

Authorized UAA Wordmark

UNIVERSITY *of* ALASKA ANCHORAGE™

The University of Alaska Anchorage wordmark.

The wordmark is the words “University of Alaska Anchorage” used in conjunction with the UAA monogram to create one of our primary UAA logos. The wordmark may be used by itself when needed.

- Do not combine with other logos or graphics.
- Do not combine with another emblem or symbol. The wordmark is not to be used as a graphic element within any other logos.
- Do not recombine the wordmark with the UAA monogram to create your own version of a UAA primary logo. Use only the existing authorized versions of the full UAA logos.
- The wordmark should not be used within text as part of a sentence or headline.

What is in the two folders?

Each folder contains a different file format option for your use: high-resolution vector **.eps** files and 300 dpi resolution **.png** files. Each file format comes in the shown four different color versions to use, depending on your needs.

Both file formats have transparent backgrounds so you will not get a white box around/behind your logo if you place it in front of some type of background.

.eps = printed use **.png** = electronic use

Which file format do I use?

A general rule to follow is, use the **.eps files for printing purposes**—brochures, posters, advertising, on coffee mugs or when the logo needs to be enlarged. The .eps files can be scaled to any size needed as long as they are in the vector file format and have not been converted into a picture (.jpg, .tif, etc). Use .eps files in programs like InDesign, Illustrator, Photoshop or Publisher. The .eps files are in CMYK color. If you need spot color, you can open the files in Adobe Illustrator for editing, change the green to Pantone 343c and the yellow to Pantone 123c.

The **.png files are generally for use in electronic media**—web pages, HTML emails, PowerPoint presentations. They are also high enough resolution to use in Word documents as well. Caution: avoid enlarging .png files too far because this will cause pixelation and make the logos look bad.

Color versions available

UNIVERSITY *of* ALASKA ANCHORAGE™
UAA-Wormmark-Green.eps or UAA-Wormmark-Green.png

UNIVERSITY *of* ALASKA ANCHORAGE™
UAA-Wormmark-Black.eps or UAA-Wormmark-Black.png

Reverse versions

UNIVERSITY *of* ALASKA ANCHORAGE™
UAA-Wormmark-Reverse.eps or UAA-Wormmark-Reverse.png

What if I need a different version or file format?

If you need something other than what is in this packet, you will need to contact the University Advancement office for assistance. The master files of all the university’s logos are kept in Advancement and any file format, resolution or variation of a logo can be created and supplied to you.

May I modify or redesign the wordmark?

All UAA logos must be used only as provided—**do not alter or rearrange components**. The wordmark may be printed in the UAA green, black or white. It may also appear in the UAA gold if it is placed in front of a background of the UAA green. No other color substitutions are permitted.

If you have further questions about logo use or a certain application, contact the Advancement office for assistance.

