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WHY WE HAVE A BRAND BOOK

The University of Alaska Fairbanks is home to more than 10,000 students from all over the world, with seven campuses across the state. We have a tradition of inspiring — inspiring discovery, inspiring independence, inspiring greatness. With the UAF brand, we share our spirit with the rest of the world, showing what makes us who we are.

This book is a tool for communicating the UAF brand — what we’re all about. How we’re changing the world one idea at a time. How we’re inspiring great people to do great things. By having one strong, clear, authentic voice, we set ourselves apart from the rest.

With consistent creative execution of a solid brand understood and embraced by all, we can attract and retain students, donors, staff, faculty and funding with one clear message: We are Naturally Inspiring. We are the University of Alaska Fairbanks.
The UAF brand is not just a logo, a tagline or a color palette. Ultimately, it’s the emotions UAF sparks in others through the distinctive benefits we offer. These feelings and emotions occur every time a prospective student, donor, new professor or member of the community interacts with UAF — by phone, in person, in print or through a TV ad. The way people feel about UAF is at the heart of our brand.

Much like a person’s identity, a brand is made up of characteristics and a personality. People also have a core essence of who they are and what makes them distinctive from others. With a brand, this is called a “positioning statement.”

So what is the UAF brand? Discover it on the following pages. This is your guide for how to deliver a consistent brand experience to all our audiences.
The University of Alaska Fairbanks draws students into a welcoming community, offering them inspiring and transformational educational challenges — from the personal to the global — in the vast, dynamic laboratory that is Alaska.

What is Brand Positioning? It’s an internal document that describes the “mental space” a brand should occupy in the minds of a target audience, and is used to guide marketing communications strategies, programs and tactics.
Inspired by place

Complete involvement and instruction based on extensive exposure to surroundings or conditions native to the object of study (contextual immersion)

What is Brand Truth? That which is discovered or understood to be essentially true about the organization, product or service; the true lived experience of the brand; the truth of what a business or organization is, does and actively works toward
UAF BRAND PERSONALITY

UAF is sociable, engaging, stimulating, down-to-earth and always game.¹

¹Game = capable and likes a challenge, showing an unyielding spirit, willing and ready

What is a Brand Personality? The way a brand speaks and behaves, with assigned human characteristics to which a consumer can relate
What is Brand Character? The functional and emotional associations assigned to a brand by its customers and prospects

**EMBRACING**
We are a mentoring, tightknit community. Bonded by common interests (social, culture, geographic, environmental, political, economic), we eagerly draw in those around us for study, work, advocacy and play. Kinship and belonging provide rewards and benefits, on campus and in the greater community.

More: welcoming, friendly, hospitable, affinity, companionable
Less: indifferent, cold, unfriendly, fragmented

**AUTHENTIC**
We are unpretentious, approachable and “come as you are.” We think for ourselves, preferring to define our self-image on our own. We’re grounded in reality, living and working together in an open, unaffected way. You can trust us to be frank, sincere and loyal. At UAF quality, not quantity, is our priority.

More: genuine, real, earnest, accessible
Less: artificial, dishonest, counterfeit, posers

**STIMULATING**
We are enlivened by our environment — by Alaska. A sense of pride and competence comes with everyday living. Hands-on opportunities and transformational research create a rich and worthwhile experience for many students. Finding our place in the Far North binds, drives, warms and transforms us, providing an endless source of inspiration, curiosity and study.

More: energizing, galvanizing, captivating
Less: humdrum, unexciting, dispiriting

**PRACTICAL**
At UAF, value matters. A UAF degree is an investment, and we’re proud to deliver high-quality education at an affordable price. Top-notch and accessible faculty and breadth and depth in academic study produce job-ready students. It’s a savvy measure of assurance, and ultimately success, to choose UAF.

More: quality, value, meaningful, respected
Less: cheap, second-rate, inferior
You find it on a walk to class on a crisp November morning. In professors who are still rewarded when they see the lights go on. You feel it looking across at the mountains from your dorm room, or in a class held outdoors where cell service is the last thing you think about.

It’s a quality that creates stronger bonds among peers and a vast, richer learning experience. Where lecture notes in a binder are replaced with a deeper understanding of how the lesson applies to life.

It’s a resource in such abundance, it’s almost embarrassing. But we embrace it with pride because it defines why we’re here and where we’re headed.
USING OUR BRAND

So how is the brand used every day? Here are just two easy examples:

EXAMPLE #1 When reviewing that shiny new brochure that comes across your desk, use this explanation of the brand as your prism, as your guide for evaluating the design and content. Does the brochure say “inspired by place”? Does it represent UAF’s personality? Does it have people in the photos who look authentically UAF and down-to-earth?

It should.

EXAMPLE #2 When speaking with a prospective student from rural Alaska, are you highlighting the embracing campus community, the opportunities for stimulating, hands-on learning, or the practical application of studies to a career in rural communities?

You should.

It will be your job to evaluate opportunities and make decisions based on your understanding and ownership of our brand’s identity. Since this is an internal document, you’ll put things in your own words, of course, always using what you know and believe about the brand from these pages as your guide to define UAF as “Naturally Inspiring.”
A voice of inspiration

The words we choose — our brand voice — define our identity and tell our story. Our brand voice must faithfully represent the personality of UAF, which is sociable, engaging, stimulating, down-to-earth and always game. All our communications should bring that personality to life and paint a picture of who we are, how we think and what we want to achieve.

Our voice reflects our values. We are sociable and engaging. We are by nature a close-knit community that seeks authenticity, challenge and adventure at every turn. We look at individual achievement in terms of how it affects our community and greater society. We are down-to-earth. We speak from the heart, using straightforward language to communicate even the most complex ideas. We are stimulating and always game. We aren’t afraid to make bold statements. We don’t just offer degree programs — we offer life-changing experiences and boundless opportunity.
TONE

The tone of UAF is sociable and engaging. Using the plural “we” illustrates a shared experience and common goals. We have an ever-present connection to our surroundings and our community, and the language we use is one of inclusion, not exclusion. Our words should draw people in and make them feel they are part of something greater.

We live in a physical environment of singular beauty, extreme climate and rugged terrain — a place that inspires powerful words and imagery, thought-provoking debates and independent thought. Thus, the tone should be emotionally and intellectually stimulating. It should evoke images of real-life discovery and a practical, hands-on academic experience.

The tone and content of the language should be down-to-earth and unpretentious, but also confident, with a sense of adventure.

To show that we are always game, our words and phrases should encourage fearlessness in social, academic and professional pursuits.

FOLLOW
We are the University of Alaska Fairbanks, inspiring great people to do great things.

AVOID
The University of Alaska Fairbanks boasts a multitude of graduates who go on to achieve unparalleled success.

FOLLOW
We invite you to explore the possibilities of the Last Frontier — where inspiration is around every bend, independence is championed, and adventure is inevitable.

AVOID
We urge you to tour our world-renowned facilities, bear witness to the spectacular natural environment that compels contemplation, and realize your full academic potential.

FOLLOW
We have experts to guide you and a dare-to-be-great situation with your name on it.

AVOID
We offer a wide range of disciplines and degree programs to choose from, as well as friendly, knowledgeable career counselors who can help you determine which path is right for you.
STRUCTURE

Rather than simply listing facts, important details should be prefaced by their greater significance when possible. Sentences should vary in length to create depth, maintain dynamic flow and arouse interest. Longer sentences may convey essential and necessary information, while shorter sentences or fragments can deliver powerful statements and evoke emotion.

EXAMPLE OF AN OPENING PARAGRAPH

There are places in this world where you are destined to discover who you truly are. Here at UAF, as wisdom passes from one generation to the next, revolutionary ideas are thriving and a new academic culture is taking shape. Smarter questions. Better answers.

Rather than always speaking about the university from our point of view, speak directly to readers or prospective students about their own desires. It may read like a personal challenge or a list of specific opportunities — perhaps some so unconventional, the reader never considered them before.

FOLLOW

You’ve got skills to master, records to set and discoveries to make.

Launch a rocket. Monitor muskoxen. Study in Spain. It’s your life. Make it off the charts or off the grid.

AVOID

The University of Alaska Fairbanks believes that all students should have the opportunity to reach their goals. Thus, it is our mission to help each and every student attain the skills needed to succeed in the modern world.
All communication materials written for or about the University of Alaska Fairbanks should have consistent style, tone and editorial standards. You’ll find the UAF editorial style guide at www.uaf.edu/marketing/guidelines/writing/editorial/.
REQUIRED LANGUAGE

As a state entity, there are legal requirements the university must follow. This section outlines the required language and appropriate usage.

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.
## Points of Pride

The following section equips campus communicators and brand champions with points of pride, facts about the university that illustrate our brand and support our tagline of “Naturally Inspiring.”

### Inspiring Discovery

#### Alaska Significance

- UAF is America’s northernmost Land, Sea and Space Grant institution and one of only a handful of universities in the nation with this triple-crown distinction.

- UAF played an essential role in Alaska’s statehood. Delegates to the Constitutional Convention in 1955–1956 wrote the state’s constitution in the student union building, which was renamed Constitution Hall. It was signed in what was then the university gym and is now Signers’ Hall.

- UAF has the largest presence, impact and geographic scope of any university in Alaska. In addition to its seven campuses, UAF maintains numerous research stations, learning centers, Cooperative Extension Service offices and Alaska Sea Grant Marine Advisory Program offices across the state.

- UAF is home to the UA Museum of the North, one of the most popular visitor attractions in the state.

#### Academics

- UAF has been nationally accredited by the Northwest Commission on Colleges and Universities since 1934, and also has 17 specialized accreditations, certifications and standards.

- UAF is the leading PhD-granting university in Alaska.

- UAF was ranked fifth in the nation for best affordable emergency management degree programs in 2014.

- The College of Engineering and Mines has consistently fielded one of the nation’s best steel-bridge-building student teams. In 2013 the team won the Pacific Northwest Regional title and took first place in three categories.

- With more than 1.1 million titles, UAF’s Elmer E. Rasmuson Library is the largest library in Alaska, and it houses an extensive collection of northern research materials in the Alaska and Polar Regions Collections and Archives.

#### Research

- UAF leads all single institutions in the number of Arctic research publications and citations.

- In 2015 UAF began operating the Research Vessel *Sikuliaq* [see-KOO-lee-ack], one of the most advanced university research vessels in the world.

- UAF ranks in the top 120 of the more than 650 U.S. academic institutions that conduct research.*

- UAF is a founding member of UArctic (the University of the Arctic), a network of colleges, universities and research organizations in the eight Arctic nations that work together to address the needs of the circumpolar North.

* as defined by the NSF for R&D expenditures
A strong visual identity contributes to the University of Alaska Fairbanks reputation and brand, increases our ability to recruit outstanding students, staff and faculty, and allows us to engage alumni, donors and friends. Using consistent visual elements when representing UAF builds recognition. Just as a simple glance identifies a Starbucks coffee cup, friends and colleagues of UAF should be able to tell at a glance that a T-shirt, brochure, poster or other item is from the University of Alaska Fairbanks.
LOGOS

Our logo is one of our most visible and valuable assets. Respect it.

THE OFFICIAL UAF LOGO AND HOW TO USE IT

The UAF symbol and wordmark are mandatory elements for every UAF communications piece. They form the foundation of a flexible system designed to help all UAF 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.

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: block and horizontal. This allows flexibility of use in different media and formats.

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

The logo may be used without the words “University of Alaska Fairbanks” underneath provided that the full university name appears prominently elsewhere on the page.

GENERAL RULES FOR USING THE UAF LOGO

The logo is most often used in blue or black and should only be used in official UAF primary colors or black. Be sure to select a logo color that will sufficiently contrast with the background of the publication. The logo works well at a variety of sizes and can be downloaded in a variety of formats. When reproducing our logo, be conscious of its size and legibility. Use common sense — a signature that is too small ceases to serve any useful communication function. Generally, our logo should never appear less than ½” wide in printed materials, and no less than 50px wide in the digital realm.

If the logo is being affixed to merchandise or promotional items for sale or giveaway, please read the trademark information at www.uaf.edu/marketing/guidelines/trademark/ first. Marketing and Communications reviews all designs for promotional items (T-shirts, mugs, pens, bags, etc.) incorporating the UAF logo or other trademarks prior to production. Merchandise bearing university trademarks and/or services using university trademarks without proper written university authorization may be considered counterfeit or infringing and subject to all available legal remedies, including, but not limited to, seizure of the merchandise.

Logos can be downloaded at www.uaf.edu/marketing/guidelines/logos/.

GENERALLY SPEAKING, BE SURE TO...

... include the logo on the cover of all print publications that represent the university and are intended for external audiences.

... position the logo for maximum impact and give it plenty of room to breathe. This helps ensure the logo’s visibility and legibility.

... resize the logo proportionally.

... send any questions about using the UAF logo to uaf-logo@alaska.edu.

BUT PLEASE DON’T...

... stretch, condense or otherwise morph the logo.

... redraw the logo, translate it, rotate it, or alter the placement and size relationship between its elements.

... add additional elements or copy to, change the color of, distort, or alter the integrity of the UAF logo without prior approval from Marketing and Communications.

... reduce the logo to less than ½” wide.
TYPOGRAPHY

Typography is an important element of the UAF visual identity system and helps convey the personality of our brand. When used correctly and consistently, typography unifies the appearance of communications.

The primary sans-serif typeface, Ideal Sans, allows for fluid readability and versatility, and gives designs a warm, organic, handmade feeling. It should do the heavy lifting in communicating the general look and feel of the product. Ideal Sans can be bought at www.typography.com. If Ideal Sans is not available, or for web and PowerPoint presentations, you may use Trebuchet MS, provided with Microsoft Windows and Mac OS X operating systems.

Ideal Sans
Light
ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz 1234567890
abcdefghijklmnopqrstuvwxyz 1234567890
Book
ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz 1234567890
abcdefghijklmnopqrstuvwxyz 1234567890
Book Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz 1234567890
abcdefghijklmnopqrstuvwxyz 1234567890
Semibold
ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz 1234567890
abcdefghijklmnopqrstuvwxyz 1234567890
Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz 1234567890
abcdefghijklmnopqrstuvwxyz 1234567890

Minion Pro, the primary serif typeface, is also highly readable and is suitable for formal applications, such as invitations or books, or where a serif font is required. Minion Pro comes with the Adobe Creative Suite or the bundled programs available to University of Alaska faculty and staff through the Office of Information Technology keyserver (www.alaska.edu/oit/services/software-downloads/).

Minion Pro variants can be bought at www.adobe.com/type/. If Minion Pro is not available, or for web and PowerPoint presentations, you may substitute Georgia, which is also a system font.

Minion Pro
Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz 1234567890
abcdefghijklmnopqrstuvwxyz 1234567890
Book
ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz 1234567890
abcdefghijklmnopqrstuvwxyz 1234567890
Semibold
ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz 1234567890
abcdefghijklmnopqrstuvwxyz 1234567890
Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz 1234567890
abcdefghijklmnopqrstuvwxyz 1234567890

OSP-DIN and Wisdom Script may be used for special projects requiring a decorative font. OSP-DIN should only be used for a few words or short headlines, and Wisdom should be used seldomly and only for a few words. These specialty, stylized fonts should be used sparingly. Please refer to how decorative type is used in the online creative gallery for examples.


Recommended font specifications for UAF websites are:
• Serif fonts: Georgia, Times New Roman, Times
• Sans-serif fonts: Trebuchet MS, Arial, Helvetica
COLOR PALETTE

Color selection is a key element in building a strong brand.

Blue and gold are the primary UAF colors and an integral part of the UAF brand. The support and accent color palettes are inspired by nature and feature vibrant earth and auroral tones to represent the energizing atmosphere at UAF.

Additional guidelines for using the support and accent color palettes are online at www.uaf.edu/marketing/guidelines/color/.

These colors are in the following color models:

- Pantone® Plus Series (for 2-color printing)
- CMYK (for 4-color/full-color process printing)
- RGB or HEX values for web and screen.

Please choose the appropriate values for the medium you are working in. Color palettes compatible with the Adobe Creative Suite can be downloaded at www.uaf.edu/marketing/guidelines/color/.

 PRIMARY COLOR PALETTE

These should be the dominant colors used when designing materials. The colors in the primary color palette should always cover more area than any other color that appears in materials.

- Pantone Plus 647 C
  CMYK: 96 54 5 27
  RGB: 35 97 146
  Hex: 236192
- Pantone Plus 116 C
  CMYK: 0 14 100 0
  RGB: 255 205 0
  Hex: FFCD00
- White
  CMYK: 0 0 0 0
  RGB: 0 0 0
  Hex: FFFFFF

 SUPPORT COLOR PALETTE

These colors should be used to complement the primary colors, but the primary colors should remain dominant.

- Pantone Plus 7056 C
  CMYK: 0 7 25 1
  RGB: 239 219 178
  Hex: EFDBB2
- Pantone Plus 420 C
  CMYK: 6 4 7 13
  RGB: 199 219 178
  Hex: C7C9C7
- Pantone Plus Warm Gray 1 C
  CMYK: 3 3 6 7
  RGB: 215 210 203
  Hex: D7D2CB

 ACCENT COLOR PALETTE

These colors provide additional range to the primary colors and should be used sparingly (no more than 20 percent of the visual weight on the design). In any given design, only one accent color should be used with the primary colors to keep the primary colors dominant. The use of too many accent colors will dilute the power of the primary colors.

- Pantone Plus 717 C
  CMYK: 0 68 100 0
  RGB: 212 93 0
  Hex: D45D00
- Pantone Plus 7474 C
  CMYK: 96 9 32 29
  RGB: 0 118 129
  Hex: 007681
- Pantone Plus 7490 C
  CMYK: 57 6 92 19
  RGB: 113 153 73
  Hex: 719949
- Pantone Plus 732 C
  CMYK: 16 69 100 71
  RGB: 98 52 18
  Hex: 623412
- Pantone Plus 260 C
  CMYK: 66 100 8 27
  RGB: 100 38 103
  Hex: 642667
- Pantone Plus 747 C
  CMYK: 7 100 82 26
  RGB: 166 25 46
  Hex: A6192E
- Pantone Plus 417 C
  CMYK: 33 23 35 63
  RGB: 101 102 92
  Hex: 65665C
PHOTOGRAPHY

The photographs used in UAF materials should have a consistent look and feel. The style helps viewers identify with UAF and relays a sense of place and community. Ideally, photos should demonstrate the UAF brand characteristics and personality (engaging, sociable, stimulating, authentic). Photos should have an immediate impact on the viewer, and should include an instantly recognizable subject, interesting composition and uncluttered background. Because UAF is inspired by place, we should make concerted efforts to show the environment where our students engage, learn and thrive.

Professional photography should be used whenever possible. UAF’s online photo collection and instructions for requesting images, or a request form for an MC staff photographer to work with you to obtain new photos, can be found here: www.uaf.edu/marketing/services/photo/.

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.

Many images can also be bought for private use, as prints or on memorabilia such as key chains, mugs and tote bags. Visit www.photos.uaf.edu to browse the picture galleries.
The guidelines for UAF photography also apply to video. Videos that represent UAF should highlight the UAF brand characteristics and personality (engaging, sociable, stimulating, authentic) and show that UAF is Naturally Inspiring. Staged, scripted scenarios might be appropriate in some instances, but when possible, videos should be unscripted and capture the subject(s) engaging naturally in their environment. This adds authenticity and reinforces the brand.

Professional video production should be used whenever possible. If you choose to shoot your own video, Rasmuson Library has equipment available for checkout. Visit http://library.uaf.edu/media/ for detailed information.

Please add the opening and closing segments shown to the right. Contact Marketing and Communications at uaf-marketing@alaska.edu to obtain the files.
WEBSITE

All official UAF websites must comply with these requirements. A full list of requirements and links to creative materials and forms can be found at www.uaf.edu/marketing/guidelines/web/.

Webpage examples

REQUIREMENTS FOR HOME/OPENING PAGE

The home page must:

• Include the name of the department, school, institute and/or unit in large letters near the top of the page. A uaf-custom-banner in Roxen is an optional setting that meets this requirement.

• Provide contact information for the unit, including address, phone, fax and email.

• Include an email link to the contact person(s) for the site.

• Be accessible through a minimum of Priority 1 of the W3C Accessibility Initiative 1.0.

• Use an official standard UAF banner or uaf-custom-banner in Roxen. UAF Roxen sites will have the standard UAF banner by default. Units can request an exemption from using the banner.

REQUIREMENTS FOR SUBSEQUENT PAGES

All pages in the site that follow the home page must:

• Provide the name and contact information for the unit, including address, phone, fax and email. Alternatively, a clear link to this contact information may be used.

• Include an email link to the contact person(s) for the site.

• Be accessible through a minimum of Priority 1 of the W3C Accessibility Initiative 1.0.

ADDITIONAL REQUIREMENTS

• When a UAF logo is used, it must be the current, official logo.

• Old, unapproved or modified banners or logos are not to be used.
If you are just starting a social media presence for your school, college, office or department please consult with Marketing and Communications about the platform that can best serve you and your social communications goals.

You should use social media as part of your communication plan. It may seem simple, but it can be time consuming and a bit overwhelming. Marketing and Communications can help you find the platform and type of content that will help you achieve your goals.
The general purpose of social media is to:
• Reach the audience in a different way.
• Have a different sort of conversation.
• Engage people without expecting them to go to the website.
• Offer an authentic voice.

At UAF, the purpose of social media is to:
• Support a lifetime connection with alumni (which translates into engagement).
• Recruit prospective students.
• Inform and educate.
• Offer customer service to campus and the public.
• Support the academic mission of teaching, research and scholarship.
• Encourage publicity for the university.
• Support internal communication (e.g., with the campus community).
• Build community.
• Reinforce the UAF brand and messaging.

General policy-like language related to social media at UAF includes the following:
• We do not use or allow comments that contain hate language.
• We do not allow posts that would be offensive to a reasonable person.
• We encourage reasonable dialog and offer a balanced perspective and multiple points of view.

General communication guidelines already in place also apply to social media:
• Members of the UAF community who manage social media channels on behalf of the university are not official spokespersons.
• If you are unsure about whether a social media post will be mistakenly viewed as an official announcement from UAF, check first with Marketing and Communications.
• The policy you have about how sensitive topics are communicated should also cover social media. Be cautious about posts related to condolences, tragedies, personal and private concerns, etc.

Emergency communication is the purview of the UAF emergency management team. The following applies to the use of social media for emergency communications:
• The emergency team will use UAF on Alert to deploy emergency messages.
• In an emergency, managers of UAF social media channels should share/retweet exactly what is posted by UAF on Alert.

Managers of UAF social media channels should not:
• Post their own emergency updates or versions that differ from what is posted by UAF on Alert.
• Reinterpret, add to or delete from language used by UAF on Alert.
Whether you need a presentation, a brochure, poster, business cards or other stationery, templates can help you achieve UAF’s brand look easily. Visit www.uaf.edu/marketing/downloads/ to get started.