UAF signature logo usage information

The caption below each graphic refers to the digital file name.

UAF
UNIVERSITY OF
ALASKA
FAIRBANKS

College of Natural Science & Mathematics

CNSM_sig_block_blue

UAF

COLLEGE OF NATURAL SCIENCE & MATHEMATICS

University of Alaska Fairbanks

CNSM_sig_centered_blue

UAF COLLEGE OF NATURAL SCIENCE & MATHEMATICS

University of Alaska Fairbanks

CNSM_sig_horiz_blue

Each signature is provided in:

- UAF blue
- block
- black
- centered
- white
- horizontal

Logos in UAF gold are available upon request.

The following graphic file formats are provided:

- PDF
- PNG

Which file should you use?

- PDFs are for use in professional page layout and illustration programs such as Adobe InDesign and Illustrator.
- PDFs should be used for documents suitable for reproduction via digital or offset printing processes at a professional printer.
- PDF is a vector-based format and can be resized without affecting quality.
- PNGs are for digital use and have a transparent background. They have replaced the GIF format.
- PNGs should be used for on-screen applications, such as Microsoft Powerpoint. PNGs can also be used in websites.
- PNGs generally are not used for printed documents, with the exception of documents created in Microsoft Word.

Visit **www.uaf.edu/marketing/guidelines/logos/** for usage guidelines and downloadable UAF logo files.

Questions? Contact Marketing and Communications at **uaf-logo@alaska.edu**.

Applying your unit's signature on the web (Roxen users)

1. Log in to edit your unit's Roxen website.

2. Click on the "Advanced settings" tab in the upper left. A pop-up window will appear with your website settings.

3. Under the "BANNER" settings, choose "uaf-custom-banner" from the "Type of Banner" pulldown menu.

4. Click "Publish your changes" in the lower left of the pop-up window.

5. Click "Close" in the upper-right of the pop-up window.

Your website will automatically refresh with the signature displayed in the upper left of your website.

If you would like to implement a signature on your unit's website but are using a content management system other than Roxen, please contact Marketing and Communications at uaf.web@alaska.edu *for a custom solution.*