

# Graphic Guidelines



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# Logo

The UArctic logo is a Dryas Octopetala flower (mountain aven, commonly in English) encircled by a blue ring. The ring represents the spirit of co-operation across the circumpolar north and is stylized to show the Arctic region as it would appear on a globe. The ring's blue colour signifies the dominance of the environment. The eight petals of the flower represent the eight Arctic states and the golden yellow colour in the petals represents the midnight sun, the rich life of the region, and the peoples of the North.

The Dryas Octopetala was chosen to represent the UArctic because it grows in every region of the North, and demonstrates extraordinary adaptability in often very difficult conditions. This is characteristic that Dryas Octopetala shares with all life in the Arctic region.



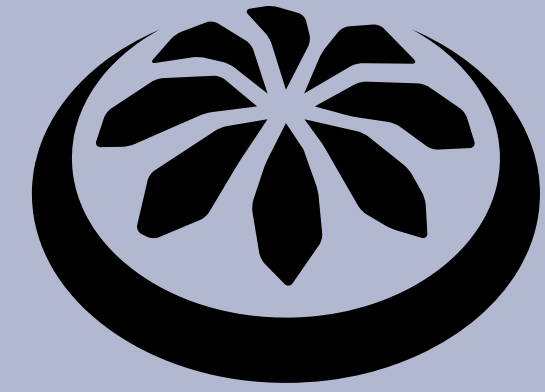
Sufficient whitespace must always be left around the logo.



**UArctic**



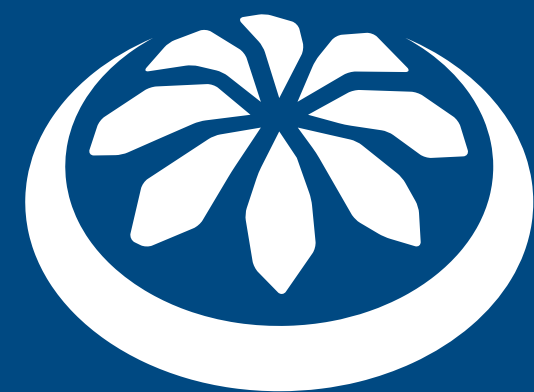
**UArctic**



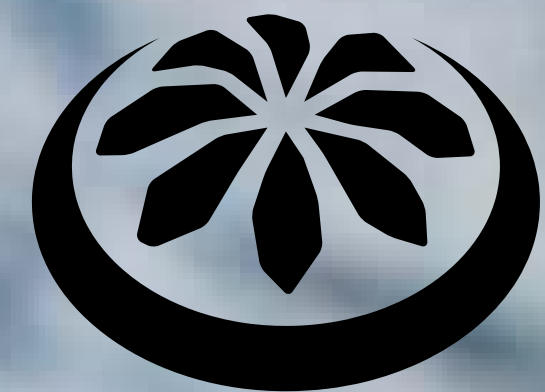
**UArctic**



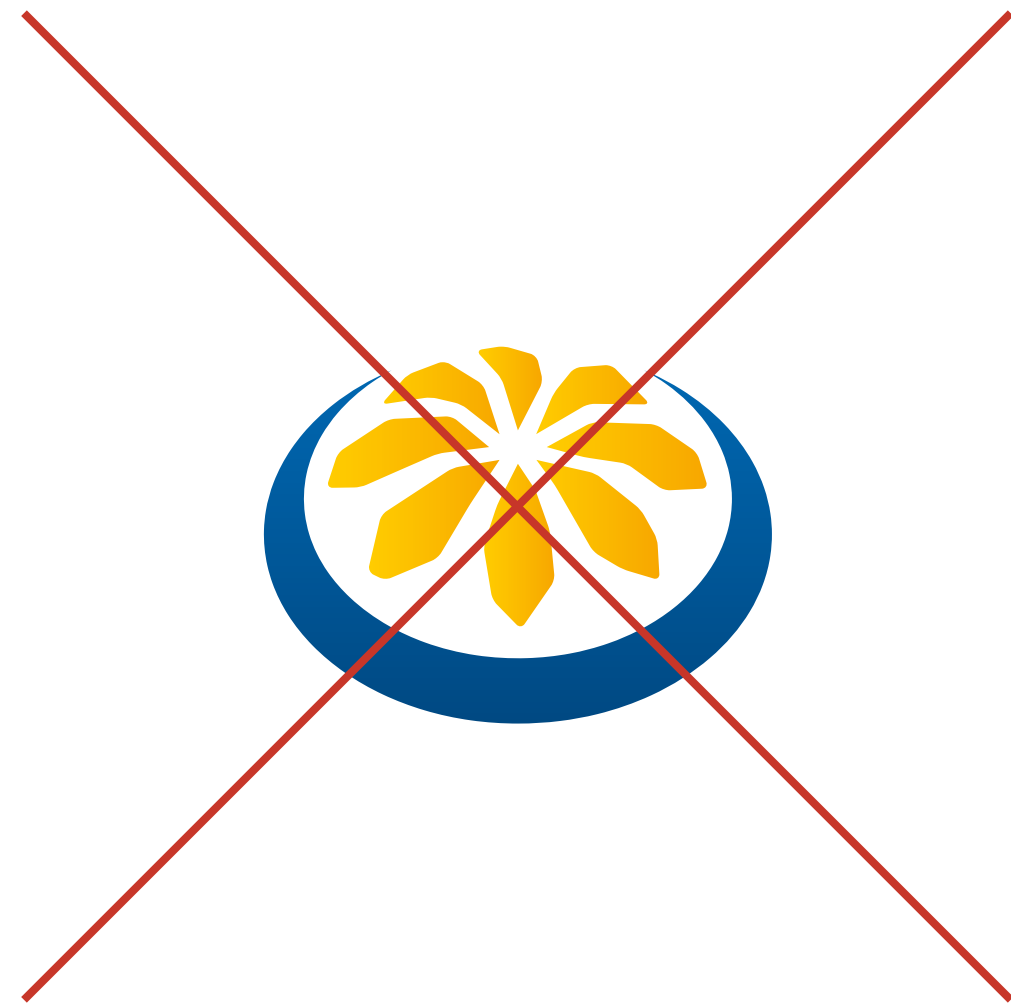
**UArctic**



**UArctic**



**UArctic**



**Custom font**  
UArctic Mono

**With  
Shared  
Voices**

**Custom font**  
UArctic Serif

**With  
Shared  
Voices**



# Typography

## Primary

TITLE  
UArctic Serif  
Black

### **Title: Why the Arctic Matters**

LEAD  
Noto Sans  
Regular

A strong, engaged, informed, and dynamic North, creating better lives and environments for all northerners

SUBHEADING  
UArctic Mono  
Black

### **Why the Arctic Matters**

PARAGRAPH  
Noto Sans  
Regular

The Arctic is where we see the strongest impacts of the climate change today. While the Arctic has just a fraction of a percent of the world's population, it contributes nearly 20% of many globally important resources such as minerals, energy, fish, freshwater, and the most pristine nature, which illustrates its interdependence with the rest of the globe.

SMALL TEXT  
Noto Sans Mono  
Medium

UArctic International Secretariat, Box 122,  
University of Lapland, 96101 Rovaniemi, Finland  
secretariat@uarctic.org | www.uarctic.org

## Secondary

TITLE  
Georgia  
Bold

### **Title: Why the Arctic Matters**

LEAD  
Arial  
Regular

A strong, engaged, informed, and dynamic North, creating better lives and environments for all northerners

SUBHEADING  
Arial  
Black

### **Why the Arctic Matters**

PARAGRAPH  
Arial  
Regular

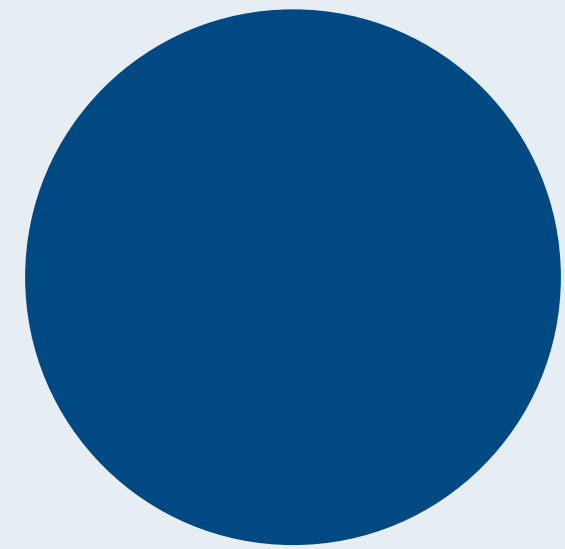
The Arctic is where we see the strongest impacts of the climate change today. While the Arctic has just a fraction of a percent of the world's population, it contributes nearly 20% of many globally important resources such as minerals, energy, fish, freshwater, and the most pristine nature, which illustrates its interdependence with the rest of the globe.

SMALL TEXT  
Courier  
Regular

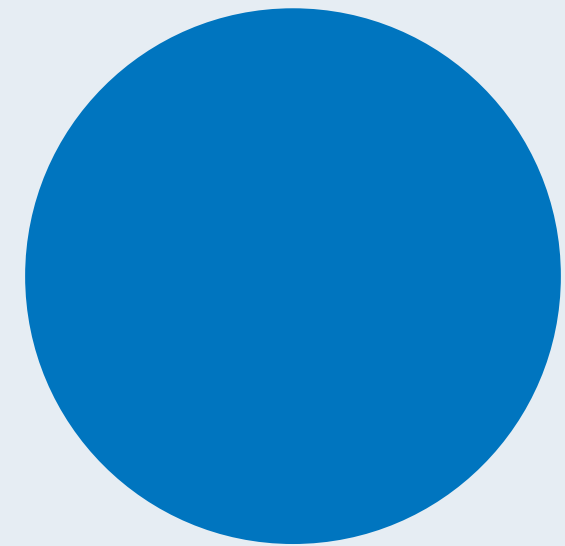
UArctic International Secretariat, Box 122,  
University of Lapland, 96101 Rovaniemi, Finland  
secretariat@uarctic.org | www.uarctic.org

# Colours

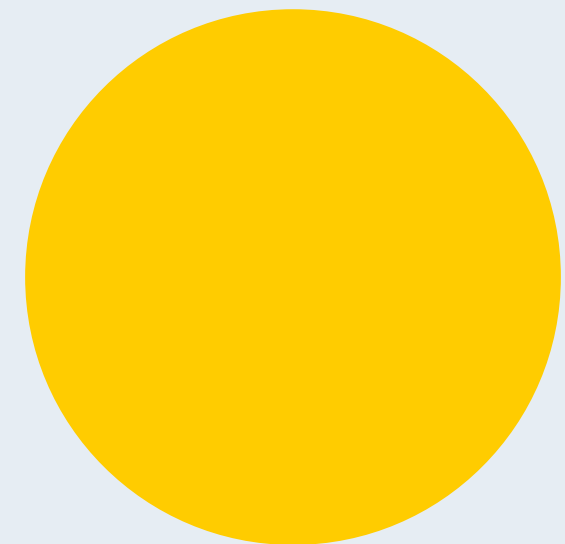
## Primary



PANTONE DARK BLUE 301C  
C=100 M=56 Y=0 K=34  
R=0 G=73 B=130  
#004982

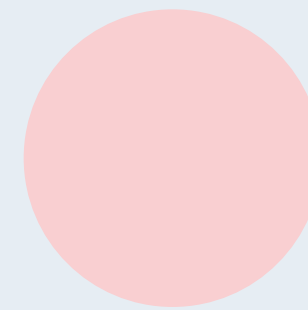


PANTONE BLUE 285C  
C=100 M=40 Y=0 K=0  
R=0 G=117 B=191  
#0075BF

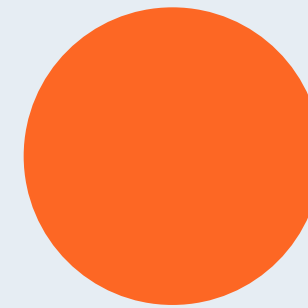


PANTONE YELLOW 7408C  
C=0 M=20 Y=100 K=0  
R=255 G=204 B=0  
#FFCC00

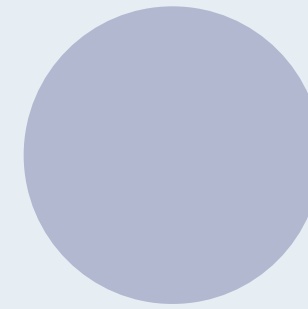
## Secondary



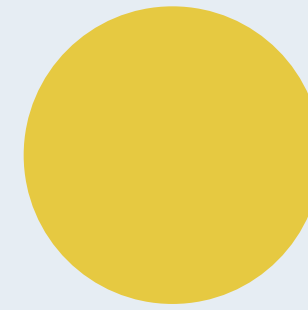
PANTONE 706C  
C=0 M=26 Y=12 K=0  
R=249 G=207 B=209  
#F9CFD1



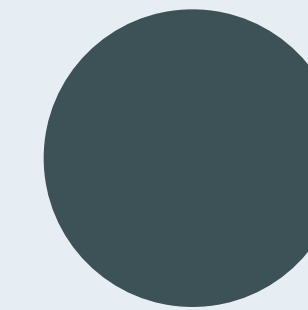
PANTONE 165C  
C=0 M=60 Y=80 K=0  
R=253 G=102 B=36  
#FD6624



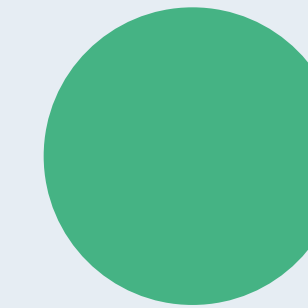
PANTONE 270C  
C=35 M=25 Y=10 K=0  
R=178 G=184 B=208  
#B2B8D0



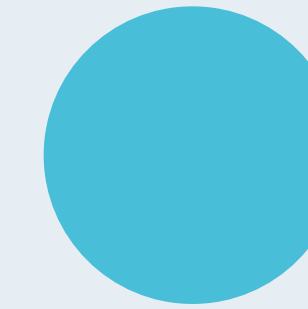
PANTONE 129C  
C=14 M=17 Y=83 K=0  
R=230 G=201 B=65  
#E6C941



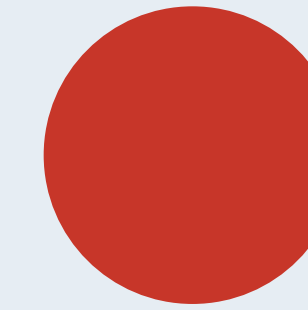
PANTONE 7545C  
C=75 M=50 Y=50 K=40  
R=60 G=82 B=86  
#3C5256



PANTONE 7723C  
C=70 M=0 Y=60 K=0  
R=69 G=179 B=132  
#45B384



PANTONE 305C  
C=65 M=0 Y=15 K=0  
R=73 G=190 B=216  
#49BED8



PANTONE 180C  
C=20 M=90 Y=90 K=0  
R=199 G=54 B=41  
#C73629

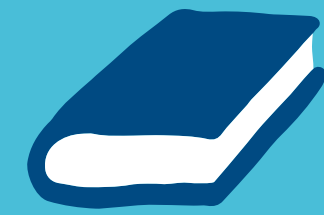


# Visual element





# Icons



# Print



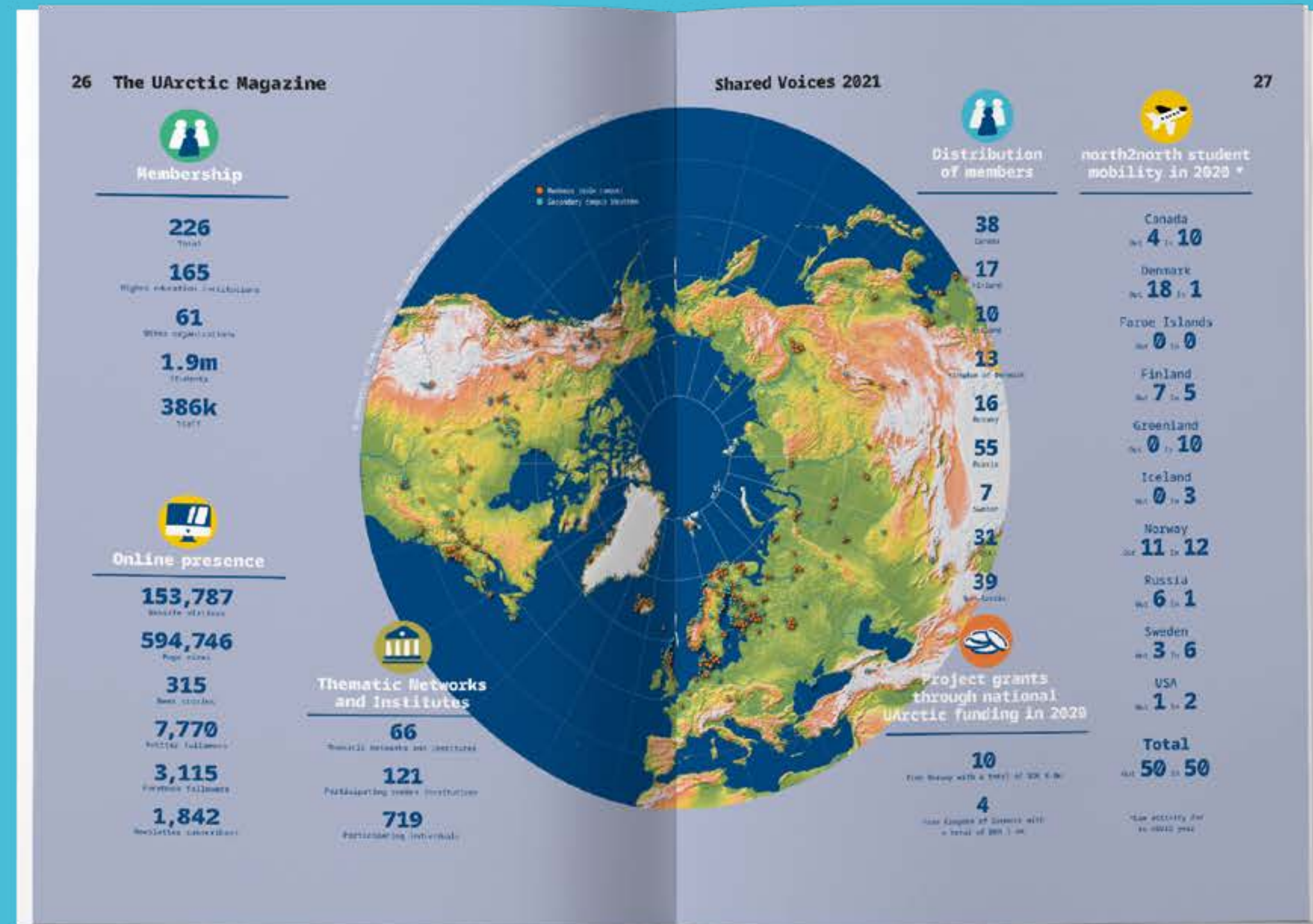
PRIMARY OFFSET PRINT (>600):  
Pantone colors Dark Blue 301C,  
Blue 285C, Yellow 7408

SECONDARY DIGITAL PRINT (<600):  
CMYK colors

PAPER: Munken Pure 400 g  
SIZE: 85 x 55 mm



# Print



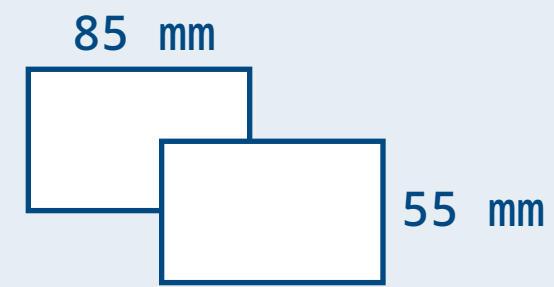
COVER PAPER: Munken Pure 170 g  
 INSIDE PAGES: Munken Pure 100 g  
 SIZE: 207 x 275 mm

# Print formats

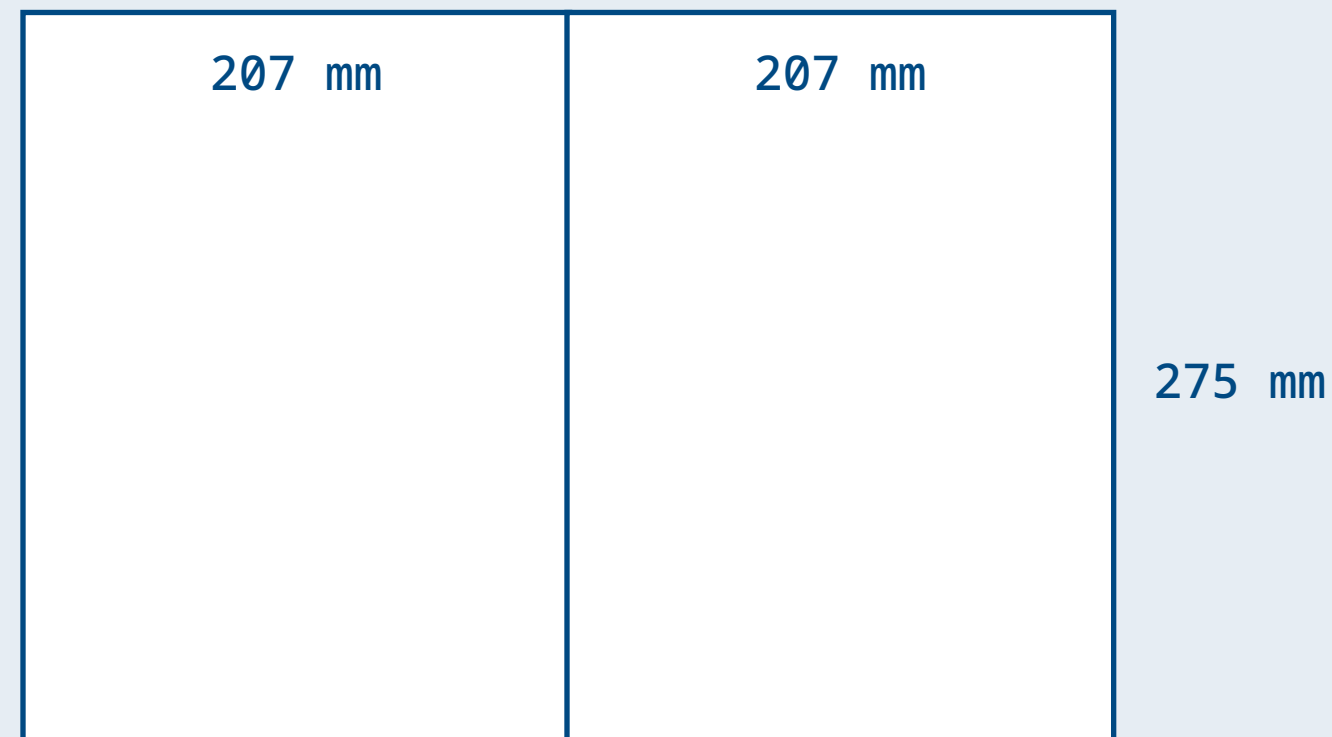
## Rectangulars

### Uncoated papers

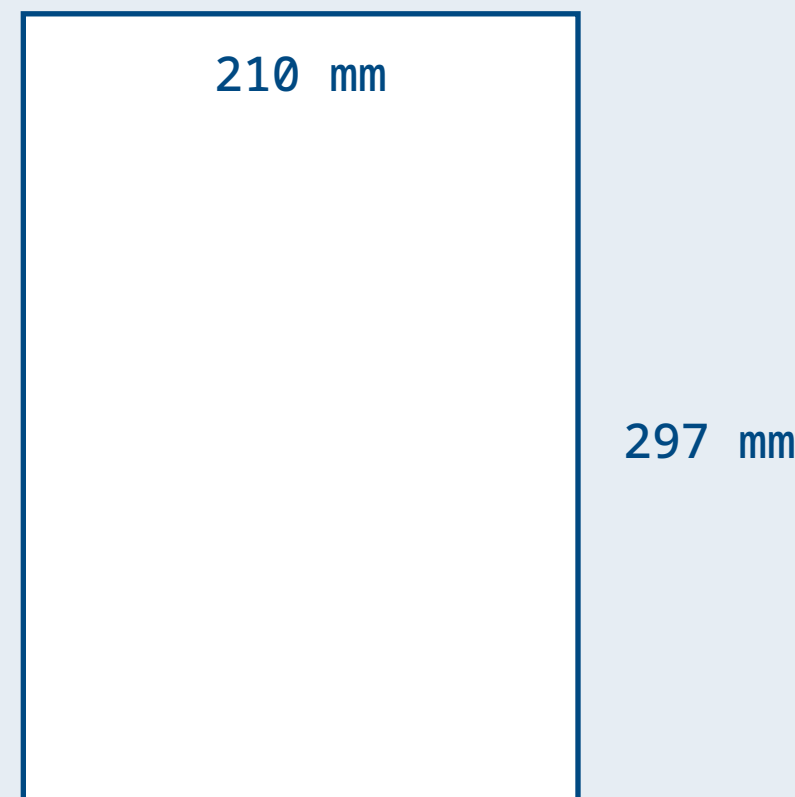
Munken Pure by Arctic Paper  
Edixion by Antalis  
Multioffset by Papyrus



Business cards

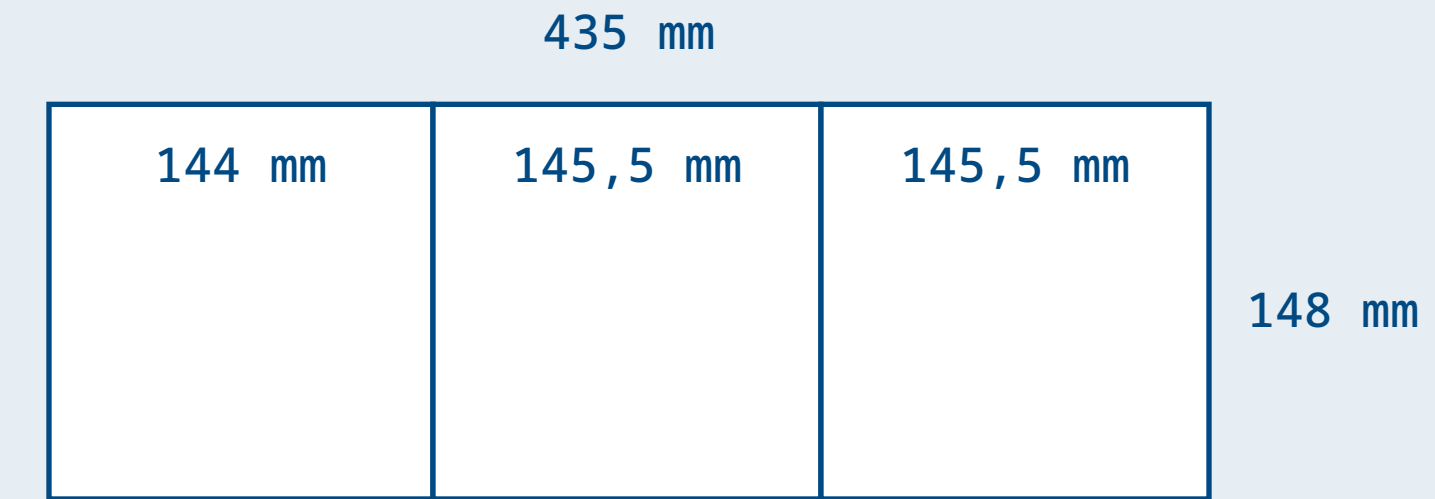


Shared Voices magazine

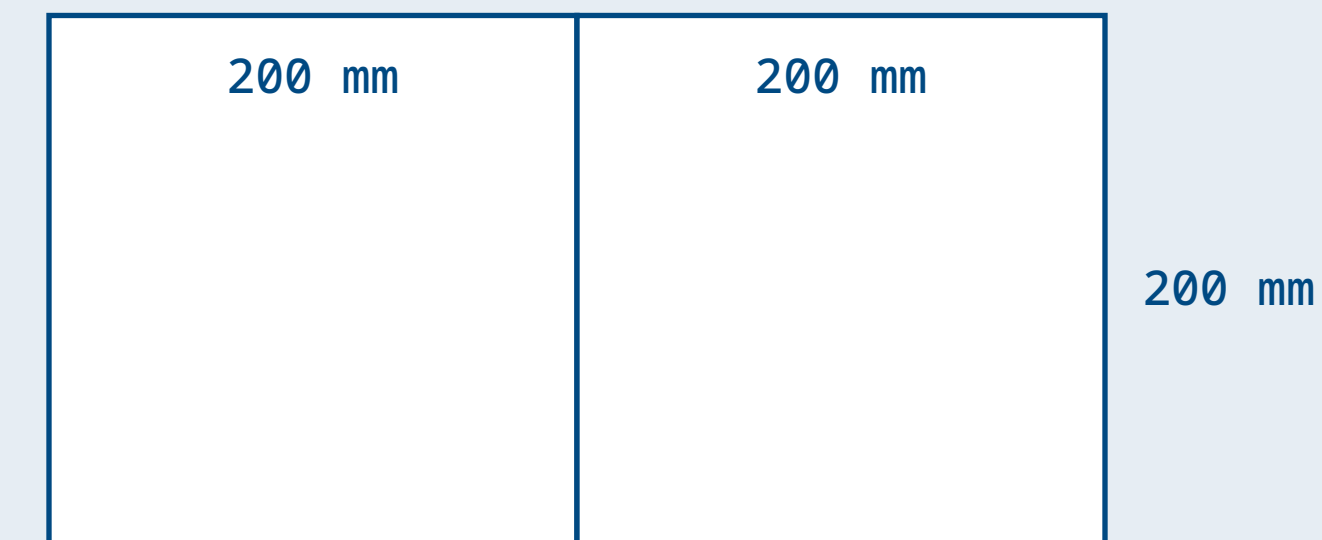


Reports

## Squares



Trifold brochures



Big brochures

# Permissions Policy

General UArctic communications and promotional materials are generally managed by the UArctic International Secretariat. Units and members should always work with the Secretariat to develop materials for specific UArctic activities, to ensure that they are consistent with these graphic guidelines.

Members and units are encouraged to use the UArctic logo and other graphic elements, in accordance with these guidelines. Other external partners must seek approval from the UArctic International Secretariat before using any of these images.

- The official UArctic logo, either in hardcopy or digital form
- The Shared Voices motto
- Any official UArctic graphic elements, including circumpolar map

UArctic programs are responsible for the unit versions of the UArctic logo.





For further information, please contact  
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