A quick guide to the new UAA branding look

This is a guide on how to use your new logo. If you have any questions or problems, please feel free to give the Advancement office a call. We are here to be a resource for you and we want to help make this process as painless as possible. Your contacts in the Advancement office are:

- **Kristin DeSmith**  
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- **Gary Adams**  
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  Graphic Artist  
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We have invented a fictitious institute to graphically show you examples of “how to” and “how not to” use the new logos. Our example institute is the “Bear With Us Institute” and here is their old logo before the new branding. Follow along as the “Bear With Us Institute” makes the transition to the new look.

The UAA logo and Seawolf logos will remain. The UAA logo and its variations will continue to be used for University wide identification. The Seawolf logo will continue to be used for the identity mark of UAA Athletics.

The YES’s - what to do and use

The new redesigned logo for the “Bear With Us Institute” conforms to the new branding look. Units that have longer names will have the name split across two lines.

*Logos with graphic or pictorial marks are limited to colleges and schools for which there is a dean, institutes and centers, and UAA’s signature programs (programs unique to UAA such as ANSEP, ANPSYCH, RRANN).

Logos for all other units within UAA will have designs similar to the above design.

University Advancement must design all UAA integrated logos.
How to track your future with the University of Alaska Anchorage?

6 easy steps

1. GO ONLINE to view our site.
   www.uaa.alaska.edu/bigbear/

2. SEARCH FOR TRACKS: Click on "Tracking the Future."

3. CREATE PROFILE: Click on "Create Profile." Create a user account and password.

4. APPLY: You will be asked several questions related to your future. You will also be asked to attach some other documents.

5. MANAGE TRACKING: Review the status of your tracking, update/edit information.

6. LOG IN/LOG OUT: Log out every time you leave the site.

This page shows acceptable uses of the new branding and what will be allowed on business cards and letterhead. On business cards remember the rule of 3s. You get 3 lines for your name and titles, 3 lines for contact info, 3 lines for your location/address.

Example:
Name .............. Ursa Major
Title 1 ............. Vice Chancellor
Title 2 ............. Bear Tracking Division
Contact 1 ....... T 907.786.2355, F 907.632.2344
Contact 2 ......... anujm1@uaa.alaska.edu
Contact 3 ......... www.uaa.alaska.edu/bigbear/
Address 1 ........ CPO 2, Suite 232
Address 2 ......... 3211 Providence Drive
Address 3 ......... Anchorage, AK 99508-4614

Off campus locations get an additional lines for location, which would appear like this:

Line 1 ............ Physical Address
Line 2 ............ University Center, Rm 101
Line 3 ............ 3901 Old Seward Hwy

Because the mailing address for all of UAA is 3211 Providence Drive, no alternate addresses will be added to stationery or envelopes.
The **NO**’s - what not to do and what can’t be added

No text or other non-approved graphics may be added. No other fonts or non-UAA colors may be used with the logo. No logos from other organizations may be added to the logo.

Mottoes, slogans, taglines, etc. are not to be a part of the logo, but can be used elsewhere on your document (not on business cards).

The letters **UAA** must be a part of the logo, see page 1 examples.

The logo and text can not be separated or used alone, they must appear as a complete unit.

This page shows some unacceptable additions to the new branding look. Only off campus units are allowed additional lines to identify their off-campus location.