

The University of Arizona Logo and Color Standards

Print and Publications







Official logos of The University of Arizona

One of these logo versions above or a UA Print Banner must appear on the front of all UA-related printed materials including brochures, annual reports, publications, announcements, presentation folders, data sheets, newsletters, postcards, certificates, awards, catalogs, invitations, marketing one-sheets, directories, direct mail, booklets, CD and DVD labels and packaging, reports, posters, mailers, flyers, tickets, exhibit display boards, table top cards and print advertising. These are available for download in .eps and .png file formats on the Red Bar Café. There are separate guidelines for UA and AHSC stationery (Arizona Athletics exempt). If you would like to use the UA line logo, please contact Glenn McCreedy, gmcc@email.arizona.edu

UA Print Banners come in UA red and blue, UA web banner and UA extended palette colors, and top or bottom variations. Use the UA red and blue color print banners if you want a complete tie-in to the main brand. You can use *any* print banner with CMYK (4 color) publications. They can be downloaded on the Red Bar Café under the Logos, Fonts & Colors tab. Below are a few examples.

















Block A Arizona

There are four color choices for the block 'A' Arizona – UA red + blue; UA red; UA blue; or black. When printing in CMYK (4 color), the block 'A' must be in UA red and blue.

The block 'A' has an embedded white border around it. The entire 'A' must be in UA red and/or blue, or black. Solid backgrounds outside of the block 'A' border can be any color or photo. The placement of the logo and the ® should be in an area of the photograph that does not compromise readability. Already reversed versions of this logo can also be downloaded from the Red Bar Café.















UA Vertical

There are four color choices for the UA vertical logo – UA red + blue; UA red; UA blue; or black. When printing in CMYK (4 color), the block 'A' must be in UA red and blue.

The block 'A' has an embedded white border around it. The entire 'A' must be in UA red and/or blue, or black. Solid backgrounds outside of the block 'A' border can be any color or photo. The placement of the logo and the ® should be in an area of the photograph that does not compromise readability. Already reversed versions of this logo can also be downloaded from the Red Bar Café.

















UA Horizontal

There are four color choices for the UA horizontal logo – UA red + blue; UA red; UA blue; or black. When printing in CMYK (4 color), the block 'A' must be in UA red and blue.

The block 'A' has an embedded white border around it. The entire 'A' must be in UA red and/or blue, or black. Solid backgrounds outside of the block 'A' border can be any color or photo. The placement of the logo and the ® should be in an area of the photograph that does not compromise readability. Already reversed versions of this logo can also be downloaded from the Red Bar Café.

The horizontal version can be customized for individual colleges, departments, divisions, programs underneath a separator line as shown. These customized logos can be used on a departmental letterhead and any print collateral materials. Please contact UA ID, 621-6461 for the creation of a customized logo.









Minimum Sizes



1.25" 1 ¼"





1.5"

1 ½"



Government Relations

1.5" 1 ½"



Control Space

A control space must surround the UA logos to ensure they are presented with maximum clarity and visual impact.

The size of the control space around the block 'A' Arizona, vertical and horizontal logos must be the width of the top blue bar of the block 'A'.



Special Uses

When embossing, engraving, or varnishing any of the UA logos, this reversed block 'A' must be used. What shows black is what should be embossed, engraved or varnished. These are available for download on the Red Bar Café.

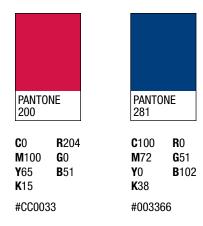




The Register Mark

When enlarging any of the UA logos for print, product or banner applications, the register mark should not be larger than .25" (1/4"). This will require a manual adjustment.





UA Colors

There are two UA primary brand colors – red and blue. As far back as 1904, the UA Student Body Constitution established the block 'A' as the school emblem, and cardinal red and navy blue as the school colors.

Use one or both of these colors in your print and collateral materials, along with one of our official logos, and you will establish an immediate connection to the UA.

For units on campus where red and blue do not further or complement the objectives of their promotional materials, we have an extended color palette. These colors are to be used as accent colors when using one of our offical logos, or picked up on the Red Bar Café as print banners.

This palette was created specifically for the UA by Leatrice Eiseman and Associates. Leatrice heads the Eiseman Center for Color Information and Training and is also executive director of the Pantone Color Institute. As one of the country's foremost authorities on color, she is a sought-after consultant who has been quoted in and on nearly every major publication and network.

The UA extended palette with color definitions and quick glossary is on the next page.



UA Extended Palette Colors

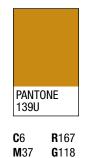
Pantone: company name of an industry standard spot color ink matching system, abbreviated as PMS. Uncoated: how ink will appear on uncoated paper. Colors appear muted due to higher ink absorption. Coated: how ink will appear on coated paper. Colors appear brighter and sharper. CMYK: cyan, magenta, yellow, black. Process colors, used in four color sheet fed or web printing. RGB: red, green, blue. Colors used for screens, such as computer monitors, TV's & mobile devices. #000000: HEX numbers are a system used to define colors for Web pages.

PANTONE Metallic

PANTONE 8920

PANTONE 8181

PANTONE Uncoated



B61

Y100

#C88A11

K21

141U		
C 0	R 247	
M 25 Y 76	G 194 B 107	
K 0 #FFD18	RR	

DANITONIE

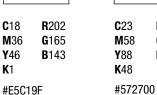


M36

Y46

K1

PANTONE





2390	
C 38	R 145
M 64	G104
Y 0	B156
K 0	D 130
#781D	7E



C 12	R 190
M 44	G 137
Y 7	B 166
K 5	
#D492	В3

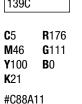
DANTO	NΓ
PANT0 3295U	INE
C 94	R 36
M 4	G 133
Y 62	B 121
K 8	

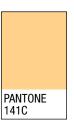
#008C7F

PANT 7495		
C 34		R 12
M 6		G 13
Y 94		B 89
K 30		
#93A4	145	

PANTONE Coated







141C		4665C	
C0 M17 Y62 K0	R239 G203 B101	C4 M27 Y33 K11	R 206 G 169 B 140
#FFD18B		#E5C19F	



R118

G89

B72

PANTO 4625C	NE
C29 M78 Y91 K78	R81 G43 B27
#5/2/0	JU



PANTO 259C	NE	
C69 M100 Y1 K5	R110 G38 B123	
#781D	7E	

PANTO 687C)NE
C 10	R 194

G134

B167

M48

Y2

K7

#D492B3

PANTO 32950		
C100 M5 Y51 K23	R 0 G 123 B 105	

#008C7F



#93A445



Do Nots! apply to all official UA logos and logo versions as described in this guide. The set of examples shown below does not include all non-compliant possibilities. Use unaltered logos to ensure best practices!



Do Not use the Block A by itself in print, web or electronic media. This option was retired Oct. 2008. It is available for product and merchandise. Click here.



Do not use the logos as part of another logo or graphic symbol.



Do not use our logos over backgrounds or photographs with distracting patterns or elements.



Do Not create a logo-like graphic that competes with the UA logo.



Do not rotate, invert, spin, angle or pivot the logos.



Do not put a drop shadow behind the logos.



Do Not add graphic elements to alter the logos in any way.



Do Not use the Block A, the Block A Arizona, horizontal logo, or vertical logo in words, headlines or sentences.



Do not skew, bevel, fold, dimensionalize, stretch or otherwise alter the shape of the logos.



Do not re-create the logos by hand or computer drawing.



Do not grant permission for non UA entities to use our logo without approval from the UA ID Program.



Do not enclose the logos in a shape.



UA Logo Policy – short course

Creating New Icons/Graphic Elements

The University of Arizona strongly discourages units from creating their own icons or graphics as part of a department's individual branding effort. If your unit finds it necessary to create a new icon, it must be approved by the UA ID program for the main campus, and by College of Medicine Information Technology Services for the Arizona Health Sciences Center.

Main Campus:

Office of External Relations 621-6461

AHSC:

College of Medicine Information Technology Services 626-7343

Icon approval forms can be downloaded from the Red Bar Café under the Logos, Fonts & Colors tab.

'Grandfathered' Icons/Graphics

The current UA brand revitalization requires full cooperation with our new guidelines. This means that any icons/graphics approved before 2007 that do not comply with the new rules, will need to be phased out. In some cases, it may mean simply removing 'The University of Arizona' from your current graphic. Please contact Rita Ellsworth/AHSC, 626-7343 or Glenn McCreedy/main campus, 621-6461, for more information or for help in determining if your current icon/graphic is compliant.

Outside requests for marks

Individuals, groups or for profit/ nonprofit businesses cannot use the University's trademarked logos, words, indicia or phrases without the express written permission of the UA Department of Trademarks and Licensing (626-3077) or Office of External Relations (621-6461).

Approval for Use on Products

The University requires all groups, departments, individuals, and companies to obtain approval from the Department of Trademarks & Licensing prior to producing any products – e.g. hats, t-shirts, mugs, etc – that utilize the University's registered trademarks, logos, common law trademarks and service marks, regardless of use or method of distribution. All licensed products must be produced through an official licensed vendor. Items produced for resale or with commercial endorsement may require a royalty or promotional fee.

An "art approval form" must be completed and submitted with design work when seeking approval. Approval forms and lists of officially licensed vendors are available online at:

www.licensing.arizona.edu

UA licensed vendors: www.licensing.arizona.edu/listvendor.php

Trademarks and logos are to be used on products only in the specific manner approved in writing by the Department of Trademarks & Licensing. Note: Approval granted for usage on products does not constitute approval for usage of logos and trademarks on Web pages, print materials (i.e. flyers, brochures, posters, banners, signs).

Please contact the Office of External Relations for non-product approvals. gmcc@email.arizona.edu 621-6461

Royalties are only assessed to merchandise. If you don't have sponsors and are not reselling the items, there is no royalty. If you are reselling the items, the royalty, with no sponsor, is 10%. If any sponsors are placed on merchandise with the university marks, a 12% promotional royalty rate will be assessed.

Revenue from royalties supports our athletic programs (50%) and our student union (50%), which then distributes funds among our student clubs & organizations.



A logo lets people know who is talking to them.

And if they listen, it's because they care about the brand.

The Role of Logos

A graphic identity unifies an organization. Using our logos in a consistent way results in stronger brand awareness for the University, helps distinguish us from our competitors and promotes the UA in a consistent and powerful way. Brands are the sum of the experience people have with them. And visual identity is one of the strongest ways to perceive it.

Therefore, The University of Arizona *strongly discourages* all UA colleges, departments, programs, schools, centers, and institutes from creating their own icons or other unit-centric graphics. By competing with The University of Arizona logos and other trademarks, these graphics diffuse the power of the UA brand, confuse our public and undermine our messages. The UA Identification Program offers resources and assistance in properly branding all units within The University of Arizona.

The Block 'A' is one of our most valuable assets. It is our flag, and one of our strongest marketing tools. And because the block 'A' has a historical link over a hundred years old, it has become part of a tradition that the campus community and the public can emotionally invest in.

The UA logos have marketplace advantage. They are distinctive when compared to our peer institutions and help us stand out in a crowd that is becoming increasingly competitive.