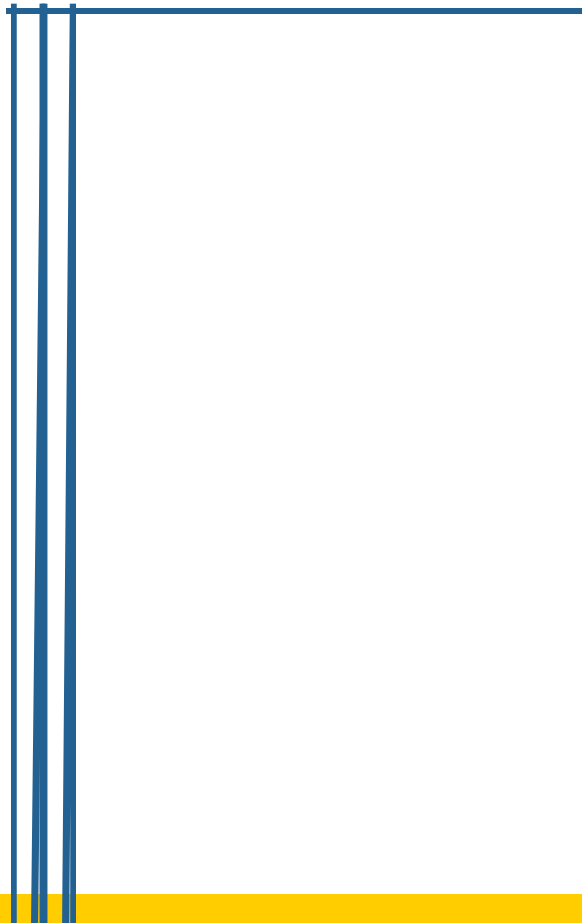


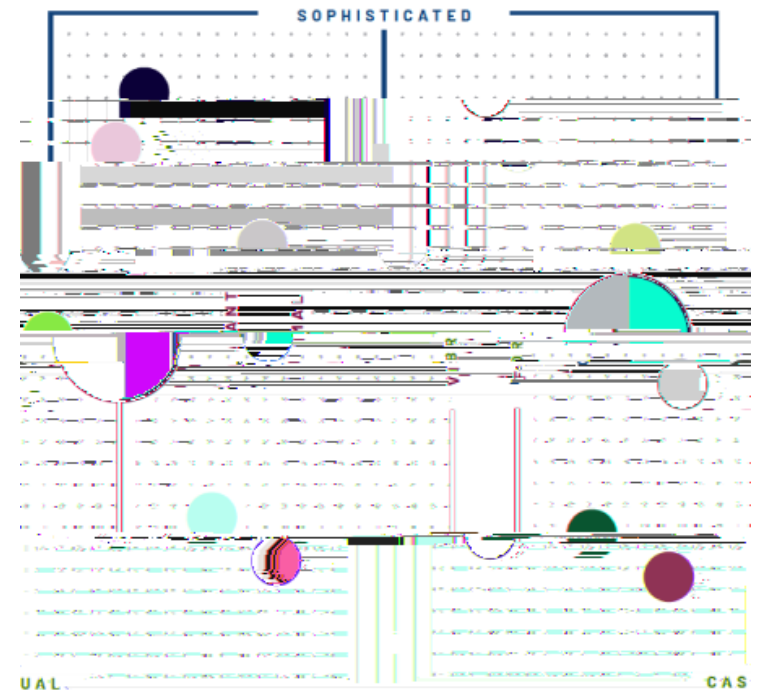
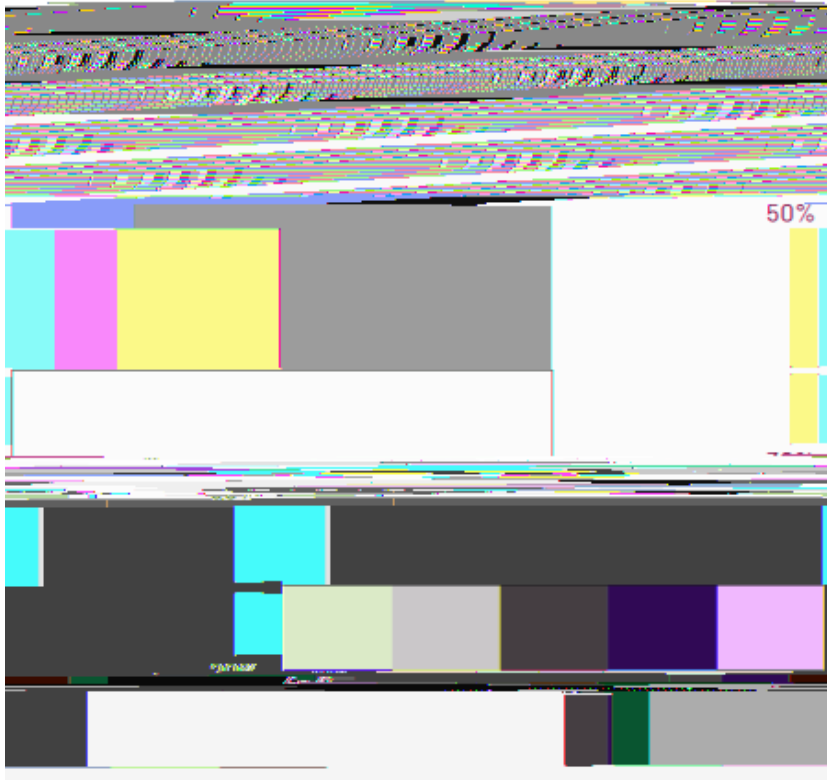
**UAF COLLEGE OF BUSINESS
AND SECURITY MANAGEMENT**

BRAND BOOK

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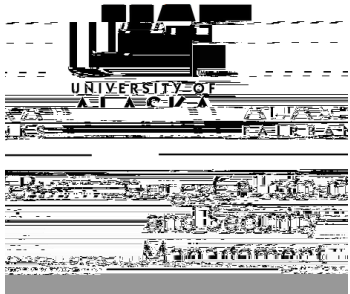
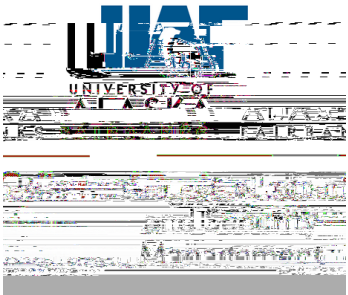
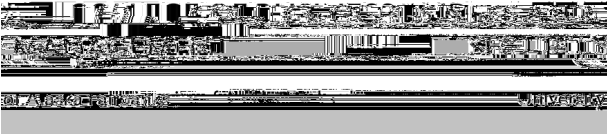
COLOR GUIDELINES



SIGNATURE LOGOS

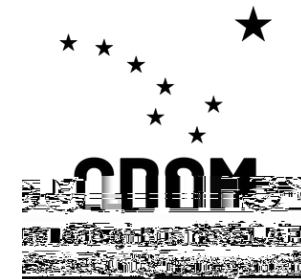
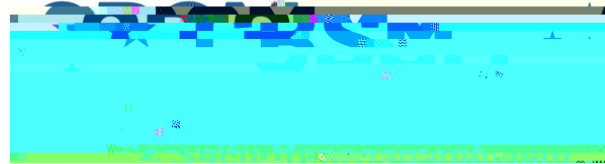
MAY BE US

HORIZONTAL LOGO



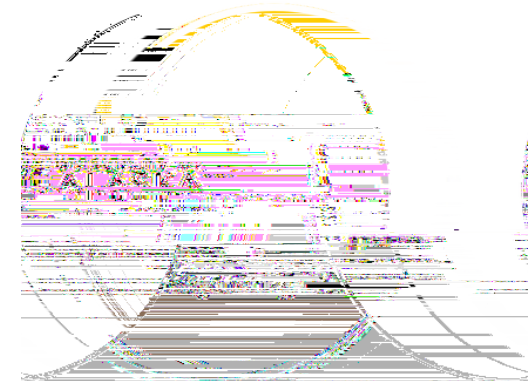
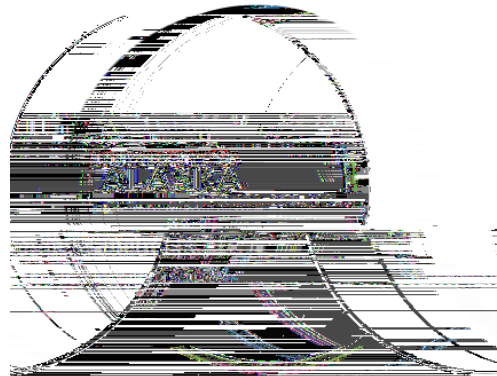
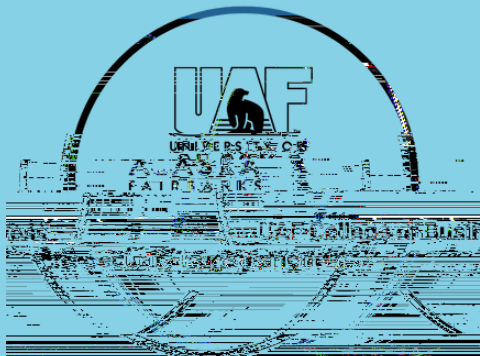
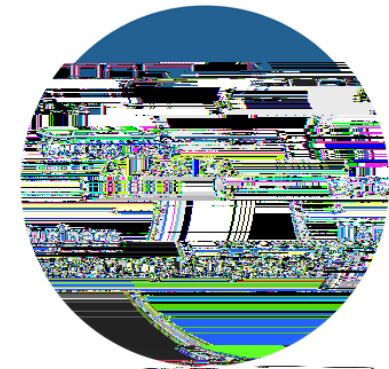
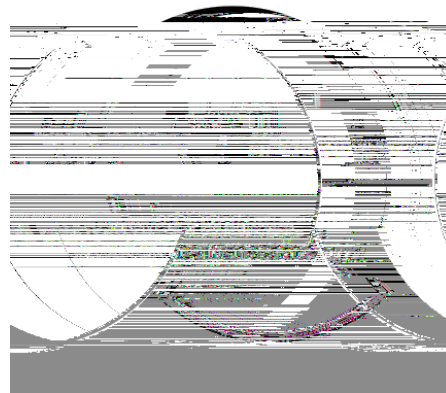
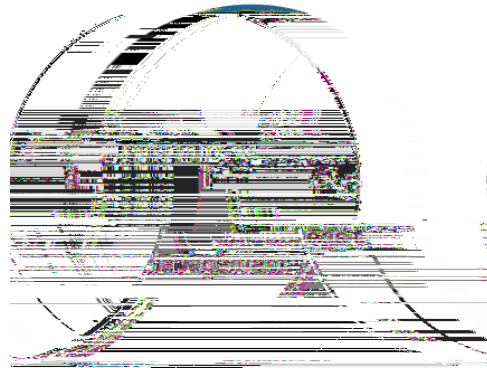
STAR LOGOS

MAY BE USED FOR SPECIAL EVENTS, FUNDRAISING, OR RECOGNITION, PROMOTIONAL MATERIALS, AND INFORMAL MARKETING
YOU CAN FIND THESE LOGOS [HERE](#).



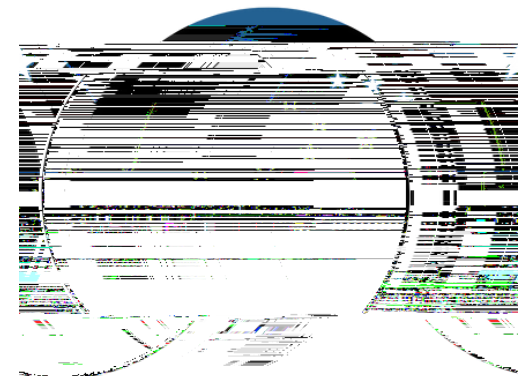
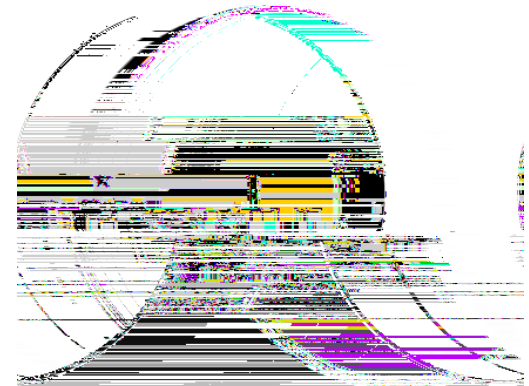
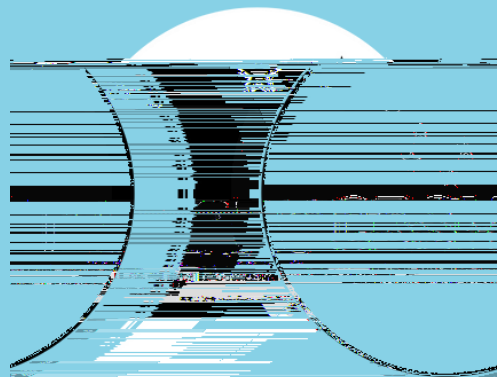
CIRCLE LOGOS

MAY BE USED FOR SOCIAL MEDIA AND PERSONALIZED UAF STATIONARY
YOU CAN FIND THESE [HERE](#).



CIRCLE + STAR LOGOS

MAY BE USED FOR SOCIAL MEDIA AND PERSONALIZED UAF STATIONARY
YOU CAN FIND T8AT





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TYPOGRAPHY

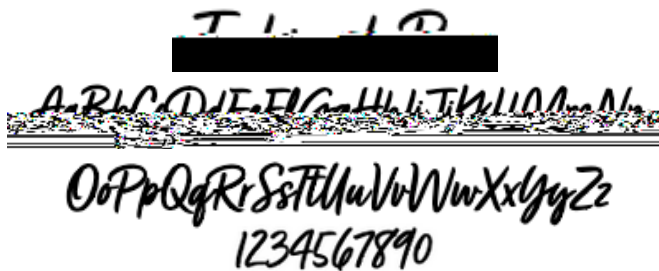
DECORATIVE FONTS

DESCRIPTION

Dharma Gothic E

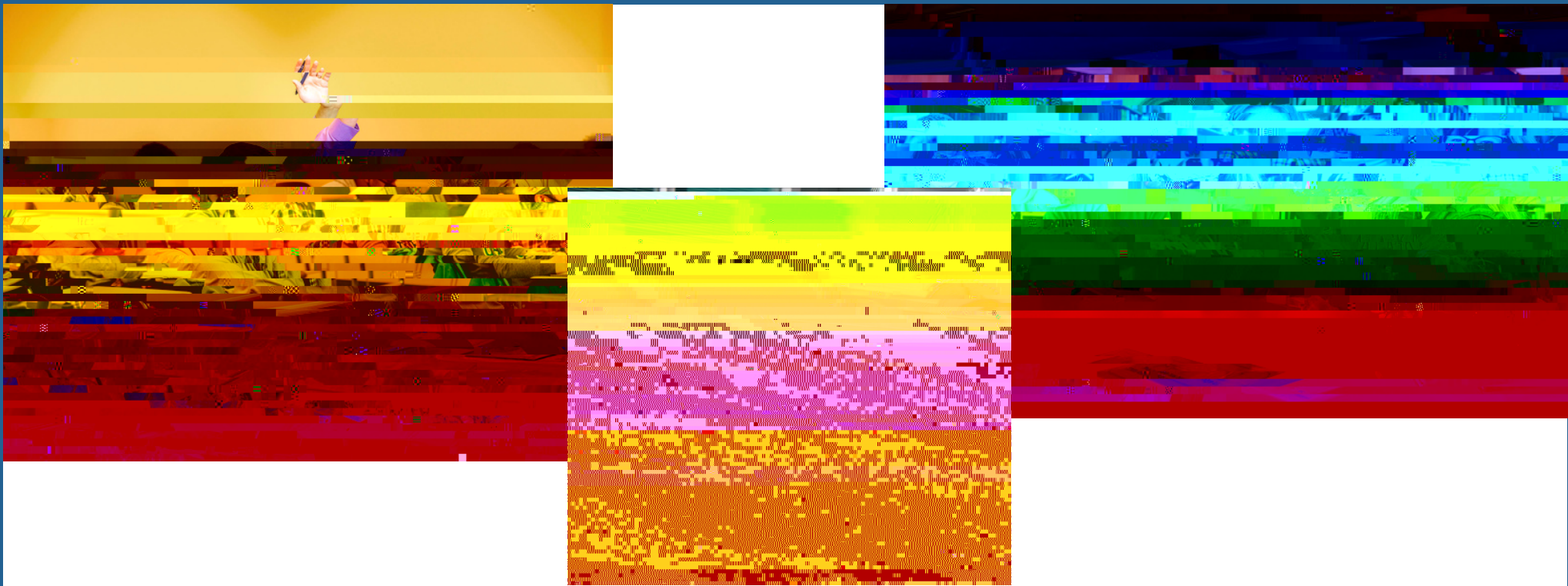


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COLLEGE OF BUSINESS AND SECURITY MANAGEMENT

Social Media Message

- REACH A TARGET AUD

SOCIAL MEDIA





SOCIAL MEDIA LANGUAGE



WHEN CRAFTING ANY COMMUNICATION, ASK YOURSELF THE
QUESTIONS LISTED HERE.

IF YOU CAN'T ANSWER YES TO ALL OF THEM, GO BACK AND REWORK WHAT YOU'VE WRITTEN.

- USE THE HEADLINE TO CONVEY OUR VOICE, INSTEAD OF SIMPLY LABEL

