

New Photos, Font and Block 'A' Logo Now on Red Bar Cafe

November 2008

The University of Arizona Office of External Relations has made some significant changes and additions to the Red Bar Caf  , the University  s source for information and resources regarding the UA Identification Program. UA employees with a UA NetID can access logos, stock photos, templates, informational guides and more at <http://redbar.arizona.edu> [1].

Some of the additions include:

Block 'A' Arizona Logo

The new block   A     Arizona logo in red, blue, red/blue and black is a welcome addition to the set of official UA logos. This logo offers UA name recognition (    Arizona  ) with the block 'A.' This is a more compact logo that speaks to Arizona's identification and to its land-grant mission to serve the entire state of Arizona. You will also notice that the solo block   A     logo has been retired from use in print, Web and electronic media. The block   A     Arizona logo replaces the solo block   A     and has a minimum use size of .75 inch, which will work well for small-format pieces. Click on the "Logos, Fonts & Colors" tab for more information and to download this and other logos.

RB Stock

The Red Bar Caf   now features a photo image bank with images from some of Tucson  s top photographers.

Print Banners Using Extended Palette Colors

Many people across the UA campus have requested more flexibility in the use of color with UA print banners. The Red Bar Caf   now offers print banners in the full range of the UA's extended palette colors.

Archer Font

This new font is available for campus use. It  s a square or "slab" serif font face. It is versatile and can be used for headlines or body copy. Although it is a new family of fonts, it has a traditional appeal. Of particular note, the capital A in this font looks very much like the original block   A     logo type.

Institutional PowerPoint

This new PowerPoint offers a quick, visual overview of The University of Arizona. Use it to introduce your own presentations and customize it to meet your needs.

For more information about any of these features or their uses, contact Glenn McCreedy, marketing coordinator in External Relations, at 621-6461 or gmcc@email.arizona.edu [2].

Source URL: <https://uaatwork.arizona.edu/lqp/new-photos-font-and-block-logo-now-red-bar-cafe#comment-0>

Links

[1] <http://redbar.arizona.edu/> [2] <mailto:gmcc@email.arizona.edu>