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SOM & UAF BLUE
RGB: 35 97 146
Hex: 236192

SOM & UAF YELLOW
RGB: 255 205 0
Hex: FFCD00
PRIMARY AND DOMINANT COLORS:
SOM & UAF BLUE AND YELLOW

Secondary Colors

- RGB: 239 219 178 Hex: EFDBB2
- RGB: 199 201 199 Hex: C7C9C7
- RGB: 215 210 203 Hex: D7D2CB

These colors support the primary colors.

Accent Colors

- RGB: 0 118 129 Hex: 007681
- RGB: 212 93 0 Hex: D45D00
- RGB: 100 38 103 Hex: 642667
- RGB: 166 25 46 Hex: A6192E
- RGB: 113 153 73 Hex: 719949

These colors accent primary colors and should only account for 20% of the color of a designed element.
Logos Used for Light Colored Backgrounds

Horizontal Logo

Business Bear Logo

SOM Logo
Logos Used for Dark Colored Backgrounds

Horizontal Logo

Business Bear Logo

SOM 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 SOM 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 SOM logos.

Spacing Exceptions:
- Overlay of a logo and a photo
- When placing a logo next to generic graphic elements like circles, squares, and triangles
- Webpages (ex: Spark) that have preset logo spacing
DO

Include the logo on any documents that represent SOM, and are designed for external audiences.

Follow all SOM logo spacing guidelines.

Size the logo to ensure maximum visibility to the viewer.

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 School of Management and the university.
Typography

**PRIMARY MICROSOFT FONTS**

Ideal Sans
AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRr
SsTtUuVvWwXxYyZz
1234567890

Ideal Sans Bold
AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRr
SsTtUuVvWwXxYyZz
1234567890

**PRIMARY MICROSOFT FONTS**

Minion Pro
AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRr
SsTtUuVvWwXxYyZz
1234567890

Minion Pro Bold
AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRr
SsTtUuVvWwXxYyZz
1234567890

Used if IdealSans is not available or for web and PowerPoint presentations

Trebuchet MS
AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRr
SsTtUuVvWwXxYyZz
1234567890

Trebuchet MS Bold
AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRr
SsTtUuVvWwXxYyZz
1234567890
Typography

DECORATIVE MICROSOFT FONTS

OSP-DIN
AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRr
SsTtUuVvWwXxYyZz
1234567890

Wisdom Script AJ
AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRr
SsTtUuVvWwXxYyZz
1234567890

OFFICIAL CANVA FONTS

Helveticish
AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890

Times Neue Roman
AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890
School of Management

Social Media Message

- Reach a target audience through a virtual channel.
- Have an authentic and professional conversation with the audience.
- Reach and engage with the audience without expecting them to use the website.
Social Media

Purpose

Create a lasting connection with alumni and students.

Build a SOM community that supports internal members and community members.

Support the UAF and SOM academic mission of teaching, research, and scholarship.

Communication

Members of the SOM community who manage social media channels on behalf of SOM 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.
UAF and SOM do not tolerate or allow comments that include hate language.

UAF and SOM do not tolerate or allow posts that would be offensive to a reasonable person.

UAF and SOM encourage several points of view, perspective, and dialog.

What to do if you run across hate language

If you come across a comment on any official SOM 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.
Resources

University of Alaska Fairbanks Brand Book

University of Alaska Fairbanks Relations

UAF Logo Downloads

SOM Logo Downloads

Director of Development and Outreach
Tammy Tragis-McCook: tjtragismccook@alaska.edu