



College of Medicine



College of Medicine



## College of Medicine Custom LOGO

One of these logo versions must appear on the front of all UA-related printed materials including brochures, annual reports, newsletters, postcards, invitations and advertising.

There are four color choices for the 'A' – UA red, blue, red and blue or black, as shown.

'The University of Arizona' and the college designation 'College of Medicine' must be in UA red, blue or black to match the 'A' as shown.

The outline version of the block 'A' has a white border around it. The entire 'A' must be in UA red and/or blue, or black. Solid backgrounds outside of the block 'A' border can be any color or photo.

When printing in CMYK, the 'A' must be in UA red and blue.

The logo must be legible if reversed out of a photo.

<b>UA RED</b>	<b>PMS 200</b>	<b>PROCESS C:0 M:100 Y:65 K:15</b>	<b>UA BLUE</b>	<b>PMS 281</b>	<b>PROCESS C:100 M:72 Y:0 K:38</b>
	<b>RGB 204, 0, 51</b>	<b>HEX CC0033</b>		<b>RGB 0, 51, 102</b>	<b>HEX 003366</b>



## CONTROL SPACE

A control space must surround the UA logos to ensure they are presented with maximum clarity and visual impact. The size of the control space around the logos must be the width of the top blue bar of the block 'A'.



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1.5"  
1 1/2"

## MINIMUM SIZE



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### Online Resources

Logos & Templates  
Graphic ID guidelines  
Stationery guidelines

[www.medicine.arizona.edu/ID](http://www.medicine.arizona.edu/ID)

### For assistance with logos or guideline requirements

#### AHSC Brand Advocate

Darla Keneston

#### Co-Director UAID - AHSC

Rita Ellsworth

Biomedical Communications

626-7343

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## LOGO . . . DO NOTS!

**Do not** use more than one UA logo per visual surface.

**Do not** create a logo-like graphic that competes with the UA logo.

**Do not** add graphic elements to or alter the logos in anyway.

**Do not** use the logos in their graphic form in headlines or sentences.

**Do not** use the logos with, or as part of, another logo or graphic symbol.

**Do not** enclose the logos in a shape.

**Do not** rotate, invert, spin, angle or pivot the logos.

**Do not** skew, bevel, fold, dimensionalize, stretch or otherwise alter the shape of the logos.

**Do not** recreate the logos from type.

**Do not** apply the logos on low-contrast backgrounds.

**Do not** put a drop shadow behind the logos.

**Do not** grant permission for non UA/AHSC entities to use the logo without approval from the AHSC ID Program.