

AIR Brand Guidelines



THE UNIVERSITY OF ARIZONA
**Arizona Institute
for Resilience**

Primary

Use for all formal communications and for advertising outside of Southern Arizona, when the audience is not aware of the UA relationship.

For example, send your Primary logo to the organizers of a conference brochure where your unit is participating along with several other universities; best choice for stationery.



MIN SIZE .3648 inch

Alternate

Use on websites, when the name of the University is prominently noted outside your logo, and for local advertising when the UA-unit relationship is clear.



MIN SIZE .3648 inch

Limited

Use in conjunction with the “Block A” triangle. Or, use when several UA units are mentioned and the master logo is prominently displayed, to ensure only one “Block A” logo is visible.



MIN SIZE Cap height of .125 inch

Promo/Embroidery — Option 1

Use for top-level units when space is limited, resolution is low and promotional impact is required, such as shirts, mugs and other small spaces.



MIN SIZE Preferred: .3648 inch, Absolute: .2667 inch

Web Header

Use for top-level units on websites, when the name of the University is prominently noted outside your logo.



MIN SIZE .3648 inch

Do not alter logos

Required Clear Space

Clear space must surround all Arizona logos (including unit logos) to ensure legibility and prominence. The size of the clear space around all logos must be at least the width of the top blue bar of the “Block A.”



Representation of Several UA Units

The principal unit being represented should use their primary logo while other units use their limited logos to ensure only one “Block A” logo is visible. If more than one unit is the principal the main UA logo should be used with limited versions of unit logos



COLOR PALETTE

Primary

To maintain consistency and recognition these should be the lead colors in all applications.

MESA cmyk 26, 70, 78, 14 rgb 169, 92, 66 hex #A95C42

RUST cmyk 27, 85, 95, 45 rgb 99, 45, 31 hex #632d1f

ASH cmyk 62, 65, 62, 55 rgb 64, 54, 53 hex #403635

RIVER cmyk 88, 36, 46, 6 rgb 0, 125, 132 hex #007D84

OCEAN cmyk 100, 35, 35, 35 rgb 41, 88, 106 hex #29586a

SILVER cmyk 34, 20, 22, 8 rgb 158, 171, 174 hex #9EABAE

WARM GRAY cmyk 3, 5, 8, 0 rgb 244, 237, 229 hex #F4EDE5

COOL GRAY cmyk 10, 4, 5, 0 rgb 226, 233, 235 hex #E2E9EB

Secondary

Use to complement to the primary color palette

LEAF cmyk 60, 5, 80, 0 rgb 112, 184, 101 hex #70B865

SAGE cmyk 70, 43, 70, 29 rgb 74, 99, 78 hex #4a634e

OASIS cmyk 76, 34, 10, 0 rgb 55, 141, 189 hex #378DBD

AZURITE cmyk 95, 73, 21, 6 rgb 30, 82, 136 hex #1E5288

MIDNIGHT cmyk 100, 60, 0, 75 rgb 0, 28, 72 hex #001C48

Tertiary

Use sparingly as accent / highlight colors

BLOOM cmyk 0, 90, 60, 0 rgb 239, 64, 86 hex #EF4056

CHILI cmyk 0, 100, 83, 50 rgb 139, 0, 21 hex #8B0015

Proxima Nova

Proxima Nova is the primary font and should be used for headline, subhead and body copy purposes.

Resilient Environments Proxima Nova Thin

International Programs Proxima Nova Thin Italic

Conservation Science Proxima Nova Light

Sustainable Technology Proxima Nova Light Italic

Social Justice Proxima Nova Regular

Indigenous Resilience Proxima Nova Regular Italic

Desert Laboratory Proxima Nova Semibold

Energy Solutions Proxima Nova Semibold Italic

Climate Adaptations Proxima Nova Bold

Research Impacts Proxima Nova Bold Italic

Applied Hydroclimate Proxima Nova Extrabold

Bridging Biodiversity Proxima Nova Extrabold Italic

Educational Initiatives Proxima Nova Black

Water & Energy Proxima Nova Black Italic


Proxima Nova Extra Condensed

Proxima Nova Extra Condensed should only be used for bold headline design purposes. It should always be used in all caps.

**ARIZONA INSTITUTE
FOR RESILIENCE**

IMAGERY

Photography with a color-fade overlay.



CAREERS IN RESILIENCE AND INTERNATIONAL DEVELOPMENT

**FRIDAY, OCTOBER 14
10:00–11:00 AM MST**

[Click here to register.](#)


Development professionals tackle the most challenging and important topics of the day, such as poverty, food security, and climate change. Three panelists will share their diverse experiences and discuss career opportunities and the skills that development organizations covet. The panel will be moderated and there will be ~15 minutes for questions.

PANELISTS

Vidhya Sriram
Global Director, Village Savings and Loans Associations, CARE USA
Vidhya specializes in designing and implementing programs focused on targeting the specific needs, constraints and capabilities of women and girls and marginalized populations in CARE's programming. Vidhya has worked with over 30 CARE country offices.

Dr. Ahmed Kablan
Senior Science Advisor at USAID / the Bureau for Resilience and Food Security/Center for Nutrition/Food Safety Division
Ahmed leads the center for nutrition efforts on climate change and food systems and is a member of USAID's Diversity, Equity, Inclusion and Accessibility council.

Evania Robles
Learning and Impact Program Analyst, Inter-American Foundation
Evania has international development experience across Africa, Latin America and the Caribbean, and Europe, Caucasus, and Central Asia. She also managed the John Ogonowski and Doug Bereuter Farmer-to-Farmer Program at USAID and coordinated the Young African Leaders Initiative program within the Bureau for Africa.

 THE UNIVERSITY OF ARIZONA
ARIZONA INSTITUTE FOR RESILIENT ENVIRONMENTS & SOCIETIES
International Programs

RESEARCH, INNOVATION & IMPACT
Arizona Initiative for Resilience & International Development


COLLEGE OF SOCIAL & BEHAVIORAL SCIENCES
School of Geography, Development & Environment

Sponsored by AIRE's International Programs under the University of Arizona Initiative for Resilience in International Development (AIRID). In collaboration with the SIGE Master's in Development Practice Program.



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Arizona Institute for Resilience

SOLUTIONS FOR ENVIRONMENT AND SOCIETY



air.arizona.edu