

## The official university logo and how to use it

Our logo is composed of two parts: the symbol and the wordmark. The logo forms the foundation of a flexible system designed to help all of our communications pieces exist within the same family.

All communications, both print and electronic, published by the University of Alaska Southeast must prominently display an approved logo.



## Basic Guidelines

To ensure recognition beyond Alaska, the whale tail symbol must always be used with the words "University of Alaska Southeast."

There are two variations of the UAS logo: the vertical version and the horizontal version. This allows flexibility for different media and formats.

The logo should only be used in official UAS blue colors, white, or black.



Primary Blue  
c100m45y0k20  
hex #005C9E  
r0g92b158  
PMS 301



Secondary Blue  
c80m30y0k0  
hex #0091D0  
r0g145b208  
PMS 2995



do not distort or use extreme drop shadows or other visual effects

## Clear space, minimum size, distortions

The logo should never feel like it's crowded or competing for attention. To avoid this, always allow ample clear space around it. This space is measured by the height of the lettering and extends around the entire perimeter of the logo.

To ensure legibility, follow these size requirements. When reproduced any smaller than these sizes, the logo becomes difficult to read and illegible.



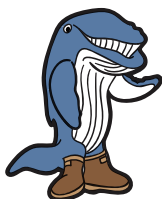
Spirit Logo



University Seal



Sport Spike



Original Spike

## Supporting Marks

There are other brand identifiers in the university system. Note that they have additional limitations or rules surrounding them. Contact the Creative Agency for more information regarding their use.

**Spirit Logo:** A design refresh has given the previous UAS logo a more athletic style, in keeping with its use for school spirit and merchandise.

**University Seal:** Limited to official documents, the Chancellor, and selected merchandise.

**Mascots:** Original Spike and Sport Spike humpback whales are the official UAS mascots.

updated 5/23/24 UAS Creative Agency