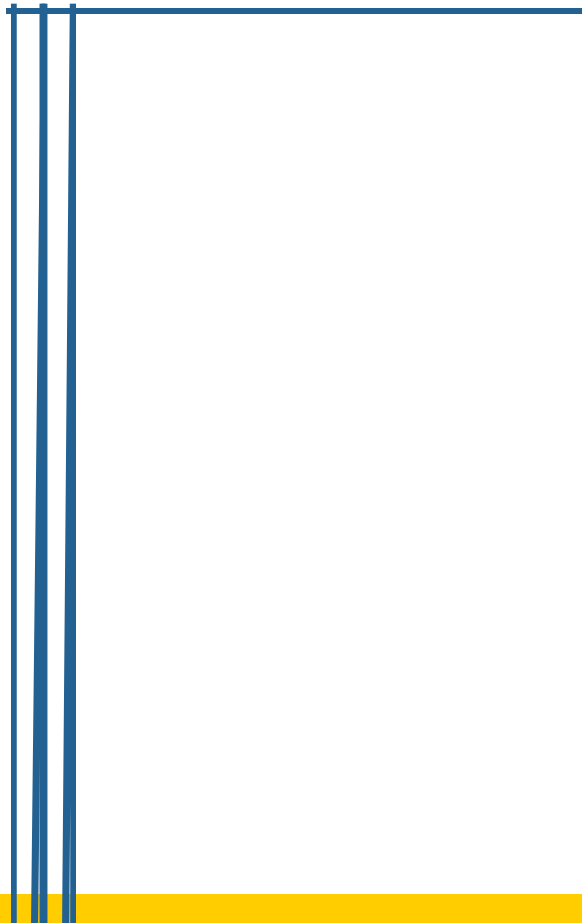


**UAF COLLEGE OF BUSINESS  
AND SECURITY MANAGEMENT**

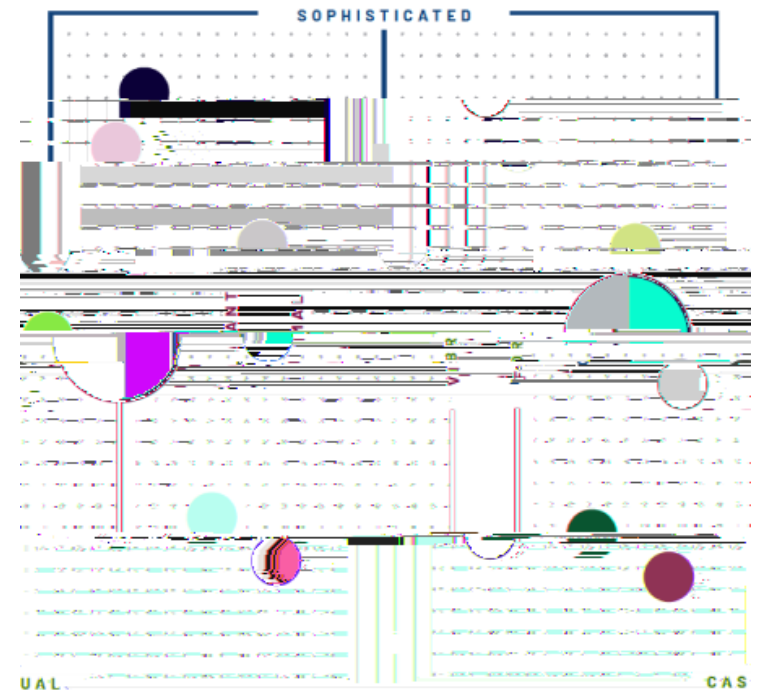
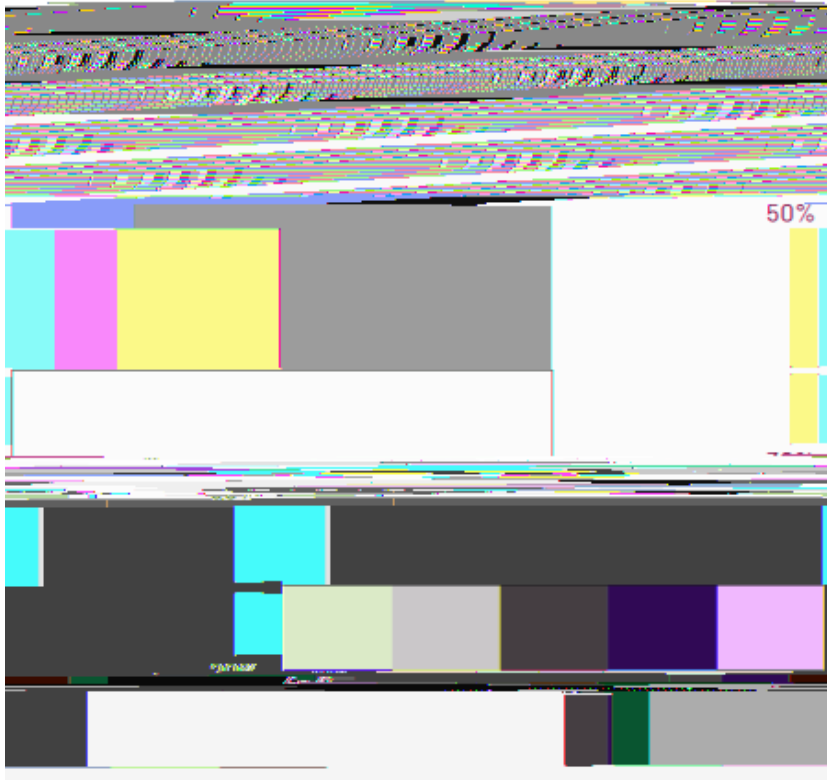
**BRAND BOOK**

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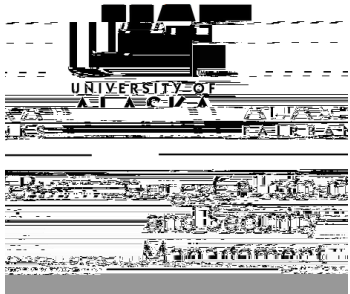
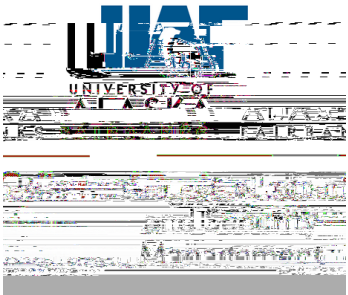
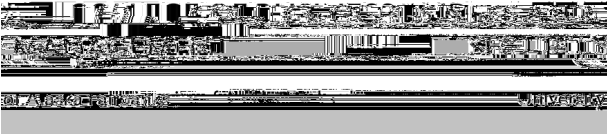
# COLOR GUIDELINES



# SIGNATURE LOGOS

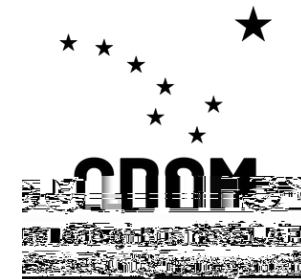
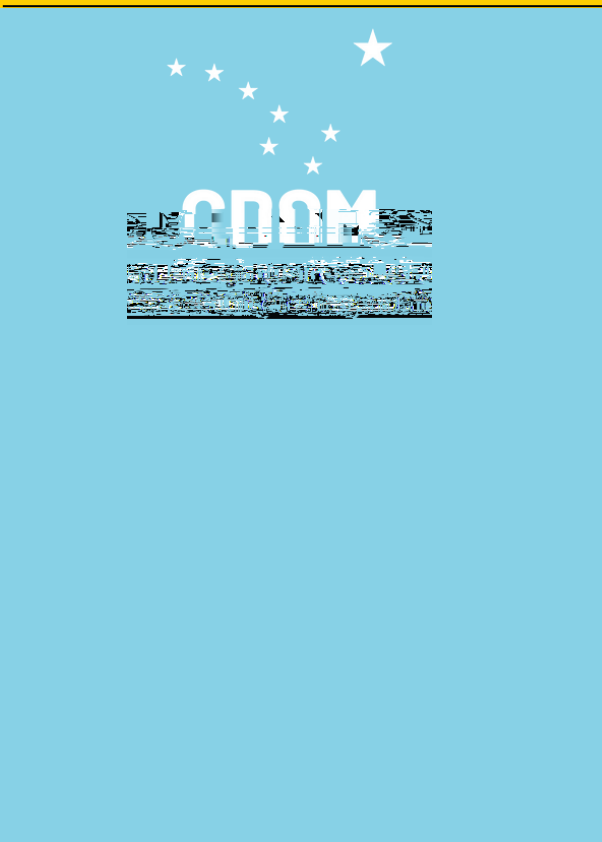
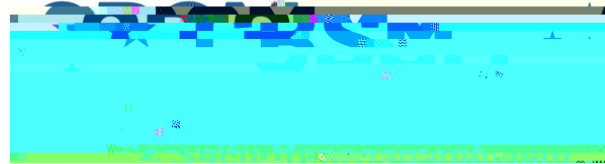
MAY BE US

## HORIZONTAL LOGO



# STAR LOGOS

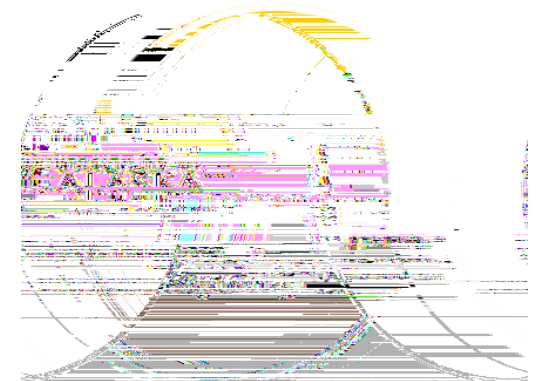
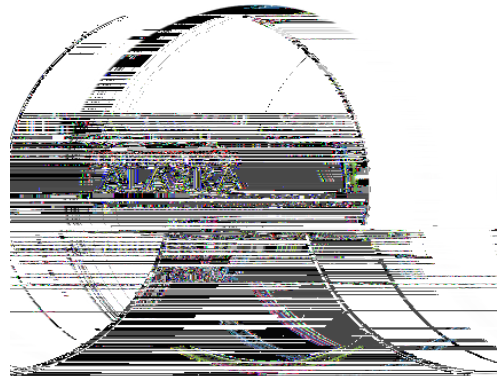
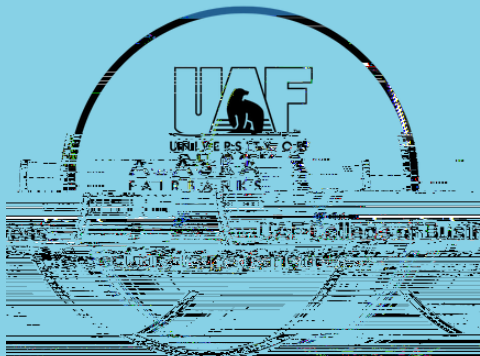
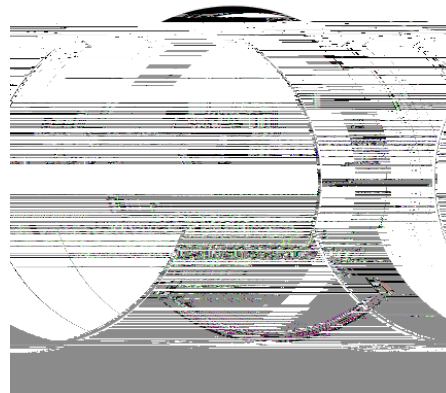
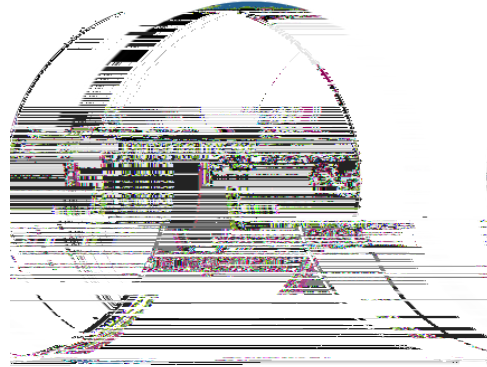
MAY BE USED FOR SPECIAL EVENTS, FUNDRAISING, OR RECOGNITION, PROMOTIONAL MATERIALS, AND INFORMAL MARKETING  
YOU CAN FIND THESE LOGOS [HERE](#).





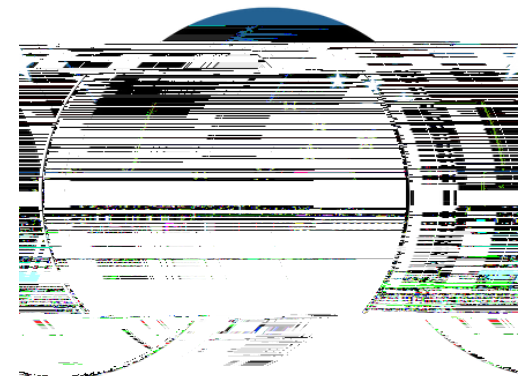
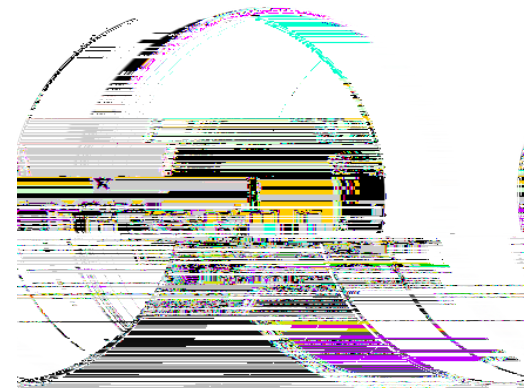
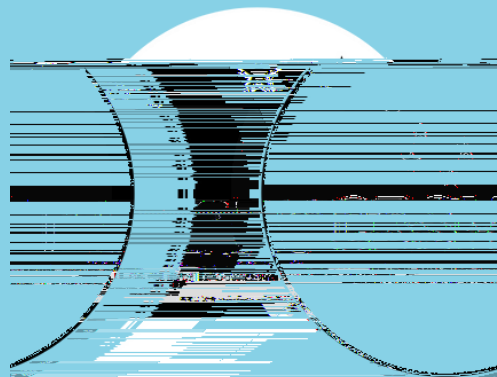
# CIRCLE LOGOS

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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# DO

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# DON'T



# TYPOGRAPHY

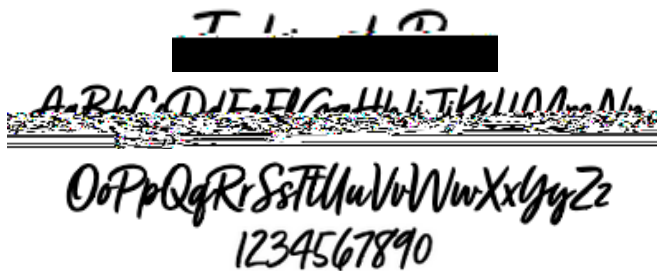
## DECORATIVE FONTS

## DESCRIPTION

Dharma Gothic E



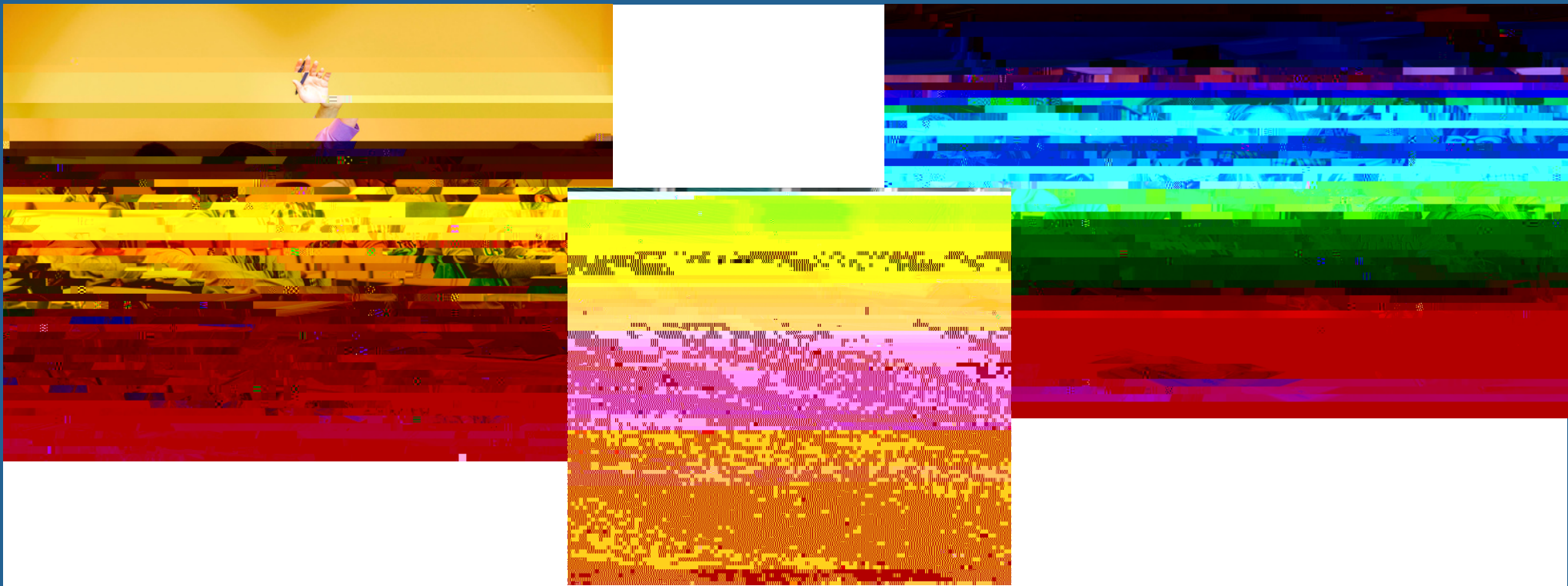
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A A E I C NDEN ED IF





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.

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

