

UArctic Graphic Guidelines

Updated 21.11.2012



UArctic
uarctic.org

UArctic Graphic Guidelines

The University of the Arctic (UArctic) is a cooperative network of universities, colleges, and other organizations committed to higher education and research in the North.

This Graphic Standards Manual contains tools and guidelines to help UArctic's offices and members distinguish themselves graphically as part of a single community and to do so with consistency and clarity. For UArctic as a whole, the consistent use of these elements is an important part of building and maintaining a professional appearance and recognizable identity.

The guidelines outlined in this manual should be used whenever information about the University of the Arctic is published in print, online, or in other formats.

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1. Brand Name

'UARctic' is the preferred branding of the University of the Arctic and is used in the logo instead of the full 'University of the Arctic' name. In its short form, the organization should not be referred to as 'the' UArctic, but simply 'UARctic'. Both the U and A must always be capitalized (other letters in small case) with no space or hyphen between them. That is, uarctic, Uarctic, UARCTIC, U-Arctic, U Arctic U of Arctic, are not acceptable, nor are other abbreviations such as UA or U of A.

The use of 'uarctic' is acceptable for email and web addresses (uarctic.org).

2. Values

Any graphic representations of UArctic should reflect UArctic's values of being **circumpolar, holistic, and diverse**, as defined in the *UARctic Strategic Plan*. The values of the University of the Arctic express a commitment to the region and the variety of opinions, perspectives, knowledge and experiences that shape northern knowledge and identity. To the extent possible, these values should be reflected in the graphics and imagery used in UArctic communications.

3. Motto: *With Shared Voices*

In 1998, the Inuit Circumpolar Conference, Russian Association of Indigenous Peoples of the North and Saami Council prepared a document entitled “Shared Voices and a University of the Arctic – Views of Indigenous Peoples.” While the views in the document concerning indigenous people have become instrumental to the University of the Arctic, so too has the concept of “shared voices”.

Voices carry opinions, perspectives, knowledge and experience. The idea of bringing these together has formed the University’s attitudes toward learning, education and governance. By providing a space where voices may meet, the University of the Arctic strives to spark innovation, international cooperation, and develop and share tools to meet the challenges faced by the region.

With Shared Voices is the University of the Arctic motto. “Shared Voices” is the name of the UArctic newsletter and magazine.

- The motto may be used in publications which refer in whole or in part to UArctic or its activities, in such a way that the motto cannot be mistakenly associated with a non-UArctic activity.
- The motto shall not be used in a way which may diminish or damage UArctic’s integrity or image.

4. Logo

The UArctic logo is a *Dryas Octopetala* flower (mountain aven, commonly in English) encircled by a blue ring. The ring represents the spirit of co-operation across the circumpolar north and is stylized to show the Arctic region as it would appear on a globe. The ring's blue colour signifies the dominance of the environment. The eight petals of the flower represent the eight Arctic states and the golden yellow colour in the petals represents the midnight sun, the rich life of the region, and the peoples of the North.

The *Dryas Octopetala* was chosen to represent the UArctic because it grows in every region of the North, and demonstrates extraordinary adaptability in often very difficult conditions. This is characteristic that *Dryas Octopetala* shares with all life in the Arctic region.



5. Program Logos

To promote a consistent brand identity, UArctic shall not use separate logos for its units, programs, projects or other activities. Units that have used their own logos in the past, such as north2north, should discontinue the use of older logos and imagery.

Instead, units may use specially created 'unit or program versions' of the UArctic logo that have the name of the unit placed below the general UArctic logo.



6. Guidelines for Logo Use

Logo versions for white and light backgrounds.

- **Use** the logo in colour when possible.
- **Use** only the official colours or the black and white version.
- **Do not** create black and white photocopies of the logo by photocopying the colour version. Photocopies create shades of grey which do not appear in the official black and white version of the logo.



- [Download vector format \(eps\)](#)
- [Download bitmap 72dpi \(png\)](#)



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- [Download bitmap 72dpi \(png\)](#)



- [Download vector format \(eps\)](#)
- [Download bitmap 72dpi \(png\)](#)



- [Download vector format \(eps\)](#)
- [Download bitmap 72dpi \(png\)](#)

6. Guidelines for Logo Use

Logo versions for coloured and dark backgrounds.

- **Use** the logo in colour when possible.
- **Use** only the official colours or the black and white version.
- **Do not** create black and white photocopies of the logo by photocopying the colour version. Photocopies create shades of grey which do not appear in the official black and white version of the logo.



UArctic

- Download vector format (eps)
- Download bitmap 72dpi (png)



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UArctic

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UArctic

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- Download bitmap 72dpi (png)

6. Guidelines for Logo Use

As the most recognizable symbol of the University of the Arctic, the logo should be used consistently and effectively.

- **Use** the logo on all electronic and print publications referring in whole or in part to UArctic or any of its activities, and prominently on those publications dedicated solely to UArctic information.
- **Use** the logo in such a way that it will not be mistakenly associated with non-UArctic information or activities.
- **Do not** use the logo in such a way that may diminish or damage UArctic's integrity or image.
- **Do not** modify or adapt the logo in any way
- **Do not** surround the logo with a keyline or border.
- **Do not** alter the logo proportions
- **Do not** change or manipulate the font, or changing the text
- **Do not** tilt or rotate the logo or any of its elements
- **Do not** alter the size or spacing ratio of the elements
- **Do not** add highlights, shadows, or any other manipulations



6. Guidelines for Logo Use

Logo Size

- Vector (EPS) version must always be used at 100% size, never scaled.
- Only the vector (EPS) format can be scaled
- If the logo is used as part of a series with other logos (as in a publication, poster, or roll-up), it may be scaled down to either 50% or 75% sizes.
- Very large format uses like posters, roll-ups or banners may use the logo at 100% scale.
- For web use, the logo must always be the unaltered 100% scale raster (PNG) versions.

Whitespace

Sufficient whitespace must always be left around the logo, proportional to the logo size.



6. Guidelines for Logo Use

Examples with different backgrounds

- Ensure proper contrast when placing either the normal or negative (white UArctic text) versions on images or coloured backgrounds.



7. Graphic Elements

UArctic Map

- Ensure proper contrast when placing either the normal or negative (white UArctic text) versions on images or coloured backgrounds.



- [Download high resolution image \(jpg\)](#)
- [Download low resolution 72dpi \(jpg\)](#)

7. Graphic Elements

UArctic Map

- Ensure proper contrast when placing either the normal or negative (white UArctic text) versions on images or coloured backgrounds.



- Download high resolution image (jpg)
- Download low resolution 72dpi (jpg)

8. Typography

The official font used in the UArctic logo is FF Meta, designed by Erik Spiekermann, FSI FontShop International (<http://www.fontshop.com>). The logo has been licenced only for use in the logo, and the typeface files cannot be shared outside the UArctic Secretariat. Other typefaces are used for UArctic publications, documents and website. The fonts selected are free to use, and commonly available in Microsoft Windows and Office products, to allow there general use in all UArctic units and members.

Documents and Publications use the serif font Times New Roman and the either the sans serif fonts Verdana or Myriad Pro as titles headings.

The UArctic website's fonts, colours and layout are defined by approved templates, which are implemented through the Digimaker content management system. While changes to the templates may be approved, individual articles should not deviate from the templates by included font or other style changes, in order to ensure consistent formatting and appearance across the website.

8. Typography

Primary font for titles, headers, and short blocks of body text.

Use: Business cards, brochures, roll-ups and other promotional material

Myriad Pro Regular

Myriad Pro Italic

Myriad Pro Semibold

Myriad Pro Semibold Italic

Myriad Pro Bold

Myriad Pro Bold Italic

Secondary font for titles, headings, and short blocks of body text, where use of Myriad Pro is not possible for whatever reason.

Use: Business cards, brochures, roll-ups and other promotional material

Helvetica Regular

Helvetica Oblique

Helvetica Bold

Helvetica Bold Oblique

Font for longer blocks of body text.

Use: General documents, reports, Shared Voices Magazine

Times New Roman Regular

Times New Roman Italic

Times New Roman Bold

Times New Roman Bold Italic

9. Colours

In the **UArctic logo**, the ring and the text (in normal use on white or light backgrounds) are UArctic blue, while the petals in the UArctic logo have a subtle gradient from UArctic Yellow to UArctic Gold.

Primary Colors

UArctic blue
100,40,0,0



UArctic blue
100,0,0,0

UArctic Yellow
0,20,100,0



UArctic Yellow
0,40,100,0

Secondary Colors

Red
20,100,100,0



Red
0,100,80,0

Green
0,100,100,0



Green
0,100,60,0

Dark Blue
100,56,0,34



Dark Blue
100,50,0,0

10. UArctic Promotional Products and Publications

Publication templates

- Thematic Network brochure template

A general UArctic PowerPoint presentation is always made available for use by units and members. The UArctic PowerPoint presentation should only be used by persons and organizations affiliated with UArctic, for purposes related to the promotion of UArctic, or its members and activities. UArctic affiliates may adapt the presentation to add additional information, but this information must be consistent with UArctic communications policy and these guidelines. Changes to the template and layout should not be made.

A general UArctic letterhead document template (Microsoft Word format) is made available by the UArctic International Secretariat on the UArctic website for the use by units and programs for the creation of UArctic documents. UArctic letterhead must only be used for official documents and communications by UArctic units, consistent with general UArctic communications policy and these guidelines.

10. UArctic Promotional Products and Publications

UArctic publications formats

A4, 210x297mm

Reports

Letter, 215.9x279.4mm

Shared Voices and reports?

210x210mm

UArctic Strategic Plan

175x175mm

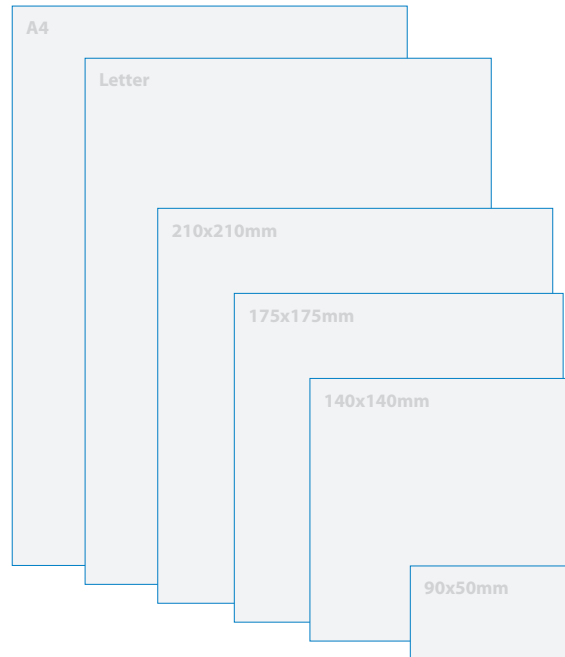
UArctic yleisesite ja muut UA tason esitteet

140x140mm

UArctic ohjelmien ja verkostojen esitteet

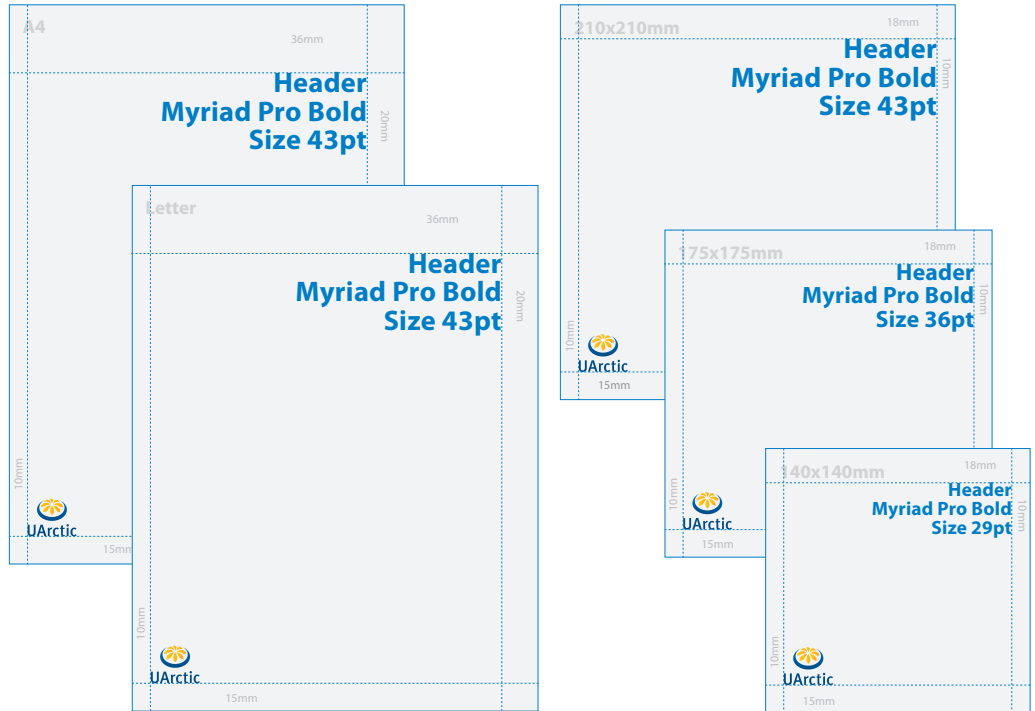
90x50mm

Business card



10. UArctic Promotional Products and Publications

Logo and Header Placement in UArctic publications



11. Permissions Policy

General UArctic communications and promotional materials are generally managed by the UArctic International Secretariat. Units and members should always work with the Secretariat to develop materials for specific UArctic activities, to ensure that they are consistent with these graphic guidelines.

Members and units are encouraged to use the UArctic logo and other graphic elements, in accordance with these guidelines. Other external partners must seek approval from the UArctic International Secretariat before using any of these images.

- The official UArctic logo, either in hardcopy or digital form
- The Shared Voices motto
- Any official UArctic graphic elements, including circumpolar map

UArctic programs are responsible for the unit versions of the UArctic logo.

For further information, please contact secretariat@uarctic.org



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