



COLLEGE OF BUSINESS AND
SECURITY MANAGEMENT

University of Alaska Fairbanks

UAF COLLEGE OF BUSINESS AND SECURITY MANAGEMENT BRAND BOOK

Updated June 17th, 2022

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This Brand Book is located in Canva. The link to revise is [here](#).

PRIMARY COLORS

**CBSM & UAF
ROYAL BLUE**

**CBSM & UAF
YELLOW**

WHITE

RGB: 35 97 146
Hex: 236192

RGB: 255 205 0
Hex: FFCD00

RGB: 255 255 255
Hex: FFFFFFFF

SECONDARY COLORS

NATURALISM

**CHOCOLATE
RAIN**

SUN DUST

**HARVEST
HAZE**

**SKY OF
THE OCEAN**

RGB: 101 102 93
Hex: 66665D

RGB: 119 77 40
Hex: 774D28

RGB: 246 223 164
Hex: F6DFA4

RGB: 223 106 46
Hex: DF6A2E

RGB: 135 209 230
Hex: 87D1E6

SILVER

**FLAT
GREEN**

PANSY

DARK SOUL

**POLISHED
SILVER**

RGB: 200 200 200
Hex: C8C8C8

RGB: 113 152 74
Hex: 71984A

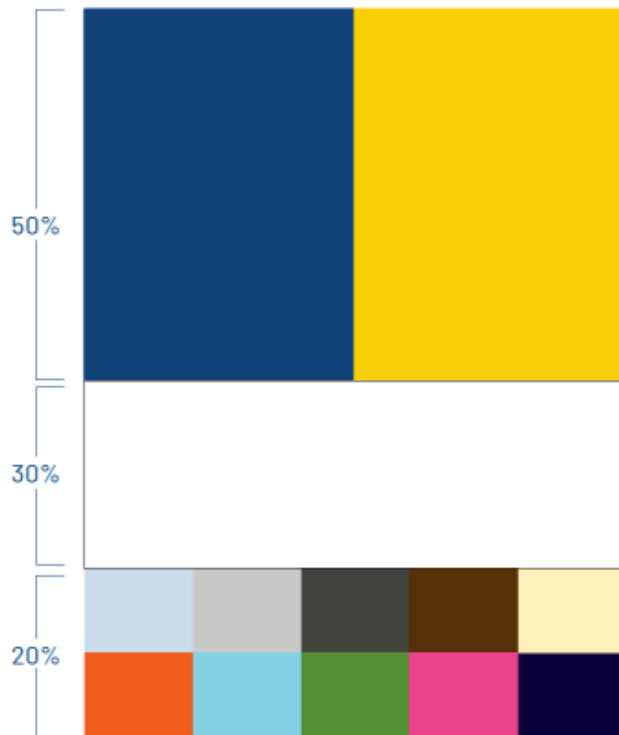
RGB: 244 81 151
Hex: F45197

RGB: 17 28 78
Hex: 111C4E

RGB: 196 207 218
Hex: C4CFDA

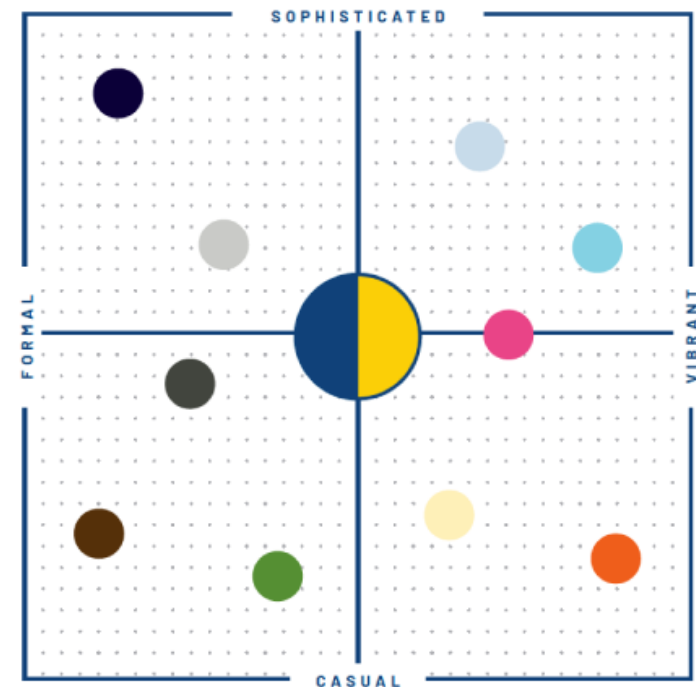
COLOR GUIDELINES

COLOR RATIO



Our primary blue and gold should be predominant in most layouts. The secondary palette can be applied as a bright pop of color or to provide contrast. When viewing all the pieces the university creates and applying the “squint test” to the brand as a whole, the balance of color should feel close to what’s shown here.

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.

SIGNATURE LOGOS

MAY BE USED ON LETTERHEADS, CERTIFICATES, AND CARDS, OUTSIDE UNIVERSITY MARKETING & UAF FUNDED MATERIAL
YOU CAN FIND THESE [HERE](#).

HORIZONTAL LOGO

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



CENTERED LOGO

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



BLOCK LOGO

The symbol may be used without the wordmark, provided that the full university name appears elsewhere on the page. The wordmark may not be used without the symbol.



STAR LOGOS

MAY BE USED FOR SPECIAL EVENTS, FUNDRAISING, OR RECOGNITION, PROMOTIONAL MATERIALS, AND INFORMAL MARKETING
YOU CAN FIND THESE LOGOS [HERE](#).

HORIZONTAL LOGO



VERTICAL LOGO



CIRCLE LOGOS

MAY BE USED FOR SOCIAL MEDIA AND PERSONALIZED UAF STATIONARY
YOU CAN FIND THESE [HERE](#).

CIRCLE + UAF LOGO

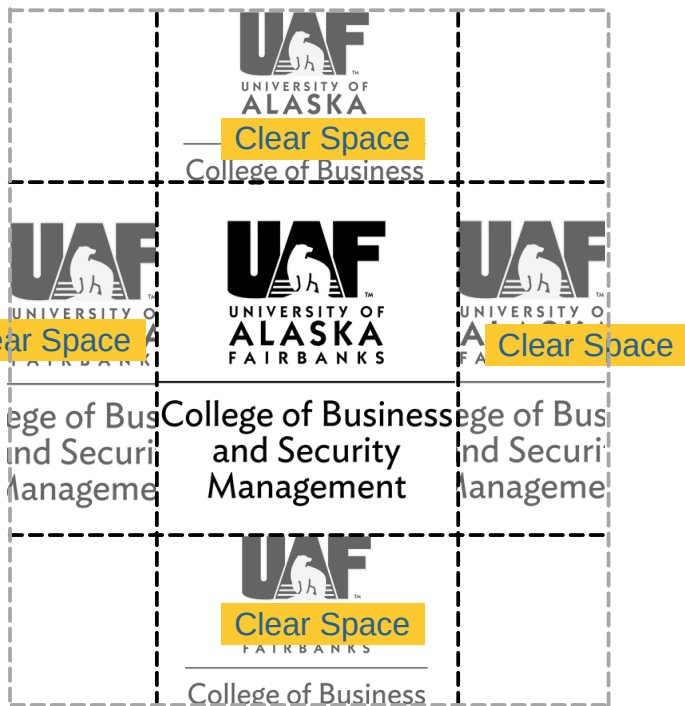


CIRCLE + STAR LOGOS

MAY BE USED FOR SOCIAL MEDIA AND PERSONALIZED UAF STATIONARY
YOU CAN FIND THESE [HERE](#).

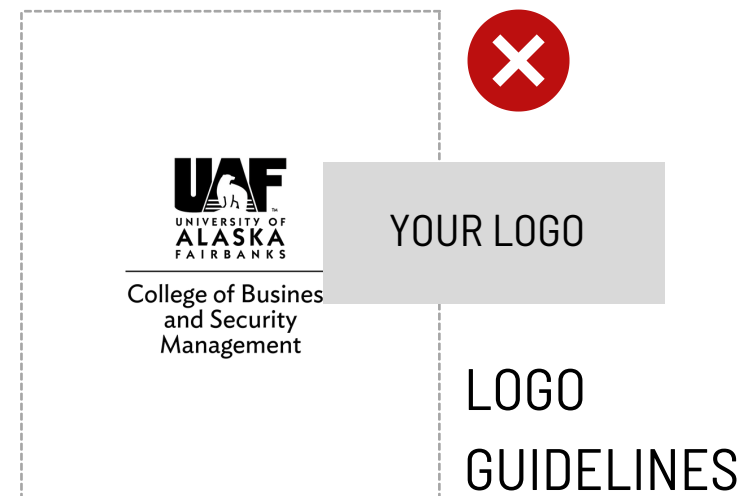
CIRCLE + STAR LOGO





MINIMUM CLEAR SPACE

Determine the clear space around the logo by measuring one half of the logo's size on all sides of the logo. This applies to all official CBSM logos, regardless of orientation.



BEFORE ADDING TEXT OR OTHER LOGOS, ALLOW APPROPRIATE SPACE FOR THE LOGO TO BE ACCURATELY DEPICTED.

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

SPACING EXCEPTIONS:

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

DO

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

DON'T

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

TYPOGRAPHY

PRIMARY MICROSOFT FONTS	DESCRIPTION
<p>Barlow</p> <p>AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPp QqRrSsTtUuVvWwXxYyZz 1234567890</p>	<p>Barlow is a slightly rounded, grotesque type family. Crafted with legibility at the forefront and drawing on the design of public signage, this typeface shares qualities with license plates, highway signs, buses and train Stations</p>
<p>Merriweather</p> <p>AaBbCcDdEeFfGgHhIiJjKkLlMmNn OoPpQqRrSsTtUuVvWwXxYyZz 1234567890</p>	<p>Merriweather is a serif font family available in several weights. Designed to be pleasant to read on screens with a very large x-height and open forms, this typeface is good for setting larger blocks of text.</p>
<p>Factoria</p> <p>AbCcDdEeFfGgHhIiJjKkLlMmNn .OoPpQqRrSsTtUuVvWwXxYyZz 1234567890</p>	<p>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.</p>

USE ZILLA SLAB IF THESE FONTS ARE UNAVAILABLE

TYPOGRAPHY

DECORATIVE FONTS	DESCRIPTION
<p>Dharma Gothic E</p> <p>AaBbCcDdEeFfGgHhIiJjKkLlMmNn OoPpQqRrSsTtUuVvWwXxYyZz 1234567890</p>	<p>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.</p>
<p><i>Turbinado Pro</i></p> <p><i>AaBbCcDdEeFfGgHhIiJjKkLlMmNn OoPpQqRrSsTtUuVvWwXxYyZz 1234567890</i></p>	<p><i>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.</i></p>
USE SAIRA CONDENSED IF THESE FONTS ARE UNAVAILABLE.	



COLLEGE OF BUSINESS AND SECURITY MANAGEMENT

Social Media Message

- REACH A TARGET AUDIENCE THROUGH A VIRTUAL CHANNEL.
- HAVE AN AUTHENTIC AND PROFESSIONAL CONVERSATION WITH THE AUDIENCE AND HAVE AN INCREASED ORGANIC ENGAGEMENT.
- REACH AND ENGAGE WITH THE AUDIENCE WITHOUT EXPECTING THEM TO USE THE WEBSITE. HIGHLIGHT STAR STUDENTS, FACULTY, AND STAFF.

SOCIAL MEDIA

PURPOSE

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

COMMUNICATION

- Members of the CBSM community who manage social media channels on behalf of CBSM are not official spokespersons.
- Be cautious about posts related to condolences, tragedies, personal and private concerns, etc.
- Original emergency alerts are prohibited by UAF. Posts from UAF emergency management may be reposted or shared using the exact language, graphics, etc.

SOCIAL MEDIA LANGUAGE



UAF and CBSM do not tolerate or allow comments that include hate language.
UAF and CBSM do not tolerate or allow posts that would be offensive to a reasonable person.
UAF and CBSM encourage several points of view, perspective, and dialog.

Full UAF Editorial Guidelines: <https://uaf.edu/universityrelations/guidelines/writing/editorial.php>

WHAT TO DO IF YOU RUN ACROSS HATE LANGUAGE

IF YOU COME ACROSS A COMMENT ON ANY OFFICIAL CBSM ACCOUNT THAT CONTAINS HATE LANGUAGE, FIRST HIDE THE COMMENT AND REPORT THE PROBLEM TO AN ADMINISTRATOR.
IF THE USER CONTINUES TO COMMENT HATE LANGUAGE BLOCK THE USER IMMEDIATELY (THIS ACTION CAN BE UNDONE LATER). IF COMMENTS ARE EXTREME, THE ADMINISTRATOR WILL TAKE ACTION AND ALERT UAF RELATIONS.

SOCIAL MEDIA LANGUAGE



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

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

DOES IT:

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

RESOURCES

[University of Alaska Fairbanks Brand Book](#)

[University of Alaska Fairbanks Relations](#)

[UAF Logo Downloads](#)

ENGAGEMENT MANAGER

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