

UNIVERSITY OF  
ARKANSAS®

## **Branding at the University of Arkansas**

A guide to promoting the flagship university

2015



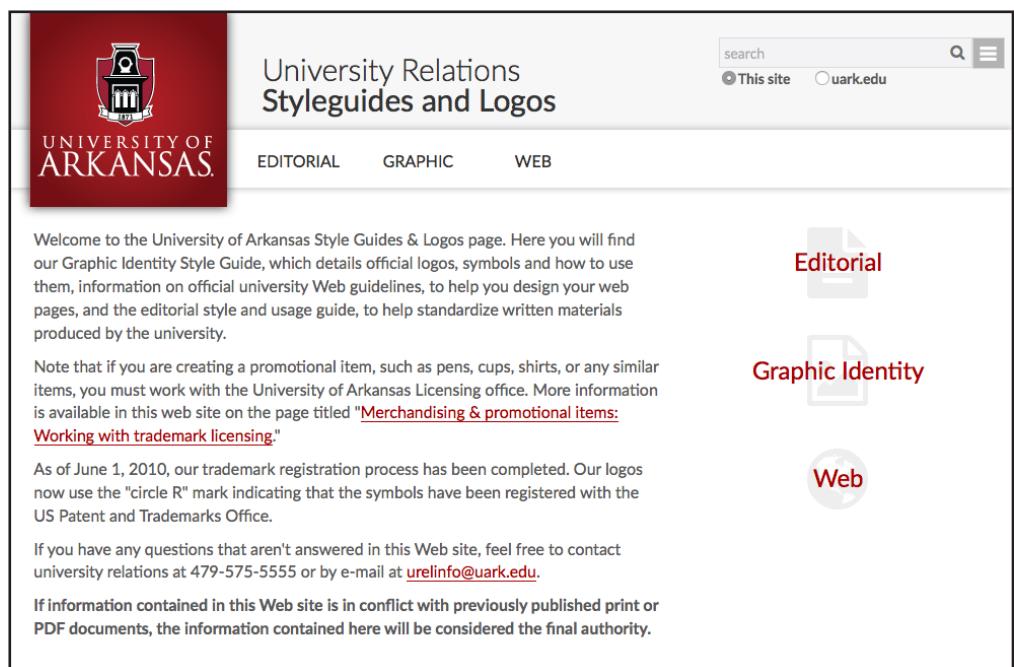
## Welcome

This branding guide is intended to serve as a reference for the University of Arkansas staff tasked with creating and maintaining the visual identity of our campus. While it can be a daunting task to present a coherent visual image of such a wide-ranging and diverse community as the University of Arkansas, it is possible to orient our many communications consistently if a few basic rules are followed. We hope this document helps.

More detailed information about logos, editorial guidelines and web standards are available at <http://logo.uark.edu>. We encourage you to bookmark that site and refer to it frequently.

Please provide this document to any person or group, whether on or off campus, asked to create any sort of visual communication for your unit or area. Outside designers and communicators will be expected to adhere to guidelines the same as university staff.

Sincerely,  
University Relations



The screenshot shows a website layout for "University Relations Styleguides and Logos". At the top left is the University of Arkansas logo and the text "UNIVERSITY OF ARKANSAS". To the right is a search bar with options "search", "This site", and "uark.edu". Below the header, there are three main navigation links: "EDITORIAL", "GRAPHIC", and "WEB". The "EDITORIAL" link is highlighted. The main content area contains several paragraphs of text and three circular icons on the right labeled "Editorial", "Graphic Identity", and "Web".

Welcome to the University of Arkansas Style Guides & Logos page. Here you will find our Graphic Identity Style Guide, which details official logos, symbols and how to use them, information on official university Web guidelines, to help you design your web pages, and the editorial style and usage guide, to help standardize written materials produced by the university.

Note that if you are creating a promotional item, such as pens, cups, shirts, or any similar items, you must work with the University of Arkansas Licensing office. More information is available in this web site on the page titled "[Merchandising & promotional items: Working with trademark licensing](#)".

As of June 1, 2010, our trademark registration process has been completed. Our logos now use the "circle R" mark indicating that the symbols have been registered with the US Patent and Trademarks Office.

If you have any questions that aren't answered in this Web site, feel free to contact university relations at 479-575-5555 or by e-mail at [urelinfo@uark.edu](mailto:urelinfo@uark.edu).

If information contained in this Web site is in conflict with previously published print or PDF documents, the information contained here will be considered the final authority.

## ***What is a Brand?***

In the first sense of the word, a brand is simply the name for a product or service from a specific source. Coke from those folks in Atlanta. Kleenex facial tissue, sold by the people at Kimberly Clark. Tide laundry detergent from Procter and Gamble. While these are certainly brand names, in contemporary marketing there is a huge difference between a brand name and a brand.

In the latter part of the 20<sup>th</sup> century, marketers began to grasp that there was more to the perception of distinctive products than simply their names – something that David Ogilvy described as the “intangible sum of a product’s attributes.” Marketers began to appreciate the specific perceptions in customer’s minds concerning the qualities and attributes of each product or service, and began calling these perceptions “the brand.”

The Coke brand is a symbol of friendship and refreshment. Kleenex helps people fulfill their needs for comfort, softness and cleanliness with high-quality and gentle products, and Tide is “America’s favorite laundry detergent.”

So what is our brand? Put simply, the University of Arkansas brand is what our audiences think of when they hear our name. It’s their gut feeling about us. It’s not what WE say it is. It’s what THEY say it is. (*Neutron, LLC*). It is the sum total of all existing associations made with our university, including the good, bad and ugly.

## **A Brand vs. A Campaign**

Campaigns and special initiatives come and go – but the brand is enduring. A campaign can contain a brand and reflect the brand, but does not carry the brand on its own. Campaigns are useful to help draw special attention to a cause, initiative or promotion, usually for a limited period of time. Examples of promotional campaigns and special initiatives include:

- The Campaign for the Twenty-First Century – 1998-2005 for a capital campaign. The effort deployed the use of a logo along with a type treatment on materials specifically related to this effort and raised \$1.046 billion for the institution.
- Students First – First appeared in 2008. A phrase designed to signify a prevailing attitude of student-centeredness, while emphasizing the creation of programs and initiatives to remind the campus about why we're here, and seek ways to improve student experiences. This effort is an ongoing theme of G. David Gearhart's chancellorship.
- The You of A – 2010 to present, for the purposes of student recruitment and advertising, to create a unifying theme of differentiation about the University of Arkansas being a special place where there is individual attention. The “You of A” graphic symbol is reserved for external uses, primarily undergraduate student recruiting.
- Campaign Arkansas – 2013-2021 – This is a campaign to raise significant levels of private gift support, presently in the quiet phase but which will launch publicly in the coming years and is expected to conclude in 2021.
- Leading change. Changing lives. – Launched in the fall of 2014, this is a reputational campaign to position the university favorably to national influencers.

## ***How do we use campaigns together?***

Campaigns must be carefully crafted to work with the overall university brand, and most likely should not be combined with each other due to the resulting confusion in the mind of our audiences. Consult with university relations for advice in this area.

## ***Slogans or taglines***

Slogans or taglines were once used by marketers to help brands stand out by illustrating unique product attributes or benefits as part of big budget advertising campaigns. These days, with the University of Arkansas brand clearly defined through our primary logo and extended brand identity, using a slogan or tagline only serves to restrict the audience impact and confuse the wide variety of constituents we must speak to on a daily basis. Appropriate use of the logo and school colors serves to differentiate the University of Arkansas from other universities, and extraneous taglines or slogans simply cause the viewer to ask if we are talking to someone else with our messaging. We have different messages for many different audiences, and taglines simply confuse them.

## ***The University of Arkansas Brand History***

The state legislature approved establishment of a land-grant university, to be known as the Arkansas Industrial University, on March 27, 1871. The federal Morrill Land Grant Act granted lands to Arkansas that could be sold, the revenues from which could then be used to pay for creation of the university.

The Board of Trustees set about determining a location, asking for cities and counties in the state to put forward bids for the university. The board purchased 160 acres from William McIlroy and classes began on January 22, 1872, with seven boys and one girl in attendance. By the fall, more than 100 students had enrolled.

Like chapters of a book, the University of Arkansas has had many chapters in its history – from international agricultural missions to the presidency of J. William Fulbright to the employment of faculty members who later served as president and secretary of state of the United States.

The greatest contributors to our university's history, however, have been our students, who have changed the university in significant ways.

Students initiated the change of the university's name from Arkansas Industrial University to the University of Arkansas in 1899. Students chose the school colors in 1895. Students picked the Razorback as their mascot in 1910.

A student – Silas Hunt – was the driving force in integrating our university in 1948 peacefully and without litigation – a first for a major southern public university. His actions led others to seek enrollment at the segregated white colleges across the South and inspired the students who followed him.

Students are like the constantly roiling waters of an Ozark stream, slowly but surely changing the landscape, and they are the driving force behind our university.

## ***Brand Platform***

The University of Arkansas' brand platform stands on the values and truths that have shaped our mission and impacted the lives of everyone who encounters it.

So, how can we know what our brand is? What are our values and what are those truths? Each of us has different ideas – some have fond memories of their time here as students, others have found homes as employees, and some simply enjoy the time they spend each fall around football games. We also have aspirations, such as achieving top 50 status as a public research university, and our brand as it exists is critical to our chances of making our aspirations come true.

The articulation of our brand is supported by qualitative and quantitative research conducted on behalf of the university by a nationally known branding agency with experience in higher education issues. Surveys, focus groups, and in-depth interviews with campus leaders, alumni, prospective students, current students and other stakeholders led to the synthesis of a core identity and principles that are reflected in everything we do and all that others see in us.

## **Core Identity**

Synthesizing the comments and input from hundreds of stakeholders resulted in a short description of who we are and what we do here at the University of Arkansas. In effect, we:

### ***Empower people, lead the state, and impact the world.***

These three elements are at the center of what our audiences feel when they hear our name.

#### ***Empower***

The University of Arkansas provides the opportunity to experience meaningful work, achieve independence and self-sufficiency, to find a place of belonging. Students step beyond what they believed possible; faculty flourish in a collaborative and creative environment; everybody is afforded the chance to make a difference.

#### ***Lead***

The University of Arkansas leads the way in preparing our students for their futures, and leads the way in research, innovation and creativity for the state. It also leads the nation in knowledge creation across several academic disciplines, putting us on the leading edge of research in nanotechnology, education reform, and several other fields.

#### ***Impact***

Our graduates impact the state and world through politics, service, research and business. Our researchers impact hundreds of fields and disciplines. The University of Arkansas leaves its mark across the nation and globe as a force for intellectual inquiry, compassion and critical problem-solving. The university of J. William Fulbright can do no less.

## ***Extended Brand Identity***

The following fifteen principles round out the articulation of who we are and what we continue to strive toward. These principles should serve as key points in message creation and brand support across campus.

The University of Arkansas:

1. is a good steward of its financial resources and sets a high bar for cost containment.
2. needs, deserves and is capable of attracting significant levels of private gift support.
3. needs and deserves increased levels of public support, particularly that for research expenditures.
4. is a place where research leads to problem-solving.
5. has a robust array of expertise and is the go-to resource for growth in the state of Arkansas.
6. is a nationally competitive, student-centered research institution.
7. is the school of choice for many Arkansans as well as a draw to students from out of state. We're academically rigorous school, where you can have fun learning.
8. is an affordable choice, and doesn't sacrifice quality for quantity.
9. is a leader in sustainability.
10. is accountable and transparent. Its leaders are forthright, capable, and have the institution's best interests at heart.
11. is a welcoming place for all – and reaches out to all groups.
12. has raised its graduation rates, but still has work to do.
13. cares about the arts and the beauty of its campus.
14. is collaborative and collegial to business, industry and education.
15. is a partner to the state in increasing the number of degree holders in our state.

## **Tone**

The words used by the University of Arkansas should help to establish its general tone.  
Our messaging and branding should always be:

Credible

Authoritative without arrogance

Accessible

Smart and thoughtful

Uplifting

Clear and cogent

## **Brand Standards**

Brand standards are the way we consistently present the University of Arkansas brand in our communications, and consistency is critical to building and maintaining the brand that has been created over decades of time and thousands of students.

We should be as creative as possible while staying true to the things that make up our University of Arkansas brand. Only by working together and promoting a unified look and feel can we continue to influence how people perceive our university.

## ***Nomenclature***

The official name of this institution is “University of Arkansas.” When a geographic designation is needed, it may be referred to as the “University of Arkansas, Fayetteville.” The Fayetteville identifier should be used sparingly, usually only to remove any ambiguity when the University of Arkansas name and the names of other campuses in the University of Arkansas System are used in the same document.

For more specific editorial guidelines, consult the Editorial Style and Usage Guide at <http://styleguides.uark.edu>.

## ***Minimum design standards for print***

- The University of Arkansas should be clearly identified on the front cover or front panel of each piece with an official University of Arkansas mark as identified in this manual.
- University of Arkansas logos and marks can vary in size, but cannot be altered or modified and no conflicting logos should be used.
- The minimum recommended size for the standard logo is 1” in height. The minimum recommended size for the horizontal logo treatment is 1/2” in height.
- Only official, approved colors (Pantone 201, black and white) may be used in the University of Arkansas symbols.
- The university seal should only be used on official or ceremonial documents, and only in a single color. It should not be used in marketing or promotional publications.
- An URL to an official university website should be listed on the front or back of all pieces.
- Appropriate printing procedures must be followed. See “Official Policy: Permission to Print Publications for External Use” on <http://logo.uark.edu> for more information.



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## ***Primary Logo***

The University of Arkansas primary logo is made up of two elements: the words “University of Arkansas” and the shield graphic element. These two elements work together to create the primary graphic identity element of the University of Arkansas.

The seal and the Razorback spirit symbol are the two other identity elements most commonly used by the university. Razorback Athletics has clear branding guidelines for the University of Arkansas spirit marks available on its website.

All of these elements are trademarks and as such, property of the University of Arkansas, and may only be used by authorized units of the university or through approval for external use.

Authorized units of the university are departments, administrative units, academic and research centers, and other official parts of the university. Students and student groups are not allowed to use these elements without special permission from the office of university relations.

The seal is intended for official documents such as diplomas, certificates and the like.

The Razorback is the spirit symbol of the university and is not to be used for academic or general promotional purposes.





## ***Wordmark***

The wordmark is a treatment of the official name of the university in the Trajan Pro typeface. This typeface was chosen because it closely resembles the letters historically used to stamp the names of graduates into Senior Walk. This face actually comes from the lapidary capitals on the base of Trajan's column in the forum of Trajan in Rome, and dates from 113 A.D.

At minimum, it should appear no smaller than one quarter of an inch in height on a standard brochure, and proportionally larger on bigger publications. It should be combined with the university symbol to constitute the official logo, except in situations that prevent the shield element from reproducing satisfactorily.

The wordmark must appear in all black or all white (for reverses on a dark background) and should be surrounded by the appropriate amount of clear area to set it apart, particularly on busy backgrounds. In special circumstances, if a piece is printed in colors that do not allow for black or white, an alternate color may be used.

Minion Pro  
Adobe Garamond Pro  
Myriad Pro  
Helvetica

## ***Typography***

Minion Pro and Adobe Garamond Pro are the official recommended serif fonts to be used in official print publications, while Myriad Pro and Helvetica are the official recommended sans serif fonts.



PANTONE® 201

## ***Official Colors***

The official colors of the University of Arkansas are cardinal and white. The Pantone® Matching System (PMS) number for cardinal red is 201. Publications should be predominantly themed in this shade of red in order to clearly indicate that the piece is part of the University of Arkansas family of publications. Cardinal red connects alumni in particular to the campus and while other colors may be pretty, they may inadvertently create the impression they are associated with other institutions.

The only two-color combination allowed for the University of Arkansas logo is black and PMS 201. When producing four-color publications, the CMYK values shown below produce an acceptable match for PMS 201.

|                |                     |                       |
|----------------|---------------------|-----------------------|
| Cyan = 7%      | The RGB values are: | The hexadecimal (Web) |
| Magenta = 100% | Red = 157           | value is:             |
| Yellow = 68%   | Green = 34          | #9D2235               |
| Black = 32%    | Blue = 53           |                       |

## ***Official Logos***

Official University of Arkansas schools, colleges, and major administrative divisions are provided with specific logo treatments. In most cases, the University of Arkansas logo is the preferred logo treatment, due to it encompassing the entire campus and representing all departments and units. The purpose and use of the logo should help drive the decision of which treatment should be used.

In some cases, particularly with small specialty items such as pens or pencils, the shield/wordmark combination may be too large to imprint legibly. In those cases, the wordmark alone is sufficient for branding purposes.

## ***Clear Area***

Note that a clear area equal to the height of the word “ARKANSAS” should exist around the logo when co-branding or using the symbol alongside other words or images, except in the case of approved college, departmental, and unit symbols as shown on the next page.

## ***Independent Logos***

Independent logos or symbols for university-supported units, centers, departments, colleges or schools are not approved for publication or merchandise use. University of Arkansas entities must use the official University of Arkansas logo symbols.

## **Unit Logos**

Colleges and units are provided a great deal of flexibility when choosing to link their information with the University of Arkansas logo. Below are examples of the approved ways a department may choose to show their affiliation. University Relations can provide master files to anyone requiring these approved logo lockups.



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**Dale Bumpers College of**  
**Agricultural, Food & Life Sciences**  
*Agricultural Education,  
Communications & Technology*



UNIVERSITY OF  
**ARKANSAS**

**College of Engineering**  
*Electrical Engineering*



UNIVERSITY OF  
**ARKANSAS**

**Fay Jones**  
**School of Architecture**  
*Architecture*



UNIVERSITY OF  
**ARKANSAS**

**J. William Fulbright College of Arts & Sciences**  
*Anthropology*



UNIVERSITY OF  
**ARKANSAS**

**J. William Fulbright**  
**College of Arts & Sciences**  
*Anthropology*



UNIVERSITY OF  
**ARKANSAS**

**College of Education**  
**& Health Professions**  
*Eleanor Mann School of Nursing*



## ***The Seal***

The official seal of the University of Arkansas was designed by Zelma Rothrock in 1923 and adopted by the Board of Trustees that same year.

While no record can be found providing a translation of what Mrs. Rothrock meant by “Veritate Duce Progredi,” David Fredrick, associate professor of classical studies, has provided this translation: “To Advance with Truth as (Our) Guide.”

The central design element of the seal is the east entrance to Old Main. Although the seal has represented the Fayetteville campus since 1923, it is also used by the Board of Trustees and the president of the University of Arkansas System.

Note that coloring of elements of the seal graphic is strongly discouraged.

The seal should be used primarily on certificates, legal documents, diplomas, transcripts, and items of an equally official nature, although use on publications and Web pages is allowed in certain instances. Approval for use of the University of Arkansas seal on communication materials should be requested by contacting the office of university relations at 479-575-5555.



## ***The Razorback***

The Razorback is the official spirit symbol of the University of Arkansas athletic programs. It is not to be used for academic or general promotional purposes without express permission of the office of university relations and the department of athletics. Contact trademark licensing at 479-575-3517 or email [licenses@uark.edu](mailto:licenses@uark.edu) for instructions on the proper use of this symbol.



## **REFERENCES**

**Logo specifics, editorial guidelines and web guidelines:**

<http://logo.uark.edu>

**Trademark licensing:**

<http://arkansasrazorbacks.com/page/licensing>

**Office of Procurement:**

<http://procurement.uark.edu>

**University Relations**

<http://universityrelations.uark.edu>

479-575-5555



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