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INTRODUCTION

BRAND STANDARDS GUIDE

Residence Life has a unique brand identity, but it is also part of a much bigger picture: the University of Arizona (UA) and UA Student Affairs. As part of these larger entities, Residence Life needs to respect and adhere to UA and UA Student Affairs standards while establishing its own identity.

THIS GUIDEBOOK WAS DESIGNED FOR:

RESIDENCE LIFE STAFF
STUDENT STAFF
RESIDENCE LIFE GROUPS
(such as RHA and Hall Councils)
AND OUR RESIDENTS

We have developed a comprehensive set of branding guidelines to communicate the Residence Life identity across all channels. If, at any time, you have questions or need clarification, please contact Residence Life Marketing at:

► marketing@life.arizona.edu

The Marketing team’s role is to manage and support the Residence Life brand as part of the University of Arizona.
RESIDENCE LIFE LOGO GUIDELINES

You should include a Residence Life logo whenever you are producing something that will be seen and/or posted outside a Residence Life hall. All logos and sub-brand logos must be designed and approved by Residence Life Marketing. Ready-to-use logos can be found in the SharePoint Marketing folder.

EXTERNAL:
A Residence Life logo or sub-brand logo is to be used for all external advertising and promotions including, but not limited to: posters, flyers, advertisements, and promotional items such as t-shirts and water bottles.

INTERNAL:
Items that are internal (staying within the hall) do not require a Residence Life logo. Examples include hall posters and signs, wing event signs, RA shared templates and flyers, and internal CD advertising.

Exceptions to this include, but are not limited to:
- Opening or closing signs located in the halls that are directed to new residents
- Event signs in the hall that include other logos (then we also want to include ours)
- Hall signs on exterior doors (since they are public facing they need a Residence Life logo)

USING THE LOGO:
- There are two versions of the Residence Life logo: with and without “The University of Arizona.” If the item will go off campus, you must use the version with “The University of Arizona.”
- When using the logo on a dark or colored background use the reversed logo. If, for production or design reasons, you can’t use the colored “A,” you may use the white logo (e.g. one color printing).
- If using the main UA logo, please refer to the official UA Brand website for use guidelines: brand.arizona.edu.
- Please remember that any UA logo is authorized only for official business of the University of Arizona. Use of the UA logo for personal or outside interests, e.g., Facebook pages, is not permitted.
CLEAR SPACE

A clear space must surround all UA and Residence Life logos to ensure they are presented with maximum clarity and visual impact. The size of the clear space around any UA logo must be the width of the top blue bar of the block “A”.

VIOLATIONS

Improper uses of the Residence Life logo include:

- Stretching the logo
- Putting the logo on a patterned background (*exceptions must be approved by Residence Life Marketing*)

The Residence Life logo without the block “A” can only be used when the University of Arizona logo is also present. e.g., The Residence Life website with a top UA banner.
SUB-BRANDS

SUB-BRAND LOGO GUIDELINES
The same guidelines apply to sub-brand logos as the main logo.

All sub-brand logos must be approved and designed by Residence Life Marketing.

Ready-to-use logos can be found in the SharePoint Marketing folder.

SAMPLE SUB-BRAND LOGOS

Residence Life
Academic Success

Residence Life
Behavioral Education

Residence Life
Conference Services
RESIDENCE LIFE HOUSE MARK

Residence Life’s “House” mark can be used as a design element.

- The mark does not take the place of the Residence Life logo
- The house mark should be used sparingly and works best as a watermark or background element
- It must be UA blue, red, or reversed in white

GROUPS WITH MARKS

Groups such as ACT and Eco-Reps are part of Residence Life and therefore should follow these guidelines on the use of marks.

Marks may be used, in addition to the Residence Life logo, by those groups with their own distinct identity. Below are some mark guidelines:

- The mark cannot compete with the Residence Life logo
- The Residence Life logo must be the same size or larger than the mark
- The mark must not be next to the Residence Life logo (making it look like another logo)
- The mark must be approved by Residence Life Marketing

MARK EXAMPLES

RES LIFE HOUSE MARK

DO NOT USE
Along with our trademarked logos, certain UA words and UA phrases are also trademarks of the University. When using any of the words or phrases listed you must include the appropriate symbol.

<table>
<thead>
<tr>
<th>UA TRADEMARKS</th>
</tr>
</thead>
<tbody>
<tr>
<td>THE UNIVERSITY OF ARIZONA®</td>
</tr>
<tr>
<td>THE UNIVERSITY OF ARIZONA, TUCSON, ARIZONA®</td>
</tr>
<tr>
<td>ARIZONA®</td>
</tr>
<tr>
<td>BEAR DOWN®</td>
</tr>
<tr>
<td>ARIZONA WILDCATS®</td>
</tr>
<tr>
<td>CATS®</td>
</tr>
<tr>
<td>ZONA™</td>
</tr>
<tr>
<td>U of A™</td>
</tr>
<tr>
<td>UA™</td>
</tr>
<tr>
<td>WILDCATS™</td>
</tr>
<tr>
<td>WILDCAT COUNTRY™</td>
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</tbody>
</table>
OFFICIAL UA FONTS

Milo OT and Milo Serif OT are the official University fonts. For additional information visit brand.arizona.edu.

Note: Residence Life has a limited number of licenses for this font.

RESIDENCE LIFE FONTS

Residence Life Marketing uses the official UA fonts for all designs that are produced for the public. Since we have limited licenses for this font, Residence Life staff may also use the other University approved fonts, Verdana or Times New Roman.

Milo OT Regular:

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Milo Serif OT Regular:

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Verdana:

Verdana Regular
Verdana Italic
Verdana Bold

Times New Roman:

Times New Roman Regular
Times New Roman Italic
Times New Roman Bold
COLORS

Color is a critical part of our visual identity. The more faithful we are to certain hues, the more powerful they become in communicating our brand. As a sub-brand of the UA, we use the University color palette, depending on the persona that best fits our target audience. Reference brand.arizona.edu for additional information on color options.

<table>
<thead>
<tr>
<th>OFFICIAL UA COLORS</th>
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<tr>
<td><strong>UA RED</strong></td>
</tr>
<tr>
<td>CMYK 18/100/83/8</td>
</tr>
<tr>
<td>PMS 200</td>
</tr>
<tr>
<td>RGB 171/5/32</td>
</tr>
<tr>
<td>HEX #AB0520</td>
</tr>
<tr>
<td><strong>UA BLUE</strong></td>
</tr>
<tr>
<td>CMYK 100/71/0/58</td>
</tr>
<tr>
<td>PMS 281</td>
</tr>
<tr>
<td>RGB 12/35/75</td>
</tr>
<tr>
<td>HEX #0C2348</td>
</tr>
</tbody>
</table>
Residence Life Marketing has developed stationery templates to be used as needed. They can be found in the SharePoint Marketing folder. The use of these templates helps the user easily create a professional, Residence Life branded document.

**STATIONERY INCLUDE:**
- Letterhead (general and unit specific)
- Memo
RESIDENCE LIFE MARKETING has developed a variety of templates to be used as needed. They can be found in the SharePoint Marketing folder. The use of these templates helps the user easily create a professional, Residence Life branded sign or presentation.

**TEMPLATES INCLUDE:**
- **PowerPoint presentation**
- **Signs and posters**
  - 8.5 x 11 and 11 x 17
  - Horizontal and vertical

**POWERPOINT PRESENTATION**

Title Goes Here

- Insert Text Here
- Insert bullet point here
- Insert bullet point here

**SIGNS AND POSTERS**

- Slide Title Goes Here
- Insert Text Here
- Insert bullet point here
- Insert bullet point here
PRODUCTION & APPROVAL GUIDELINES

- All promotional items for a Residence Life group must include the Residence Life logo.

- Before production, the design must be approved by Residence Life Marketing. Please see the Approvals section on the next page for additional information.

- Residence Life Marketing can help design your promo item.

- Items must be produced by an approved UA vendor.

- RAs must get CD approval before moving forward with any promotional item design and/or production.
ART APPROVAL IN RESIDENCE LIFE

Residence Life must maintain and uphold the policies and standards relating to the University of Arizona and Residence Life brand and logo. This keeps our brand identity consistent and recognizable, while striving for the highest standard of quality. To ensure we are in compliance, all artwork representing the University of Arizona and Residence Life must be approved by the Residence Life Marketing team. Do not infringe on other’s trademarked work and be sure to review the UA and Residence Life brand guidelines when creating artwork that represents the University.

THREE STEPS FOR ART APPROVAL

1. Create artwork draft (or request Marketing to help)
   - To request Marketing’s design help, fill out a Marketing Request Form and send to marketingrequest@life.arizona.edu

2. Submit artwork to marketing@life.arizona.edu for approval

3. Receive Marketing approval (must use a UA approved vendor who will have final approval on all UA branded items)

*Exceptions include: items for internal use only, e.g., signs posted in halls or on individual floor/wings

SOCIAL MEDIA APPROVAL

All social media accounts that are affiliated with Residence Life must be approved by Residence Life Marketing. In most cases, Marketing will also create the account for you. This process allows Residence Life to ensure consistency in its brand and integrity across all marketing vehicles. This also guarantees that Residence Life will be an administrator on the account so that the account can stay active despite student and staff turnover.
AFFIRMATIVE ACTION STATEMENT

Any collateral that is for recruitment purposes must contain this statement:

The University of Arizona is an EEO/AA Employer - M/W/D/V.

Size can be determined by designer. Size can be small as long as it is readable.
FREQUENT QUESTIONS

► MUST ALL ARTWORK BE APPROVED?
All artwork must be approved by Residence Life Marketing and then by the UA approved vendor (if used), with or without a UA logo. EXCEPTION: Internal postings or in-hall posters and flyers (hall events, wing meetings or announcements) do not need to go through this process, but should be reviewed by the hall CD.

► WHO MUST HAVE ARTWORK APPROVED?
All staff, including RAs and RHA, must have their artwork approved.

► HOW LONG DOES IT TAKE ARTWORK TO BE APPROVED?
Residence Life Marketing should be able to approve a design within 1-2 days. Approval time from a vendor can vary.

► WHAT IF YOU DON’T GO THROUGH THE ART APPROVAL PROCESS?
If you do not go through the approval process, Marketing may not produce your item or Residence Life may not pay for the cost of producing it.

► WHO ARE THE KEY PLAYERS IN THE APPROVAL PROCESS?
- Residence Life Manager
  (e.g. Associate Director, Assistant Director, Coordinator, CD)
- Residence Life Marketing
- UA Officially Licensed Vendor
- BAS Representative – processes the financial documentation and approves payment

► WHAT IF YOU DON’T SEE THE VENDOR’S NAME ON THE LIST OF UA OFFICIALLY LICENSED VENDORS OR APPROVED PRINTERS?
You must use a UA officially licensed vendor or approved printer. For a list of officially licensed vendors visit www.licensing.arizona.edu. For a list of approved printers visit www.pacs.arizona.edu/print_suppliers_program. If the vendor says it is officially licensed but is not on the list, please contact Residence Life Marketing, who will look into it for you.

► WHAT IF YOU NEED HELP WITH YOUR DESIGN OR LOGO ITEM?
Residence Life Marketing has a full time designer and would be happy to help you with your design as long as work load permits. Please contact Residence Life Marketing at marketing@life.arizona.edu.

► WHERE CAN THE UA LOGOS BE FOUND?
The UA and Residence Life logos are found in the SharePoint Marketing folder. If you can’t find what you are looking for, please contact Residence Life Marketing at marketing@life.arizona.edu.

► WHAT FONTS SHOULD BE USED?
Type should be easy to read. While it’s perfectly okay to use a few design fonts, too many look cluttered and unprofessional. We suggest that you use one design type for the heading and one plain type for any text. Refer to the fonts page for additional information. Consult with Residence Life Marketing’s Media Platform Designer for help or the online UA Brand Guide at brand.arizona.edu.

► ARE YOU ALLOWED TO SELL OR MAKE A PROFIT FROM THE SALES OF YOUR PRINTED MERCHANDISE?
No. Charitable fund-raising is not allowed. Although you may think that raising money for your hall or organization is a great idea, the UA policy strictly prohibits using University-collected funds for these purposes, nor can items purchased with UA funds be sold outright. Consult your BAS representative if you have additional questions or concerns.

► WHAT IF THE VENDOR DOES NOT PROVIDE YOU WITH A FINAL RECEIPT OR INVOICE?
It is your responsibility to contact the vendor and request a receipt/invoice. The appropriate paperwork with the receipt or invoice must be completed and submitted to BAS within three business days of receipt of order.

► HOW SHOULD I CODE THE EXPENSE?
Most marketing expenses will be coded to marketing. Please confirm approval with Residence Life Marketing.
THE RESIDENCE LIFE MARKETING TEAM IS HERE TO HELP YOU!

THEY CAN PROVIDE YOU WITH:

- Expertise on marketing and communications concepts including:
  - Advertising
  - Social media
  - Publicity
  - Outreach

- Setting up social media accounts (all accounts must be approved by Marketing)

- Artwork designs

- Approvals on artwork in compliance with brand standards

- Brainstorming ideas

OTHER UNIVERSITY OF ARIZONA ONLINE RESOURCES:

<table>
<thead>
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<th>UA Brand</th>
<th>Online UA resource for logos, fonts, photos, style guides, and helpful design tips</th>
<th>brand.arizona.edu</th>
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</thead>
<tbody>
<tr>
<td>UA Procurement and Contracting Service</td>
<td>Administer the Print Supplier Program</td>
<td>pacs.arizona.edu/printinggraphics/pgs.html</td>
</tr>
<tr>
<td>UA Trademarks &amp; Licensing</td>
<td>Approved Vendors</td>
<td>licensing.arizona.edu</td>
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CONTACT INFO
marketing@life.arizona.edu

MARKETING TEAM

- Dana Robbins-Murray
  Assistant Director of Marketing
  621-2521

- Ali Santander
  Marketing & Communications
  Program Coordinator
  626-8796

- Rachel Dwyer
  Media Platform Designer
  621-3711

- Teresa Klinger
  OCH Program Coordinator, Senior
  621-6519

Disclaimer: Marketing may make exceptions to these guidelines.