

Graphic guidelines

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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.



UArctic

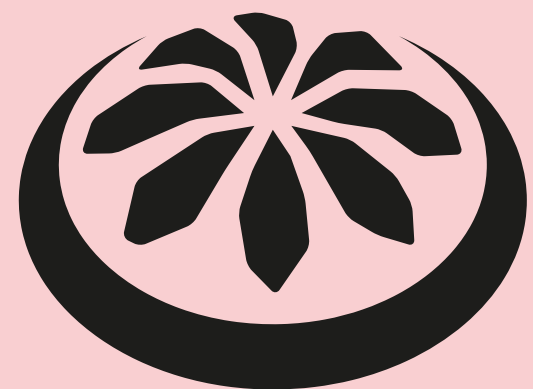
Logo use



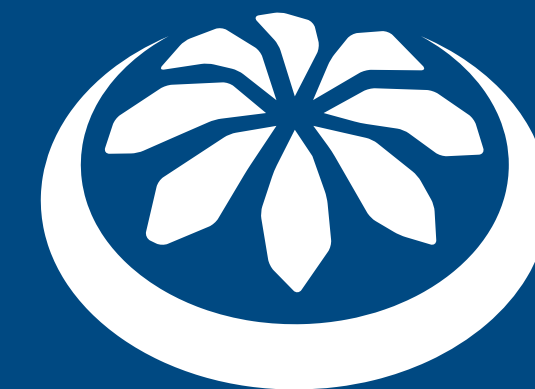
UArctic



UArctic
north2north



UArctic



UArctic

Custom font
UArctic Mono

**With
Shared
Voices**

Custom font
UArctic Serif

**With
Shared
Voices**

Typography

Primary

TITLE
UArctic Serif
Black

Title: Why the Arctic Matters

LEAD
Noto Sans
Regular

A strong, engaged, informed, and dynamic North, creating better lives and environments for all northerners

SUBTITLE
UArctic Mono
Black

Why the Arctic Matters

PARAGRAPH
Noto Sans
Regular

The Arctic is where we see the strongest impacts of the climate change today. While the Arctic has just a fraction of a percent of the world's population, it contributes nearly 20% of many globally important resources such as minerals, energy, fish, freshwater, and the most pristine nature, which illustrates its interdependence with the rest of the globe.

SMALL TEXT
Noto Sans Mono
Medium

UArctic International Secretariat, Box 122,
University of Lapland, 96101 Rovaniemi, Finland
secretariat@uarctic.org | www.uarctic.org

Secondary

TITLE
Georgia
Bold

Title: Why the Arctic Matters

LEAD
Arial
Regular

A strong, engaged, informed, and dynamic North, creating better lives and environments for all northerners

SUBTITLE
Arial
Black

Why the Arctic Matters

PARAGRAPH
Arial
Regular

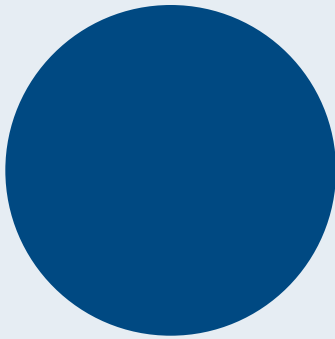
The Arctic is where we see the strongest impacts of the climate change today. While the Arctic has just a fraction of a percent of the world's population, it contributes nearly 20% of many globally important resources such as minerals, energy, fish, freshwater, and the most pristine nature, which illustrates its interdependence with the rest of the globe.


SMALL TEXT
Courier
Regular

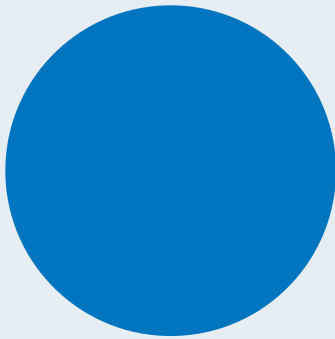
UArctic International Secretariat, Box 122,
University of Lapland, 96101 Rovaniemi, Finland
secretariat@uarctic.org | www.uarctic.org

Colours

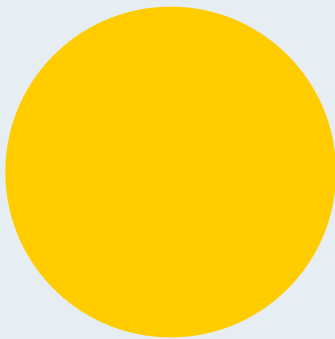
Primary



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R=0 G=117 B=191
#0075BF



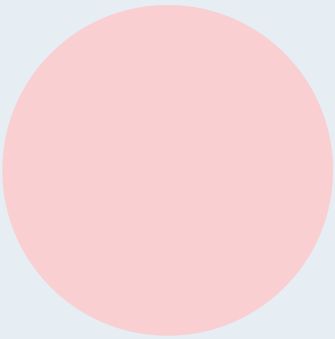
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PANTONE
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#FFFFFF

Colours

Secondary



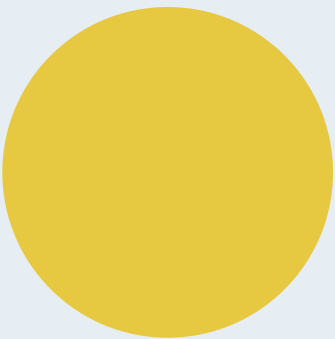
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R=253 G=102 B=36
#FD6624



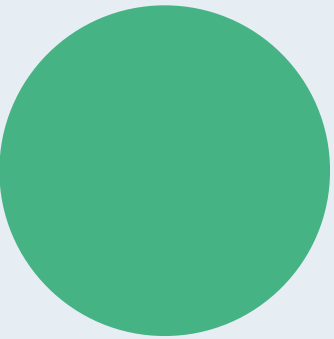
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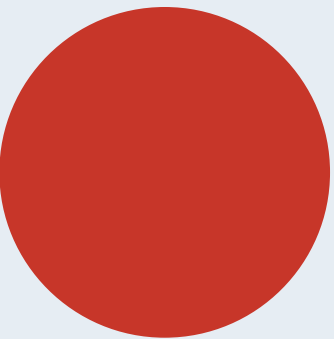
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PANTONE
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PANTONE
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R=73 G=190 B=216
#49BED8

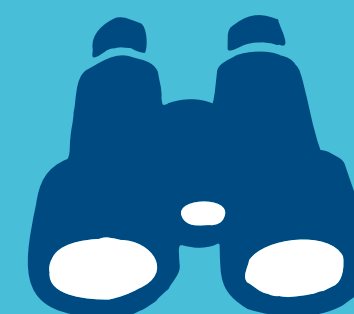


PANTONE
C=20 M=90 Y=90 K=0
R=199 G=54 B=41
#C73629

Visual element



Icons



Print



UArctic Graphic guidelines





For further information, please contact
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