



# the *(official)* BRAND BOOK

NOVEMBER 2012

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# WHY WE HAVE A BRAND BOOK

The University of Alaska Fairbanks is home to over 11,000 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 a solid brand understood and embraced by all who champion it, and consistent creative execution, 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.





# UNDERSTANDING OUR BRAND

**The UAF brand is not just a logo, a tagline or a color palette. Ultimately, it's the emotions that UAF sparks in others through the distinctive benefits we offer. These feelings and emotions occur every single time a prospective student, funder, new faculty 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 internal guide for how to deliver a consistent brand experience to all our audiences.*

# UAF BRAND POSITIONING

**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.**

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*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.

# UAF BRAND TRUTH

## Inspired by place

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

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***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.<sup>1</sup>**

<sup>1</sup>Game = capable and likes a challenge, showing an unyielding spirit, willing and ready

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***What is a Brand Personality?*** The way a brand speaks and behaves, with assigned human characteristics to which a consumer can relate.





### 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



### 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:** hum drum, unexciting, dispiriting

## UAF CHARACTER

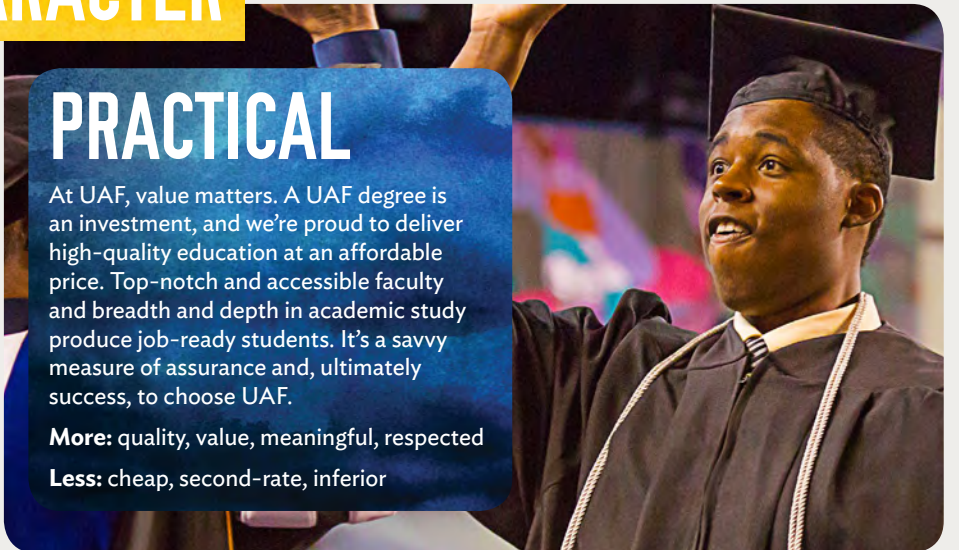


### AUTHENTIC

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 of life, not quantity, is our priority.

**More:** genuine, real, earnest, accessible

**Less:** artificial, dishonest, counterfeit, posers



### 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

*What is Brand Character?* The functional and emotional associations that are assigned to a brand by its customers and prospects.



# UAF TAGLINE

## Naturally Inspiring

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 by looking south from the sixth floor of the Geophysical Institute. 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 back in the rural community?

You should.

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*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.”*



# BRAND VOICE

## **A voice of inspiration.**

**Our brand voice defines our identity and tells our story. It 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 a 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, decisive arguments 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.

In order 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.

## FOLLOW

Venture outside the classroom, where fieldwork really is in the field — unless it’s in the forest, ocean, or any of the rugged terrain that makes up Alaska’s vast, natural laboratory. Around here, if you’re game, you’re in.

## 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.

## FOLLOW

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

## AVOID

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

## AVOID

UAF offers programs that guide students from introductory knowledge to advanced work within a special area of concentration. Many noncurricular resources are available that help translate our students’ goals into reality.

## 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.

## 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.

# 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 offers accredited certificate and degree programs in academic areas ranging from accounting to Yup’ik language and culture.
- UAF is the leading PhD-granting university in Alaska.
- UAF’s College of Engineering and Mines has consistently fielded one of the nation’s best steel-bridge-building student teams. In 2012 the team took second place overall and first place in two different categories at the Northwest Regional competition in Seattle.
- UAF is home to the Elmer E. Rasmuson Library, the largest library in Alaska.

### RESEARCH

- UAF was listed in the top 11 of more than 10,000 institutions worldwide for number of citations in climate change publications, and fourth among U.S. universities.
- In 2014 UAF will operate the Research Vessel *Sikuliaq* [see-KOO-lee-ack], one of the most advanced university research vessels in the world.
- UAF ranks in the top 150 of the nearly 700 U.S. institutions that conduct research.
- UAF is a founding member of the University of the Arctic, a consortium of colleges, universities and research organizations in the eight arctic nations that work together to build strong education and research networks to address the needs of the circumpolar North.



## INSPIRING GREATNESS

### ATHLETICS

- In the past 20 years, the Alaska Nanook rifle team has won the NCAA national championship 10 times and was runner-up four times.
- UAF alumnus Matt Emmons, one of the finest shooters in Alaska history, won a gold medal in the 50-meter prone event at the 2004 Summer Olympic Games in Athens and a silver at the 2008 Olympics in Beijing. He added a bronze medal in men's three-position rifle in the 2012 London games. Alumna Jamie (Beyerle) Gray broke two Olympic records en route to a gold medal in women's 50-meter three-position rifle in the London Olympics.
- Six recipients of UAF's Joel Wiegert Award for the Outstanding Graduating Senior Man and the Marion Frances Boswell Memorial Award for the Outstanding Graduating Senior Woman have been student-athletes, including three in the last four years.

### NOTABLE ALUMNI

- Margaret "Mardy" Murie, '24, the first woman graduate and renowned conservationist, recipient of the Presidential Medal of Freedom in 1998
- Jay Hammond, '49, fourth governor of Alaska
- George Schaller, '55, known as one of the founding fathers of wildlife conservation
- Tom Albanese, '79, '81, CEO of London-based Rio Tinto, one of the largest mining companies in the world
- Ben Grossmann, '95, winner of an Academy Award in 2012 for best visual effects for the movie *Hugo*
- Jordan Hendry, '06, NHL player, drafted by the Chicago Blackhawks
- Willie Hensley, matriculate, Alaska Native leader and one for the chief activists for the historic 1971 Alaska Native Claims Settlement Act

### ACCOLADES

- UAF is one of 41 institutions in the entire country, and the only one in Alaska, to earn a gold rating for sustainability efforts on campus from the Sustainability, Tracking, Assessment and Rating Systems, or STARS. In 2012 we partnered with the Cold Climate Housing Research Center to build a Sustainable Village, a 16-unit housing option designed, built and lived in by students to explore and share sustainable ways of living.
- *Outside* magazine named one of the top 25 universities in the country in 2012. The Fairbanks campus is a mecca for outdoor enthusiasts, with miles of multi-use trails, hundreds of acres of forest, an outdoor climbing wall, a terrain park under construction, and a vibrant Outdoor Adventures program that takes students on wilderness excursions around the state.

# 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.

# DESIGN GUIDELINES

**From photography to typography to the color palette, all UAF materials should be designed with a consistent look. The university consists of many different units. Unifying the appearance of all marketing materials not only builds recognition, but reinforces the UAF brand to internal and external audiences. The design guidelines in this section outline the proper usage of key elements for building a strong brand.**



# LOGOS

**UAF's logo must be visible on every print or electronic publication produced by UAF departments.**

## GENERAL RULES FOR USING THE UAF LOGO

The logo is most often used in blue or black. It works well at a variety of sizes and can be downloaded in a variety of formats. If the logo is being affixed to merchandise (or promotional items) for sale or giveaway, please read the trademark information first at [www.uaf.edu/branding/guidelines/trademark/](http://www.uaf.edu/branding/guidelines/trademark/).

- The logo should be used conspicuously on all university communications. The logo should appear on the cover of all print publications that represent the university and are intended for external audiences.
- The logo should not be modified without sending it to [logo@uaf.edu](mailto:logo@uaf.edu) for review. Acceptable variations of the logo are provided online.
- The logo should only be used in official, primary UAF colors, or black and white. Be sure to select a logo color that will sufficiently contrast with the background of the publication.
- The logo must not be reduced to less than one-half inch in width. When resizing the logo, resize it proportionately.
- Ensure visibility of the logo by leaving an appropriate amount of space around the image.
- The logo may be used without the words "University of Alaska Fairbanks" underneath provided that the full university name appears prominently written out elsewhere on the page.
- Questions about usage can be sent to [logo@uaf.edu](mailto:logo@uaf.edu).

Logos can be downloaded at [www.uaf.edu/branding/guidelines/](http://www.uaf.edu/branding/guidelines/).

## CORRECT USAGE



## INCORRECT USAGE



# 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.

## PRIMARY FONTS (sans-serif)

The primary sans-serif typeface is *Ideal Sans*, which allows for fluid readability and versatility and was chosen because it 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](http://www.typography.com). If *Ideal Sans* is not available, or for web and PowerPoint presentations, you may use *Trebuchet MS*, which is provided with Microsoft Windows and Mac OS X operating systems.

### Ideal Sans Book

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890,;!@#\$\$%^&\*()=+

Lorem ipsum dolor sit amet, consectetur adipiscing elit.  
Nam cursus. Morbi ut mi. Nullam enim leo, egestas id,  
condimentum at, laoreet mattis, massa.

### Ideal Sans Semibold

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890,;!@#\$\$%^&\*()=+

**Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nam cursus. Morbi ut mi. Nullam enim leo, egestas id, condimentum at, laoreet mattis, massa.**

### Ideal Sans Book Italic

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890,;!@#\$\$%^&\*()=+

*Lorem ipsum dolor sit amet, consectetur adipiscing elit.  
Nam cursus. Morbi ut mi. Nullam enim leo, egestas id,  
condimentum at, laoreet mattis, massa.*

### Ideal Sans Bold

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890,;!@#\$\$%^&\*()=+

**Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nam cursus. Morbi ut mi. Nullam enim leo, egestas id, condimentum at, laoreet mattis, massa.**

### Ideal Sans Light

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890,;!@#\$\$%^&\*()=+

Lorem ipsum dolor sit amet, consectetur adipiscing elit.  
Nam cursus. Morbi ut mi. Nullam enim leo, egestas id,  
condimentum at, laoreet mattis, massa.

# TYPOGRAPHY

## PRIMARY FONTS (serif)

*Minion Pro*, the primary serif typeface, is also highly readable and is suitable for a number of different, more formal, applications such as invitations or books, or where a serif font is required. *Minion Pro* is installed with the Adobe Creative Suite or any of the bundled programs available to University of Alaska faculty and staff through the Office of Information Technology keyserver. Information on these applications is available at [www.alaska.edu/oit/services/software-downloads/](http://www.alaska.edu/oit/services/software-downloads/).

Additional variants of *Minion Pro* can be bought at [www.adobe.com/type/](http://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

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890,;!@#%&^\*( )=+

Lorem ipsum dolor sit amet, consectetur adipiscing elit.  
Nam cursus. Morbi ut mi. Nullam enim leo, egestas id, condimentum at, laoreet mattis, massa.

### Minion Pro Bold

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890,;!@#%&^\*( )=+

Lorem ipsum dolor sit amet, consectetur adipiscing elit.  
Nam cursus. Morbi ut mi. Nullam enim leo, egestas id, condimentum at, laoreet mattis, massa.

### Minion Pro Italic

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890,;!@#%&^\*( )=+

*Lorem ipsum dolor sit amet, consectetur adipiscing elit.  
Nam cursus. Morbi ut mi. Nullam enim leo, egestas id, condimentum at, laoreet mattis, massa.*

## DECORATIVE FONTS

When special projects require a decorative font, *OSP-DIN* and *Wisdom Script* have been approved for use. *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 the decorative type is used in this brand book as an example.

*OSP-DIN* is an open-source font that can be downloaded from <http://ospublish.constantvzw.org/foundry/osp-din/>. *Wisdom Script* is a pay-what-you-want typeface available from The Lost Type Co-Op at [www.losttype.com](http://www.losttype.com).

### OSP-DIN

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890,;!@#%&^\*( )=+

LOREM IPSUM DOLOR SIT AMET, CONSECUTUER ADIPISCING ELIT. NAM CURSUS.  
MORBI UT MI. NULLAM ENIM LEO, EGESTAS ID, CONDIMENTUM AT, LAOREET  
MATTIS, MASSA. (MOST OFTEN USED IN ALL CAPITAL LETTERS)

### Wisdom Script

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890,;!@#%&^\*( )=+

*Lorem ipsum dolor sit amet, consectetur adipiscing elit.  
Nam cursus. Morbi ut mi. Nullam enim leo, egestas id, condimentum at, laoreet mattis, massa.*

## WEB TYPOGRAPHY

Recommended font specifications for UAF websites are:

- Serif fonts: *Georgia*, *Times New Roman*, *Times*
- Sans-serif fonts: *Trebuchet MS*, *Arial*, *Helvetica*

For decorative fonts for the web, please contact Marketing and Communications at [marketing@uaf.edu](mailto:marketing@uaf.edu).



# COLOR PALETTE

Color selection is a key element in building a strong brand. Blue and gold are UAF's primary colors. Before choosing dominant colors other than blue and gold, consider whether the piece could be construed as another university's. The secondary and supporting color palettes are inspired by nature and feature vibrant earth and auroral tones to represent the energizing atmosphere at UAF. Staying true to this color palette allows us to reinforce the brand characteristics and build brand recognition.

These colors are listed 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 in which you are working. Color palettes compatible with the Adobe Creative Suite can be downloaded at [www.uaf.edu/branding/guidelines/](http://www.uaf.edu/branding/guidelines/).

## 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: FFCDo0



White  
CMYK: 0 0 0 0  
RGB: 0 0 0  
Hex: FFFFFFFF

## SECONDARY COLOR PALETTE

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



Pantone Plus 7506 C  
CMYK: 0 7 25 1  
RGB: 239 219 178  
Hex: EFDDB2



Pantone Plus 420 C  
CMYK: 6 4 7 13  
RGB: 199 201 199  
Hex: C7C9C7



Pantone Plus Warm Gray 1 C  
CMYK: 3 3 6 7  
RGB: 215 210 203  
Hex: D7D2CB

## SUPPORTING COLOR PALETTE

These colors should be used to accent 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 187 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 style of photography included in UAF materials should have a consistent look and feel. This style uniquely represents UAF. The brand characteristics are readily apparent, so that even one photograph can be distinctly recognizable as UAF. Photos should demonstrate the UAF brand characteristics and personality (engaging, sociable, stimulating, authentic), evoke a sense of energy, have an interesting composition, and contain some sort of background. Because UAF is “inspired by place,” we should show the environment where our students engage, learn and thrive.

If a grainy, “natural” effect is desired, the photo treatment can be easily achieved using Photoshop. Images are highly saturated and then a high pass filter is applied; this gives the image a bit of a “grainy” look to reinforce the natural feel of the brand. See examples of these treatments to the right.\*

Professional photography should be used whenever possible. Access to UAF’s online photo collection and instructions for requesting an image or a photographer at your event can be found here: [www.uaf.edu/marketing/photo/](http://www.uaf.edu/marketing/photo/).

Stock images may be used, but when used should follow the same guidelines outlined above.

*\*Treatment is not recommended for photos submitted for news.*

## PHOTOGRAPHY EXAMPLES

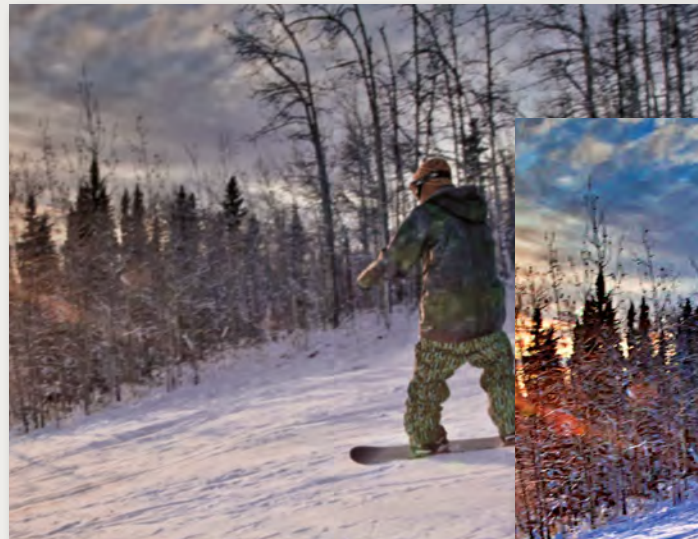
Before



After



Before



After



## VIDEO

Guidelines for photography also apply to video. Videos used to 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. Marketing and Communications can shoot video for your department or project, depending on its multi-use potential and staff availability. For information and requests, visit [www.uaf.edu/marketing/video/request/](http://www.uaf.edu/marketing/video/request/).

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 [marketing@uaf.edu](mailto:marketing@uaf.edu) to obtain the files.

### OPENING & CLOSING SCREENSHOTS

Opening



Closing





# 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/branding/guidelines/](http://www.uaf.edu/branding/guidelines/).

Webpage examples



## REQUIREMENTS FOR HOME/OPENING PAGE

The homepage must:

- Use an official standard UAF banner or official department alternate banner. Units can request an exemption from using the banner.
- The name of the department, school, institute and/or unit should be in large letters and near the top of the page. A department banner 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.

## REQUIREMENTS FOR SUBSEQUENT PAGES

All pages in the site that follow the homepage 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.

# SOCIAL MEDIA GUIDELINES

**Using social media for your department is a lot like using social media as yourself. However, when you use social media on behalf of your department there is an added layer of responsibility, i.e., an added layer of consideration when it comes to posting online.**

**The general questions are:**

- **How do I post?**
- **How often should I post?**
- **What should I post?**

# SOCIAL MEDIA

## THE WEBSITE

**Recommended posts per day:** Whatever content you have, however often you have it

**Content:** Everything

**Style:** Our brand's style

This is the foundation of your communication with the world. Everything else connects back here.

## FACEBOOK

**Recommended posts per day:** 1 – 2

**Content:** Everything from the website, data mining

**Style:** Professional, but in a “casual Friday” sort of way

**Responding to negative posts:** Wait 2 hours before responding, let the community answer first, if necessary respond to the post and then follow up using private messages or emails.

If you have only one element of social media presence, this should be the one. There are several different types of Facebook pages: personal, brand (your department's page), group, event and place.

### The 3 post musts:

- Include a photo if possible. Photographs help get attention.  
If you don't have an appropriate photograph don't let that stop you from posting.
- Descriptive text should not be longer than 3 lines
- Use trackable link shortener for all links (e.g., bitly)

## TWITTER

**Recommended posts per day:** 6 – 8 at minimum

**Content:** News and events, retweets of news and events, other things that are going on, data mining

**Style:** Snappy but professional, limited to 140 characters

**Responding to negative posts:** Respond promptly, pursue questions in direct messages or email

If you want to participate in Twitter expect a large learning curve if you are unfamiliar with the platform.

It moves quickly and demands constant attention.

(continued)



### TWITTER (continued)

#### The 3 post musts:

- Include a link
- Limit tweets to 120 characters or less to facilitate retweeting
- Use trackable link shortener for all links

### YOUTUBE

**Recommended posts per day:** 0 – 1

**Content:** Any multimedia

**Style:** Various; depends on the content

**Responding to negative posts:** Let negative comments rest for a week, then answer.

There are several ways to organize content on this platform and the university itself has an active channel where it can share the things you create.

#### The 3 post musts:

- Try to keep under 2 minutes
- Tag all content elements
- Short title, “headline” style

These four media outlets cover the basics for your department, school, college or office when it comes to posting on mainstream media.

There are many more social networking platforms but the ones listed above should be sufficient for getting the word out about what’s going on in your department. If you have questions about other media platforms, contact Marketing and Communications at [marketing@uaf.edu](mailto:marketing@uaf.edu).

A full list of social media guidelines is available at [www.alaska.edu/oit/services/computer-security/standards/](http://www.alaska.edu/oit/services/computer-security/standards/).

# CREATIVE GALLERY

**This gallery provides examples of UAF materials that use the new brand guidelines. These pieces can serve as templates or simply inspiration for your work.**

# PRESENTATIONS

Electronic publications are an important platform to expand and develop our brand. It is critical that these representations of UAF remain consistent.

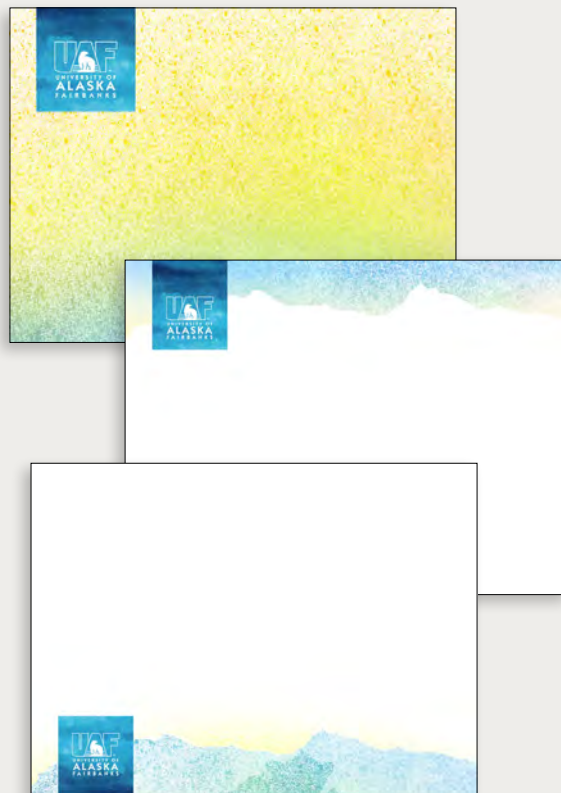
There are two versions of the background templates that can be downloaded — one for more casual presentations and one that should be used in formal situations. Slide templates for PowerPoint and similar presentation software can be seen here.

Presentation templates can be downloaded at [www.uaf.edu/branding/gallery/](http://www.uaf.edu/branding/gallery/).

## CASUAL PRESENTATION



Internal slides.....



## FORMAL PRESENTATIONS



Internal slides.....

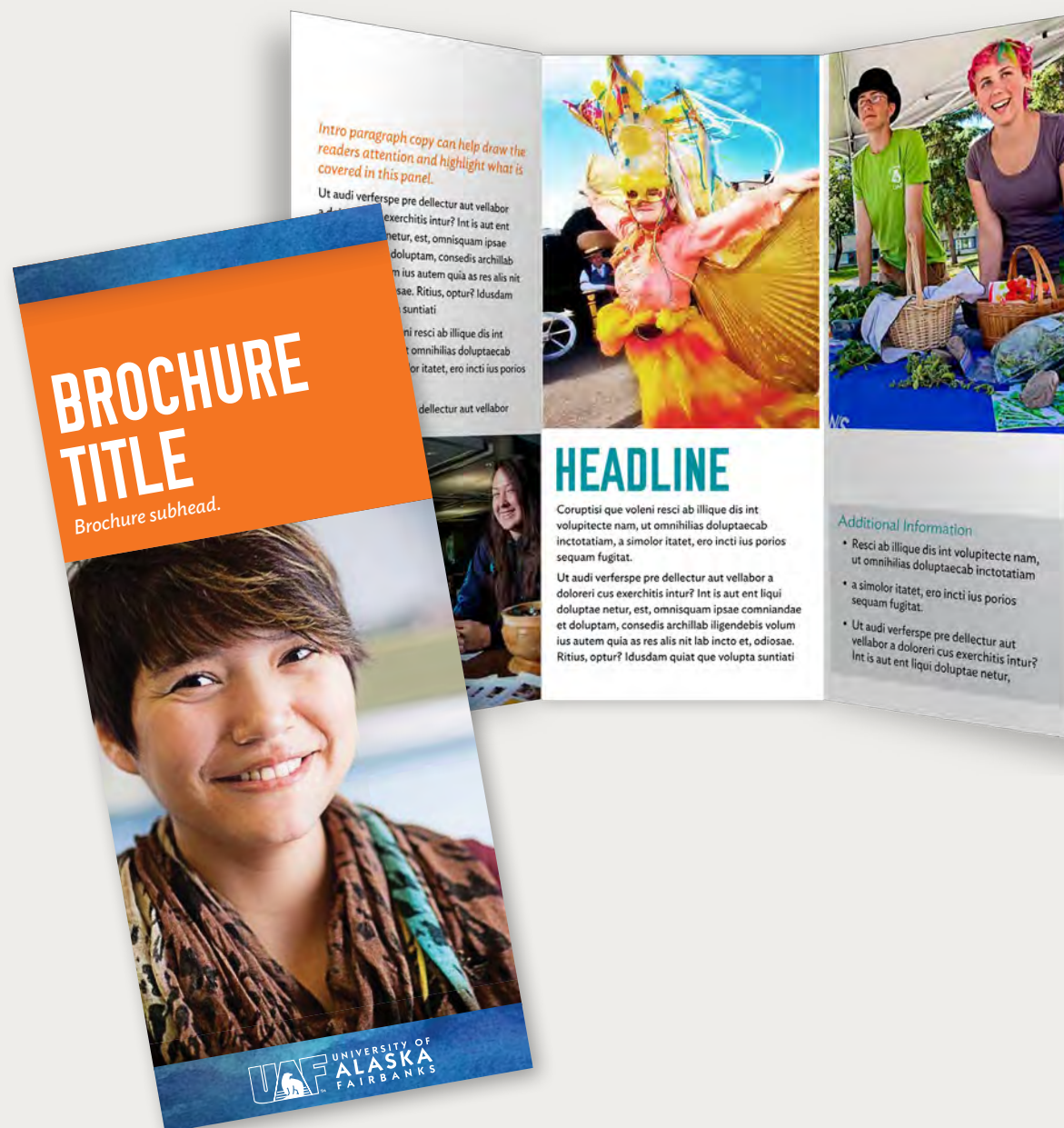




# BROCHURES

Many possibilities exist for layout and design of UAF brochures. However, this basic template has been created to maintain consistency among all outgoing communication, no matter which department, college or organization creates the brochure.

A brochure template can be downloaded at [www.uaf.edu/branding/gallery/](http://www.uaf.edu/branding/gallery/).



# POSTERS

This is an example of how a poster or flier could be treated within the UAF brand guidelines. All photography, typography and logo standards should be followed, but layout can be adjusted as needed.

A poster template can be downloaded at [www.uaf.edu/branding/gallery/](http://www.uaf.edu/branding/gallery/).



**Student Support Services (SSS)** is a Federal TRiO program, designed to identify and provide services for individuals from disadvantaged backgrounds. SSS provides opportunities for academic development and assists students with basic college requirements. SSS also encourages students to stay in school and motivates them toward the successful completion of a bachelor's degree. All services are provided free of charge to program participants.

## Find out more!

907-474-6844  
907-474-7480 fax  
trio.sss@alaska.edu  
[www.uaf.edu/sss/](http://www.uaf.edu/sss/)

Student Support Services  
514 Gruening Building  
University of Alaska Fairbanks  
P.O. Box 756350  
Fairbanks, AK 99775-6350





# EDITORIAL GUIDELINES

**All communication materials written for or about the University of Alaska Fairbanks should have consistent style and tone. This section serves as a guide for editorial rules that ensure consistency and comply with the UAF brand standards and personality.**



# EDITORIAL GUIDELINES

The following guidelines are excerpted from the full UAF editorial style guide, online at [www.uaf.edu/branding/guidelines/editorial/](http://www.uaf.edu/branding/guidelines/editorial/). There you can also subscribe to the UAF style guide group, which alerts users to changes in the guide.

This style guide is based primarily on the Associated Press Stylebook. First reference for spelling and usage is *Webster's New World College Dictionary, Fourth Edition*. Secondary usage is *The Chicago Manual of Style, 15th ed.* Another useful resource for Alaska-specific questions is the *AP Stylebook for Alaska*.

## A

### academic honors

*Cum laude*, *magna cum laude* and *summa cum laude* are all Latin words and should be italicized. See the academic catalog for the GPA requirements to earn these honor designations at graduation.

### advisor

Not adviser (*contrary to AP style*).

### Alaska

Do not abbreviate in text.

### Alaska Nanooks

(See **Nanook**.)

### Alaskan

Use as a noun describing a person, not a place — never “Alaskan city,” for example.

» The professor is a longtime Alaskan.

### alumni

Alumna is a female who has attended a school; alumnae is plural for female attendees; alumnus is a male who has attended a school; alumni is plural for male graduates and the term used when referring to a group of men and women. Use alumnus when referring to a non-gender specific individual.

NOTE: The term does not necessarily denote a graduate but may refer to anyone who has attended UAF as a student. Use the plural alumni whenever possible. Avoid abbreviating as alum.

For treatment of obsolete forms of UAF's name, see **UAF**.

### Arctic, arctic

Capitalize when using as a noun:

» The Arctic is a dangerous and hostile place.

Lowercase when using as an adjective:

» If you survive an arctic winter, you deserve to go to the tropics.

(See also **subarctic**.)

### Associated Students of the University of Alaska Fairbanks (ASUAF)

Do not use periods. Use abbreviation only after full name has been used at least once.

### Athabaskan

Not Athabaskan.

### athletic conferences

The Nanook sports teams belong to the following conferences, except the rifle team, which is unaffiliated and competes at large. While the conference names should be spelled out on first reference, with the abbreviated initial form used in subsequent references, the overall governing body, the National Collegiate Athletic Association, can be referred to as NCAA in all references.

- » Central Collegiate Hockey Association (CCHA) (through spring 2013, after which UAF joins the Western Collegiate Hockey Association)
- » Great Northwest Athletic Conference (GNAC) — basketball, cross country running and skiing, volleyball
- » Pacific Collegiate Swimming and Diving Conference (PCSC)

### aurora borealis

Do not capitalize. *Aurora* is acceptable on second reference. Plural form auroras or aurorae; borealis does not change.

## B

### Blue and Gold

May be used sparingly to refer to a UAF athletic team. Do not use an ampersand. Capitalize “Blue” and “Gold.”

### board of regents

Capitalize when using full name:

- » The University of Alaska Board of Regents met on Wednesday.

Lowercase when not using full name:

- » The board of regents met Wednesday.

Takes a singular verb:

- » The board of regents is meeting on the UAA campus.

### Bookstore

Capitalize when referring specifically to the bookstore in Constitution Hall. Do not capitalize a preceding “the.”

- » The student bought art supplies at the Bookstore.

## C

### campus

Capitalize when using full name:

- » The Chukchi Campus is in Kotzebue, and the Bristol Bay Campus is in Dillingham.
- » Fairbanks campus does not take a capital c, and is used to refer specifically to the headquarters of the UAF system.

Lowercase when not using full or formal name:

- » The campus was teeming with students on the first day of class.

(See also **community campuses**.)

### chair

Not chairman, chairwoman or chairperson. Contrary to AP style. Capitalize when preceding a name (but not department); lowercase in all other instances.

- » The students met with department Chair Rachel Smith to discuss their concerns.
- » Rachel Smith, chair of the department, issued a statement on the dean's behalf.
- » The committee chair was appointed last year.

### chancellor

Capitalize as part of a title:

- » At the meeting, Chancellor Brian Rogers ...

Lowercase in other instances:

- » Brian Rogers is chancellor of UAF.
- » Please welcome UAF's chancellor, Brian Rogers.

### chancellor's list

Place the apostrophe before the s as there is only one chancellor for whom the list is named. Do not capitalize the c or the l.

### Charles W. Davis Concert Hall

Can be shortened to Davis Concert Hall (initial caps).

### circumpolar, circumpolar North

Capitalize only "North."

### city of Fairbanks

Don't capitalize city unless referring to the full name as a legal or political entity:

- » The city of Fairbanks is located in Interior Alaska.
- » The City of Fairbanks sued the state for interfering in municipal matters.

### class names, class standing

Lowercase class standings: freshman, sophomore, junior, senior, graduate student, undergraduate student.

### coed

Use coed when referring to a coeducational college or university. No hyphen.

- » Residence Life offers living environments to meet every need including coed buildings by floor.

NOTE: Use of coed when referring to a female student at a coeducational university could be considered sexist language.

### cold-climate (modifying adjective)

Hyphenate cold climate when used as a modifying adjective.

- » The findings will help improve cold-climate building practices in Alaska.

Do not hyphenate when climate is the noun:

- » Researchers took special care of their instruments in the cold climate.

NOTE: Do not hyphenate Cold Climate Housing Research Center.

### college, colleges

Capitalize as part of official name:

- » The College of Liberal Arts offers ...

Lowercase in other instances:

- » The college offers ...

UAF colleges and their abbreviations:

- » College of Engineering and Mines (CEM)
- » College of Liberal Arts (CLA)
- » College of Natural Science and Mathematics (CNSM)
- » College of Rural and Community Development (CRCD)

(See also **school, schools**.)

### commencement, convocation

Lowercase when used to refer to commencement or convocation generally:

- » UAF's 69th commencement was held May 5, 1991.
- » More than 2,000 people attended the UAF commencement ceremonies.

Capitalize when followed by the specific year:

- » UAF celebrated Commencement 2006 in grand style.

### community campuses

Capitalize when using full name:

- » Bristol Bay Campus is in Dillingham.
- » Chukchi Campus is in Kotzebue.
- » Interior-Aleutians Campus is based in Fairbanks.
- » Kuskokwim Campus is in Bethel.
- » Northwest Campus is in Nome.

Lowercase when not using full or formal name:

- » The campus is located on the other side of town.

### convocation

(See **commencement**.)

### Cooperative Extension Service

Singular "Service." May use "Extension" (capitalized) on second reference, or abbreviate to CES (no periods).

### core

Refers to the concentration of classes taken by all baccalaureate students. Do not capitalize.

### course work

Two words, not one.

## D

### Davis Concert Hall

Acceptable use of Charles W. Davis Concert Hall. Use initial caps in both versions.

## dean

Capitalize as part of a title:

- » UAF School of Hard Knocks Dean John Smith ...
- » At the meeting, Dean John Smith ...

Lowercase in other instances:

- » John Smith, dean of UAF's School of Hard Knocks ...

## dean's list and deans' lists

When someone is named to a dean's list, the apostrophe should be placed before the s. Place the apostrophe after the s when referring to the many lists from the many deans.

## degree students

Not "degree-seeking."

- » All degree students eventually must declare a major. (See also **non-degree students**.)

## degrees

Lowercase in text when spelled out:

- » UAF offers bachelor of arts degrees in ...

Capitalize when abbreviating. Do not use periods:

- » UAF offers BA degrees in ...
- » Preferred: John Smith received a bachelor's degree in computer science.

UAF offers:

- » licensures
- » occupational endorsements
- » certificates
- » associate degrees
- » bachelor's degrees
- » master's degrees
- » educational specialist degrees
- » doctoral degrees – PhD (doctor of philosophy)

## department

Although most departments' formal names are Department of X, they are also commonly referred to as X Department. Retain capitalization in either case.

- » The Department of History is sponsoring a contest.
- » The History Department is sponsoring a contest.

Lowercase when not using the full title in either form:

- » The department is sponsoring ...

Exceptions:

There are departments that are not preceded by Department of or whose official name at UAF is contrary

to convention. Such names should be capitalized. These include but are not limited to: Admissions and the Registrar's Office, University Fire Department, University of Alaska Fairbanks Police Department, and Marketing and Communications.

## director

Capitalize as part of a title:

- » When Employee Relations Director Bill Smythe arrived ...

Lowercase in other instances:

- » When Bill Smythe, director of Employee Relations, arrived ...

## Dr.

Do not use Dr. as a title when someone has earned a Ph.D. or honorary degree, and don't use Ph.D. after the name. Reserve Dr. for those with medical degrees unless it's specifically necessary to use Dr. to indicate expertise in a subject as opposed to a lay understanding.

- » Willa Wims is IAB's director.

Exceptions:

May be made for formal university documents or on mailings pulled from Raiser's Edge.

## E

### EDIR

Abbreviation for UA's electronic directory. All uppercase, no space in between.

- » Wendy updated her contact information on EDIR when she changed departments.

### Edith R. Bullock Prize for Excellence

Initial capitalization. Adding in service is not part of the title; neither is award.

### elder

Do not capitalize, even when followed by a name.

- » Several elders were interviewed by the reporter.
- » UAF gave Native elder Katherine Peter an honorary degree in 1999.

## eLearning, e-learning

eLearning and Distance Education is the name of the unit that oversees electronic learning and distance education activities at UAF. The proper noun uses a lowercase "e" followed by an uppercase "L," with no intervening space of hyphen. The "e" is lowercased even when starting a sentence. "eLearning" is the preferred short form.

- » eLearning and Distance Education offers a variety of learning opportunities anywhere there is an Internet connection. CLA and eLearning students helped organize the conference.

e-learning (with hyphen) refers generally to learning through electronic methods. The "e" is capitalized when starting a sentence.

- » E-learning can take place anywhere a student has an Internet connection. Many students take a mix of in-person and e-learning classes.

## email

All one word, no hyphen. However, retain the hyphen in words like "e-books" and "e-commerce."

## emeriti, emerita, emeritae, emeritus

Emeritus (one man), emerita (one woman), emeritae (plural women), emeriti (plural men or both men and women)

- » Joe Smith, professor emeritus of geology, was appointed to the committee.
- » Janet Peters, who was given emerita status in 1991, established a scholarship.
- » Emeriti are recognized during commencement each year.

Capitalize emeritus et al when used as a title preceding a name.

- » Professor Emerita Susan Blalock taught English for many years.

NOTE: The formal wording used on emeriti resolutions may be different from the style discussed here.

## Extension

(See **Cooperative Extension Service**.)



## F

**faculty** (applies also to “staff” and “staff member”)

Use faculty as a singular noun. Preference is given to using “faculty” as a singular noun when referring to professors et al as a group, while “faculty members” refers to individuals within that group.

- » The faculty is meeting today. Some faculty members are on vacation and cannot attend.
- » He is a member of the faculty.

### Fairbanks Experiment Farm

Not “Experimental.” Name of the farm itself, managed by the Agricultural and Forestry Experiment Station.

### Farmers Loop

No apostrophe.

### fellow, fellowship

Do not capitalize when describing a person who is a member of an academic society or organization or who has a similar standing as a graduate student.

Capitalize fellowship when used in the formal title of the award.

- » August Mensch was named a Brookings fellow for his work in economic theory.
- » The Profound Fellowship is offered in alternating years. Graduate students who win the fellowship are expected to publish a peer-reviewed article within three years.

### fieldwork

One word, not two.

### Fire Department

The full name is the University Fire Department (not UAF Fire Department; compare with Police Department.)

Capitalize when referring to the university department, even when not preceded by University.

Lowercase when referring to fire departments in general.

- » The University Fire Department serves the University of Alaska Fairbanks campus, as well as a large off-campus fire district.

UAF fire science graduates find employment in fire departments nationwide.

(See also **Police Department**.)

## G

### genus, species

In the first reference of scientific or biological names, capitalize the first, or generic, Latin name for the class of plant or animal and lowercase the species that follows:

*Homo sapiens*, *Tyrannosaurus rex*. On second reference, abbreviate the first letter and spell out the second word: *H. sapiens*, *T. rex*.

Divisions higher than genus — phylum, class, order and family — are capitalized but not italicized.

### Georgeson Botanical Garden

Garden is singular, not plural.

### Great Hall

Officially Regents’ Great Hall, but Great Hall can be used. Regents’ is plural and possessive.

## H

### Honors Program

Initial caps on both words when used together. Do not capitalize “honors” on its own.

- » Because Jason was an honors student in the Honors Program, he was able to take honors classes.

### honorary degrees

Do not use Dr. before the name of an individual whose only doctorate is honorary. Exceptions may be made for formal university documents or on mailings pulled from Raiser’s Edge.

## I

### Institute, institute

Capitalize when part of official title:

- » The Institute of Arctic Biology ...

Lowercase in other instances:

- » The institute ...

## Interior

Capitalize when referring to the geographical region of Alaska. Refers generally to the Tanana, Yukon and Kuskokwim river valleys.

- » UAF is in the Interior.
- » UAF is in Interior Alaska.

### Inupiaq

The language of Alaska Inuit Eskimos, spoken on the North Slope and in Northwest Alaska as far south as Unalakleet. Distinct from Yupik. A north Alaska Eskimo (person). Use Inupiaq to refer to the language (never Inupiat), to one person and as an adjective. Use Inupiak to refer to two people. Use Inupiat to refer to three or more people (never Inupiat), to the people collectively and to the culture.

- » The Eskimo languages include the four Yupik languages of Alaska and Siberia as well as Inuit, the Alaskan sector of which is called Inupiaq.

## J

### job titles

When preceding an individual’s name, capitalize formal titles but not occupational descriptions. At UAF, capitalize only the following formal titles and their subsets (e.g., Chancellor Rogers and Vice Chancellor Sharpton): president, chair (don’t capitalize department), chancellor, dean, director, professor and its subsets (*contrary to AP*), and provost. Chair is contrary to AP’s use of **chairman** and **chairwoman**.

- » The audience applauded after Chancellor Smith’s speech.
- » The committee listened to the advice of attorney Janice Rogers.
- » Students met with department Chair Ezra White to discuss the changes.
- » The committee granted tenure to Assistant Professor Rodriguez.

Do not capitalize titles in regular text when not followed by a name.

- » The dean of the College of Liberal Arts is retiring.
- Job titles may be capitalized in memos, lists and other irregular documents and publications, if desired.

- » To: Kelly Smith, Chancellor / From: Flip Jones, Vice Chancellor

## EDITORIAL GUIDELINES

### K

#### KUAC

Refers to both the radio station transmitter and the PBS television station in Fairbanks. Can be used as KUAC FM and KUAC TV (no hyphen).

### L

#### Land, Sea and Space Grant institution

Capitalize Land, Sea and Space Grant, but not institution. No hyphens.

#### Lee H. Salisbury Fine Arts Theatre

Salisbury Theatre is acceptable variant of formal name. Use initial caps.

#### Legislature

Capitalize when referring to the Alaska Legislature, but do not capitalize when referring to legislatures in general.

- » The Legislature held a special session in Anchorage to discuss oil taxes.
- » Some legislatures meet only every other year.

#### Life Sciences Facility

Note that “sciences” is plural.

### M

#### master, master’s

Do not capitalize unless at the beginning of a sentence. Use an apostrophe when modifying a noun, otherwise use no apostrophe.

- » She’s getting a master of science degree in chemistry.
- » His master’s degree means great job prospects.

#### Moore-Barlett-Skarland Complex

Hyphenate Moore-Bartlett-Skarland. Capitalize all initial letters, including Complex. Abbreviate to MBS Complex (no hyphens) on second reference.

#### MAYmester

Capitalize MAY but not mester. Denotes the weeks between the end of the spring semester and the start of Summer Sessions when students can take intensive courses for credit.

#### Mount McKinley

Do not abbreviate Mount. The park is Denali National Park and Preserve.

- » Mount McKinley is located in Denali National Park and Preserve.

#### muskox (singular) and muskoxen (plural)

One word, no space (*contrary to Webster’s*).

### N

#### Nanook

Nanook is a derivation of the Inupiaq Eskimo word for polar bear, nanuq. All UAF sports teams are called Alaska Nanooks, (avoid UAF Nanooks). Capitalize. Use singular form as an adjective, plural or singular as a noun.

- » The Nanook hockey team made the playoffs this year.
- » The Nanooks won in overtime.
- » The former Nanook was a first-round NHL draft.

Alaska Nanooks is the official brand of the UAF Department of Athletics and Recreation and its 10 varsity athletic teams.

When Alaska Nanooks is used on first reference, Alaska or Nanooks is acceptable on second reference.

Do not use lady when referring to a women’s team (e.g., the Lady Nanooks).

#### Native

Capitalize when referring to Alaska’s Indians, Eskimos and Aleuts. Do not capitalize when used in the sense “indigenous to.”

- » Alaska Natives have lived in Alaska a long time.
- » The report included testimony from Native and non-Native observers.
- » The spruce tree is native to Alaska, but the chokecherry is not.

#### Naturally Inspiring.

When used as a stand-alone graphic element, capitalize the N and I, and use a closing period.

When used as part of a sentence in marketing materials, the capital letters are optional but preferred. Use the closing period if regular punctuation rules dictate it.

- » We are the University of Alaska Fairbanks. We are Naturally Inspiring.
- » We are Naturally Inspiring, and we invite you to join us!

#### noncontiguous state

No hyphen. Refers to Alaska and Hawaii. (*Contrary to Stylebook for Alaska.*)

#### non-degree students

Not “non-degree-seeking.”

Hyphenate.

- » Many non-degree students like to take classes for fun and aren’t interested in earning a degree.

(See also **degree students**.)

#### north, North, northern, Northern

Do not capitalize when using as a general term.

- » The snow on the north side of the building was the last to melt.
  - » The house’s northern exposure made it harder to sell.
- Capitalize when referring to the specific geographic area.
- » His research was on the mushrooms of the North.
  - » Scientists studying the Northern Hemisphere were at the conference.

#### northern lights

Do not capitalize.

(See also **aurora borealis**.)

#### Northwest Commission on Colleges and Universities

The agency that grants UAF’s institutional accreditation. May be referred to as NWCCU on second reference.

### O

#### oil pipeline

Don’t capitalize:

- » The trans-Alaska oil pipeline flows south from ...

## on campus, on-campus

Hyphenate when serving as an adjective describing a noun:

- » I want to live in on-campus housing.

Do not hyphenate when on serves as a preposition:

- » I want to live on campus.

NOTE: Same rules apply with off campus and/or off-campus.

## P

### Pacific Collegiate Swimming and Diving Conference

The conference to which the UAF swim team belongs.

### Patty Center

Do not capitalize gym or pool. The rifle range is the E.F. Horton Rifle Range.

### Phonathon

### photo credits

End all photo credits with a period, regardless of whether the credit is a phrase or a complete sentence.

- » UAF photo by Todd Paris.

Photos by Marketing and Communications staff and student employees:

- » UAF photo by Todd Paris.
- » UAF photo by LJ Evans.

Photos by UAF employees outside MC:

- » UAF photos by Ned Rozell, Geophysical Institute.

Photos by non-UAF employees, follow the photographer's name with a comma and affiliation, if any:

- » Photo by Andy Canton, United Way.

Photos provided by (but not necessarily taken by): Use "courtesy of."

- » Photo courtesy of U.S. Fish and Wildlife Service.
- » Photos courtesy of Andy Canton, United Way.

NOTE: Style may be modified to accommodate photographer's wishes or acknowledgement needs.

### Poker Flat Research Range

There is no s on the end of Flat.

### PolarExpress

One word. Capitalize E and italicize Express.

- » *PolarExpress*

## Police Department

The full name is the University of Alaska Fairbanks Police Department or UAF Police Department (not the University Police Department. Compare with Fire department.).

Capitalize when referring to the UAF department, even when not preceded by UAF. Lowercase when referring to police departments in general.

- » The UAF Police Department is staffed 24 hours per day, every day.
- » You may call the Police Department to request an escort to your car.
- » CTC Law Enforcement Academy students are employed by police departments throughout the country.

(See also **Fire Department**.)

## postbaccalaureate

One word, no hyphen.

## postdoctoral

One word, no hyphen.

## pre-major

Hyphenate.

## president's professor

Capitalize when used as part of a formal title before the name, otherwise lowercase.

- » President's Professor Beetle Bailey studies spruce beetles, and Hazy Skye, president's professor of atmospheric sciences, conducts research in the Geophysical Institute.

## program

Capitalize when used as part of a formal title but not in its general sense.

- » The Marine Advisory Program offers dozens of publications about Alaska's marine and coastal environments.

Note: Not all programs use the word program in their title, as in the following:

UAF participates in GVEA's Sustainable Natural Alternative Power program.

Academic programs (majors) are not capitalized.

- » She studied philosophy before switching her major to wildlife biology.

## Pub

Capitalize when referring to the bar in Wood Center. Do not capitalize a preceding the.

## Q

### Quaternary

Not Quarternary.

## R

### Rasmuson Library

Capitalize when using the full name or shortened version:

- » The Rasmuson Library is part of the Fine Arts Complex...
- » The Elmer E. Rasmuson Library is located in the Fine Arts Complex ...

Do not capitalize library when not preceded by Rasmuson.

### Regents' Great Hall

Official name. Regents' is possessive and plural. Great Hall (initial caps) is also acceptable.

## S

### Salisbury Theatre

Acceptable variant of Lee H. Salisbury Fine Arts Theatre. Use initial caps in both cases.

### Schaible Auditorium

### School, schools

Capitalize when part of official title:

- » The School of Management is in the Bunnell Building. Preferred house style is not to flip-flop school names (see **department**), but capitalize if doing so. Lowercase in other instances:
- » The management school is in the Bunnell Building.
- » The school renewed its accreditation in 2007.



## EDITORIAL GUIDELINES

UAF schools and their abbreviations:

- » Graduate School (usually not abbreviated)
- » School of Education (SOE)
- » School of Fisheries and Ocean Sciences (SFOS)
- » School of Management (SOM)
- » School of Natural Resources and Agricultural Sciences (SNRAS)

### ships

Italicize the name of the ship, but not the preceding designator (*contrary to AP style*). Use the pronoun it rather than she. The Research Vessel *Sikuliaq* replaces the 40-year-old R/V *Alpha Helix*.

### Signers' Hall

Not Signer's Hall. Signers' Hall is plural since there were many signers of the Alaska constitution in this building.

### SpringFest

One word. Capitalize F.

### staff

(See **faculty**.)

### state of Alaska

In general, don't capitalize state when used in its geographical sense, but capitalize when referring to it as a political entity.

- » The state of Alaska is the 49th state in the union.
- » The State of Alaska issues hunting licenses for hunts conducted in the state of Alaska, but not for hunts conducted in other states or countries.

### statewide

Do not use a hyphen and don't capitalize:

- » The statewide offices are in the Butrovich Building.

### Steller's jay, Steller's eider, Steller's sea eagle

Capitalize Steller and spell with an -er, not an -ar.

### Steller sea lions

Capitalize Steller and spell with an -er, not an -ar.

### subarctic

One word, no hyphen. Do not capitalize.

### Sun Star

UAF's student newspaper. *Sun Star* is two words, initial caps.  
» The *Sun Star* goes on hiatus in the summer.

### systemwide

One word, no hyphen.

## T

### telephone numbers

Correct form for on-campus telephones:

- » Call 7581 for more information.

Correct form for off-campus calling:

- » Call 474-7581 for more information.

Correct form for off-campus out-of-state calling, as well as all web references:

- » Call 907-474-7581 for more information.
- » Call 800-474-1111 for more information.

### theatre

Use theatre when referring to UAF's department or theater company:

- » Theatre UAF is the university's student production company.
- » UAF's theatre department is popular among students.
- » UAF's Salisbury Theatre is located off the Great Hall.

Use theater when referring to theater in general:

- » Theaters across the country are ...

### trademark symbol — (TM) or ™

Do not use in regular copy.

- » Kirk liked his new UAF sweatshirt, which he often wore with his Levi jeans.
- » Not: Kirk liked his new UAF™ sweatshirt, which he often wore with his Levi™ jeans.

The trademark symbol is used only on items to be sold or given away as promotional collateral, and applies to the full or abbreviated name of the university and its logos. On commercial or promotional items, use a superscript if possible, otherwise, use parentheses (TM).

### Troth Yeddha'

Capitalize. Pronounced trot yet.

- » The land now occupied by the University of Alaska Fairbanks campus was called Troth Yeddha' (wild potato hill) by the Tanana Athabascans.

## U

### UAF

Do not use periods between letters. Use only after full name has been used at least once. If possessive, use an apostrophe.

- » UAF's enrollment is up.

In stories about UAF when it had a different name, it is acceptable to use the then-current name as long as it is clear that the name is obsolete.

- » Jane Doe has seen many changes at the University of Alaska Fairbanks since she first attended the school, then known as the University of Alaska, in 1940.

### UOnline

One word, UAO all capitalized.

### University, university

Capitalize as part of a title:

- » The University of Alaska Fairbanks campus is ...

Lowercase in other instances:

- » The university campus is ...

### Usibelli Awards

The official titles of the awards are: Emil Usibelli Distinguished Teaching Award, Emil Usibelli Distinguished Research Award and Emil Usibelli Distinguished Service Award. May retain initial caps of Usibelli Award on second reference, or when combining the three separate titles for the sake of brevity. Do not capitalize *award* when used alone.

- » The university announced the Emil Usibelli Distinguished Teaching, Research and Service Awards today. Yelena Matusevich won the teaching award. The Usibelli Awards are handed out annually in the spring.

### V

#### **vice chancellor**

Do not hyphenate.

Capitalize as part of a title:

» Vice Chancellor Joe Smith voted to second the motion.

Lowercase in other instances:

» Joe Smith, vice chancellor, voted to second the motion.

#### **volcano**

Do not capitalize or precede with “the.”

» Hundreds of passengers were stranded when Redoubt volcano sent out plumes of ash.

### W

#### **web**

When web stands alone, use a lowercased w (*contrary to AP style*). This is short for the formal name World Wide Web or WWW. Avoid use of the formal name, whenever possible, but if it must be used, the Ws should be upper case.

» The student found her grades on the web.

#### **website**

One word, lowercased.

#### **West Ridge**

Two words, initial caps. Refers to western portion of the Fairbanks campus.

#### **WINTERmester**

Capitalize WINTER but not mester. Denotes the weeks between the end of the fall semester and the beginning of the spring semester when students can take intensive courses for credit.

#### **Wood Center**

Officially William R. Wood Center, but Wood Center can be used. Does not need to be preceded by the.

#### **Wood Center Carol Brown Ballroom**

Not Wood Center Ballroom.

#### **Wood Center multilevel lounge**

Lowercase multilevel and lounge. Do not hyphenate multilevel.

#### **work force**

Two words, not one.

### Y

#### **Yupik, Yup'ik**

In most cases, use Yupik with no apostrophe. Use Yup'ik when referring to those from Central or YK Delta regions.