

University of Alaska Southeast Graphic Standards Program

In early 2008, a new tagline was developed to modify the existing “whale tail” logo. **Learn • Engage • Change** represents the journey of the UAS student: *learning* through a personal higher education in a place of unparalleled natural beauty, *engaging* in new knowledge in small classes and *changing* whether studying the sciences on a glacier or the coast, the arts in the studio or on the stage or training for a new career as an automotive technician, administrator, nurse or teacher.

This guide has been developed by a cross-functional committee representing academic and administrative areas of the University, and it has been formally approved by the Chancellor’s Office. The guidelines are to be applied to all uses of UAS logos for all three campuses. Consistent use of the logo will result in increased recognition and communicate UAS quality and value to all audiences.



Chancellor John Pugh

OFFICIAL UAS LOGOS

The University of Alaska Southeast Seal

The seal is the official indicia of the regional University of Alaska Southeast. Only the Board of Regents and the Office of the Chancellor may authorize its use. It is not to be altered under any circumstances. It is available for approved usage through the Public and Media Relations Office.

The University of Alaska Southeast Logo

The official UAS logo is composed of three parts: the lettermark (“UAS” and whale tail), the wordmark (“University of Alaska Southeast”) and the tagline (“learn, engage, change”). These parts cannot be separated and used independently.

{Horizontal Logos}



learn • engage • change



learn • engage • change



{Vertical Logos}



UNIVERSITY OF ALASKA
SOUTHEAST

learn • engage • change



UNIVERSITY OF ALASKA
SOUTHEAST

learn • engage • change



UNIVERSITY OF ALASKA
SOUTHEAST

learn • engage • change

Consistent use of the logo will result in increased recognition and communicate UAS quality and value to all audiences.



{The UAS Seal}

The official indicia of the Chancellor’s Office and the Board of Regents. The UAS seal includes the words “University of Alaska Southeast” within the circle.



learn • engage • change

{The UAS Logo}

Used to represent the three campuses of the University and their schools and departments as a whole.

University of Alaska Southeast
Public and Media Relations Office

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LOGO COLOR

Printed Color

Spot color printing: PMS 301

Four color process printing: C 100, M 45, Y 0, K 20

Screen Color

Use for digital projectors, television and computer monitors.

RGB: R 0, G 101, B 164. Web-safe hexadecimal: 006699

LOGO VARIATIONS

There is a horizontal and a vertical version of the logo. Each logo is available in color, white (reversed) and black versions.

Altering the logo will detract from its effectiveness as a visual symbol.

It should not be altered in any way, including:

- outlining or adding borders
- drop shadows
- changing proportions
- cropping
- adding other type, logos or graphics, including Juneau, Ketchikan or Sitka (campus)

If you have a special need that may call for altering the logo or for combining it with other images, please contact the Public and Media Relations Office. Our design department can work with you to develop a design for your project.

LOGO APPLICATION BASICS

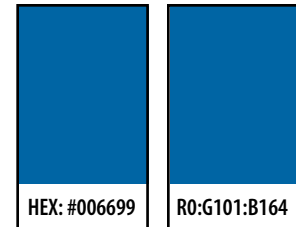
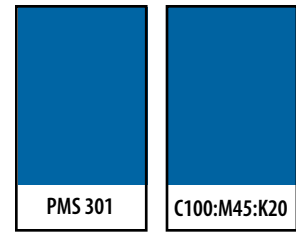
- The logo should always be reproduced in its specified blue, white, or black. It may be reversed out of a color field or photograph. Do not use silver, grey or any color to fill in the whale tail.
- Do not reduce the size of the horizontal logo more than 1¾ inches across. Do not reduce the size of the vertical logo more than 1¼ inches across.
- The artwork is different for positive and negative versions of the logo. If the background is white, a light color or the official logo blue, use the positive (blue or black) version of the logo. The whale tail may be white, or the color of the background. If the background is black, a dark color or the official logo blue, use the reversed (white) version of the logo.
- Separate the logo from other text and graphic elements. (*see example below*)



The size and layout of the word "Sitka" is clearly separate from the logo.



The word "Sitka" is too visually tied to the logo; it looks like part of the logo.



{The Official Logo Colors}

If you have a special logo need, give our office a call — we'd love to work with you to develop a design solution for your project.

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LOGO FILE FORMATS

The logo is available for download at www.uas.alaska.edu/pr. Select the “logo use” link. All commonly-used file formats and variations are included in two .zip format files.

OFFICIAL UAS STATIONERY, ENVELOPES & BUSINESS CARDS

Pre-designed templates of the official letterhead, envelope and business card layouts are kept at Printing Trade Company and Alaska Litho, Inc. To order stationery, select the “stationery” link at www.uas.alaska.edu/pr and fill out the Stationery Order Form.

ADVERTISING CHECKLIST

All advertisements placed by or on behalf of the University of Alaska Southeast need to contain certain essential elements. Anyone involved in placing and/or designing ads for UAS is encouraged to use this checklist as a guide to make sure these elements are included or addressed. Unless otherwise noted, these elements apply to all print, radio, television and web advertising.

- **Name of event, date and time, location, contact information**
- **AA/EO statement (required for print ads)**
- **UAS Logo and UAS web site address**
- **Review/proof ad with others for accuracy**

The UAS PR staff is available for consultation and review of your ads. Call (907) 796-6530 or e-mail katie.bausler@uas.alaska.edu

WEB SITE ADDRESS

You are encouraged to use the UAS web site address: www.uas.alaska.edu on printed materials, web sites and presentations. The URL should appear below the UAS logo.

AA/EO & ACCREDITATION STATEMENTS

Federal law requires one of the following statements to appear on all UAS print, multimedia, and web publications designed for external distribution:

UAS is an AA/EO institution

UAS is an AA/EO employer and educational institution

These legally mandated statements will always be placed below the UAS logo. These statements may appear in type as small as 6 pt.

An optional sentence may be added:

In accordance with the Americans with Disabilities Act, this material is available in alternate formats upon request.

The accreditation statement can also be included with the AA/EO statement:

The University of Alaska Southeast is accredited by the Northwest Commission on Colleges and Universities.

UAS NAME

Print, radio and TV ads must include “University of Alaska Southeast” in the copy or as part of the logo. “UAS” may be used instead of “University of Alaska Southeast” in radio ads when appropriate. Do not use a comma, dash or hyphen between Alaska and Southeast.



One of the available official stationery design options.

Defining our university through consistent branding will raise our profile locally, regionally, statewide and nationally. Our goal is to unite the three campuses in Juneau, Ketchikan and Sitka in one visual message. Together, we can build community and alumni pride and attract, enroll and graduate more students!

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