

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.



THE UNIVERSITY
OF ARIZONA.®THE UNIVERSITY
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OF ARIZONA.®

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.



Imaging Technology Laboratory



Disability Resources



American Indian Studies

Minimum Sizes



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.



C0 **R204**
M100 **G0**
Y65 **B51**
K15
#CC0033



C100 **R0**
M72 **G51**
Y0 **B102**
K38
#003366

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 official 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
Uncoated



C6 R167
M37 G118
Y100 B61
K21
#C88A11

C0 R247
M25 G194
Y76 B107
K0
#FFD18B

C18 R202
M36 G165
Y46 B143
K1
#E5C19F

C23 R118
M58 G89
Y88 B72
K48
#572700

C38 R145
M64 G104
Y0 B156
K0
#781D7E

C12 R190
M44 G137
Y7 B166
K5
#D492B3

C94 R36
M4 G133
Y62 B121
K8
#008C7F

C34 R126
M6 G139
Y94 B89
K30
#93A445

PANTONE
Coated



C5 R176
M46 G111
Y100 B0
K21
#C88A11

C0 R239
M17 G203
Y62 B101
K0
#FFD18B

C4 R206
M27 G169
Y33 B140
K11
#E5C19F

C29 R81
M78 G43
Y91 B27
K78
#572700

C69 R110
M100 G38
Y1 B123
K5
#781D7E

C10 R194
M48 G134
Y2 B167
K7
#D492B3

C100 R0
M5 G123
Y51 B105
K23
#008C7F

C30 R135
M4 G150
Y85 B55
K30
#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 create a logo-like graphic that competes with the UA logo.



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 use the logos as part of another logo or graphic symbol.



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



Do not skew, bevel, fold, dimension-alize, stretch or otherwise alter the shape of the logos.



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



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



Do not put a drop shadow behind the logos.



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.