

The University of Arizona College of Science has begun to establish a comprehensive program to unify its visual identity. One key to the success of this program is the use of consistent logotype treatments by all departments and units of the College.

The department name is typeset in Friz Quadrata in the scale and position, and with the linebreaks shown below. The UA Science logotype will be placed just below the department name.

The University of Arizona requires that its logotype appear on the front cover of all publications. It is preferred that departments use the university's one-line word mark for all College of Science applications. This is placed above the department name.

Digital files of the approved department logotypes will be made available for use by each department. Separate files of the UA Science logotype are also available from the office of the Dean – please contact Bo Baylor at 621-4060.

Color, typography, layout and consistent use of illustrative material, used in concert with the department logotypes, will all help strengthen the College of Science's visual identity.

To maintain a related visual quality among all College of Science departments, units and programs, use the basic design guidelines described here. UA Science departments are encouraged to create individual visual character through the creative use of these basic design elements.

Please note that specific University of Arizona graphic standards must be followed for the design of stationery, business cards, forms, signage, websites and other printed and online materials. UA graphic standards are available by contacting Dottie Larson at 621-1076.

If your department has any questions regarding the implementation of the College of Science visual identity program, you are encouraged to contact Bo Baylor in the Office of the Dean, 621-4060.

LOGOTYPE ELEMENTS

The University of Arizona one-line word mark will appear above and flush left with the logotype below. The space between the word mark and the logotype can vary but should be no less than 5.5 units.

1 unit

THE UNIVERSITY OF ARIZONA®

>5.5 units

The department name is typeset in Friz Quadrata with the line breaking shown below. When color printing is used, the department name should appear in PMS 200 red.

2.5 units

DEPARTMENT

.5 units

2.5 units

NAME

The UA Science logotype is positioned below the department name and should appear in its red/blue configuration when possible.

1.5 units

1 unit

UA SCIENCE

DEPARTMENT LOGOTYPES

A strong, effective visual identity for the College of Science will depend on consistent presentation of department names. Digital files for each department logotype will be made available. Use only these approved files for reproduction purposes. Do not typeset individual department logotypes.

ASTRONOMY  
UASCIENCE

ATMOSPHERIC  
SCIENCES  
UASCIENCE

BIOCHEMISTRY &  
MOLECULAR  
BIOPHYSICS  
UASCIENCE

CHEMISTRY  
UASCIENCE

COMPUTER  
SCIENCE  
UASCIENCE

ECOLOGY &  
EVOLUTIONARY  
BIOLOGY  
UASCIENCE

GEOSCIENCES  
UASCIENCE

LABORATORY OF  
TREE-RING  
RESEARCH  
UASCIENCE

MATHEMATICS  
UASCIENCE

MOLECULAR &  
CELLULAR  
BIOLOGY  
UASCIENCE

PHYSICS  
UASCIENCE

PLANETARY  
SCIENCES/LPL  
UASCIENCE

SPEECH,  
LANGUAGE &  
HEARING  
SCIENCES  
UASCIENCE

COLOR

PMS 200 Red and PMS 281 Blue are the official colors of the University of Arizona College of Science. Other secondary colors may be used, but avoid other reds, blues, greens and any bright primary color that competes with these principal university colors.

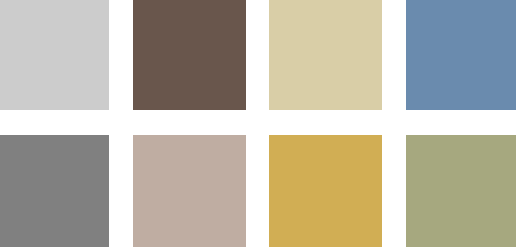
PMS 200 Red



PMS 281 Blue



Suggested Secondary Colors



TYPOGRAPHY

Friz Quadrata is the type style used for university, college, department and program level logotypes and word marks. Avoid using this type style for any other application as it will compete with those identifiers.

The Thesis Sans type family is suggested as the preferred type style for all College of Science materials. This type family comes in a wide range of weights and italic versions. These fonts are available for purchase online at [www.fontshop.com](http://www.fontshop.com).

Friz Quadrata

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Thesis Sans

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

Thesis Sans Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

PUBLICATION DESIGN

Any UA Science print or online communication will benefit from a clean gridded format with liberal use of white space. Make sure that text messages communicate effectively and selected images command the attention of your audience.

