

THE OFFICIAL

UAA

BRAND BOOK



AMAZING STORIES BEING WRITTEN
EVERY DAY.



Dear University of Alaska Anchorage community,

I'm happy to introduce the University of Alaska Anchorage Brand Book, which gives an overview of our brand and how you can use it to share the amazing stories being written at UAA.

Branding in higher education is important for a number of reasons: it can help create loyalty, define an institution within a competitive market, build affinity over time, grow enrollment, increase the number of donors and average gift size, and help in faculty and staff recruitment.

For the past few years, the university has been collaborating with Spawn Ideas (formerly the Nerland Agency) and several key internal and external stakeholders to initiate and execute UAA's first major branding effort. Our brand is grounded in solid research—we sought feedback from our students, staff, faculty, alumni, high school students, counselors and community leaders, and built our brand on the information we learned.

We have accomplished a great deal in our short history and we have much to be proud of. There truly are amazing stories being written every day at UAA. This brand book is intended to help us be consistent in our communications and enhance our ability to showcase these amazing stories among our community, whether through print, online, video or social media.

Maintaining a consistent brand is at the heart of our continued success. I encourage you to familiarize yourself with the contents of this document and apply it to your projects and communications moving forward. Our staff in the Office of University Advancement will gladly answer any questions you have about this process and how best to implement it into your communications.

Thank you for your support as we continue to grow the University of Alaska Anchorage brand.

Sincerely,

Tom Case

Tom Case
Chancellor

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WHY WE HAVE A BRAND BOOK

The University of Alaska Anchorage is where urban sophistication and natural wonder collide. Our students benefit from living in an urban city on the edge of the wild, experiencing their own cross-training in adventurous life and inspired learning. Ever forward is a way of life here, where innovative programs, a world-class faculty and state-of-the-art facilities empower students to choose their own academic paths.

This book is a tool for communicating everything that forms the UAA brand. It is a guide for showing what we're all about. By having one, strong, clear, authentic voice, we set ourselves apart from the rest. With a solid brand that is 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 UAA—the ultimate cross-trainer for life and learning—where amazing stories are being written every day.

UNDERSTANDING OUR BRAND

The UAA brand is not just a logo, a tagline or a color palette. Ultimately, it's the emotions that UAA sparks in others through the distinctive benefits we offer. These feelings and emotions occur every single time a prospective student, donor, new faculty professor or member of the community interacts with UAA—by phone, in person, in print or through a TV ad. The way people feel about UAA 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 UAA BRAND?

Discover it on the following pages. This is your internal guide for how to deliver a consistent brand experience to all of our audiences.



UAA

BRAND POSITION

**THE ULTIMATE
CROSS-TRAINER
FOR LIFE
AND LEARNING,
SPARKING
TRANSFORMATIVE
PERSONAL
AND ACADEMIC
OPPORTUNITIES AND
ADVENTURES—
AND GRADUATES
OUTFITTED FOR TODAY
—IN AN INCOMPARABLE
ENVIRONMENT THAT
EMBRACES BOTH
URBAN & WILD.**

URBAN

WILD



UAAA

BRAND
PERSONALITY

**CONTEMPORARY,
ADVENTUROUS,
GENUINE,
OUTDOORSY,
VERSATILE,
ACADEMICALLY
STRONG.**

BRAND CHARACTER

FORWARD LOOKING

At UAA, our unique geographical location and natural resources attract students, faculty and staff with diverse backgrounds and experiences. We are challenged to think differently here: to both innovate and adapt as we leverage our environment and imagination. Our greatest successes come with ingenuity intelligently laced with relevance and practicality.

MORE: UP-TO-DATE, INVENTIVE, ENTERPRISING, RESOURCEFUL
LESS: INEPT, UNIMAGINATIVE, LAGGING, PASSÉ

NETWORKED

UAA is linked to its communities and the state through close partnerships with Alaska's industries and influentials that create mutually beneficial outcomes. We're a leading force in workforce development with informal, almost neighborly, associations to business, state and community leaders. These connections, and our students' similar experiences with professors and other campus decision-makers, create well-equipped graduates who are motivated, curious—and career ready.

MORE: "TWO DEGREES OF SEPARATION," GERMANE, LINKED, CAPABLE
LESS: DETACHED, DISCONNECTED, DISINTERESTED



BRAND CHARACTER



HANDS-ON

At UAA, our students have a backstage pass to an Alaskan way of life that encourages a take-charge attitude and abounds with opportunities for active personal involvement in research, leadership, independent thinking and the outdoors. Friendly and open access to people, prospects and possibilities empowers students to succeed knowing they can make a difference here.

MORE: ACCESSIBLE, IMMERSED, INVOLVED
LESS: PASSIVE, INACCESSIBLE, APATHETIC, ABSTRACT



BRAND CHARACTER

REMARKABLE

So much at UAA is surprising and worthy of notice. Inspired by our surroundings, our ambitious faculty, students and staff explore novel ideas and practical solutions to local and global challenges. We are a leading force, making a difference in new technologies, new jobs and new hope for the future.

**MORE: NOTEWORTHY, SERIOUS, SIGNIFICANT,
STRIVING
LESS: ORDINARY, INCONSEQUENTIAL, MARGINAL**



BRAND CHARACTER

WELCOMING

Our UAA people, campus and surroundings are unpretentious and inclusive. A diversity of cultures and experience boosted by a generous spirit, offer gateways to learning, fun and the future through connections that flatten lines of authority. We are comfortable to be around, available and sociable.

MORE: REAL, OPEN, AUTHENTIC, APPROACHABLE
LESS: UNRECEPTIVE, NARROW-MINDED, ALOOF, REMOTE





BRAND TAGLINE

AMAZING STORIES

BEING WRITTEN EVERY DAY.

Every student attending UAA is given the tools and opportunity to create a one-of-a-kind story in a breathtaking setting that both challenges and inspires. Some of these stories are truly amazing and have made Alaska and the world a better place to live. Others help individuals discover and share their gifts, making lives richer for the experience.

In each case, the stories written daily by the 20,000 students at UAA satisfy and surprise, opening doors that otherwise may not have been.

AMAZING.

USING OUR BRAND

SO HOW IS THE BRAND USED EVERY DAY? HERE ARE JUST TWO EASY EXAMPLES:

EXAMPLE #1 Say you are reviewing a new brochure or flier 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 “urban and wild?” Does it promote UAA’s forward-looking attitude? Does it represent UAA’s personality? Does it have people in the photos who look genuine and excited to be at UAA?

IT SHOULD.

EXAMPLE #2 When speaking with a prospective or current student from rural Alaska, are you highlighting the welcoming and connected campus community? Are you talking about the unlimited possibilities for hands-on education and research? And are you talking about how their education can contribute to a career in rural Alaska?

YOU SHOULD.

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 UAA as a cross-trainer for life and learning.

BRAND VOICE

AMAZING STORIES BEING WRITTEN EVERY DAY.

Our brand voice always seeks to draw the reader in. Our story has depth and character; it inspires, motivates and dares people to dream. Ours is a voice that beckons all to stay in motion and forge their own path—to search, to persevere and to discover. Everything we communicate should be true to the UAA identity as the ultimate cross-trainer for life and learning.

Our voice, like our culture, embraces the complex juxtapositions of the world around us: urban and wild, tradition and innovation, independent and connected. We are a launching pad, where mind and spirit are transformed into an ever-growing nucleus of new ideas and practical solutions for the world's greatest challenges. We are generous and welcoming, extensively networked and always seeking worthwhile relationships. We make it our business to drive a hands-on learning experience and cultivate career-ready graduates. We are ingenuity personified.

BRAND VOICE TONE

The tone of UAA is ambitious and inspirational, identifying opportunity and possibility rather than a set path. With a hands-on approach to learning, practical career training and industry networking, the language we use focuses on real world objectives and professional goals beyond the university walls. Our words should be forward looking, depicting UAA not as the final step in one's academic career, but the first step to a remarkable life.

FOLLOW

You, too, are destined to go far. In fact, we've designed programs for the curiosity-driven, highly motivated, settle-for-nothing-less-than-the-best leaders of tomorrow.

AVOID

Graduates of the University of Alaska Anchorage look back on it as the best years of their lives, with an engaging campus culture, top-notch faculty and a wide variety of degree programs to choose from.

Serving as a hallmark for our brand voice, "amazing stories being written every day" should be referenced when the opportunity presents itself. If possible, use language that conjures up imagery of storytelling, lifetime achievements or character development, placing your reader in the role of the protagonist or main character.

FOLLOW

Hands-on Academics—the selection of your major is a defining moment, a prelude to your life story.
Seawolf Athletics—every champion tells a story of fierce determination.

AVOID

Choosing a major course of study is a difficult decision—one that can ultimately change your life.
Seawolf Athletics are second to none—we have a long history of champions who go on to play professional sports after graduation.

With access to infinite environmental resources, cutting-edge technology and a human network that branches into every field in Alaska and throughout the world, the tone should be grand and all encompassing. Words and imagery should evoke a mixture of both urban and wild, local and global, theory and practice.

FOLLOW

Groundbreaking ideas are alive and well here at UAA, where highly educated faculty dedicate themselves to student advancement and cutting-edge research. From mechanical engineering to health science, psychology to theatre, every UAA program is run by a unique group of creative intellectuals, many of whom are actively involved in research projects—with their students—that connect UAA to scholars all over the world.

AVOID

UAA is proud to be home to some of the nation's most respected faculty, who bring a diversity of experience to the classroom. Students graduate with in-depth understanding of their disciplines, enabling them to embark on their professional careers with exceptional confidence and a wealth of knowledge.

As the cross-trainer for life and learning, the tone and content of the language should be vigorous and empowering, motivating the reader toward action.

FOLLOW

UAA graduates go on to do remarkable things—your future is yours to write.

AVOID

Depending on which degree program you select, an array of career opportunities may be open to you. Our career counselors are always available to help you identify your options.

BRAND VOICE STRUCTURE

Rather than giving a broad, sweeping argument for the “amazing stories” being written at UAA, include specific examples of how students have overcome obstacles, engaged in critical research, made groundbreaking discoveries or achieved noteworthy success.

FOLLOW

Kaelin Ellis, B.S. Mechanical Engineering '12

“I am really thankful that I chose engineering and very happy with my decision to attend UAA,” says Kaelin. Through hard work and dedication, Kaelin is a fresh graduate stepping into a full-time job with ConocoPhillips. He credits undergraduate research opportunities and the chance to tutor fellow engineering students through UAA's Alaska Native Science & Engineering Program as invaluable for gaining skills along the way.

AVOID

So many students achieve unprecedented success in their respective fields after attending UAA. From female business owners, to scientists making crucial discoveries, to inventors of patented products, thousands of UAA graduates have gone on to make their mark on the world in unique and exciting ways.

When possible, introduce topics, disciplines, departments and activities with a reference to how this particular element of higher education affects the greater story of life and success.

FOLLOW

Every great success story is a result of ingenuity, relevance and practicality.

Combine rigorous academic programs, an energetic campus, successful outcomes, and low tuition rates and you have the makings of a great value.

AVOID

Affordable Tuition. Beautiful Campus. Unrivaled Academics.

The University of Alaska Anchorage offers the complete package for students looking to maximize their tuition dollars.

REQUIRED LANGUAGE

REQUIRED LANGUAGE

Federal law requires that the following statement appears on all UAA print, multimedia and web publications designed for external distribution.

UAA is an EEO/AA employer and educational institution.

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

The University of Alaska Anchorage is accredited by the Northwest Commission on Colleges and Universities. UAA is an EEO/AA employer and educational institution.

These legally mandated statements should always be placed below the UAA wordmark.

DESIGN GUIDELINES

We are committed to representing UAA as a “first choice” institution with valuable and amazing offerings, a growing campus community in a location that exemplifies the Alaska lifestyle. In order for UAA to continue to develop a highly visible, recognizable and cohesive brand, everyone at UAA must make a commitment to apply all of the university’s graphic elements in a consistent and accurate manner.

The following guidelines make up the framework for creating a unified and clear visual message throughout all communication materials. These are the key elements necessary to building strong brand recognition among our internal and external audiences.

DESIGN: TAG GRAPHICS

The “AMAZING STORIES BEING WRITTEN EVERY DAY.”

tagline should be used on printed materials whenever possible for both internal UAA audiences and, most importantly, externally to audiences in the Alaska community and beyond. It is by consistent repetition of use that our message will be conveyed.

Whenever you create the tagline use all uppercase letters along with the preferred font Helvetica Neue Cond. Black (see page 22 for font information). Artwork for the tagline is also available in several variations and file formats from the University Advancement office (786-4831). The tagline is often used at a slight angle to help separate and highlight it from other content. It may be used small, but make sure it is still readable.

For questions or assistance relating to branding graphics contact University Advancement or jdnedland@uaa.alaska.edu or <http://www.uaa.alaska.edu/imagestandards/logos/index.cfm>.

AMAZING STORIES BEING WRITTEN EVERY DAY.

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DESIGN: LOGOS

ONE OF UAA'S SIGNATURES (LOGOS) MUST APPEAR ON ALL PRINTED OR ELECTRONIC DOCUMENTS.

The UAA signature system is made up of three logo groups: the UAA primary logos, secondary UAA unit logos and the Athletics logos. The primary and secondary logos are for the use of all units outside of the Athletics department. The Seawolf logo, wordmark and mascot (Spirit) are reserved for use by the UAA Athletics department, its entities and licensed suppliers/vendors.

Our UAA signatures are one of the most important visual branding tools at our disposal, therefore we have a duty to treat them with care, attention and respect. To ensure that we maintain a consistent image across all promotional materials, it is essential that the use of UAA logos follow these basic guidelines.

- One of UAA's signatures must be incorporated into all university communications. A primary UAA logo should appear on the cover of all print publications that represent the university and are intended for external audiences.
- The primary UAA logo is the main identifier of the university and is available in a variety of layout formats. The wordmark and monogram are secondary identifiers and may be used separately for special purposes.

- All UAA logos are to be used as provided. It is unacceptable to change any aspect of a logo, to re-create the logo or only use a portion of the logo. Acceptable colored variations of the logo are provided online. For variations not available online (such as reverse logos) contact the University Advancement office for assistance.
- Logos may only be reproduced in the official UAA primary colors, black or white. Be sure to select a logo color that will provide sufficient contrast with the background being used.
- The UAA monogram may be used without the (wordmark) words "University of Alaska Anchorage" underneath provided that the full university name appears prominently elsewhere.
- If you are working with outside vendors, be sure they are familiar with UAA's policies, guidelines and visual styles. Their education and awareness of our rules and standards is your responsibility.

Questions about usage and general assistance should be directed to University Advancement or jdnedland@uaa.alaska.edu. Please contact University Advancement before considering logo or graphic icon development.

Primary UAA logos



Other variations and color schemes are available.

UAA Athletics Seawolf logo and wordmarks



UAA Athletics logos and wordmarks are reserved solely for the use by or at the discretion of the UAA Athletics department.

The use of the Seawolf logo may be obtained for special purposes from the UAA Athletics department.

Secondary UAA unit logo



LOGO USAGE

CONSISTENT AND MINDFUL USE OF UAA'S SIGNATURES IS AN IMPORTANT PART OF OUR BRAND COMMUNICATIONS.

UNACCEPTABLE PRACTICES

Maintaining the integrity of the university signature is very important. It must be presented in a clear, consistent and effective manner. Never attempt to re-create any of the university's signatures. The signatures are not to be re-proportioned, cropped or modified in any way.

The examples shown on this page are just some of the *"what NOT to do"*. If in doubt, contact University Advancement to make sure. Remember, if it seems wrong and you haven't seen a UAA logo used in a certain way before, it probably should not be used that way. Having a "creative license" does not apply to logo usage.

All new unit logos must be created or authorized by the University Advancement office. To request a new logo or the modification to an existing unit logo, contact the University Advancement office for assistance.

The creation of any new logos pertaining to any university sanctioned events or activities must be temporary and specific in nature. Avoid using any UAA primary logos as a graphic element within another logo. No new permanent logos may be developed without prior approval.



Do not distort original proportions by compressing or stretching.



Only use UAA authorized primary colors, no substitutions.



Do not combine elements of different signatures.

Primary logos minimum height: .16 inches (monogram)

.16 Inches  UNIVERSITY of ALASKA ANCHORAGE

UAA monogram minimum height by itself: .25 inches

.25 Inches   

The above minimums are for printed materials; specialty printing and online use may require a larger size for good readability and reproduction.



UAA logos may not be altered, modified, rearranged or the components used separately. All logos are to be used in the original form in which they were created and supplied from the University Advancement download website.



Do not put into a white box or circle. Either use a logo with a transparent background or use a reverse (white) version if used on a dark background. Reverse versions of your logo are available upon request from University Advancement.

Always use original digital artwork downloaded from www.uaa.alaska.edu/imagestandards/logos/index.cfm.

Digital art, other file formats and logo variations not shown on the graphics download pages may be requested as needed from University Advancement.

No unauthorized wordmark, logo or graphic elements may be used to represent the university or any of its colleges, schools, divisions, departments, programs or offices.

DESIGN: COLOR & FONTS

UAA PALETTE

COLOR IS AN ESSENTIAL PART OF OUR BRAND.

Our color palette consists of primary, secondary and supporting colors. Consistent use of UAA's primary green and gold colors is the foundation for building our visual identity and contributes to our overall brand awareness. We recommend using them as the dominant colors, especially the green for most publications and other promotional materials, particularly items that are targeted to UAA's core audiences. Our external audiences—particularly those within the state of Alaska—will instantly associate the green and gold usage with UAA.

To maintain brand consistency, it is essential to reproduce our colors accurately. Please reproduce our colors using only the official color values shown on this page. In some applications—particularly promotional items such as decals, cups, etc.—there will be limited colors available. In these cases, choose the darkest green and a middle-valued gold or a darker yellow that best approximates UAA's gold.

The secondary and supporting colors are not intended to be used as primary colors, but applied in moderation to enhance design. Secondary colors can not be used in any of UAA's logos.

PRIMARY COLORS

UAA GREEN



CMYK: 98 0 72 61
RGB: 0 88 61
PANTONE 343 C
Hex: 00 58 3D

UAA GOLD



CMYK: 0 24 94 0
RGB: 255 196 37
PANTONE 123 C
Hex: FF C4 25

UAA green and gold are to be the predominate colors used in any designs or on any printed materials created for the university. All color university logos must be reproduced in only these colors.

Logos may also be solid black or reversed (white).

SECONDARY COLORS

Medium Green



CMYK: 70 14 59 1
RGB: 78 166 133
PANTONE 7723 C
Hex: 4E A6 85

Orange



CMYK: 0 60 100 0
RGB: 255 132 0
PANTONE 151 C
Hex: FF 82 00

Secondary colors are never to be used in logos or to replace the primary colors.

SUPPORTING COLORS

Gray 1



CMYK: 45 38 44 4
RGB: 144 142 134
PANTONE 7539 C
Hex: 90 8E 86

Gray 2



CMYK: 20 17 20 0
RGB: 203 199 194
PANTONE 420 C
Hex: CB C7 C2

Red



CMYK: 20 89 100 10
RGB: 184 61 38
PANTONE 7559 C
Hex: B8 3D 26

The supporting colors are to be used as accent colors—they should never overtake the color scheme of the design.

Consistently used colors are as identifiable as the logo or the name, but only if they are used consistently and correctly.

TYPOGRAPHY

THE TYPE PALETTE

The selected typefaces for written communications are a subtle but effective way to communicate our visual brand and personality. The preferred typefaces are practical, aesthetically pleasing and appropriate for the desired brand personality of UAA. The typefaces presented here are less important than the discipline of using them consistently, in both print and online communications.

Our default brand font is Roboto Condensed, which is available for downloading from the Advancement website.

Alternative Fonts

Other fonts that may be substituted for Roboto are the condensed or narrow versions of sans serif fonts. The following are good alternative options:

Arial Narrow
Helvetica Neue Condensed
Nimbus Sans
Sans
Swiss
Switzerland Condensed
Triumvirate
Universe

Many fonts are copyrighted and licensed by font foundries, so please respect other's copyrights by not performing inappropriate downloading and sharing. Roboto Condensed is licensed under Apache License 2.0 and is free for commercial use and sharing.

Web Fonts

Server based versions of these fonts are available when using UAA's content management system (CMS).

ROBOTO CONDENSED:

Roboto Condensed Black
abcdefghijklmnopqrstuvwxyz
1234567890 ,!;?!@#\$\$%^&*()=+

Roboto Condensed Bold
abcdefghijklmnopqrstuvwxyz
1234567890 ,!;?!@#\$\$%^&*()=+

Roboto Condensed Bold Italic
abcdefghijklmnopqrstuvwxyz
1234567890 ,!;?!@#\$\$%^&*()=+

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

Roboto Condensed Italic
abcdefghijklmnopqrstuvwxyz
1234567890 ,!;?!@#\$\$%^&*()=+

Roboto Condensed Light
abcdefghijklmnopqrstuvwxyz
1234567890 ,!;?!@#\$\$%^&*()=+

Roboto Condensed Light Italic
abcdefghijklmnopqrstuvwxyz
1234567890 ,!;?!@#\$\$%^&*()=+



DESIGN: PHOTOGRAPHY

WELCOMING, ENGAGED

Every photo you choose for your publications is a glimpse into who we are as a university. Choose images that prominently feature students, staff and faculty engaged with their work, our campus and each other. Highlight the amazing stories of UAA in a way that's inviting to viewers. Give them an insider perspective. Show off the surroundings that make us unique.

YES: Welcoming, authentic, hands-on, engaged, real, spontaneous, urban-meets-wild
NO: Distant, aloof, flat, silly, mug shots



PHOTO GUIDELINES

UAA photographs should reflect our brand personality—remarkable, forward looking, networked. Take advantage of the lush, natural environment right outside your doors and the bright, engaged students in your classrooms. Some things to keep in mind when having photos taken to be used for publications and university social media channels:

- Limit photos in which subjects are wearing prominent logo clothing, particularly that of rival universities.
- Be fresh.
- Do not use photos that appear dated—by clothing and hairstyles, old-school outdoor gear or faculty who are no longer with the university.
- Think very carefully before using a photo that shows students, faculty or staff smoking, drinking alcohol or engaging in otherwise unhealthy behavior. Never show photos of underaged students drinking alcohol.
- Never manipulate a photo to the point where it is no longer accurate (e.g., “flopping” a photo so that a building once on the west side of a street is now on the east).
- If it’s difficult to show your subjects’ work in a way that’s distinctive—such as if they spend most of their time working at a computer—shoot photos that depict the results of their work and its impact or implementation.

When you need original photos, we recommend the use of a professional photographer whenever possible, and make sure they’re familiar with the UAA’s photo branding style.

Smart phones

Your personal phone can be a good way to capture an event or special moment that would be otherwise lost when no other option is available. The downside is that smart phone images are rarely good enough quality for printed reproduction and should be relegated to online web use mostly.

Photo Bank

Need to supplement your publication with stock photos of the university? University Advancement maintains an open-access photo bank featuring photos of campus life, buildings and university leaders. It’s also a great place to browse and get ideas for your own similar, high-quality images. The photo bank is online here: www.flickr.com/photos/uaanchorage.

Ask a photographer

Need some more tips about taking quality shots to help tell your story? Contact University Advancement photographer Philip Hall at pjhall@alaska.edu or (907) 786-6430.

Photo Model Releases

If you plan to use photos of students, faculty, staff or campus visitors within your publications or on your website, you should have them sign a model release form. The general rule is if you are taking a picture of a single person or a small group and they are the main focus of your shot, a release form should be used. If you are getting photos of a large gathering like UAA’s Commencement Ceremony it is not necessary.

The Advancement office has approved release forms for both groups and individuals. The forms are available here: https://www.uaa.alaska.edu/about/university-advancement/university-relations/brand/photography/_documents/UAA-Media-Release-Form.pdf

DESIGN: WEBSITE

WEAVING A WEB.

Like UAA's printed communications, our online presence should be quickly accessible and visually consistent with the UAA brand. The UAA web experience needs to leave a strong, positive first impression with website visitors, including current and prospective students, their parents, institutional partners, faculty, staff, or the many others seeking information or about the university.

To help meet this goal, a content management system (CMS) has been adopted for the UAA institutional website. All academic and administrative units at the university are eligible and encouraged to adopt the CMS to maintain and update their websites.

By effectively using the CMS system, every unit's website has the ability to link the many different departments together to show the extensive reach UAA has in Alaska, the nation and the world. From type to photography to tone, all the design elements can be used here to help advance the UAA brand and message through this powerful medium.



WEBSITE GUIDELINES

WHAT IS CMS, ITS BENEFITS

UAA uses a content management system (CMS) to implement its institutional website. The CMS supplies colleges, departments, faculty and staff the tools necessary to create, edit and publish standards-compliant websites. The CMS is completely web-based and does not require additional software. The CMS is simple to learn for people not trained in web development. These features make using a CMS a cost effective solution to managing a large web ecosystem.

Compliance to the CMS

UAA has grouped websites into tiers, based on various factors—association with the university's identity, scope of influence, frequency and volume of use, expected lifetime and other factors. These tiers indicate which standards are required for your UAA site.

Visual Standards

All units within the university are required to comply equally with all the visual standards that apply to printed materials when developing a web presence. Consistent use of colors, fonts and authorized unit logos are all an integral part of successfully utilizing the university brand. The CMS is set up to help you effortlessly integrate your website into the visual look of the rest of the institutional website. For more specifics on fonts, colors and logos please reference other areas of this guide or visit the full standards online guide at www.uaabrandingidentitystandards.edu.

Available Training

The IT Services Web Applications team offers five consultation/training hours per week. All new users are required to attend a one-hour introductory session on how to use the CMS. Consultations focus on what you want to accomplish on your site. Additionally, each month, WebPros hosts an open house in a computer lab where you can retreat to build your website and consult with a pro.

Contact Information and Links

Large web ecosystems like UAA's takes a multi-disciplinary team of professionals to build and maintain. There are a number of groups within UAA that support web publishing. These organizations are major stakeholders in the web publishing process. You should consult these departments to assure the best possible web publishing experience and results.

- Information Technology
- University Advancement
- Disability Support

Additionally, you can visit the Institutional Web site (CMS) for more information at <http://www.uaa.alaska.edu/webpublishing/services/cms.cfm>

Ryan Adkins
raadkins@alaska.edu • (907) 786-4719

DESIGN: SAMPLES

UNIQUE BUT IN UNISON.

The UAA community puts forth a large number of printed and digital messages to a large and diverse viewing public. The key to establishing an identifiable brand is consistency in the message as well as in the look and feel of the items produced. No two pieces need be graphically the same but with consistent use of graphic components, a much more cohesive message will be relayed to UAA's audience. And remember, UAA's audience is everyone.

Always try and include our "AMAZING STORIES..." tagline as a graphic element in your communications. Wisely use the colors outlined within this guide. Think of your individual units and departments as part of a bigger whole. Through the unison of our combined voice and graphic images we will obtain a recognizable and consistent brand to the Alaska community and beyond.



Enrollment

Total UAA Credit Headcount: 18,116

Student Profile

Race and Ethnicity



Gender



Age



Faculty Profile

Gender



Academic Rank



Student/Faculty Ratio

(Total Credit Headcount/Total Faculty)
(Full-time students/Full-time faculty)

UAA totals: 20:1

Anchorage totals: 11:1

All data from UAA Institutional Research

Accreditation

UAA earned its accreditation from the Northwest Commission on Colleges and Universities. Its most recent accreditation cycle began in 2010 and will conclude in 2017. UAA's five core themes are aligned with the university's mission to discover and disseminate knowledge and serve the higher-education needs of the state and its diverse communities in an open access environment.

Core accreditation themes are:

- Teaching and Learning
- Research, Scholarship and Creative Activity
- Student Success
- UAA Community
- Public Service

More information at uua.alaska.edu/accreditation

Intercollegiate Athletics

Mascot: Seawolf

Division I Sports

Gymnastics (M), Ice Hockey (M)

Division II Sports

Basketball (M & W), Skiing (M & W), Track & Field/Cross Country (M & W), Volleyball (M)

GoSeawolves.com



Important Numbers

Campus Main Switchboard	(907) 766-1800
Disability Support Services	(907) 766-4530
Enrollment Services	(907) 766-1480
Parking Services	(907) 766-1159
Student Information Desk	(907) 766-1204
University Police	(907) 766-1120

UAA University Advancement

Office of University Advancement
3211 Providence Drive, ADM 236
Anchorage, AK 99508
www.uua.alaska.edu



AMAZING STORIES BEING WRITTEN EVERY DAY

AMAZING FACTS UAA 2016



SOCIAL MEDIA GUIDELINES

UNIVERSITY OF ALASKA ANCHORAGE: SOCIAL MEDIA GUIDELINES

The purpose of the University of Alaska Anchorage participating on social media platforms is to engage our students, faculty, staff and the Anchorage and Alaska communities, with relevant news, events and the amazing stories coming from the university on a daily basis. Social media is an amazing tool that allows UAA to have an ongoing and more personal dialogue with our communities than ever before. The university is currently using Facebook, Twitter and Instagram to connect with our communities and we encourage you to join the social dialogue. Please keep in mind that your social media pages are a reflection of the university and the UA system and although social media is a more relaxed communication tool, it is important to maintain professionalism and act with integrity on all platforms.

GUIDELINES

TRANSPARENCY

Be open and honest in your social media engagements on all of your chosen platforms. Remember that social media is a dialogue between you and your audiences and it is important to maintain trust through an open conversation.

PROTECT

Your audiences' privacy. Although it may seem privacy is not existent on social media, please be conscientious regarding any Personally Identifiable Information (PII) that you may collect (e.g., contests) including how information is collected, stored, used and shared (e.g., personal phone numbers, email addresses, etc.).

RESPECT

Please respect and abide by all copyrights, trademarks, and rights of publicity and third party rights on all social media platforms, including user-generated content.

RESPONSIBILITY

Be responsible and professional in all of your posting and engagement on your social media platforms. Keep in mind your social media page(s) represents your department, college, UAA and the UA system. Please make sure your postings reflect the mission of the university and UA system. If you are in doubt about posting, it is better to wait for an authority to give you the go-ahead or not to post to your page.

REPRESENT

As a part of the University of Alaska Anchorage, please be consistent with using the Amazing Stories branding by supporting the colors, hashtags and look of the university's branding.

UTILIZATION

Use the UAA Social Media Best Practices to guide you on posting to all your specific platforms. You may also contact University Advancement for additional questions, guidance and support.

SOCIAL MEDIA BEST PRACTICES

GENERAL BEST PRACTICES



Post often. Depending on the social media platform, you may be posting daily or weekly.



Create a social media strategy. Work with your department or college to determine what the purpose of your social media channel will be. Is it to engage with students? Push information out to the UAA community? What are your key messages?



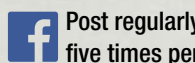
Create a social media calendar. Creating a calendar allows you to organize content month-by-month and ensures that you are continuing to update and post to your channels.



Follow and be followed. If an individual, business, organization or group starts following you on a particular social media platform, following them back is a great way to gain followers and find inspiration for content.

FACEBOOK

Facebook is one of the most widely used social media platforms in the world with the largest diversity in users ages. Facebook supports photos, videos and hashtags.

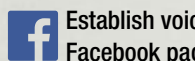


Post regularly: It is best to post between three to five times per week.



Cover photo/Profile picture: The cover photo and profile picture represents your department and is the first thing people will see when they visit your page. Think of your cover photo and profile picture like an interview; you have 30-seconds to make a good impression, so make sure you're dressed in your very best.

- Your cover photo and profile picture should capture the essence of your brand (Amazing Stories) and showcase your department.
- Make sure your cover photo and profile fit the parameters of the space Facebook has allowed for these photos.



Establish voice: Think about the purpose of your Facebook page—who is your target audience and why? By having a consistent voice, users who view your Facebook page will see you as genuine and credible, and will return to your page for information, news and updates.



Create a social media plan. Again, think about your target audience and key messages and frame your social media content around those ideas.



Balance content: Balancing your content will make your Facebook page more interesting to the viewer.

- 50 percent of your posts should be about your department and 50 percent should be engagement on your social media channel.
- Use images to increase engagement.
- Avoid posting long paragraphs. Posts should be short, concise and to the point. If more information is needed, direct your audience to a website with additional information or provide a graphic/visual.
- Diverse content includes photos, videos, questions, contests, “behind-the-scenes” photos, humor, events, and promotion of businesses or cross promotion of other university departments/colleges.



Create events: If your college or department is hosting or sponsoring an event, create a Facebook Event page to promote it and engage with your audience about event news/updates. Encourage your individual staff members to RSVP, share their excitement on the event page and encourage your fans to do the same.



Tagging: Tag people, organizations and groups at UAA and in the community in your posts/updates. This is not only good social media etiquette, but will also help boost your page's engagement. When you tag on Facebook, your post will appear in the person, organization or group's newsfeed for their fans to see and they will be notified of your post as well.




Hashtags: Facebook supports hashtags. When using hashtags consider using UAA's popular hashtags: #UAAmazing, #SeawolfNation, #Seawolfinnit.





SOCIAL MEDIA BEST PRACTICES


TWITTER


Recognize that Twitter is a much different social media platform than Facebook, Instagram or Youtube. Twitter in general has a much younger audience and this social media platform is a great way to connect and engage with students and potential students.

 Twitter's its own channel: Try to avoid duplicating posts from other social media channels like Facebook on your Twitter channel.


 Tweet often: The recommended posts for Twitter is between three to five times a day. Twitter users check their accounts more frequently and by tweeting often you have the opportunity to get your messages and information out to your followers.

 Engage people/brands: To help get your followership up, start following people and brand accounts that are relevant to your particular department or college (e.g., alumni, industry and state accounts are great places to start).

 Balance content: Like with Facebook, it is important to balance your content with 50 percent of tweets about your department or college with 50 percent pure engagement.


 Keep it simple: Twitter only allows 140 character posts, including links, hashtags, punctuation and spaces. A great online tool for shortening links is Bitly.

 Tagging: Tag people, organizations and groups at UAA and in the community in your posts/updates. This is not only good social media etiquette, but will also help boost your Twitter page's engagement. When you tag on Twitter, your post will appear in the person, organization or group's newsfeed for their fans to see and they will be notified of your post as well.

 Hashtags: Twitter supports hashtags. When using hashtags consider using UAA's popular hashtags: #UAAmazing, #SeawolfNation, #Seawolfinit.


INSTAGRAM


Instagram is a purely visual platform allowing users to post photos and short 15-second videos. Like Twitter, Instagram's users tend to be younger, however the social media platform is rapidly gaining popularity across all ages.

 Post often: It is recommended to post between three and five times a week.

- Take photos while walking around campus, at sporting events, in the lab, at workshops and seminars. Give users the behind-the-scenes footage at UAA from a student/faculty perspective.

 Be creative: With Instagram there is a lot of room for creativity and providing your audience with a unique perspective on UAA campus life. Think about what would be visually interesting to look at, what types of photos would you like to see about your college or department?

 Follow: By following other Instagram accounts you not only put your particular account out there for other users to see, but may find some great inspiration on unique ways to photograph and video on your department or college's account.

 Hashtags: Instagram supports hashtags. When using hashtags consider using UAA's popular hashtags: #UAAmazing, #SeawolfNation, #Seawolfinit.



EDITORIAL STYLE GUIDE

It's important that all communications written for or about the University of Alaska Anchorage have a consistent style and tone. This editorial style guide serves as a reference for the university's various departments to ensure consistency and compliance with UAA brand standards and personality.

In general, the UAA Office of University Advancement adheres to rules of the *Associated Press Stylebook*, unless certain "house rules" are otherwise noted. We also refer to the *Associated Press Alaska Stylebook* for cases specific to Alaska.

*...and graduates outfitted for today—in an
incomparable environment that embraces both
urban & wild.*

EDITORIAL STYLE GUIDE • A

A

Abbreviation

House rule is to abbreviate only on second reference, in most cases, when referring to an organization, college, department, program or other institution. However, the first reference should be followed by abbreviation in parentheses.

The College of Business and Public Policy (CBPP) announced its new dean.

academic degrees

If mention of degrees is necessary to establish someone's credentials, the preferred form is to avoid an abbreviation and use instead a phrase such as: *John Jones, who has a doctorate in psychology.*

Use an apostrophe in bachelor's degree, master's, etc., but there is no possessive in Bachelor of Arts or Master of Science. Also: an associate degree (no possessive).

Use such abbreviations as B.A., M.A., LL.D. and Ph.D. only when the need to identify many individuals by degree on first reference would make the preferred form cumbersome. Use these abbreviations only after a full name—never after just a last name. When used after a name, an academic abbreviation is set off by commas: *John Snow, Ph.D., spoke.* Do not precede a name with a courtesy title for an academic degree and follow it with the abbreviation for the degree in the same reference.

academic departments

All UAA departments are formally referred to as the Department of _____, not the _____ Department. Lowercase the word department when referring to the department in general or on second reference.

Correct: The UAA Department of Geology is hosting a lecture.

Incorrect: The UAA Physics Department is closed for Staff Development Day.

academic honors

Cum laude, magna cum laude and *summa cum laude* are all Latin words and should be italicized.

academic titles

Capitalize and spell out formal titles such as *chancellor, chairman*, etc., when they precede a name. Lowercase elsewhere. Lowercase modifiers such as *department* in *department Chairman Jerome Wiesner*.

Administration/Humanities Building

ADM on second reference.

advisor

Not adviser, contrary to AP Style.

ages

Always use figures. *The girl is 15 years old; the law is 8 years old; the 101-year-old house.* When the context does not require *years* or *years old*, the figure is presumed to be years.

Use hyphens for ages expressed as adjectives before a noun or as substitute for a noun. Examples: *A 5-year-old boy*, but *the boy is 5 years old. The boy, 7, has a sister, 10. The woman, 26, has a daughter 2 months old. The race is for 3-year-olds. The woman is in her 30s* (no apostrophe).

Alaska

Do not abbreviate in datelines or text.

Alaska Airlines Center

Refers to the 5,600-seat sports arena scheduled to open on UAA's campus in August 2014.

Alaska Airlines Governor's Cup

Alaska Native

Uppercase Native when it refers to Alaska's Indians, Eskimos and/or Aleuts. Distinguished from *native* (lowercase) *Alaskan*,

who is someone born in the state and may be of any racial background.

Alaska Native Science & Engineering Program

In first reference, use Alaska Native Science & Engineering Program followed by (ANSEP). ANSEP can be used on second reference.

Alaska State Legislature

Capitalize Legislature in all uses when referring to the Alaska body even when the context does not require using the full name. (see legislature entry in "The Associated Press Stylebook," but lowercase *legislator(s)*, *legislative*, *legislation*).

Alaskan

A noun referring to a person who lives in Alaska. Never an adjective, except in a proper name.

Many alumni proudly call themselves Alaskans. They are innovators in the Alaska economy.

Allied Health Sciences Building

AHS on second reference.

alumnus, alumni, alumna, alumnae

Use *alumnus* (*alumni* in plural) when referring to a man who has attended school.

Use *alumna* (*alumnae* in the plural) for similar references to a woman.

Use *alumni* when referring to a group of men and women.

ampersand (&)

Avoid using, if possible. The ampersand should not be used in place of "and" in text. Use the ampersand only when it is part of a company and/or building's formal name or composition title: *Alaska Native Science & Engineering Program, Engineering & Industry Building.*

EDITORIAL STYLE GUIDE • A-C

a.m., p.m.

Lowercase, with periods. Avoid the redundant *10 a.m. this morning*.

Amazing Stories Being Written Every Day.

When used as a stand-alone graphic element, capitalize each word. When using as part of a sentence in marketing materials, capital letters are optional but preferred.

Anchorage Bowl

As a region, capitalize.

Anchorage Daily News, ADN, adn.com

Anchorage's local newspaper. Italicize name of newspaper publication. ADN acceptable on second reference.

annual

An event cannot be described as *annual* until it has been held in at least two successive years. Do not use the term *first annual*. Instead, note that sponsors plan to hold the event annually.

Arctic / arctic

Capitalize in proper nouns and when referring to the region, lowercase when used as an adjective.

Association

Do not abbreviate. Capitalize as part of a proper name.

athletic conferences

The Seawolf athletic teams belong to the following conferences. While the conference names should be spelled out on first reference, with the acronym used in subsequent references, the overall governing body—the National Collegiate Athletic Association—can be referred to as NCAA in all references.

Great Northwest Athletic Conference (GNAC)

Mountain Pacific Sports Federation (MPSF)

Rocky Mountain Intercollegiate Ski Association (RMISA)

Western Collegiate Hockey Association (WCHA)

aurora borealis

Do not capitalize. Aurora is acceptable on second reference.

awards

Capitalize. *She won a Pulitzer Prize for fiction.*

B

baccalaureate

Bachelor of Arts, Bachelor of Science

A bachelor's degree or *bachelor's* is acceptable in any reference.

benefit, benefited, benefiting

biannual, biennial

Biannual means twice a year and is a synonym for the word *semiannual*. *Biennial* means every two years.

board

Capitalize only when an integral part of a proper name.

board of directors, board of trustees

Always lowercase.

board of regents

Lowercase internal elements of an organization when they are names that are widely used generic terms. *The board of regents of the University of Alaska* or the *board of regents*. But capitalize when the full title is used: *The University of Alaska Board of Regents*.

borough

Lowercase except as part of a title before or after a name.

Bookstore

Capitalize when referring specifically to the UAA Campus Bookstore. Do not capitalize a preceding “the.” The student bought a Green and Gold sweatshirt at the Bookstore.

BP Asset Integrity and Corrosion Lab

The name of a lab established within the UAA School of Engineering by a \$1 million gift from BP Exploration (Alaska) Inc.

breakup

Refers to a season in late March or early April when ice and snow melts and springtime is approaching. One word, no hyphen.

building

Never abbreviate. Capitalize the proper names of buildings, including the word building if it is an integral part of the proper name: *the UAA Health Sciences Building*. Use the building's full name on first reference; acronyms can be used on second reference.

C

cabinet

Capitalize references to the body of advisors heading executive departments for the chancellor.

Chancellor Case's Cabinet briefed him on that topic this morning.

canceled, canceling

Use one l, not two.

The meeting was canceled due to a snowstorm.

campus

Lowercase.

The UAA Anchorage campus is open and operating a normal schedule today.

EDITORIAL STYLE GUIDE • C

Campus Kick-Off

The fall festival that welcomes students, staff and faculty to campus and is generally held the weekend before fall semester begins. Hyphenate and capitalize Kick-Off.

campuswide

One word, no hyphen.

capitalization

Start each sentence with a capital letter, even if the sentence begins with a word like iPhone or eBay. In general, avoid unnecessary capitals in text, titles and headlines. Using capitalized letters is acceptable when writing an acronym, otherwise, do not write a word in all caps. Capitalize formal titles and names, but lowercase general uses of a noun. See the AP Stylebook for details on capitalization.

IPhones have become an incredible teaching tool.

Carrrs/Safeway Great Alaska Shootout

The formal title of a basketball tournament that takes place during the Thanksgiving holiday.

catalog

center

Capitalize as part of a title:

The Center for Economic Development

Lowercase in all other instances:

The center is conducting research relating to seal behavior.

chancellor

Capitalize as part of a title:

UAA Chancellor Tom Case gave a presentation today at a luncheon. Lowercase in all other instances:

Tom Case is the chancellor of UAA.

chancellor's list

chair

Not chairman, chairwoman or chairperson, contrary to AP Style. Capitalize when preceding a name and lowercase in all other instances.

championship

Capitalize as part of a formal title:

UAA swept the GNAC Championship.

Lowercase otherwise:

The championship tournament was held last weekend in California.

check-in (n. and adj.) / check in (v.)

Chugiak-Eagle River Campus

An extension campus of UAA located in Eagle River, north of Anchorage. Hyphenate Chugiak-Eagle River.

city

Capitalize when used to refer to the proper name of a legal or political entity:

City of Anchorage

Lowercase when used to refer to a geographical location:

city of Anchorage

class of ...

Lowercase class:

The class of 1975 held its reunion last weekend.

class standing

Lowercase freshman, sophomore, junior, senior, undergraduate student and graduate student.

clean up (v.) / cleanup (n. and adj.)

close-up (n. and adj.)

co-

Retain hyphen when forming nouns, adjectives and verbs that indicate occupation or status. *Dr. Loren Buck is the co-principal investigator on the research project.* Do not use hyphens in other combinations: *coordinate, cooperate, coed, etc.* See the AP Stylebook for details on this rule.

college, school

Capitalize as part of a formal name: *The College of Business and Public Policy.* Lowercase in other instances: *The college offers a program in real estate management.*

UAA Colleges/Schools and abbreviations:

College of Arts and Sciences (CAS)

College of Business and Public Policy (CBPP)

College of Education (COE)

College of Engineering (CoEng)

College of Health (COH)

Alaska WWAMI School of Medical Education

School of Allied Health

School of Nursing

Community and Technical College (CTC)

UAA Community Campuses:

Kenai Peninsula College

Kenai Peninsula College, Kenai River Campus (KRC)

Kenai Peninsula College, Kachemak Bay Campus (KBC)

Kenai Peninsula College, Anchorage Extension Site (AES)

Kenai Peninsula College, Resurrection Bay Extension Site (RBES)

Kodiak College

Prince William Sound Community College

Matanuska-Susitna College (Mat-Su College)

commencement

Lowercase when used to refer to commencement generally:

UAA's commencement ceremony was held May 5, 2013.

More than 2,000 people attended this year's commencement ceremony.

Capitalize when followed by a specific year:

UAA celebrated Commencement 2013 in grand style.

EDITORIAL STYLE GUIDE • C-D

committee

Capitalize as part of a formal title: *The UAA Campus Kick-Off Committee meets every Wednesday*. Lowercase in all other references: *The committee meets at 1:30 p.m. every Wednesday*. Do not abbreviate.

Commons

Refers to the UAA Gorsuch Commons—a dining, meeting and gathering place located on campus near residence halls. May also refer to the UAA Academic Commons—an online blog community for faculty.

complementary, complimentary

The two professors have complementary jobs.
Complimentary tickets were given to the first 100 guests.

composition titles (books, movies, etc.)

House rule is to italicize the titles of books, magazines, newspapers, movies and plays, contrary to AP Style.
I couldn't decide where to curl up with the latest issue of Alaska Quarterly Review.

Check out the new UAA Planetarium show, *River of Bears*.

ConocoPhillips Integrated Science Building

CPISB for short on second reference. ConocoPhillips, no space between o and P, capitalize P.

Consortium Library

Always state entire name in first reference: UAA/APU Consortium Library

convocation

Refers to Freshman Convocation, held in late August at the start of the fall semester. Also refers to Faculty/Staff Convocation. Lowercase when used to refer to convocation generally; capitalize when used as part of formal event title.

course numbers

Use Arabic numerals and capitalize the subject when used with a numeral:

History 106, Philosophy 209

Otherwise, lowercase:

calculus, world history

coursework

One word, no hyphen.

cross country

No hyphen.

D

dashes

en dash: use to separate ranges of items, such as dates or quantities. Do not use spaces around the en dash. Keystroke: (Mac) “Option” + “-”; (PC Word) “--” which Word auto converts; (PC InDesign) “Alt” + “-”.

The conference will be held Dec. 10–13, 2013. The keynote speaker will address the audience from 10–11 a.m.

em dash: In informal writing, em dashes may replace commas, semicolons, colons and parentheses to indicate added emphasis, an interruption or an abrupt change of thought. Do not use spaces around the em dash. Keystroke: (Mac) “Option” + “Shift,” + “-”; (PC Word) CTRL + Alt + “-” on the number pad”; (PC InDesign) “Alt” + “Shift,” + “-”.

The Alaska Airlines Center—a 5,600-seat arena—is scheduled to open in August 2014.

database

One word.

dates

Capitalize the names of months in all uses. When a month is used with a specific date, abbreviate only Jan., Feb., Aug. Sept., Oct., Nov. and Dec. Spell out when using alone or with a year. When a phrase lists only a month and a year, do not separate the year with commas: June 2013. When a phrase refers to a month, day and year, set off the year with a comma: June 23, 2013. Do not use st, nd, rd or th after a figure.

Use an en dash with no spaces on either side when dates are inclusive:

The conference will take place March 22–24, 2013.

days of the week

Never abbreviate in text:

The event will be held on Thursday, Jan. 31, 2013.

distances

Use figures for 10 and above, spell out one through nine.

He ran nine miles; she ran 26.2 miles.

District of Columbia / D.C.

Abbreviate as D.C. in datelines or stories and use a comma to set off the abbreviation from the name of the city of Washington: *The event will take place in Washington, D.C.*

dean

Capitalize as part of a formal title:

UAA College of Arts and Sciences Dean John Stalvey...

Lowercase in other instances:

John Stalvey, dean of the College of Arts and Sciences, announced today...

dean's list / deans' list

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 many lists from many deans. Lowercase in all uses.

EDITORIAL STYLE GUIDE • D-G

degrees

See **academic degrees**.

Dena'ina

Name of the Athabascan language and people of Southcentral Alaska and Cook Inlet. Also the name of a large convention center in downtown Anchorage: Dena'ina Civic and Convention Center, also called the Dena'ina Center.

department

See **academic departments**.

Diplomacy Building

director

Capitalize as part of a formal title when it precedes a name:

Multicultural Center Director André Thorn

Lowercase in other instances:

André Thorn, director of the UAA Multicultural Center, said in a statement...

Doctor / Dr.

Contrary to AP Style, OK to use Dr. in front of the name of someone who has earned a Ph.D. Make an initial formal introduction of the person, then refer to them by last name thereafter (except in more informal writing).

Dr. Mark Wolbers is the conductor of the band that plays at commencement each year. Wolbers has been with the university for several years.

E

e.g.

Meaning *for example*, always followed by a comma.

(e.g., The mouse ran after the cheese.)

eLearning, e-learning

eLearning and Distance Education Services is the name of the administrative unit that oversees electronic learning and distance education activities at UAA. E-Learning (with hyphen) refers generally to learning through electronic methods.

email

One word, no hyphen. However, retain hyphen in e-book, e-reader 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 at commencement each year.

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

Professor Emerita Diddy Hitchens taught at UAA for many years.

Engineering & Industry Building

Refers to the new 80,000-gross-square-foot engineering building being constructed near the Alaska Native Science & Engineering Building and UAA Campus Bookstore/Student Union. Scheduled to open in fall 2015.

Eugene Short Hall

every day (adv.) / everyday (adj.)

F

Facebook

The university's official Facebook page is: UAA: University of Alaska Anchorage

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.

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.

fieldwork

One word, no hyphen.

Fine Arts Building

Also referred to as ARTS.

Flier

Not flyer. Flier is the preferred term for a handbill.

full time, full-time / part time, part-time

Hyphenate when used as a compound modifier.

She works full time. She has a full-time job.

fundraising

One word, no hyphen.

EDITORIAL STYLE GUIDE • G-J

G

Gordon Hartlieb Hall

Gorsuch Commons

Refers to the UAA Gorsuch Commons—a dining, meeting and gathering place located on campus near residence halls. The Commons is OK on second reference.

government

Always lowercase, never abbreviate.

governmental titles

Abbreviate in the following ways in text:

Gov. Sean Parnell, Sen. Mark Begich, Rep. Sharon Cissna

GPA / grade-point average

GPA is acceptable in all references for grade-point average.

Green and Gold

Refers to UAA's school colors. Capitalize Green and Gold. Ampersand can be used in place of "and."

H

health care

Two words, unless part of a formal title or company name.

Health Sciences Building

The Health Sciences Building houses the UAA School of Nursing, Alaska WWAMI School of Medical Education and the School of Allied Health. HSB is acceptable on second reference.

homepage

One word, contrary to AP Style.

honors list

Lowercase, no apostrophe.

Honors College / Honors Program

Initial caps on both words when used together. Do not capitalize "honors" on its own. In reference to the Honors College use University Honors College in its entirety in first reference. See **University Honors College**.

Because Jason was an honors student in the Honors Program, he was able to take honors classes. The University Honors College has many opportunities for honors students.

honorary degrees

All references to honorary degrees should specify that the degree was honorary. Do not use Dr. before the name of an individual whose only doctorate is honorary.

hyphens

Use when separating noninclusive numbers or in compound nouns. Do not use spaces around the hyphen.

CPISB houses a state-of-the-art Planetarium and Visualization Theater.

The University Police Department phone number is (907) 786-1120.

I

Inc.

Preferred house style is to delete even when part of a corporate name, but if it is retained, abbreviate and capitalize as Inc. Do not set off with commas. Apply the same treatment to other designations such as LLC (no period after "C" except at the end of a sentence), Ltd., etc.

in-state (adj.)

Hyphenate:

Alaska residents pay in-state tuition.

indigenous

Lowercase.

institute

Capitalize when part of official title:

The Institute of Social and Economic Research (ISER)...

Lowercase in other instances:

The institute ...

Institute of Social and Economic Research
ISER is acceptable on second reference.

Internet

Capitalize.

iPad / iPhone / iPod

Lowercase i, unless at the beginning of a sentence.

J

job titles

When preceding an individual's name, capitalize formal titles but not occupational descriptions. At UAA, capitalize only the following formal titles and their subsets (e.g., Chancellor Case and Vice Chancellor Olson): president, chair (but not "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 Case's speech.

Students met with department Chair Jim Pantaleone 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 Health is retiring.

EDITORIAL STYLE GUIDE • J-N

Job titles may be capitalized in memos, lists and other irregular documents and publications, if desired.

To: Tom Case, Chancellor / From: Bruce Schultz, Vice Chancellor

Joint Base Elmendorf-Richardson / JBER

Official name of Anchorage's Army and Air Force military bases. JBER is acceptable on second reference.

K

K-12

Stands for kindergarten through 12th grade. Use en dash, no spaces between.

Kachemak Bay Campus

Located in Homer, Alaska. A part of the Kenai Peninsula College, a community campus of UAA located in Soldotna, Alaska.

Kenai Peninsula College

A community campus of UAA located in Soldotna, Alaska. KPC on second reference. Kenai Peninsula College includes the Kenai River Campus in Soldotna and the Kachemak Bay Campus in Homer.

Kendall Hockey Classic

Kodiak College

A community campus of UAA located in Kodiak, Alaska.

KRUA 88.1 FM

UAA's student-run radio station.

L

Lady Seawolves

Do not use. See **Seawolf / Seawolves**.

Last Frontier

May be used as a nickname for Alaska.

Legislature

Capitalize when referring specifically 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.

Lower 48

Refers to the contiguous 48 states but not Hawaii. Do not set off in quotation marks. Contrary to *Stylebook for Alaska*, it may be used in regular text and not in direct quotes only; however, consider audience familiarity with the term, and allow for the exclusion of Hawaii in the reference. See also **Outside**.

-ly words

Do not use a hyphen with -ly adjectives and adverbs.

UAA offers many privately funded scholarships.

M

Master of Arts, Master of Science, M.B.A., master's

Abbreviate M.A., M.S.

A master's degree or master's is acceptable in any reference.

M.B.A., M.S.W., M.P.H.

House rule says to punctuate with periods M.B.A., contrary to AP Style. We reference many other three-letter degrees (e.g., Master

of Public Administration, Master of Social Work, Associate of Applied Science, etc.) to maintain consistency.

Matanuska-Susitna / Mat-Su

Mat-Su acceptable in any reference.

Matanuska-Susitna College / Mat-Su College

A community campus of UAA located in Palmer, north of Anchorage. MSC OK on second reference.

Mayor's Midnight Sun Marathon and Half-Marathon

million

Spell out million and billion. She gave \$5 million to the university.

minus

Use a hyphen, not a dash. Use the word minus, not a minus sign, to indicate temperatures below zero.

Tomorrow's forecast says it will reach minus 10.

Mount McKinley

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

Mount McKinley is located in Denali National Park and Preserve.

multimedia

No hyphens, one word.

N

names

In general, use only last names on second reference. OK to revert to first name if it is unclear to reader (e.g., if more than one person in the story has the same last name). Also OK to use first name on second reference in more informal writing.

EDITORIAL STYLE GUIDE • N-P

Native

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

Alaska Native students from both rural and urban Alaska have taken leadership roles with Native Student Council.

The report included testimony from Native and non-Native observers.

The spruce tree is native to Alaska, but the chokecherry is not.

No.

Use as the abbreviation for number in conjunction with a figure to indicate position or rank.

UAA's men's basketball team is ranked No. 1 in its division.

non-degree students

Not "non-degree-seeking"

Hyphenate. (Contrary to Webster's pattern of not hyphenating non- words.)

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

nonprofit

One word, no hyphen.

non-resident

Hyphenate

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.*

North Slope

Refers to the region of Alaska north of the Brooks Range. Capitalize.

northern lights

Do not capitalize.

The Northern Light

UAA's student newspaper. Italicize publication name. "The" is part of the newspaper's formal title.

Northwest Commission on Colleges and Universities, NWCCU

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

numbers, cardinal

For print copy in most instances, spell out one through nine, and use figures (10, 27, 134) thereafter. *See AP Stylebook for treatment in other situations.*

The lab has 12 workstations but only nine microscopes.

numbers, ordinal

Do not superscript the st or th designations:

They celebrated their 25th wedding anniversary.

O

oil pipeline

Don't capitalize: *The trans-Alaska oil pipeline...*

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

online

No hyphen.

orientation / Orientation

Capitalize only as a part of an official department title, lowercase otherwise.

The Office of New Student Orientation is busy preparing for the many activities associated with orientation.

Outside

Always capitalized. Refers to anyplace not in Alaska. May be used in regular text and is not restricted to direct quotes only.

She moved to Alaska from Outside.

P

part time, part-time / full time, full-time

Hyphenate when used as a compound modifier.

She works part time. She has a part-time job.

percent

Use numerals and spell out percent:

More than 25 percent of the committee voted to build the new center.

Ph.D.

Use periods after Ph and D. Also see **Dr.** and **academic degrees**.

phonathon

EDITORIAL STYLE GUIDE • P-R

-phone

Cellphone, iPhone, smartphone. All one word, no hyphens. (Note capital “p” in “iPhone.”)

photo captions

When appropriate, include name(s), location and date in photo caption. When inserting a photo into WordPress or CMS, include caption information in alternative text for screen readers.

photo credits

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

Photo by Philip Hall/University of Alaska Anchorage.

Photos by UAA employees outside University Relations:

Photos by Paola Banchemo, Journalism and Public Communications/University of Alaska Anchorage.

Photos by non-UAA employees, follow the photographer’s name with a slash 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.

Note: Style may be modified to accommodate photographer’s wishes or acknowledgement needs.

physician assistant

No apostrophe in this medical profession title.

UAA is home to the MEDEX Northwest Physician Assistant Training Program.

p.m., a.m.

Lowercase, with periods. Avoid the redundant 10 p.m. tonight.

podcast

A downloadable audio program. One word.

University Advancement produced a podcast of the lecture.

Police Department

The full name is the University of Alaska Anchorage Police Department or UAA Police Department (mainly referenced as the University Police Department or UPD, no periods). Capitalize when referring to the UAA department, even when not preceded by UAA. Lowercase when referring to police departments in general.

The UAA Police Department is staffed 24 hours per day, every day.

Please contact UPD for more information.

You may call the Police Department to request an escort to your car.

postbaccalaureate

One word, no hyphen.

postdoctoral

One word, no hyphen.

pre-major

Hyphenate.

premiere

A first performance.

president

Capitalize president only as a formal title before one or more names, lowercase in all other uses.

University of Alaska President Pat Gamble presented at the December meeting.

The system president presented at the December meeting.

Prince William Sound Community College

A community campus of UAA located in Valdez, Alaska. PWSCC OK on second reference.

Professional Studies Building

PSB on second reference.

professor, associate professor, assistant professor

Never abbreviate. As a house rule, contrary to AP style, capitalize when part of a formal title used directly before an individual’s name: Professor John Rogers serves on three academic committees. Lowercase academic titles 1) when they are not used with an individual’s name and 2) in constructions that set them off from a name by commas: Marta Rodriguez, an associate professor of engineering, will be presenting at the conference.

program

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

The Alaska Native Science & Engineering Program offers dozens of opportunities for engineering students.

Academic programs (majors) are not capitalized.

He studied engineering before changing his major to biology.

Q

Q-and-A

R

Rasmuson Hall (RH)

Not Rasmussen or Rasmusson. Capitalize when using the full name or shortened version:

The Edward & Cathryn Rasmuson Hall is located on the east part of campus.

Most of Joanne’s classes are in Rasmuson Hall.

regents

Lowercase when describing members of the board of regents of the University of Alaska. Capitalize when used as a title preceding a name or when the full title of a board is used.

EDITORIAL STYLE GUIDE • R-T

room

Capitalize when part of a formal name of a room:

The meeting will be in the Lyla Richards Conference Room.

Delete when using a numeral and building name.

The group meets in the UAA/APU Consortium Library, Room 218.

room numbers

Use figures and capitalize room when used with a figure.

RSVP

The abbreviation for the French *répondez s'il vous plaît*, meaning please reply. No periods between letters.

S

School, school

Capitalize when part of official title, lowercase otherwise:

The School of Nursing is in the Health Sciences Building.

The school will renew its accreditation next year.

seasons

Do not capitalize, unless part of a formal name:

She caught a cold every winter.

Enrollment was high at the start of the fall 2013 semester.

Winterfest is held each spring semester on UAA's campus.

Seawolf / Seawolves

Refers to UAA's mascot, "Spirit the Seawolf." The Seawolf mascot is based on the Alaska Native myth of "Gonakadet," also known as "Wasgo the Sea Wolf" in Tlingit and other Alaska Native cultures.

set up (v.) / setup (n. and adj.)

sign-up (n. and adj.) / sign up (v.)

size

Hyphenate when used as an adjective modifying a noun.

The 196,000-square-foot Alaska Airlines Center will open in fall 2014.

The building featured 14,000 square feet of labs and classrooms.

slogans

Use the following in title case:

Amazing Stories Being Written Every Day. (When used as a graphic element, preference is capitalize A and S, with a closing period. When used in ad copy, capped A and S is preferred, and follow normal punctuation rules.)

Southcentral

Capitalize, one word. Refers to the Southcentral region of Alaska.

Spirit

Refers to UAA's Seawolf mascot. Always capitalize.

SpringHill Suites Invitational

startup

One word (n. and adj.) to describe a new business venture.

UAA has two startup companies: Zensor and CFT Solutions.

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. Do not abbreviate Alaska in datelines or text.

The state of Alaska is the 49th state in the union.

The State of Alaska issues Permanent Fund dividends to eligible Alaskans each fall.

statewide

Do not use a hyphen and don't capitalize:

The statewide University of Alaska system.

student-athlete

Hyphenate.

systemwide

One word, no hyphen.

T

telephone numbers

Correct form for on-campus telephones:

Call 6-1234 for more information.

Correct form for off-campus calling:

Call 786-1234 for more information.

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

Call (907) 786-1234 for more information.

Call (800) 786-1234 for more information.

temperatures

Use figures. Use below, not a minus sign, for temperatures below zero:

It was 70 degrees in July and 10 below in February.

Fahrenheit temperatures are assumed and need not be designated as such.

theatre / theater

Use theatre when referring to UAA's department:

UAA's Theatre and Dance Department presents many performances every year.

Note: UAA's planetarium is the UAA Planetarium and Visualization Theater.

Use theater when referring to theater in general:

Theaters across the country are ...

EDITORIAL STYLE GUIDE • T-U

times

For whole-number times, use numerals, not :00. If minutes are indicated, include the colon. Separate the time from the a.m./p.m. designation with a space:

The program will start at 9 a.m.

The program will start at noon. (Note “noon” is lowercased.)

The doors will open promptly at 6:45 p.m.

Use a.m. and p.m., always lowercase:

The program will start at 9 a.m.

Use an en dash (no spaces between) if times are inclusive. Do not repeat a.m. or p.m. if they are the same.

The conference will be held from 9–11 a.m.

titles

Capitalize and use quotation marks.

Academic posters, articles, columns in periodicals, exhibits, lectures, songs, unpublished papers

The choir sang “Alaska’s Flag” after the ceremony.

He introduced Bill Robinson’s lecture, “Leading from the Middle.”

The museum hosted “The Nature and Art of Collections” exhibit.

Capitalize. Do not italicize or use quotation marks.

Awards, certificates, classes, committees, conferences, conventions, course names, lecture series, prizes, programs, projects, recognitions, scholarships, seminars, websites, workshops

She received the Alaskan of the Year Award.

The student won the John Doe Scholarship.

The department is hosting the Festival of Native Arts.

He was appointed to the 2003 International Resources Committee.

A fourth section of Technical Writing was added after dozens of students expressed an interest in developing their technical writing skills. [Note the difference between capitalizing the formal title of the class and lowercasing its subject.]

Italicize, contrary to AP style.

Books, concerts, magazines, movies, newsletters, newspapers, operas, plays, radio shows, reports, television shows

Newsweek quoted the president as saying ...

The Music Department’s concert, *A Night in Berlin*, featured music by German composers.

(*The Chicago Manual of Style* may offer solutions not found here for further treatment of titles.)

trademark symbol, (TM) or ™

Do not use in regular copy.

Josie liked her new UAA sweatshirt, which she often wore with her Levi jeans.

Not: Josie liked her new UAA™ sweatshirt, which she often wore with her 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).

U

UAA

Do not use periods between letters. Use only after full name has been used at least once. Whenever possible, avoid line breaks between words when using the official university name in text. If possessive, use an apostrophe. In stories about UAA when it had a different name (e.g. University of Alaska, Anchorage), it is acceptable to use the then-current name as long as it is clear that the name is obsolete.

UAA/APU Consortium Library

Always state entire name in first reference.

UAOnline

One word, UAO all capitalized.

University, university

Capitalize as part of a title:

The University of Alaska Anchorage campus is beautiful in the winter.

Lowercase in other instances:

The university’s campus is beautiful in the winter.

University Center

An extension site of the UAA Anchorage campus, located in the University Center Mall in midtown Anchorage.

URLs

In print publications, delete the http:// when there is a www; keep http:// when there is no www. In online or electronic publications, include any networking protocols (e.g., https, ftp) that are necessary to make a URL work. In email communication, retain http:// to allow readers to link to the referenced web page. It is recommended that URLs have a different font treatment to differentiate them from regular copy.

Visit www.uaa.alaska.edu for more information.

Check your financial aid status online at <http://uaonline.alaska.edu>.

If a URL must break across two lines, choose to break at a punctuation point, such as a period or a slash.

For more information about the program visit www.uaa.alaska.edu/educ/graduate.html.

URLs that end with a directory (e.g., www.uaa.alaska.edu/chancellor/) should have a slash at the end. Do not use a slash at the end if the URL ends with a filename (e.g., www.uaa.alaska.edu/chancellor/bio.html) or if the URL is only the domain name (e.g., www.uaa.alaska.edu). URLs that end in /index.html, /index.htm or /index.xml should be shortened to the directory name (e.g., www.uaa.alaska.edu/chancellor/index.html can be changed to www.uaa.alaska.edu/chancellor/).

EDITORIAL STYLE GUIDE • U-Z

U.S.

Use periods for abbreviating United States but not USA. In headlines, it's US, no periods.

USUAA

Union of Students of the University of Alaska Anchorage. UAA's student government body. USUAA acceptable on first reference.

University of Alaska

The statewide institution. The university or the system on second reference. Individual campuses are University of Alaska Anchorage, University of Alaska Fairbanks and University of Alaska Southeast. UAA, UAF and UAS on second reference.

University of Alaska Board of Regents, the board of regents of the University of Alaska

The 11-member board that governs the university system.

V

Valley

Acceptable on second reference for the Matanuska-Susitna Valleys or Mat-Su Valleys.

vice chancellor

Do not hyphenate.

Capitalize as part of a title:

Vice Chancellor Megan Olson voted to second the motion.

Lowercase in other instances:

Megan Olson, vice chancellor, voted to second the motion.

vita, vitae

Refers to a biographical sketch outlining academic history. Vita and CV are acceptable on first reference. Curriculum vitae (CV) may also be used, but is more formal and less common.

The candidate was asked to send her curriculum vitae prior to the phone interview.

Her vita is very impressive.

He has many years of education and experience noted in his CV.

volcano

Do not capitalize or precede with "the."

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

W

waitlist (n.), wait-list (compound modifier and v.)

When used as a noun, one word, no hyphen.

If you are on a waitlist for a class and have kept up with class activity, you may be allowed to register for the class as vacancies occur.

When used as a verb and compound modifier, hyphenate.

Ten students hoped to get into the wait-listed class.

The registrar promised to wait-list all students who wanted to take the class.

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.

website

One word, lowercase.

well-being

Wells Fargo Sports Complex

Wendy Williamson Auditorium

Winterfest

One word, lowercase F.

workforce

X Y Z

years

Use figures without commas. When combined with a month and day, set off the year with a comma. Use an s with no apostrophe to indicate a span of years. Years are the lone exception to the general rule in numerals that a figure is not used to start a sentence.

2013

On July 7, 1989...

In the 1980s, UAA continued to grow.

2003 was a good year.

Yupik, Yup'ik

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



NEED
HELP?

CONTACT
INFORMATION

SUPPORT RESOURCES

General questions and help with UAA's
branding message and marketing:
Kristin Desmith
kadesmith@alaska.edu
(907) 786-1263

Help with graphic design and
university identity standards:
Joe Nedland
jdnedland@alaska.edu
(907) 786-4831
or
Brett Rawalt
brawalt@alaska.edu
(907) 786-6419

Electronic media/graphics:
Ted Kincaid
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(907) 786-1166

UAA website CMS standards:
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(907) 786-4719

Social Media guidelines:
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Editorial style guides:
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