



**COMMUNITY & TECHNICAL**  
**COLLEGE**

UNIVERSITY *of* ALASKA FAIRBANKS

**BRANDING GUIDELINES**

**MARCH 2013**

# UAF COMMUNITY AND TECHNICAL COLLEGE BRAND STRATEGY

## OUR BRAND TRUTH

This is the core of our brand – the substance that gives it strength. It’s the way we want prospects, staff, faculty, current students, the community, etc., to perceive, think and feel about UAF CTC relative to competitors. Our brand truth is a mantra and guide that staff and faculty should use as a filter to make sure everything you do is focused and consistent.

**SUCCESS  
DISCOVERED.**

## OUR PERSONALITY

People choose brands because of the way they can fit the brand into their lives and because they like the personalities projected by them. Our brand’s personality is its outward face – the characteristics most closely associated with human traits. Our job is to make sure this personality shines through in all customer (student) and prospect touch points including advertising, PR, staff training, faculty orientation, etc.

*Ambitious. Practical. Down-to-Earth.  
Trustworthy. Likable.*

## THE FOUR PILLARS OF OUR IDENTITY

The pillars are a summary of traits that describe who UAF Community & Technical College is, what we believe and how we behave. When our verbal and visual communications consistently deliver on these attributes, our personality and “truth,” audiences will recognize our distinctive tone and personality as uniquely UAF CTC.

### NEIGHBORLY

We are a welcoming community for our students. Our approach is user-friendly and comfortable. The links we offer into the wider world around us offer helpful, reciprocal benefits to students and partners in industry, labor, schools and other organizations.

More: Easy-going cooperative, accessible, supportive  
Less: Aloof, self-centered, difficult, awkward

### SAVVY

We are alert and responsive to community, business and statewide training/educational needs and have our finger-on-the-pulse of workforce development – especially for Alaska. Students can be confident in making a smart career choice here.

More: relevant, know-how, nimble, focused  
Less: Awkward, slow, parochial, incompetent

### VERSATILE

We offer flexibility and convenience to our students. Our many locations, programs, classes and paths to a successful future provide choices that allow lifetime learning opportunities, quick access to a job, career advancement, or a stepping-stone to advanced degrees.

More: one-stop-shop, practical, expedient, easy  
Less: intractable, rigid, inconvenient

### THRIVING

The empowering, self-reliant approach to the future we offer is contagious. Students are motivated by a growing understanding of their abilities and quickly find success at UAF CTC. A clear path to career (and life!) opportunities begins here.

More: ambitious, fulfilled, engaged, flourishing  
Less: frustrated, discouraged, unexcited, dull

## LOGO STANDARDS

The UAF Community & Technical College logo is used to develop long-term visibility and positive recognition in today's marketplace. The manner in which we consistently present ourselves will play a significant role in the public's impressions of our institution. The goal is to keep our communications simple, dignified and coordinated, for a positive and professional image.

## LOGO SPECIFICATIONS

These guidelines specify how the logo and its colors are to be used to create a foundation for visual unity, impact and consistency when used in print, broadcast and electronic media.

Fonts that are in the logo: ITC Kabel Ultra, ITC Kabel Book, Berkley Old Style Book (from UAF's old logo standards)



## COLOR LOGO SPECIFICATIONS

### USE ON LIGHT BACKGROUND



The printing process and substrate will dictate how the logo will be produced.

The four-color process formulas shown here are specified by Pantone®. According to UAF brand guidelines, the blue will be printed as PANTONE PLUS 647 C.

For 4-color process printing, use this build:  
C: 96 M: 54 Y: 5 K: 27

## BLACK AND WHITE LOGO SPECIFICATIONS



Use black or blue ink only when printing a color logo. You may also reverse the logo on Black, blue or another dark color.

The horizontal lockup can be reversed into black and white as well.

## CTC MOTTO - SECONDARY WORDMARK

CTC's motto, Success discovered, was developed in 2011. The primary type face of the wordmark is Kabel, per the old branding standards of UAF. You will begin to see this wordmark shifted to the more modern OSP-DIN typeface on new marketing material.

OLD

Success  
discovered.

NEW

SUCCESS  
DISCOVERED.

## FILES THROUGH UAF COMMUNITY & TECHNICAL COLLEGE

The logo is available in EPS format, created in Illustrator. There is a Black and White (or spot color) version and color (4-color process) version. The logo is also available in jpeg format for electronic media. In all cases other than electronic media, the EPS format must be used. If unable to use EPS, you may use jpeg only when transparent backgrounds are not required.

If there is need for a different logo file format, it should be requested from UAF CTC, and the graphic file will be submitted to you. Do not reformat unless permission is granted by UAF CTC.

## DON'TS LOGO SPECIFICATIONS

- Never replace the typefaces with your own.
- Never use the CTC logo without the UAF logo.
- Never change the layout of the logo to make it more horizontal.
- Do not use the logo on a busy pattern or background that impairs its legibility.
- Do not stretch any part of the logo at any time.
- The format cannot be compromised: do not slant or rotate the logo in any way.



**If you have questions about logo usage, just ask!**



# TYPOGRAPHY

Typography is an important element of the CTC's visual identity. It help convey the persoanlity of the brand, and differentiate it from the larger UAF system. When used correctly and consistently, Typography unifies the appearance of communications.

## PRIMARY FONT (SANS-SERIF)

A primary font for CTC is **Tw Cen MT**. It is chosen because it gives a sharper, geometric and more technical edge to body copy. It's clean and modern. It clearly conveys type and is widely available. It is also available in all web type foundrys. Tw Cen MT should do most of the heavy lifting in CTC's branding material.

The quick brown fox jumps over the lazy dog.

*The quick brown fox jumps over the lazy dog.*

**The quick brown fox jumps over the lazy dog.**

***The quick brown fox jumps over the lazy dog.***

## PRIMARY FONT (SERIF)

Minion Pro, the primary serif typeface, is also highly readable and is suitable for a number of different, more formal, applications such as invitations or books, or where a serif font is required. Minion Pro is also the primary Serif font for UAF.

The quick brown fox jumps over the lazy dog.

*The quick brown fox jumps over the lazy dog.*

**The quick brown fox jumps over the lazy dog.**

***The quick brown fox jumps over the lazy dog.***

## DECORATIVE FONTS

When special projects require a decorative font, OSP-DIN and Wisdom Script have been approved for use. OSP-DIN should only be used for a few words or short headlines, and Wisdom should be used seldomly and only for a few words. These specialty, stylized fonts should be used sparingly.

**OSP-DIN: The quick brown fox jumps over the lazy dog.**

**OSP-DIN: THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG.**

*Wisdom Script: The quick brown fox jumps over the lazy dog.*

# COLOR PALETTE

Color selection is a key element in building a strong brand. Blue (Pantone Plus 647 C, CMYK: 96 54 5 27, RGB: 35 97 146, Hex: 236192) and Gold (Pantone Plus 116 C, CMYK: 0 14 100 0, RGB: 255 205 0, Hex: FFCD00) are UAF's primary colors. The secondary and supporting color palettes are inspired by modern technology and features both vibrant and industrial tones to represent the thriving and versatile programs at CTC. Staying true to this color palette allows us to reinforce the brand characteristics and build brand recognition.


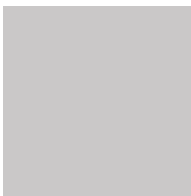
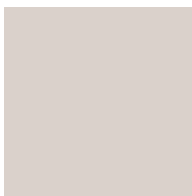
## PRIMARY COLOR PALETTE

These should be the dominant colors used when designing materials. The colors in the primary color palette should always cover more area than any other color that appears in materials.

	Pantone Plus 647 C CMYK: 96 54 5 27 RGB: 35 97 146 Hex: 236192		Pantone Plus 116 C CMYK: 0 14 100 0 RGB: 255 205 0 Hex: FFCD00		White CMYK: 0 0 0 0 RGB: 0 0 0 Hex: FFFFFFFF
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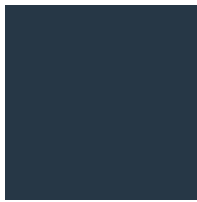



## SECONDARY COLOR PALETTE - NEUTRALS THAT COMPLEMENT WITHOUT OVERPOWERING.

These colors should be used to support the primary colors, but the primary colors should remain dominant.

	Pantone Plus 552 C CMYK: 26 9 9 0 RGB: 187 210 220 Hex: BBD2DC		Pantone Plus 420 C CMYK: 6 4 7 13 RGB: 199 201 199 Hex: C7C9C7		Pantone Plus Warm Gray 1 C CMYK: 3 3 6 7 RGB: 215 210 203 Hex: D7D2CB
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## ACCENT COLORS - TONES THAT ARE INSPIRED BY MODERN TECHNOLOGY & INDUSTRY

These colors should be used to accent the primary colors and should be used sparingly (up to 20% of the visual weight on the page). In any given design, only one accent color should be used with the primary colors to keep the primary colors dominant. The use of too many accent colors will dilute the power of the primary colors.

			
Pantone Plus 717 C CMYK: 0 68 100 0 RGB: 212 93 0 Hex: D45D00	Pantone Plus 7474 C CMYK: 99 37 44 10 RGB: 0 116 129 Hex: 007481	Pantone Plus 367 C CMYK: 40 0 82 0 RGB: 164 213 93 Hex: A4D55D	Pantone Plus 7546 C CMYK: 85 69 51 70 RGB: 38 55 70 Hex: 263746
			
Pantone Plus Cool Gray 9 C CMYK: 55 47 43 10 RGB: 119 119 122 Hex: 77777A	Pantone Plus 7698 C CMYK: 78 47 32 6 RGB: 66 115 141 Hex: 42978D	Pantone Plus 187 C CMYK: 7 100 82 26 RGB: 166 25 46 Hex: A6192E	