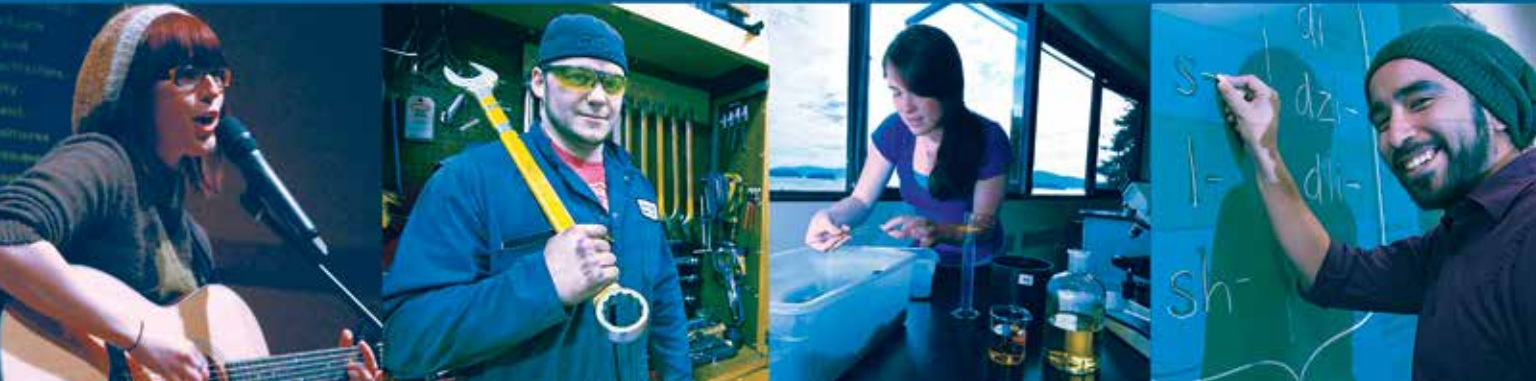


It's time to refresh and  
refocus on *who we are*  
and *what we do well.*



*Be yourself, everyone else is already taken.*

—OSCAR WILDE



Our students come to us from all directions and at different points along their life paths.

## Celebrate *and* Differentiate

The University of Alaska Southeast is uniquely positioned to meet our students where they are and to guide them through to their educational goals.

To better carry out our educational mission going forward and represent all UAS has to offer, we need to refresh our visual identity.



{ university seal }

*official documents, chancellor's use*

{ university logo }

*academic & business use,  
marketing, general use*

{ school spirit logo & mascot }

*school spirit & athletic use,  
merchandising*

{ partnership logos }

*joint entities with other organizations*

Many universities  
maintain a *family* of  
related logos,  
united by a common  
color palette.

## A modern university logo system has a big job to do.

- ◆ **Support individual campaigns** without visually competing with them.
- ◆ **Maintain legibility** in multiple sizes.
- ◆ **Be flexible** and accommodate a wide variety of applications.
- ◆ **Expand to include names** of schools, departments, and campuses
- ◆ **Build the reputation and profile** of the university through consistent use.



KETCHIKAN CAMPUS

UNIVERSITY of ALASKA SOUTHEAST



UNIVERSITY  
of ALASKA  
SOUTHEAST

SITKA CAMPUS

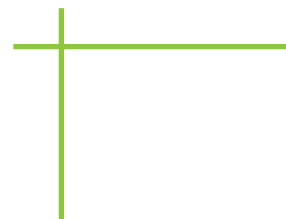


UNIVERSITY  
of ALASKA  
SOUTHEAST

SCHOOL OF  
ARTS & SCIENCES

UNIVERSITY  
of ALASKA  
SOUTHEAST

OFFICE OF THE  
CHANCELLOR



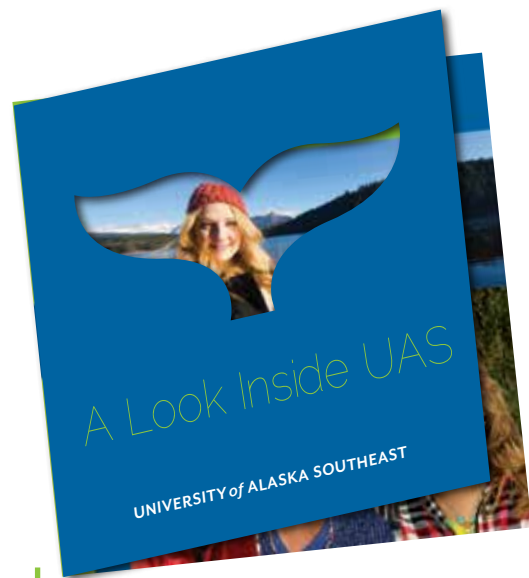
Retaining the legacy  
of whale tail imagery,

the new academic and administrative  
logo components are built from the  
ground up with the demands of digital  
marketing and print in mind.



UNIVERSITY  
of ALASKA  
SOUTHEAST





^ A mock-up concept for a die-cut brochure that separates the logo elements while maintaining brand identity.

Text-only reversed logo for a YouTube video. >



flexible & customizable

A well-designed logo system helps us tell our story, the stories of our students, faculty, and alumni, in every medium available to us.



A variety of advertising: newspaper, airport screen, and merchandise.



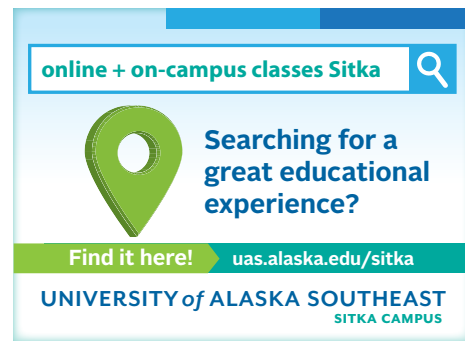
## plays well with others

Comprised of components that work independently from each other, the new logo supports special campaigns, partnerships, and limited edition designs.



◀ The First Year Experience campus life program was one of the first campaigns to utilize the new logo in a supporting role.

Example of a campus-branded web ad. ▶



The UAS palette: warm, saturated, nature-based colors inspired by the ocean, ferns, spruce and hemlock, salmon berries, soft grey skies – all the colors of Southeast.



We can now celebrate our individual campuses while still maintaining our strength as a single university.

◀ Custom campus designs and co-branded partnerships like UAS Alumni & Friends are now visually connected..



UNIVERSITY of ALASKA SOUTHEAST  
*Alumni & Friends*

## what's this?

A sports-style option for school spirit and merchandise purposes.



*Aspects of the preceding "Learn, Engage, Change" university logo design are retained in a new, athletic-inspired version perfect for sweatshirts, t-shirts and other athletic wear.*

## Resources on the web:

- ◆ Logo files
- ◆ Graphic Standards & Usage
- ◆ MS Word templates for letterhead
- ◆ Business card ordering information

[uas.alaska.edu/branding](https://uas.alaska.edu/branding)

Need a logo variation, preparing a promotional item, or launching a new print or web project?

### **Design, Marketing, Brand Management**

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*Thank you to everyone who assisted with testing, provided feedback and suggestions, and supported this enormous effort. Very appreciated!*

*Cover photo by Dan Evans, Alaskan Photography. UAS is an AA/EO institution*

