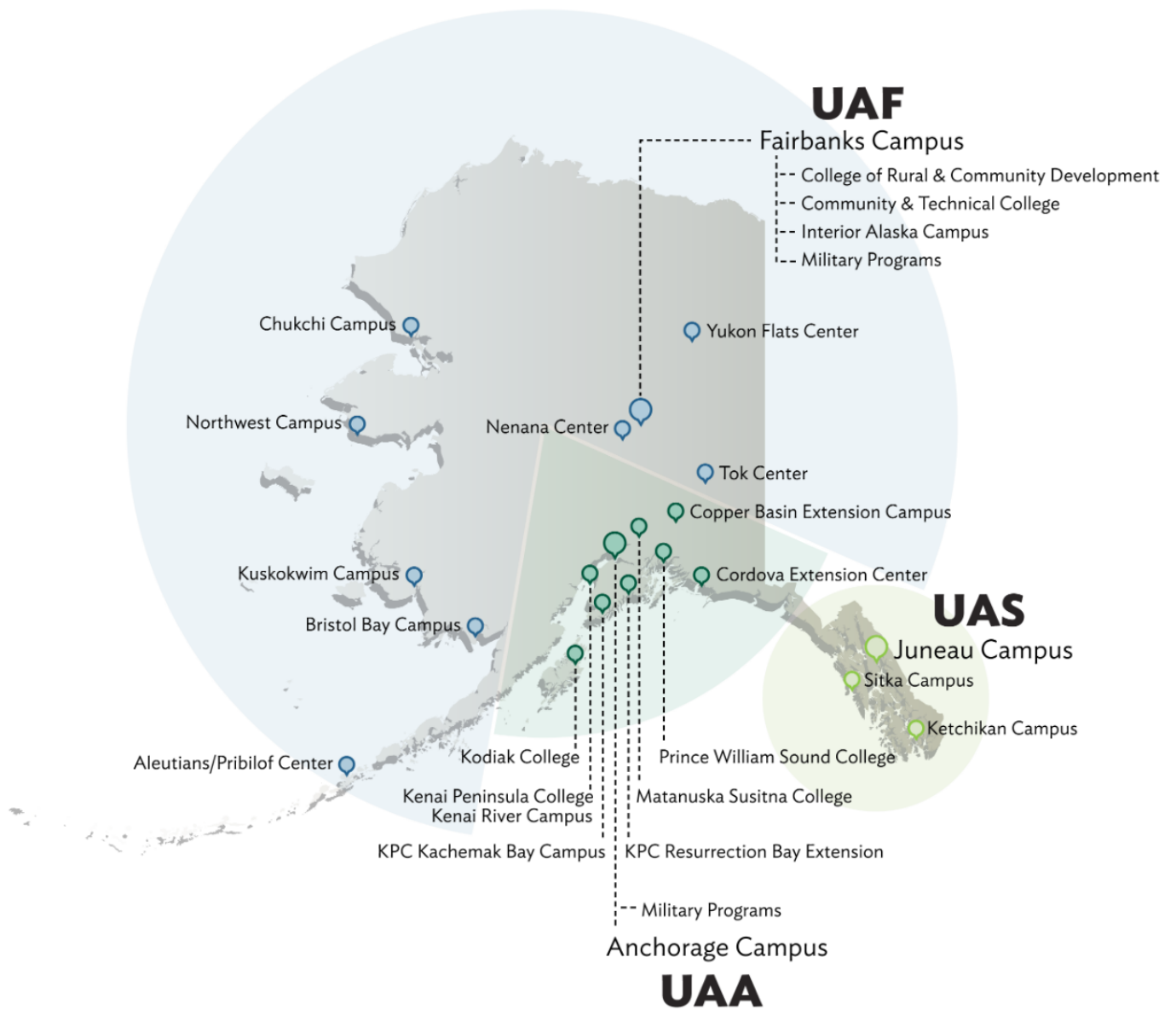




UNIVERSITY
of ALASKA

Many Traditions One Alaska

University of Alaska
System Office
Style Guide



With three independently accredited universities, community colleges, rural campuses and outreach centers stretching nearly 1,200 miles from Ketchikan to Kotzebue, the University of Alaska system serves more than 20,000 students from diverse backgrounds in a place of awe-inspiring geography and immense distances. The university system's broad charge encompasses everything from the community college mission to research-intensive, post-doctoral study.





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The University of Alaska System Office uses Associated Press style in written materials. In addition, here are some university-specific style items.

University of Alaska

The University of Alaska (UA) is one legal entity established in the Alaska State Constitution to provide public higher education in Alaska. The University of Alaska is the formal and legal name.

The University of Alaska President reports to the 11-member Board of Regents.

Use of Brand Name: Use University of Alaska in formal titles to reference services, departments, roles or functions, such as University of Alaska Board of Regents, University of Alaska President, University of Alaska Foundation, University of Alaska Human Resources. University of Alaska is also appropriate when referring to budget or legal documents, when referring to UA as a single employer or UA employees, or visually such as in logos or brand marks.

Abbreviation UA is acceptable on the second reference when referring to the legal entity.

University of Alaska system

The preferred reference to Alaska's public university system, and should be written as University of Alaska system. The University of Alaska system includes three separately accredited universities, and a coordinating System Office responsible for administration and services not duplicated at any of the three universities.

Users should avoid the use of University of Alaska as a singular description of the system's universities. A better description of the UA system: "The University of Alaska system comprises three separately accredited universities and a coordinating System Office." Second reference should be UA System. [e.g. the University of Alaska system is the state's largest provider of post-secondary education.... The UA system offers more than 400 degree and certificate programs.]



University of Alaska corporate seal

Use of the University of Alaska corporate seal is limited to official documents, diplomas or as authorized by the University of Alaska President.

According to Board of Regents policy, the president is the custodian of the corporate seal and is authorized to delegate custody of the seal to the registrars of the universities with authority to use the seal for certification of transcripts and execution of academic diplomas.

University of Alaska mission statement

The University of Alaska inspires learning, and advances and disseminates knowledge through teaching, research, and public service, emphasizing the North and its diverse peoples.

UA Values (UA LEADS)

Unity in promoting communication and collaboration.

Accountability to our students, faculty, staff, alumni, and the diverse peoples of Alaska.

Leadership for Alaska's people and institutions.

Excellence in our programs and services.

Accessibility for all Alaskans.

Dedication to serving community needs.

Stewardship of our resources.





University of Alaska System Office

The UA System Office comprises the president, federal and state relations, IT infrastructure, internal/external audit, financial oversight and services, [tax reporting, debt, treasury, payroll, claims/risk management], general counsel, institutional research/reporting, university relations/public affairs, academics/research, human resource functions and land management.

The University of Alaska System Office is the formal name to reference the central administration unit. It replaces the term “Statewide.” On second reference, use UA System Office or just System Office. [e.g. University of Alaska System Office will hold an annual administrative meeting....] Abbreviated as SO.

University of Alaska Statewide – DO NOT USE

Use University of Alaska System Office in reference to the central administration unit. Former abbreviations of SW should be changed to SO.

UA System Office mission statement

[TBD - pending final approval]



University of Alaska System Office locations - Top: John Butrovich Building, 2025 Yukon Drive, Fairbanks Alaska, 99775; Lower: Bragaw Office Building, 1835 Bragaw St, Anchorage, AK 99508



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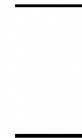
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University of Alaska logo

The UA logo is used for visibility and positive recognition in today's marketplace. The manner in which we present ourself plays a significant role in the public's impressions of our institution. The goal is to keep communications simple, dignified and coordinated, for a positive and professional image. The excellence of our print, broadcast and electronic media is reflective of UA.



Icon

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Signature



Tagline

The UA logo is specifically designed to identify the University of Alaska. This logo is composed of the representative icon, logotype and tagline. The signature is exemplified by a modern globe with stylize lines creating Alaska's geographical location as well as representing the latitudinal and longitudinal lines of the globe. The three stylized lines also form an "A" while referring to the three universities which creates a system-wide unit.

Please refer to the [UA Logo specifications website](#) for specific details on how the logo and its colors are to be used in print, broadcast and electronic media.

Exceptions to logo guidelines - Since 2012, due to the need to adapt to more digital use and other print and online media we have allowed the use of horizontal logos.



UNIVERSITY
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of ALASKA

Colors

Official UA blue: Pantone 647 C

Web & gradient colors

Gradient incorporates a blend of the three university colors. Has been adapted for use in UA Scholars materials, briefing sheets and other UA materials.

Fonts -

Old: Palatino Current fonts: Crimsen, Lato

6 UA System Office Style Guide



SPOT PANTONE 647

4 COLOR PROCESS BUILD:
C 90, M 50, Y 5, K 30
(PANTONE 220-1)

NON-PRINTED MATERIAL:
R 35, G 81, B 131


Name Lastname
 Job Title
 Butrovich Bldg, Ste. xxx, 2025 Yukon Drive
 P.O. Box 75xxx, Fairbanks, AK 99775-5000
 Phone: (907) 450-8xxx; Fax: (907) 450-8xxx
 Email: name@alaska.edu
 www.alaska.edu/department



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UA letterhead

A simple, standard letterhead for use by System Office employees uses the UA logo, name, job title, street and mailing address, phone, email and website. The font is Lato.



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Staff Member
Primary Job Title

Office of Primary Job
 200 Butrovich Building
 P.O. Box. 755340
 Fairbanks, Alaska 99775-5340
 office: 907.450.8000
 fax: 907.450.8001
 email: firstlast@alaska.edu
 www.alaska.edu/OFFICE

UA business card

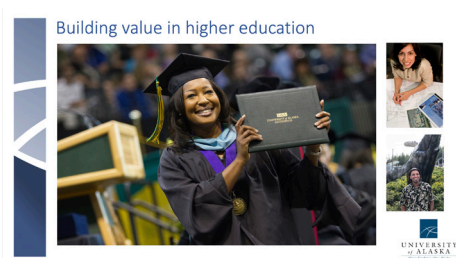
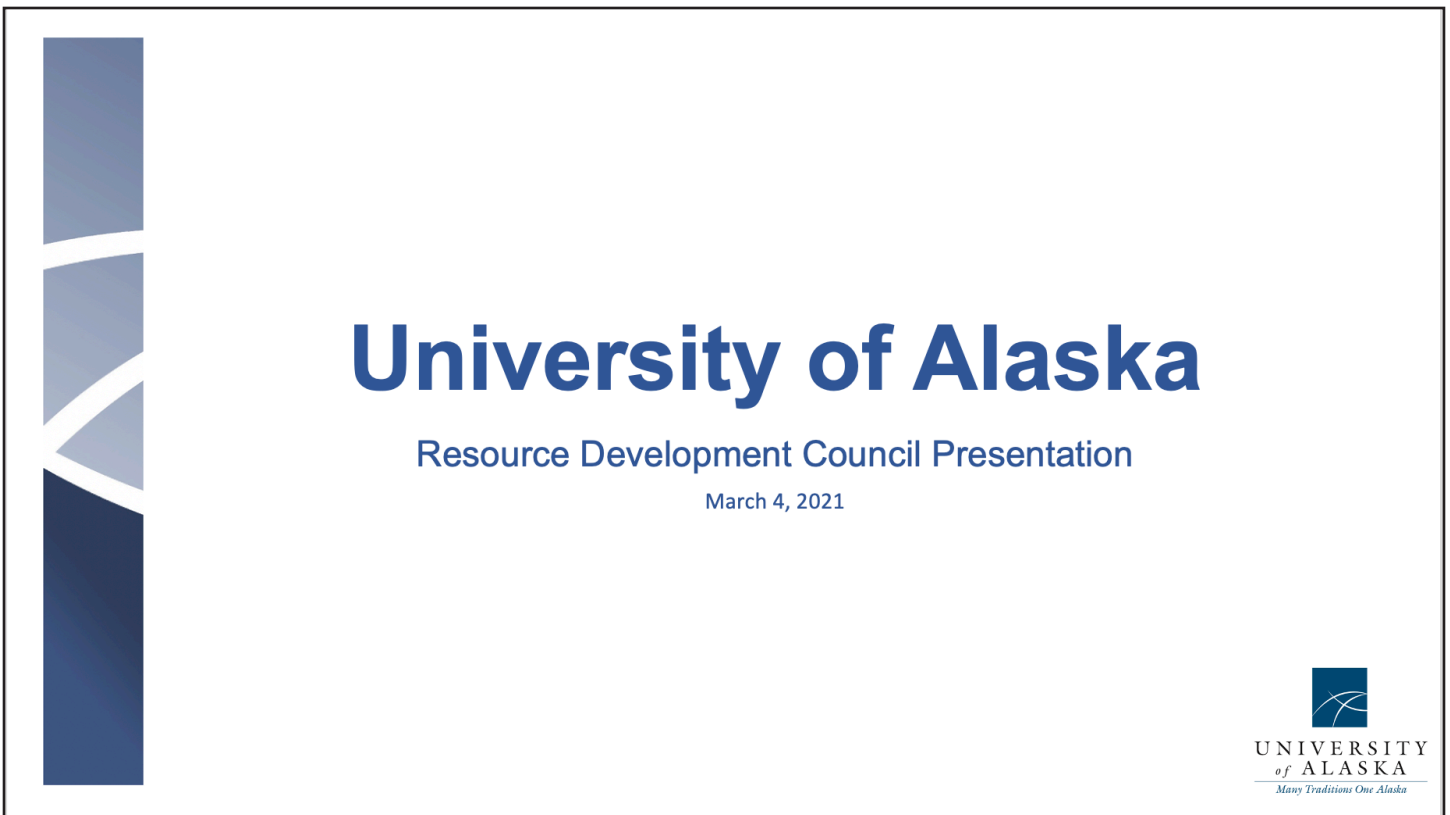
The standard business card for use by System Office employees uses the UA logo, name, job title, street and mailing address, phone, (fax optional) email and website.

The font is Palatino.

UA digital letterhead or banner



UA PowerPoint template

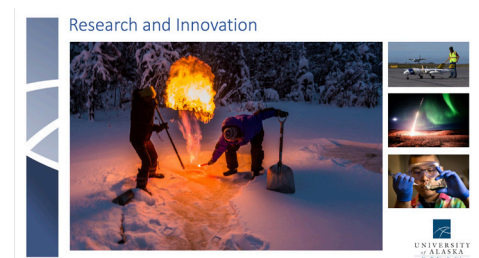


University of Alaska – Budgets (in millions of \$)

Operating Budget	FY14	FY21	FY22
UGF	\$377.6	\$277.0	Gov. \$257.4 Single Approp. House + \$15.7 Single Approp. Senate + \$10.0 Dual Approp.
Non-UGF	\$44.0	\$55.2	\$21.8
Total Budget	\$821.6	\$882.2	\$779.3 (-\$10.0-\$15.7)

Capital Budget	Request	Senate ¹⁾
Deferred Maintenance	\$50.0	\$31.6
• UAA Barabai and Nelson Hall Modernization and Renovation		28.7
• UAA Building Energy Performance Upgrades		10.9
• UAA Science Hall and Earth-Tank Renovation, Safety Improvements and Regulatory Compliance		2.0
Debt Relief	\$15.1	*
UAA ISB/CHP Energy Savings Project	\$1.4	*
COVID Impact Mitigation	\$17.3	*
PY22 Capital Budget Total	\$83.8	\$31.6

1) Please note the discrepancy between Request through the operating budget and the FY22 operating budget for Capital Budget. The FY22 operating budget for Capital Budget is the Senate Request. Several capital budget items, since the House did not pass budget bills containing these items, they will be considered for approval by the Senate in committee.



Required language

AA/EO statement

Federal law requires the following statement to appear on all print, multimedia and web publications designed for external, off-campus distribution:

UA is an affirmative action/equal opportunity employer and educational institution.

or

UA is an AA/EO employer and educational institution.

Nondiscrimination statement

Federal law requires this statement to appear on nearly all print and electronic publications. Exceptions are rare, so plan to include it on your print projects.

Several versions are available at www.alaska.edu/nondiscrimination/.

Approved short version of Notice of Nondiscrimination

The University of Alaska is an affirmative action/equal opportunity employer and educational institution. The University of Alaska does not discriminate on the basis of race, religion, color, national origin, citizenship, age, sex, physical or mental disability, status as a protected veteran, marital status, changes in marital status, pregnancy, childbirth or related medical conditions, parenthood, sexual orientation, gender identity, political affiliation or belief, genetic information, or other legally protected status. The University's commitment to nondiscrimination, including against sex discrimination, applies to students, employees, and applicants for admission and employment. Contact information, applicable laws, and complaint procedures are included on UA's statement of nondiscrimination available at www.alaska.edu/nondiscrimination.

Micro combination affirmative action/equal opportunity and nondiscrimination notice

UA is an AA/EO employer and educational institution and prohibits illegal discrimination against any individual: www.alaska.edu/nondiscrimination.

Note that the micro version combines the AA/EO statement with the nondiscrimination notice. The micro version may be used on publications with limited space, such as postcards and fliers. Where space allows, however, use the short notice of nondiscrimination as well as the standalone AA/EO statement.



Land acknowledgments

UA system

A new UA system land acknowledgment is being developed by the ANSI work group.

UAA

UAA recognizes and values the diversity of our unique location in Southcentral Alaska, the ancestral lands of the Dena'ina, Ahtna, Alutiiq/Sugpiaq, Chugachmiut, and Eyak peoples.

UAF

We acknowledge the Alaska Native nations upon whose ancestral lands our campuses reside. In Fairbanks, our Troth Yeddha' Campus is located on the ancestral lands of the Dena people of the lower Tanana River.

UAS

Our campuses reside on the unceded territories of the Áak'w K̄wáan, Taant'á K̄wáan, and Sheetk'á K̄wáan on Lingít Aaní, also known as Juneau, Ketchikan, and Sitka, Alaska. We acknowledge that Lingít Peoples have been stewards of the land on which we work and reside since time immemorial, and we are grateful for that stewardship and incredible care. We also recognize that our campuses are adjacent to the ancestral home of the X̄aadas and Ts'msyen and we commit to serving their peoples with equity and care. We recognize the series of unjust actions that attempted to remove them from their land, which includes forced relocations and the burning of villages. We honor the relationships that exist between Lingít, X̄aadas, and Ts'msyen peoples, and their sovereign relationships to their lands, their languages, their ancestors, and future generations. We aspire to work toward healing and liberation, recognizing our paths are intertwined in the complex histories of colonization in Alaska. We acknowledge that we arrived here by listening to the peoples/elders/lessons from the past and these stories carry us as we weave a healthier world for future generations.



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FOUNDATION



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FOUNDATION

University of Alaska Foundation

The University of Alaska Foundation is a private nonprofit corporation that operates as a public foundation. It was established in 1974 to solicit, manage, and invest donations for the University of Alaska's exclusive benefit. The UA Foundation is separate and distinct from the University of Alaska system and is governed by a board that comprises the president of the University of Alaska system, chancellors from each university (UAA/UAF/UAS), two members of UA Board of Regents, and community volunteers.

The mission of the UA Foundation - The University of Alaska Foundation seeks, secures, and stewards philanthropic support in partnership with the University of Alaska system to help shape Alaska's future.

Can be abbreviated as UA Foundation or foundation on second reference.

UA Land Management

The UA Land Management office is responsible for UA's property and land assets, and works to generate revenue through responsible development of the university's real property. This includes everything from commercial leasing and resource development to residential land sales and more. Revenues are invested in an endowment fund that supports the UA Scholars Program scholarships and other educational and research programs. Use of the abbreviation UA is part of the formal title for the UA Land Management office.

UA Scholars Award | UA Scholars Program

The University of Alaska system established the UA Scholars Program (Award) in 1999 to encourage Alaska students to attend and graduate from college in their home state. The UA Scholars Award is a \$12,000 scholarship awarded to students in the top ten percent of their Alaska high school class at the end of the junior year. The Award may be used toward the cost of attendance at any location within the University of Alaska system. UA Scholars Awards are funded by the University of Alaska Land Grant Trust Fund. The endowment receives revenue from property sales and resource development conducted on Trust lands.

Use of the abbreviation UA is part of the formal title of the UA Scholars Program and Award.



University of Alaska system: university, college and campus descriptions

The three separately accredited universities are the University of Alaska Anchorage (UAA), the University of Alaska Fairbanks (UAF), and the University of Alaska Southeast (UAS).

UAA locations include:

UAA's largest campus is located in Anchorage, with four community campuses and extension sites throughout Southcentral Alaska.

Matanuska-Susitna (Mat-Su) College - Mat-Su is an extended college of the University of Alaska Anchorage (UAA). The main campus is located on a 950 acre site on Trunk Road, about halfway between Palmer and Wasilla. The college began in 1958 as Palmer Community College, changing its name in 1963 to correspond to the Matanuska-Susitna Borough where it is located. It is commonly called Mat-Su College.

Kenai Peninsula College (KPC) - KPC is a community campus system within the University of Alaska Anchorage. Students have the choice to study at one of KPC's three locations as well as take courses through KPC's expanding virtual college. Locations include the Kenai River Campus (KRC) in Soldotna, the Kachemak Bay Campus (KBC) in Homer, and the Resurrection Bay Extension Site (RBES) in Seward

Kodiak College - Kodiak College is part of the University of Alaska statewide system of public higher education. In 1987 it changed from its previous designation as a community college to an extended college of the University of Alaska Anchorage. Kodiak College offers numerous academic credit courses that lead to occupational endorsement and undergraduate certificates and associate degrees and may be transferred to other colleges. In addition to traditional campus courses, there are a variety of alternative course formats including web-based, self-paced, and synchronous elearning courses.

Prince William Sound College (PWSC)- PWSC comprises one main campus in Valdez and extension campuses in Glennallen and Cordova. The college is part of the University of Alaska Anchorage. In 2014 the Board of Regents requested the college drop its separate accreditation by the Northwest Commission of Colleges and Universities and come under UAA's accreditation. The commission approved the change in July, 2015. At the same time the college began the process of dropping "Community" from its name.

UAF locations include:

The UAF main campus is referred to as the **Troth Yeddha'** campus. The ridge that is the site of the University of Alaska Fairbanks campus was called Troth Yeddha' (sometimes spelled Troth Yetth) by the Lower Tanana Dene (or Athabascans). Troth is the plant (*Hedysarum alpinum*) known in English as "Indian potato," "wild potato," and "wild carrot." The word yeddha' means "its ridge, its hill."

Bristol Bay Campus (Dillingham, AK) - The campus is located in Dillingham, Alaska, and serves the many remote communities of Bristol Bay, Alaska Peninsula, Pribilof Islands, and the Aleutian regions of southwest Alaska.

Chukchi Campus (Kotzebue, AK) - Located in the hub village of Kotzebue in the Northwest Arctic Borough, Chukchi Campus primarily serves Kotzebue as well as the eleven village communities and the Red Dog Mine site within a service area of more than 36,000 square miles. Chukchi Campus is a two-year public institution, with Alaska Native Serving Institution status.

Community & Technical College (Fairbanks, AK) - The UAF Community and Technical College, formerly Tanana Valley Campus is located in Fairbanks, Alaska. CTC is a major academic division of the University of Alaska Fairbanks, offering classes and curriculum normally associated with community colleges. CTC is primarily focused on career and technical education.

Interior Alaska Campus - IAC is part of a consortium of campuses within the College of Rural and Community Development (CRCDC). IAC is designated as an Alaska Serving Institution. IAC is broken into several rural service districts: McGrath/GASH Region, Nenana Region, Tok Region, Yukon Flats Region, and Yukon-Koyukuk Region. This is the largest service area within the UA system and it is largely roadless; the majority of the communities IAC serves are primarily reached by small aircraft and/or boats.

Kuskokwim Campus (Bethel, AK) - The Kuskokwim Campus is located in an extended community of more than 46 Alaska Native villages. They are primarily Yup'ik/Cup'ik Eskimo villages with 56 tribes in a 57,000 square mile roadless area. The Kuskokwim Campus offers academic, vocational and community interest courses, as well as courses leading to associate, baccalaureate and master's degrees. Kuskokwim Campus is the largest rural campus in the University of Alaska Fairbanks system. The campus is physically located in Bethel, a regional hub community situated in Alaska's Yukon-Kuskokwim Delta.

Northwest Campus (Nome, AK) - Northwest Campus is located in Nome, a community of 3,500 that is the service hub for the 15 villages of the Bering Strait region. The Northwest Campus serves a total population of nearly 10,000.

UAS locations include:

The University of Alaska Southeast is a public university with its main campus in Juneau, Alaska and extended campuses in Sitka and Ketchikan.

The **UAS Juneau Campus** offers on-campus housing and classrooms, online classes, and specialized facilities for marine biology, environmental science, nursing, health science, construction, power technology, welding, mining, and fisheries.

The **UAS Ketchikan Campus** offers all UAS online degree programs, selected classes on-campus and specialized facilities for biology, construction, welding, power technology, marine oiler training, and ship navigation.

The **UAS Sitka Campus** offers all UAS online degree programs, selected classes on-campus and specialized facilities for nursing, health science, construction, welding, biology, and fisheries.

Select style guide

This style guide is based primarily on the Associated Press Stylebook. Another resource for Alaska-specific questions is the AP Stylebook for Alaska.

Alaskan

Use as a noun describing a person, not a place — never “Alaskan city,” for example.

alumni

Alumna is a female who has graduated from one of the three universities; alumnae is plural for female graduates; alumnus is a male who has graduated from one of the three universities; alumni is plural for male graduates and the term used when referring to a group of men and women. Use alumnus when referring to a nongender-specific individual. The gender-neutral forms alum and alums can be used in less formal contexts.

Board of Regents

The Board of Regents is a proper noun and must be capitalized when using the full name: “The University of Alaska Board of Regents met on Wednesday”. Use regent or regents to refer to the individual members. Titles for individual members should be capitalized. “The motion was made by Regent Smith.” Use board to refer to the governing body. Lowercase when used as a common noun – typically on second reference. “The board met Wednesday”. Board takes a singular verb: “The board is meeting on the UAA campus” and a singular pronoun: “The board met its budget goal”.

campus vs. college [UA system]

[Campuses] At UAF the community campuses are part of a consortium within the College of Rural and Community Development (CRCDD) with campus directors under the leadership of the Vice Chancellor for Rural and Community Development. At UAS there are three campuses, the main campus in Juneau and satellite campuses at Sitka and Ketchikan, each with their own directors reporting directly to the chancellor. [Colleges] At UAA each community college has its own director who reports directly to the chancellor. At KPC there are two campuses and an extension site comprising the college. The PWSC also has extension sites in Glenallen and Cordova in addition to the main campus in Valdez.

capital, Capitol

Use capital (lowercase) when referring to the city where a seat of government is located, the case of a letter, or a budget or monetary reference. Use Capitol (capitalized) when referring to the building in which a state or federal legislative body meets.

college, colleges

Capitalize as part of an official name, lowercase in other instances. In System Office communications, should always be preceded by the university name or initials, i.e. University of Alaska Anchorage (or UAA on second reference) College of Engineering, University of Alaska Fairbanks College of Fisheries and Ocean Sciences.

Departments [System Office]

References to “Statewide” should be changed to “System”. Some departments use University of Alaska in their formal title, such as University of Alaska Human Relations.

degrees

Capitalize when the formal title of the degree is given: Bachelor of Arts, Master of Science; Lowercase when a shortened form is used: associate degree (no apostrophe-s), bachelor’s degree, master’s degree.

Elders

Capitalize when referring specifically to Indigenous Elders.

governmental titles

Abbreviate in the following ways in text: Gov. Jay Hammond ... Sen. Joe Smith ... Rep. Ann Jones ...

job titles

When preceding an individual's name, capitalize formal titles but not occupational descriptions. Do not capitalize titles in regular text when not followed by a name. Do not capitalize the job title if the person's name is set off with commas.

Legislature

Capitalize when referring to the Alaska Legislature, but do not capitalize when referring to the legislature in general.

Native | Indigenous

Capitalize when referring to people or individuals with ancestry in the Indigenous peoples of Alaska. Do not capitalize when used in the sense of "indigenous to."

Alaska Native, native Alaskan

Capitalize Alaska Native when referring to Indigenous people of Alaska. A native Alaskan is a person born in Alaska who is not Indigenous.

north, North, northern, Northern

Do not capitalize when using as a general term. Capitalize when referring to the geographic area.

numbers, cardinal

For print copy in most instances, spell out one through nine, and use figures (10, 27, 134) thereafter. See AP Stylebook for treatment in other situations.

percent

Use numerals and spell out percent or use the % symbol.

State of Alaska

In general, don't capitalize state when used in its geographical sense, but capitalize when referring to it as a political entity. Example: "John Doe moved to the state in 1980" vs. "The State Department of Natural Resources" or "Governor of the State of Alaska".

System Office Staff Council (SOSC)

The staff governance group for System Office employees. Renamed from the Statewide Administration Assembly to reflect the renaming of the System Office.

University, university

Capitalize as part of a title, lowercase in other instances.



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