

College of Medicine – Phoenix Endorsed LOGO

An official UA logo 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, UA red, UA blue or black.

‘The University of Arizona’ and the college designation ‘College of Medicine - Phoenix’ 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.

If the logo is reversed out of a photo, care must be taken to ensure that it is legible.



COLLEGE
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PHOENIX



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

MINIMUM SIZE

The logo must display at a minimum height of 0.75”.

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’. The space below the college name must remain void of text or graphics. It is possible to customize an endorsed logo with a department or program name. Please see the “Customized Endorsed Logo” section.



Online Resources

AHSC Style Guide
Graphic Standards
Logos & Templates

www.medicine.arizona.edu/branding-logos

For assistance with logos or guideline requirements

AHSC Brand Advocate
Darla Keneston

Co-Director UAID - AHSC
Rita Ellsworth

BioCommunications
(520) 626-7343

CUSTOMIZED ENDORSED LOGO

The UA College of Medicine - Phoenix logo can be customized for Phoenix Campus departments, divisions and programs with custom text beneath the College's name. Please contact AHSC ID | BioCommunications for the creation of an approved customized logo.



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.