# Your UAA authorized unit logos

## What is in the two folders?

You will find two different file formats available for your use, high-resolution vector **.eps** files and 300 dpi resolution **.png** files. Each file format comes in five different color variations (as seen here) to use depending on your needs. *GG = Green and Gold, G = Green, B = Black, ...-Rvrs = Reverse or White.*

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

## Which file format do I use?

A general rule 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.

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

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.

## What if I need a different version or file format?

If you need something other than what has been supplied in your logo 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 your logo can be created and supplied to you.

## May I modify or redesign our logo?

All unit logos must be used as provided. The whole logo must be used as is; do not just use parts of the logo. No changes can be made without prior approval. Any permanent alterations to a logo must be requested by the unit's director or dean and done by the University Advancement office. All

**UAA** Your Authorized College, Department or Program Logo  
UNIVERSITY *of* ALASKA ANCHORAGE  
*UnitName-GG.eps  or  UnitName-GG.png*

**UAA** Your Authorized College, Department or Program Logo  
UNIVERSITY *of* ALASKA ANCHORAGE  
*UnitName-G.eps  or  UnitName-G.png*

**UAA** Your Authorized College, Department or Program Logo  
UNIVERSITY *of* ALASKA ANCHORAGE  
*UnitName-B.eps  or  UnitName-B.png*

**REVERSE VERSIONS**

**UAA** Your Authorized College, Department or Program Logo  
UNIVERSITY *of* ALASKA ANCHORAGE  
*UnitName-GG-Rvrs.eps  or  UnitName-GG-Rvrs.png*

**UAA** Your Authorized College, Department or Program Logo  
UNIVERSITY *of* ALASKA ANCHORAGE  
*UnitName-Rvrs.eps  or  UnitName-Rvrs.png*

UAA primary and unit logos must be printed in the UAA green and gold or in black or white. No color substitutions are permitted. For the complete guidelines to UAA's branding and identity standards visit **uaa.alaska.edu/branding**.

## My logo isn't working for my purpose, now what?

All unit logos are horizontal in shape, so sometimes in special applications or small sizes a unit logo just won't work well. In circumstances like these it is recommended you use one of UAA's primary logos or just the UAA swoosh monogram logo instead. The UAA primary logos are your logo as well. When your unit logo doesn't work for a particular purpose, default to one of UAA's primary logos that will. If you have further questions about logo use or a certain application, contact the Advancement office for assistance.