

UAF signature logo usage information

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



College of Natural Science & Mathematics

CNSM_sig_block_blue



COLLEGE OF NATURAL SCIENCE & MATHEMATICS

University of Alaska Fairbanks

CNSM_sig_centered_blue



COLLEGE OF NATURAL SCIENCE & MATHEMATICS

University of Alaska Fairbanks

CNSM_sig_horiz_blue

Each signature is provided in:

- UAF blue
- black
- white
- block
- centered
- 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.

Step 2 → Advanced settings | Files | Appearance | Header | Footer | Help & Feedback

Your Website Settings Step 5 → Close

WEBSITE SETTINGS

Location of Site
/unitname/

Site Title
Unit Name

Include back to top link in pages that need scrolling
yes

BANNER

Type of Banner
uaf-custom-banner

Location of Banner Image
/unitname/

GOOGLE ANALYTICS ACCOUNTS

Universal Google Analytics Account Number
/unitname/

Non Universal Google Analytics Account Number
/unitname/

SEARCH

Search Button Text
Go!

Database Being Searched
www.uaf.edu

RESPONSIVE DESIGN

Responsive Table
yes

HEADER

Show Header
yes

Location of Header
/unitname/

FOOTER

Type of Footer
uaf-footer

Footer Site Text
UAF photos by Todd Pa

Site Email
uaf.web@alaska.edu

Show Footer
yes

LEFT COLUMN

Left Column Location
/unitname/

RIGHT COLUMN

Right Column Location
/marketing/

UNCOMMON SETTINGS

+ View More Settings

Step 4 → Publish your changes

Comment
/unitname/