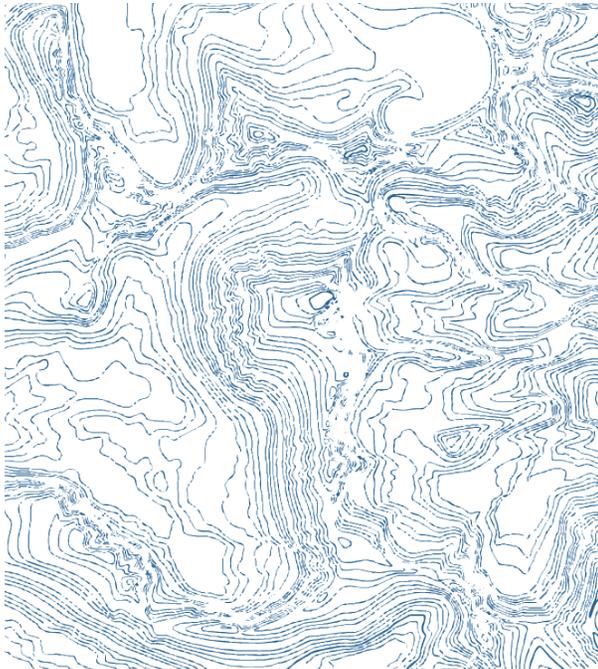
Our graphic elements reflect the work we're doing at the University of Alaska Fairbanks. These contextual visual components work together to tell a more complex and nuanced story. Our brand uses patterns and embellishments inspired by cartography symbols and topographic maps. These marks and patterns can be used as subtle accents for wayfinding or to add an understated layer of texture and depth to a composition. In their most basic form, these elements are simple, subtle patterns that overlay other features in a composition to create depth and texture.



TOPOGRAPHY PATTERN

This stylistic representation of traditional topographic maps alludes to the unique forms and features of the Alaska learning environment. It can help add texture and build depth into our compositions. In most cases, this texture is applied very subtly. In the example to the right, the pattern creates a layering effect and interacts with the photography. Although this element can add nuance and complexity to a layout, it should never overpower the content or imagery.

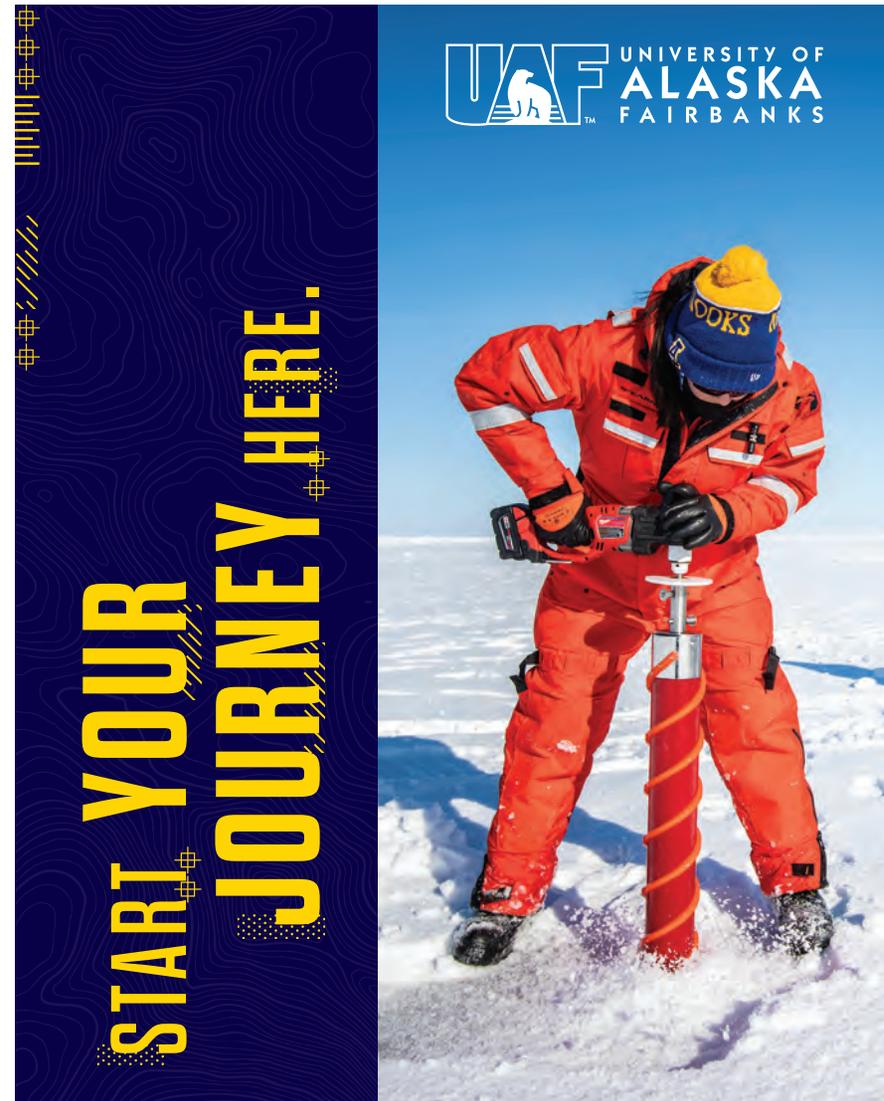
TOPOGRAPHIC MAP OVERLAY



NOTE

The topographic pattern should never be placed over text of any size; doing so will create legibility issues. However, the graphic may sit subtly behind typography and other content, as long as the text remains clear and readable.

EXAMPLE APPLICATION



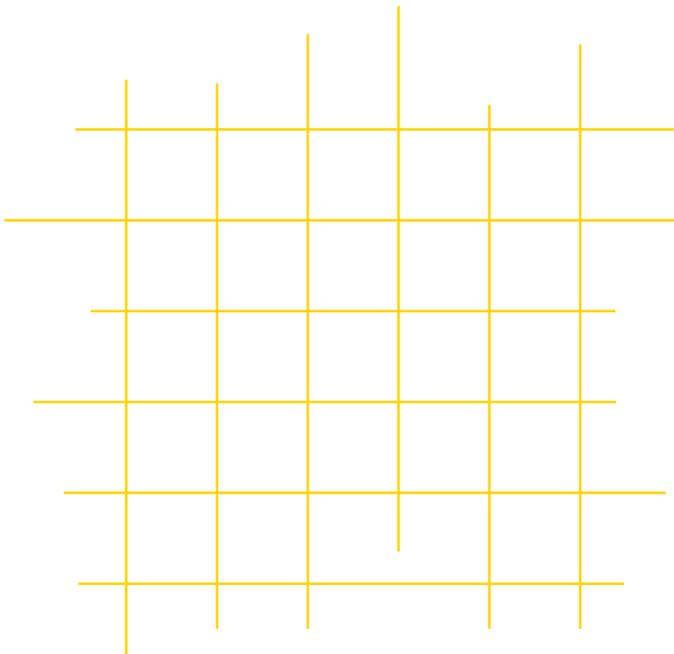
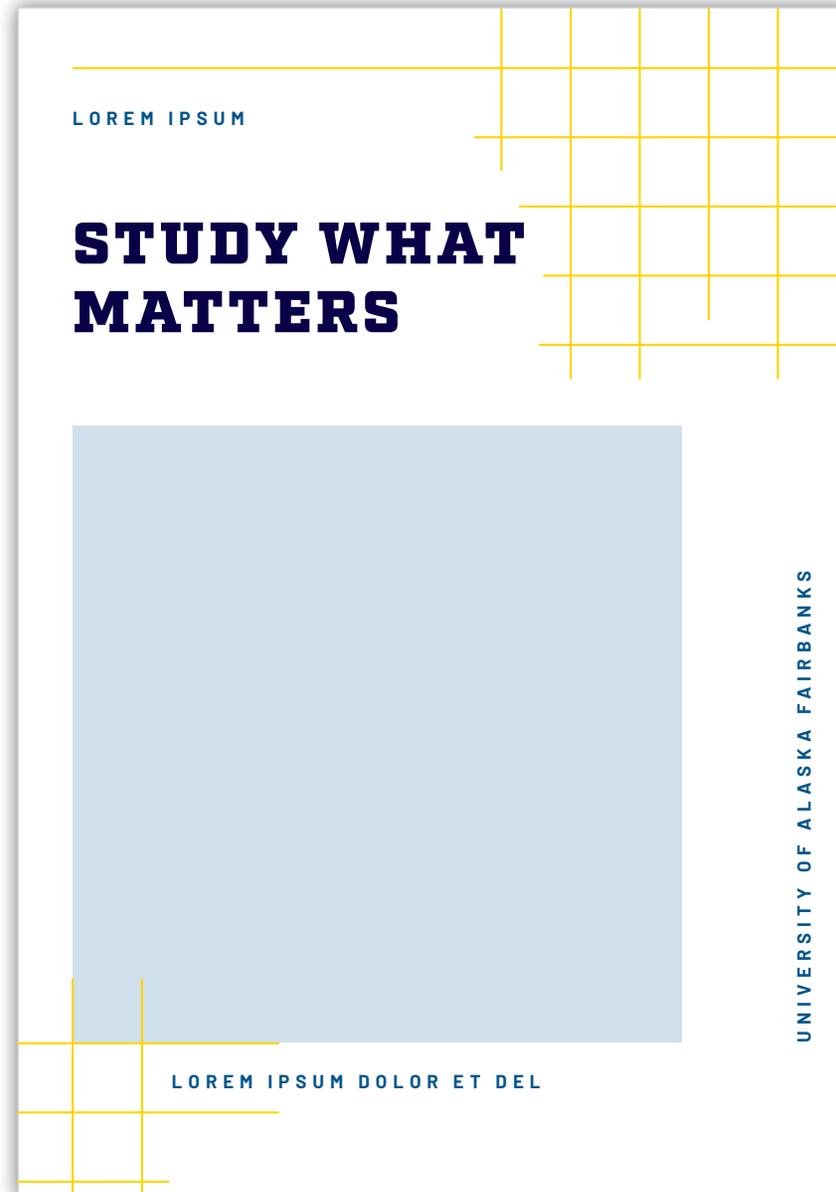
GRID LINES

This visual element is inspired by grid lines on maps that illustrate an underlying coordinate system. As with the brand's other map-inspired components, these grid lines add dimension to our compositions. They can be used to add texture or to help build a structure within the layout.

USAGE

This element works best when it's applied to the corner or the edge of a page. The lines can be adjusted both vertically and horizontally to give a sense of movement within the layout. In the example to the right, note that, in the top right corner, one of the horizontal lines extends to the left side of the page, reaching out to the typography. The grid lines at the bottom left of the page frame and interact with the image. Both of these applications help build structure and emphasis within the layout.

EXAMPLE APPLICATION



LOCALITY MARKS

These graphic patterns are inspired by the symbols used on maps that convey visual information in a particular geographical context. Like our other visual elements, the locality marks create complexity and layering in compositions.

EXAMPLE APPLICATION

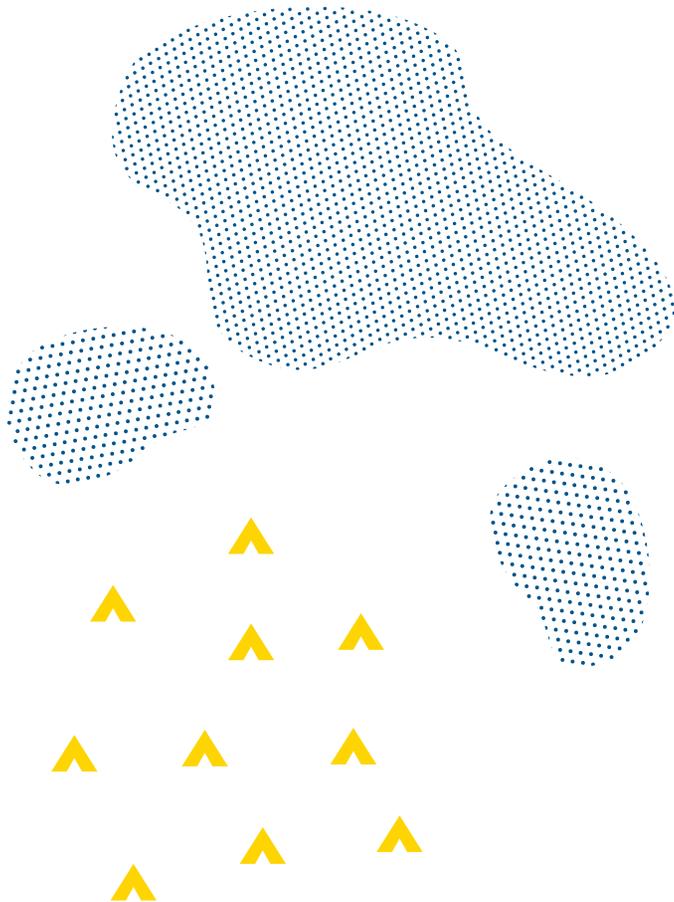


LAYERING WITH OTHER GRAPHICS

The triangular locality marks may be layered over a pattern or used in small groups.



The rounded locality marks may be layered with the grid lines.



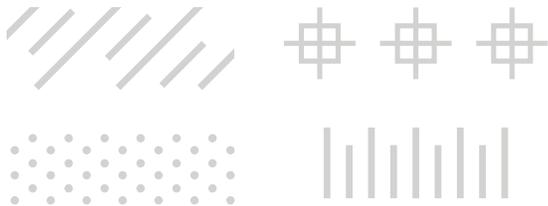
CARTOGRAPHY SYMBOLS

We use cartography symbols to draw the eye to callouts, add dimension to typography or subtly reinforce wayfinding. These elements deliberately call attention to important content and add a layer of visual interest.

EXAMPLE 1

When applying the symbols on top of typography, make sure that the overall effect feels balanced throughout the headline. In this case, let the hierarchy of the typography establish the emphasis, with the symbols creating subtle visual interest. The symbols should never conflict with the overall legibility of the typography.

CARTOGRAPHY SYMBOLS



EXAMPLE APPLICATION



EXPERIENCE BREAKTHROUGH.

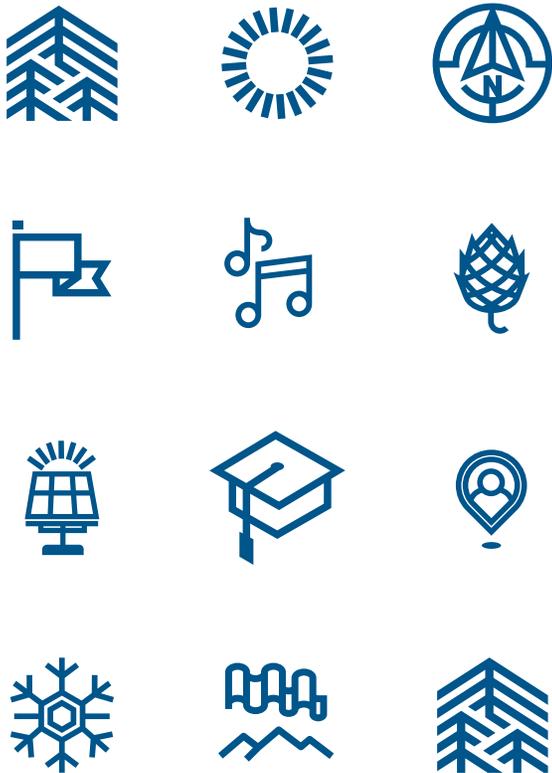
Quamquam nos Ad niam
mentertem sum praet alicit,
iam in tus; nocremu licaper
firtem publium sus bonsulu
sultorarbīs, firtem publium.

EXAMPLE 2

In this example, the symbols bring emphasis to this editorial callout by lining up along the left edge of the box. This technique can be applied to the edges or margins of compositions as well.

ICONOGRAPHY

Icons act as simple visual symbols, drawing attention to important messages and elements. Our graphic approach to iconography focuses on angular lines and geometric shapes, which can be applied as subtle, large-scale backgrounds. For additional iconography, contact University Relations.



LARGE-SCALE APPLICATION

The University of Alaska Fairbanks is the only research university in the state of Alaska, and one of only a handful in the entire country, to hold a triple designation as a Land, Sea and Space Grant institution.

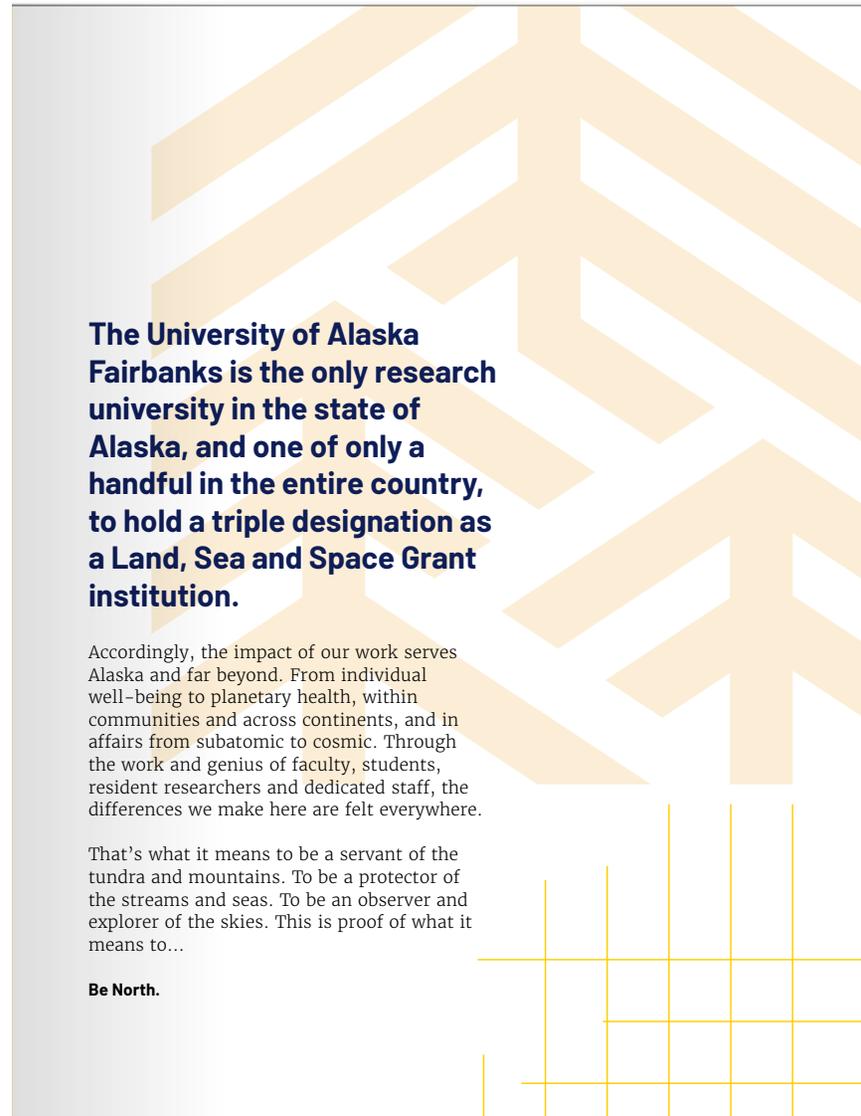
Accordingly, the impact of our work serves Alaska and far beyond. From individual well-being to planetary health, within communities and across continents, and in affairs from subatomic to cosmic. Through the work and genius of faculty, students, resident researchers and dedicated staff, the differences we make here are felt everywhere.

That's what it means to be a servant of the tundra and mountains. To be a protector of the streams and seas. To be an observer and explorer of the skies. This is proof of what it means to...

Be North.



The solid arrow icon can be used as a navigational element to highlight information in a layout.



LINEAR GRADIENT

This graphic application is visually inspired by the gradations found in the aurora borealis. The linear gradient shifts between colors in our color palette. This style can be used in various ways to create emphasis and dynamism in a layout. This style is particularly compelling when it interacts with photos, as it creates a strong illusion of depth.



PHOTOGRAPHY



OVERVIEW

Our photography style distinguishes our brand and plays a major role in how we communicate. Whether we're using existing photos or shooting new images, each picture should demonstrate UAF's personality traits (dependable, unassuming, welcoming, industrious). Photos should have an immediate impact on the viewer and should include an instantly recognizable subject, interesting composition and uncluttered background.

Whenever possible, professional photography should be used. Photos contributed by staff members and occasional stock images may be used but should follow the same guidelines outlined above. Photographers are encouraged to shoot in RAW mode and process specific files to provide maximum image quality and flexibility.

Photo credits should be included wherever possible. For official university photography, the credit should be worded as "UAF photo by [name of photographer]." If the photographer isn't known or photos are provided by the subject of a story, use "Photos courtesy of [name, department or organization]."

Photos in UAF presentations, publications, signage and advertising in print and/or online must have the consent of identifiable individuals on a signed model release. Permission of persons obviously posing for a photo is implied, so no release is needed in such instances. Other exceptions include photos of individuals participating in a public performance (theater, athletics, dance, etc.) or public crowd shots in which no individual is singled out.



EXAMPLE PHOTO STYLES

ACADEMICS AND RESEARCH

Photos in this style should feature both people and their classroom environments. Subjects should feel immersed in their surroundings, not posed. Each image should capture the authentic nature of the work being done. While these shots capture the breathtaking beauty and unique places that our students and faculty find themselves in, they should not shy away from showing the grittier aspects of the work we do in the field.



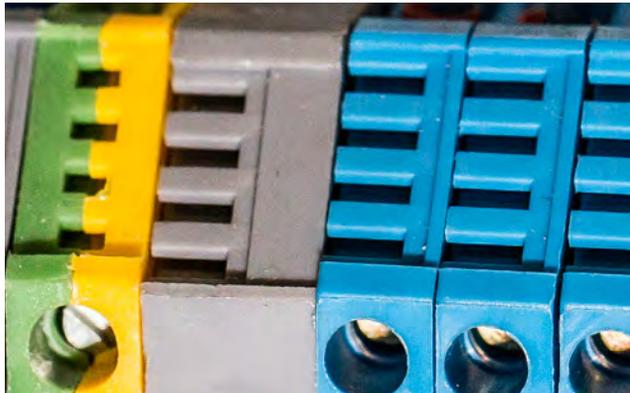
ENVIRONMENT

This category offers the chance to capture the culture of our university and beauty of our environment. Showcase the features of Alaska through sweeping landscapes and intriguing topographies. Depict the natural atmosphere of our campus by focusing on wide-open spaces and people interacting with their environment. Photos of subjects traversing the landscape can emphasize the vastness of our unique learning environment.



DETAILS

This photo style showcases all of the small things that add context to our bigger-picture environment shots. When photographing around campus, it's always a good idea to zoom in on a wide shot and snag a few shots of what makes the composition unique. People can be present, but the focus should be less on the individual and more on what they're doing or what they're interacting with, at a much closer level. It's about zeroing in on the many things – subtle, small and often overlooked – that make our story unique.



SUNDOG OVERLAY

The sundog overlay is a visual representation of the colored spots of light caused by the refraction of sunlight by ice crystals in the atmosphere. The overlay should always be seamlessly integrated within the composition and should never overpower the subject.



SAMPLE TACTICS



SIGNBOARD

FPO

SALMON IPSUM
DOLOR SIT

AMET TROUT
ROCKFISH
HALBIUT BLACKFISH

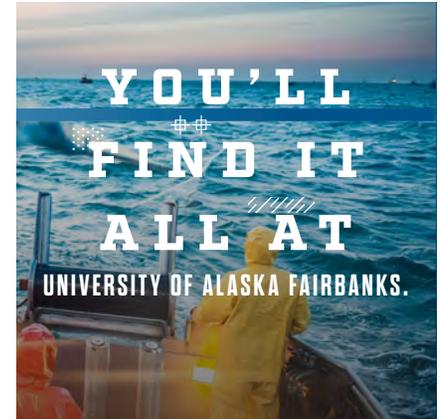
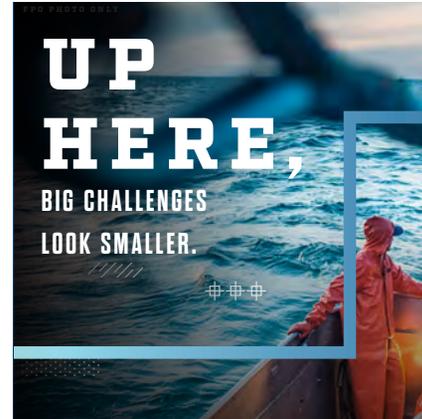
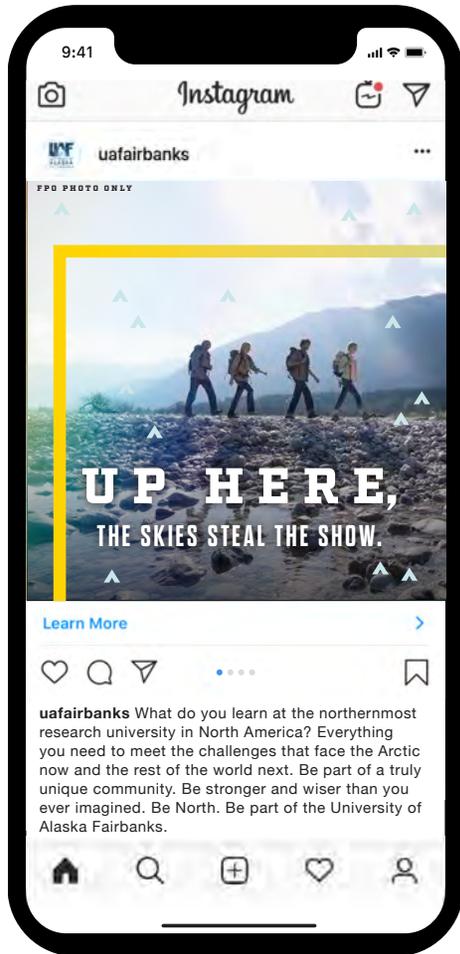
SARAH IPSUM

UAF UNIVERSITY OF ALASKA FAIRBANKS

64°51'22"N
147°49'10"W

WWW.UAF.EDU

INSTAGRAM CAROUSEL



STUDENT RECRUITMENT PUBLICATION

03

WHERE YOU'LL LEARN

IN ALL SENSES EXTRAORDINARY.



Beneath the shimmering aurora. By the glow of your computer, anywhere in the world. Here, there are no limits to how you can learn.

When you reach Fairbanks, deep in the Alaska Interior, you'll know you're someplace essential. Denali glimmers and darkens. Migratory birds wing in for summer temperatures that touch 90 degrees, and moose hunker down for the winter in the negative 40s.

Remote research sites can take you to Kodiak in the south, Juneau in the east and Toolik Lake above the Arctic Circle. Beyond Fairbanks, UAF's regional campuses dot the vastness of the state, serving the people of Kotzebue, Bethel, Nome and Dillingham.

Along the way, as you meet unique people across this unusual landscape, you'll learn to see everything differently.

- ▶ Discover more at www.uaf.edu/admissions/
- ▶ or visit us virtually at www.uaf.edu/visit/

ANYTHING BUT DISCONNECTED.

The University of Alaska Fairbanks is both surrounded by wilderness and firmly connected by fiber and satellite to the wider world. You can attend and earn your degree online, learning and sharing experiences in real time. And when you study in

Fairbanks, you'll be in Alaska's second-largest city, connected by highways and air to everywhere else. **No matter where you're from or how you attend, you'll find your place here.**

JAMES ISABELL
TELLER, ALASKA
ELEMENTARY EDUCATION MAJOR

While recovering from an ATV accident, James Isabell gave up his job as a laborer and began helping out at a preschool. There, he discovered a passion for early learning, and decided to enroll at UAF. Now, he's taking classes through UAF's Northwest and Fairbanks campuses, attending remotely from his home village of Teller, and pursuing his degree in elementary education, all while staying connected to his Inupiat culture and the outdoor life he loves.

FINDING A TALENT FOR TEACHING



UNIVERSITY of ALASKA FAIRBANKS
NORTHWEST CAMPUS

64°49'65"N
165°39'66"W

STUDENT RECRUITMENT PUBLICATION

09

JUMP RIGHT IN, NO MATTER THE TEMPERATURE.

Here, you can join the 40 Below Club (membership earned by disrobing at the temperature sign), and cheering on UAF's 10 Nanook teams is practically a sport unto itself. Not to say it doesn't have a lot of competition from a whole range of activities. Ski, run, bike or walk our 26 miles of on-campus trails. Get fit at the recreation center, wreak havoc in the esports club or climb your choice of walls: indoors, outdoors or (weather permitting) ice-covered.



TRUE VIRTUAL COMMUNITY.

On campus or not, there's a place for you here by way of livestreamed events and activities, as well as club and organizational meetings.



STUDENT LIFE

Check the Nanook Engage page <https://engage.uaf.edu/events/>

BUSY, AND LOVING IT.



RILEY VON BORSTEL SEWARD, ALASKA JUSTICE AND POLITICAL SCIENCE DOUBLE MAJOR WITH MINORS IN SOCIAL WORK AND PSYCHOLOGY

One day, Riley von Borstel is advocating for crucial new scholarships. The next, she's cosigning an action plan for climate change with 400 other student body presidents nationwide. But whether she's portraying Jane Bennet in the theater department's production of "Pride and Prejudice" or maintaining a formidable Instagram following, one thing is certain: Riley has found plenty to do here at UAF.

WHERE TO KEEP UP

- Instagram @nanookengage @uaf.sli @uafndac @uafadmissions @uafairbanks
- Facebook @nanookengage @uafairbanks



STUDENT RECRUITMENT PUBLICATION

11

MAKING UAF WORK FOR YOU AND YOUR FUTURE.

Higher education can be expensive. Here at the University of Alaska Fairbanks, we do everything in our power to keep costs low and to make your education worth more than you ever imagined. Here's a look at the numbers, and the number of ways we help students manage.

AFFORDING YOUR UAF EDUCATION

	ALASKA RESIDENT	NONRESIDENT	WUE*	ONLINE
▶ ANNUAL TUITION & FEES BASED ON 30 LOWER- AND UPPER-DIVISION CREDITS	\$8,930	\$27,585	\$13,440	\$9,930
▶ ROOM & BOARD BASED ON DOUBLE ROOM AND MEAL PLAN	\$10,540	\$10,540	\$10,540	\$0
▶ ANNUAL TOTAL INCLUDES TUITION, FEES, ROOM AND BOARD Does not include textbooks, supplies, personal expenses or transportation costs.	\$20,470	\$38,125	\$23,980	\$9,930

* Western Undergraduate Exchange.
For more information, visit www.uaf.edu/admissions/apply/wue.php
Please note: All costs are subject to change. Costs reflect classes taken at typical rates; online courses taken through UAF eCampus are charged at the resident tuition rate.

✚ See the costs for yourself:
▶ www.uaf.edu/finaid/costs/



OUR PROMISES. YOUR SUCCESS.

The merit-based **Nanook Pledge** gives you four years of predictable financial assistance, with awards ranging from \$1,000 to \$10,000 per year. This allows you to focus on your top priority: academic success. This is our investment in you.

The **Nanook Commitment** scholarship helps you bridge the gap between what you can afford and the cost of attendance. It makes your plans possible.

Both are renewable awards for incoming first-year, transfer and readmitted UAF students seeking bachelor's degrees, even those fully online.

FOR THOSE WHO'VE SERVED.
Military and veteran students, their spouses and their dependents are all eligible for in-state tuition. It's one of many ways that UAF honors and thanks service members.

MORE PATHS TO YOUR SUCCESS.
Even with our low tuition, everyone can use help paying for college. So there are grants, scholarships, student jobs, work-study and loans.

▶ www.uaf.edu/finaid/



FAFSA OPENS OCT. 1.

SCHOLARSHIP APPLICATIONS DUE FEB. 15.



**VIEW THE UNIVERSITY OF ALASKA FAIRBANKS
GUIDELINES ONLINE AT WWW.UAF.EDU/BRANDING/**

The University of Alaska Fairbanks is an affirmative action/equal opportunity employer and educational institution. UAF does not discriminate on the basis of race, religion, color, national origin, citizenship, age, sex, physical or mental disability, status as a protected veteran, marital status, changes in marital status, pregnancy, childbirth or related medical conditions, parenthood, sexual orientation, gender identity, political affiliation or belief, genetic information, or other legally protected status. The University's commitment to nondiscrimination, including against sex discrimination, applies to students, employees, and applicants for admission and employment. Contact information, applicable laws, and complaint procedures are included on UA's statement of nondiscrimination available at www.alaska.edu/nondiscrimination/.

Photos by UAF photographers. The University of Alaska Fairbanks is accredited by the Northwest Commission on Colleges and Universities.