

An aerial photograph of a courtyard. On the right side, there is a prominent wall made of vertical, rust-colored metal slats. To the left of this wall is a dry creek bed with a light-colored concrete border and a bed of reddish-brown rocks. The ground is a mix of light-colored concrete paths and patches of dry, brownish grass. The overall color palette is warm, dominated by the rust and earth tones.

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

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

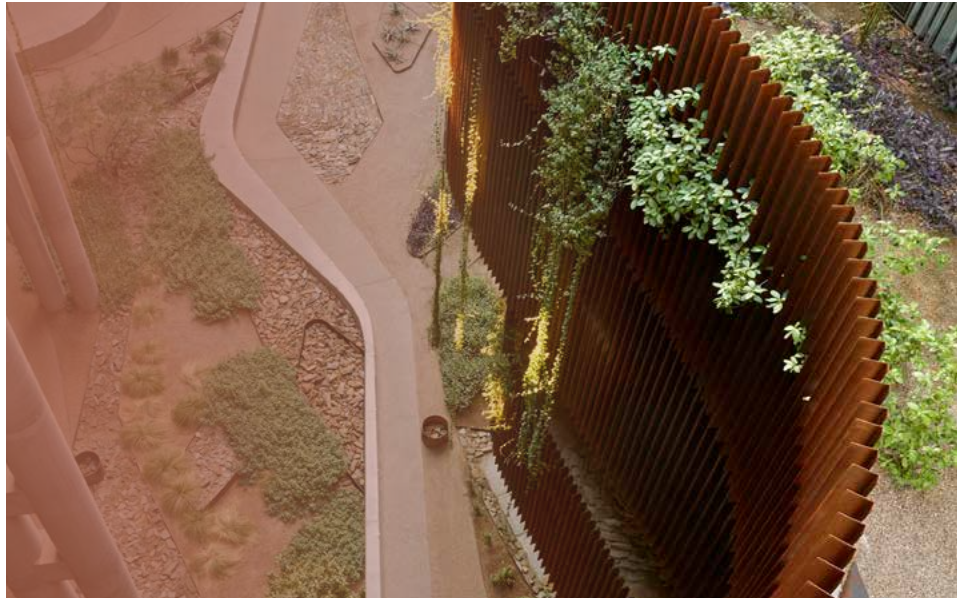
Proxima Nova Extra Condensed

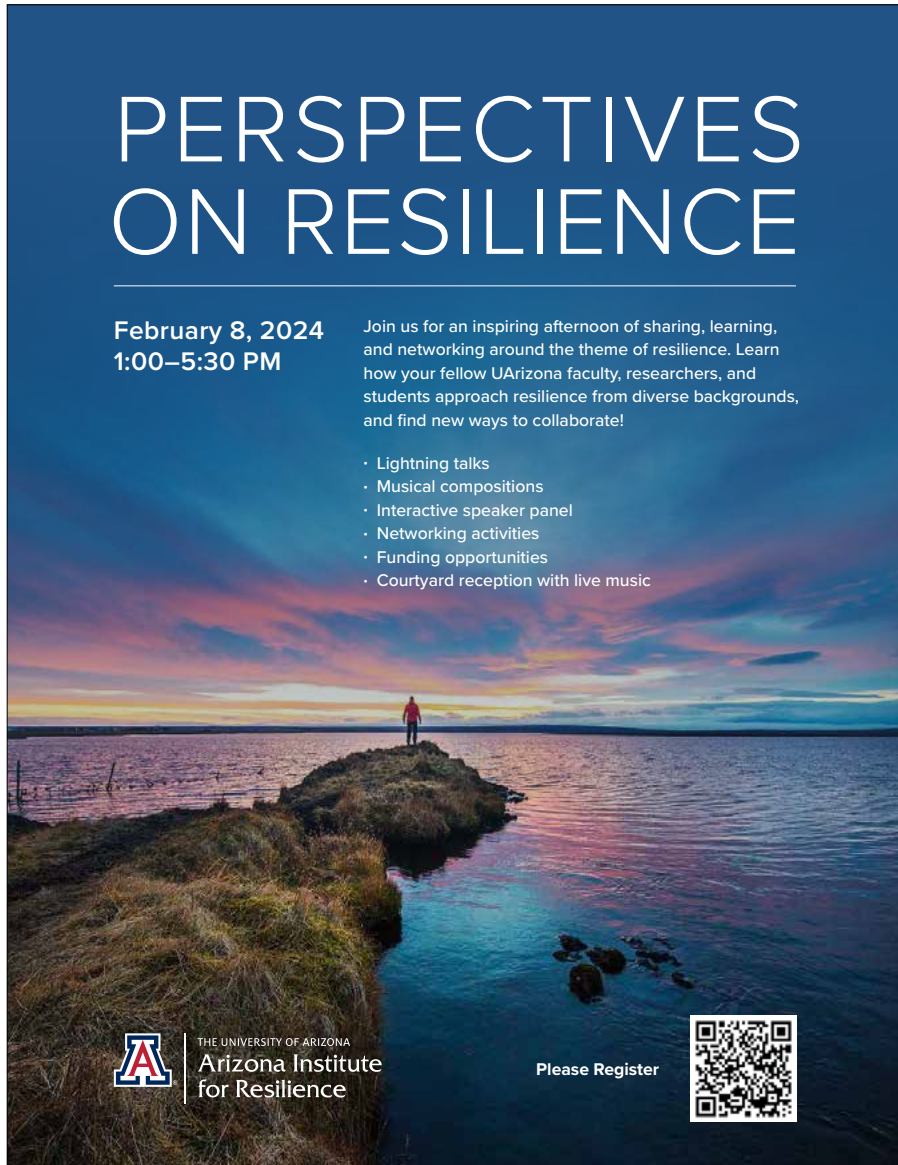
Proxima Nova Extra Condensed should only be used for bold headline design purposes. It should always be used in all caps.

**ARIZONA INSTITUTE
FOR RESILIENCE**

IMAGERY

Photography with a color-fade overlay.






PERSPECTIVES ON RESILIENCE

February 8, 2024
1:00–5:30 PM


Join us for an inspiring afternoon of sharing, learning, and networking around the theme of resilience. Learn how your fellow UArizona faculty, researchers, and students approach resilience from diverse backgrounds, and find new ways to collaborate!

- Lightning talks
- Musical compositions
- Interactive speaker panel
- Networking activities
- Funding opportunities
- Courtyard reception with live music



THE UNIVERSITY OF ARIZONA
Arizona Institute for Resilience

Please Register




Carson Scholars Environment Talk

COMPLEXITY IN THE LANDSCAPE

Featuring Scholars Marshall Ledford, Don Unger, and Claire Taylor

**TUESDAY
FEBRUARY 27TH
5:30–6:30PM**

Tumamoc Hill Boathouse
(base of the hill)





Marshall Ledford
Genetics Ph.D Student

Don Unger
History Ph.D Student

Claire Taylor
Illustration MFA Student



THE UNIVERSITY OF ARIZONA
ARIZONA INSTITUTE FOR RESILIENCE
Education Initiatives

Artwork by Claire Taylor

APPLICATION

Design examples



SAVE THE DATE

2023 AIRID SYMPOSIUM

NOVEMBER 9, 2023

More information on the event and registration will be circulated via email soon.

Join the Arizona Initiative for Resilience and International Development for their 2023 Symposium. This full-day event will feature speakers from across the U of A, TANGO International, and other NGO and government partners.

Gain insight on:

- The role universities can play in addressing global challenges
- Funding Opportunities
- How to connect to external partnerships

In order to amplify your research toward resilient solutions

 THE UNIVERSITY OF ARIZONA
Arizona Initiative for Resilience & International Development

ARIZONA INSTITUTE FOR RESILIENCE
International Programs



AIRID PRESENTS

THE 2023 SYMPOSIUM ON RESILIENCE AND INTERNATIONAL DEVELOPMENT



AIRID PRESENTS

THE 2023 SYMPOSIUM ON RESILIENCE AND INTERNATIONAL DEVELOPMENT

Photo by Zack Guido

**Thursday, November 9
9:00am–4:30pm
ENR2 S107 and Online**

Join the Arizona Initiative for Resilience and International Development and AIR International Programs for their 2023 Symposium. This full-day event will feature speakers from across the University of Arizona, TANGO International, USAID, Global Resilience Partnership, the World Food Program, and NASA as well as other NGO and government partners.

Resilience research, partnerships, and solutions for today's most pressing global challenges

Register by October 26th to

- Hear from experts on the role that Universities can play in advancing resilience and addressing the world's most pressing challenges.
- Learn how you can get involved, identify funding opportunities, and connect with external partners to amplify your research towards resilient solutions.
- Be a part of discussions at the forefront of today's most pressing global challenges.

Learn More and Register Here

 THE UNIVERSITY OF ARIZONA
Arizona Initiative for Resilience & International Development

ARIZONA INSTITUTE FOR RESILIENCE
International Programs

This Symposium will feature a special recognition of Dr. Tim Finan's contributions to research and education on development during his 43-year tenure at the University of Arizona.

ARIZONA INSTITUTE FOR RESILIENCE

EDUCATION INITIATIVES

Environmental Leaders for Tomorrow

Hands-on experience, professional development, and skill-building for the next generation of leaders in resilience.




THE UNIVERSITY OF ARIZONA
ARIZONA INSTITUTE FOR RESILIENCE
Education Initiatives

DIANA LIVERMAN SCHOLARS PROGRAM

Preparing undergraduate students to be the communication leaders and problem-solvers of tomorrow. Liverman Scholars work in a cross-disciplinary cohort to grow their environmental story-telling skills while creating communication pieces for community partners.

environment.arizona.edu/liverman-scholars

COMMUNITY AND COMMUNICATION




"I loved the Liverman Program. I am grateful to have been a part of it and make new friends and learn about community members and partners around the Tucson area. This program really added to my college experience and helped me to connect to other programs for this next school year."
—Liverman Scholar

CARSON SCHOLARS PROGRAM

Training graduate student environmental researchers in the art of public communication. Carson Scholars work closely with faculty mentors to develop skills and strategies to effectively convey the value of research to a variety of audiences.

carson.arizona.edu
@uarizonacarson

ENVIRONMENTAL COMMUNICATION



Carson Scholar Susan Washko. IMAGE: MICHAEL BOGAN



ILÍIAITCHIK: INDIGENOUS CORRESPONDENTS PROGRAM

Supporting Indigenous graduate and upper-division undergraduate students from across the United States through a year-long professional development, communication skill-building, and community-generating program led by Indigenous mentors in fields ranging from environmental journalism to podcast production.

resilience.arizona.edu/indigenous-correspondents

BY AND FOR INDIGENOUS STUDENTS

EARTH GRANT

A year-long leadership development program for a diverse cohort of UA Arizona undergraduate students passionate about environmental and community resilience. Individually, each student is matched with a mentor working in their field of interest for a paid internship.

environment.arizona.edu/earthgrant
@uazearthgrant

LEADERSHIP AND PAID INTERNSHIPS



"[I appreciate] the communication and respect on both ends. I always feel heard and appreciated by my mentor and colleagues."
—Earth Grant Intern