

November 1, 2007

To: UA Community

Fr: Stephen J. MacCarthy
Vice President for External Relations

Re: UA Branding

One of the primary functions of External Relations is to manage the UA brand and to create strategies that build our reputation as one of the top public research universities in the country. Part of brand management involves setting and enforcing graphic standards to ensure that we present a clear and cohesive image.

For decades we have had standards in place for logo use on printed publications, but have not had similar standards for the University's Web site, which is our front door to the world. Working in concert with dozens of marketing/communications and Web professionals, our marketing team has developed a system to improve our institutional identity on the Web by bringing a common visual element to UA Web pages.

The most notable part of this system is new UA Web banners that will be used on all UA Web sites. Top tier sites such as colleges and schools, non-academic departments and service units, will need to add a banner to their site by February 1, 2008. Academic departments, research institutes, centers and bureaus, service and administrative units will have until May 1, 2008. All the details including the six color choices, specific guidelines for usage and information on how to get help are on our Web site:

<http://externalrelations.arizona.edu/>

This new policy is a small but significant step toward building a consistent UA brand. Thanks in advance for your cooperation in helping us better manage our institutional identity on the internet.