CO-BRANDING

The centennial logo does not replace the UAF logo or your unit’s own signature system. It is an additional element that marks your unit’s materials as being specific to the centennial. Units must still adhere to UAF’s visual identity guidelines. Reference to the University of Alaska Fairbanks must be included in all narratives, including publications, media releases and website copy.

HASHTAG

Please use this hashtag in social media posts throughout the centennial year: #uaf100.

PSA, KUAC LINER SAMPLES

Whenever possible, centennial should be referenced in all public service announcements. The exact wording is flexible, but should contain one or more of the following elements: “centennial,” “100 years,” “Celebrating a century, 1917-2017.”

For example:

• “UAF is hosting Inside Out, an insider’s guide to UAF for high school juniors and seniors, this Friday at 5 p.m. UAF — celebrating a century, 1917-2017.”

• “UAF’s Music Department celebrates UAF’s centennial with a concert this Saturday at 2 p.m., featuring music from the early 20th century. UAF — celebrating a century of culture.”

• “The UA Museum of the North’s Arctic insects exhibition opens this month. UAF — celebrating 100 years of discovery.”