

UNIVERSITY OF ARKANSAS AT PINE BLUFF

Graphic Identity Guidelines

November 2014

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Only the approved marks represented in this book can be used or reproduced on any material associated with the University of Arkansas at Pine Bluff, its name or symbolic representations thereof.

Please note the following list of inappropriate uses of UAPB identity elements:

1. **Do not** change the proportion of the O'Bryant Bell Tower logo. Always scale it proportionally.
2. **Do not** change the colors of the O'Bryant Bell Tower logo.
3. **Never** alter the wordmark or any visual elements, and do not change the font of the wordmark or accompanying names of colleges or divisions.
4. **Never** overprint something on top of the O'Bryant Bell Tower logo, and do not use it as a background pattern.
5. **Never** place the O'Bryant Bell Tower logo or wordmark at an angle.
6. **Do not** duplicate an approved treatment by substituting a departmental, office or center name.
7. **Do not** use the legacy seal with the O'Bryant Bell Tower logo.
8. **Do not** use the one-color gold O'Bryant Bell Tower logo on a white background.
9. **Do not** use the O'Bryant Bell Tower logo graphic without the wordmark in any printed used. This is reserved in digital uses.

The minimum recommended size for the O'Bryant Bell Tower logo is 1.24" in height. The minimum recommended size for the horizontal and vertical logo treatment is 0.75" in height.

Please see **Tisha Arnold**, Project Specialist, Public Information at **(870) 575-8946** or **communications@uapb.edu** if you have any questions on appropriate identity element usage.

Thank you for protecting the UAPB brand.

UNIVERSITY IDENTITY BASICS

The University of Arkansas at Pine Bluff (UAPB) practices a model of brand architecture that features the university's O'Bryant Bell Tower logo as the primary identifier in all communications.

This "branded house" approach ensures that the same message of excellence that distinguishes UAPB and its many arms from other institutions of higher learning, is represented consistently through each mode of communication.

The standardized and proper use of the university's O'Bryant Bell Tower logo and other symbolic representations play a significant role in making our university great. To reinforce the university O'Bryant Bell Tower logo – and thereby the university itself – as our foundation, our identity system prohibits the use of any additional pictorial representations, marks or artwork in conjunction with the university O'Bryant Bell Tower logo or any supplemental signature.

This manual provides you with general guidelines in the use of the university's various graphic representations. These guidelines should be adhered to in the production of any communication pieces representing UAPB and its many entities.

Please contact Tisha Arnold, Project Specialist, Public Information, at (870) 575-8946, or communications@uapb.edu, if you have questions about the branding guidelines presented in this manual.

CONSIDERATIONS WHEN PLANNING YOUR PUBLICATION

Consider the following in planning your publication:

- Quantity
- Distribution
- Target audience
- Desired response

Also, think about:

- Avoiding overproduction.
- Adhering to a consistent design standard instead of producing publications with dramatically different looks.
- Ensuring that your publications clearly show that they are part of the University of Arkansas at Pine Bluff family of publications.
- Following the minimum design standards in this manual.
- Following the printing procedures established by Printing Services.

TRADEMARK AND LICENSING

The standards outlined here represent procedures for the use of official symbols on promotional and printed material. Approval of marks and logos for merchandise or retail sale must be obtained through the Office of Communications.

REFERENCING THE UNIVERSITY

The official name of our institution is the "University of Arkansas at Pine Bluff™."

- Do not use "The" as part of the name of the institution.
- On second reference, use of "the university" or "UAPB™" is preferred.
- The use of the name "University of Arkansas at Pine Bluff™" and symbols for commercial purposes is restricted. The trademark licensing office, as part of a licensing agreement with Collegiate Licensing Company, coordinates requests for commercial use of the university's name and symbols.

Other trademarked verbiage includes:

- Golden Lions™
- University of Arkansas Pine Bluff Golden Lions™
- UAPB Golden Lions™
- Arkansas Classic™

Although “Arkansas Pine Bluff™” is also a trademarked reference, it is being retired as an actively used description for our university. Please use one of the aforementioned references in your documents.

MINIMUM DESIGN STANDARDS FOR PRINTED PUBLICATIONS

- Independent logos or symbols for university-supported units, centers, departments, colleges or schools are not approved for publication or merchandise use. Entities of UAPB must use the official O’Bryant Bell Tower logo and other university approved graphic symbols.
- Approved secondary identity elements may be used as supporting art, but they should always be clearly separated from our official marks.
- The University of Arkansas at Pine Bluff should be clearly identified on the front cover or front panel of each piece with an official University of Arkansas at Pine Bluff mark as identified in these standards.
- University of Arkansas at Pine Bluff logos and marks can vary in size (although minimum sizes have been established for print publication), but cannot be altered, modified or overprinted, and no conflicting logos should be used.
- The minimum recommended size for the O’Bryant Bell Tower logo is 1” in height. The minimum recommended size for the horizontal logo treatment is 1/2” in height.
- Only official, approved colors may be used with the University of Arkansas at Pine Bluff symbols. See approved “Secondary Colors,” page 18.
- The university legacy seal should only be used on official or ceremonial documents, and only in all-black version. It should not be used in marketing or promotional publications.

- A link to an official university website should be listed on the front or back of all pieces.
- It is encouraged that the designing department and month/year of publication appear on the back, preferably in small print.
- Appropriate printing procedures must be followed.

IDENTITY ELEMENTS

UAPB has four basic identity elements: the seal, the Golden Lion, the wordmark and the logo. These elements are trademarks and as such, are property of the University of Arkansas at Pine Bluff and may only be used by authorized units of the university or through approval for external use.

These elements are for authorized units of the university, including 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 Communications.

- The **seal** is intended for official documents (diplomas, certificates and the like) and is limited to the chancellor's office, the board of trustees, and official university awards and recognition.
- The **Golden Lion** is the spirit symbol of the university, and is not to be used for academic or general promotional purposes. Use of the athletic marks is limited to sports teams, athletics marketing communications, and trademarked merchandise.
- The **wordmark** consists of the university's initialism "UAPB" and an adjusted letterform version of the name "University of Arkansas at Pine Bluff" combined with the baseline (that includes the established date), which anchors and protects the integrity of the wordmark.
- The **UAPB logo** is made up of two parts: the wordmark and the W.E. O'Bryant Bell Tower graphic.

GRAPHIC AND VISUAL IDENTITY

By adhering to a standardized use of our visual elements, we reinforce the image of UAPB as a cohesive, powerful entity and amplify the impact of our visual communications. The guidelines below direct the use of the four elements of the UAPB identity. All elements should appear with a registration mark (® or ™) to indicate that they are legally protected properties of UAPB. These registration marks are present on all visual elements received from the Office of Public Information.

1



1. The Official University Seal (Legacy Seal)

The central design element of the seal is the O'Bryant Bell Tower, built in 1947. It is a registered trademark, and as stated in the previous section, "Identity Elements," is intended for official documents (diplomas, certificates, awards and recognition) and is limited to the president's office, the board of trustees, and official university awards and recognition.

The Legacy Seal symbolizes the formal authority vested in the university. It will no longer be used in conjunction with the university's initialism or the wordmark.

Use of the Legacy Seal is **not** permitted on products for resale. Alterations to the seal are not permitted. This restriction includes the overlaying or intersecting of other graphics with the seal.

The seal is not available for download, and special permission must be obtained for official use.

2



2. The Golden Lion

The Golden Lion represents the spirit of UAPB, and is not to be used for academic or general promotional purposes. The use of the athletics logo is limited to sports teams, athletics marketing communications, and trademarked merchandise. The Office of Trademark Licensing must grant prior written approval for all uses of the Golden Lion.

Do not integrate the Golden Lion with unapproved symbols or marks or use it to replace a letter or part of one. Designs/logos that utilize the shape or outline of the lion or superimpose other words or elements on top of this figure are not acceptable.

The athletics logo is not available for download. It must be obtained from the Office of Communications. Please note, the new mark is a right-facing lion as opposed to the one which faced left. The left-facing lion has been retired as a spirit symbol.

3

UNIVERSITY
of ARKANSAS
AT PINE BLUFF
————— 1873 —————™

4



3. The wordmark and its typography

The new wordmark pictured to the left is a treatment of the official name of the university (University of Arkansas at Pine Bluff) in the Minion Pro Regular typeface, and the university's initialism in Minion Pro Bold.

While the official wordmark uses Minion Pro Regular, is not necessary or recommended to use that typeface for supporting type and body copy. In most cases, it is preferable to use contrasting styles.

Minion Pro is a good choice (though not required) for supporting type on signs, banners, posters and similar items. This typeface is required on university business cards and stationery items.

The university wordmark should always appear with the O'Bryant Bell Tower graphic to form the university logo, unless special permission has been given by the Office of Communications. It should be used for promotional and academic materials, college or school publications, and other non-athletic materials.

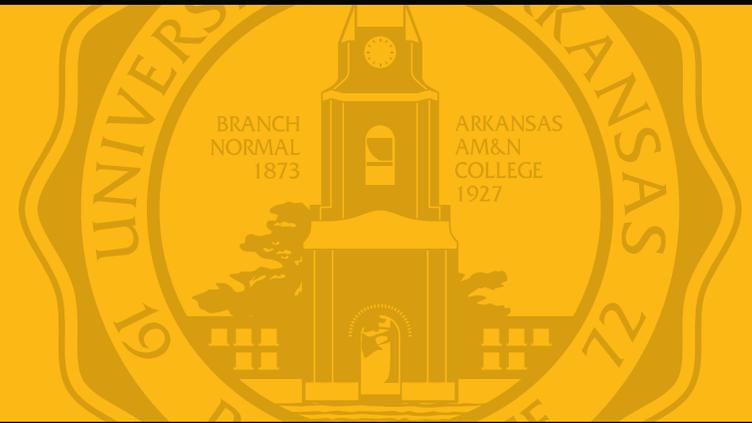
4. The O'Bryant Bell Logo

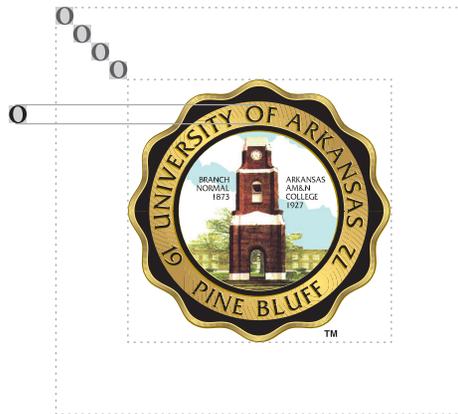
The university logo pictured to the left anchors the entire visual identity system. It is used on all communications, and its effectiveness relies on consistent presentation. Official electronic artwork should always be used, and the spacing and positioning of the logo elements should not be recreated or altered for any reason.

The iconic W.E. O'Bryant Bell Tower accompanies the wordmark and the university's initialism to create the university logo. The O'Bryant Bell Tower graphic must never appear separately from the wordmark. The use of the Bell Tower without the wordmark use is permitted only for Social or Digital Media.

The O'Bryant Bell Tower graphic may not be combined with other type or graphics to create a design which violates the standards in this guide.

LEGACY SEAL CONFIGURATIONS





LEGACY SEAL CLEAR SPACE

There are three approved configurations of the seal—a full-color version, an all-black version and an all-golden version pictured to the left. The clear space area is defined as four times the height of the 'O' in 'OF'.

LEGACY SEAL MINIMUM SIZE

Print minimum: 1 inch high
 Digital minimum: 72 pixels high
 Digital preferred: 85 pixels high

LEGACY SEAL COLOR VARIATIONS

The seal should primarily appear in full-color, an all-black (Pantone Black) and all gold (Pantone 130 C) version are available, but only used with special permission. The full-color version of the seal is permitted for use primarily by the Office of the Chancellor.

Written requests for use of the seal should be sent to the Office of Communications. Your request should answer the following questions:

- Who is requesting use of the seal?
- What is the purpose of the use of the seal?
- When will the seal be used?
- Why is the seal being requested for a use outside officially approved uses?
- Where will the seal be used?
- Any other information that would be helpful for the approval process



Full Color



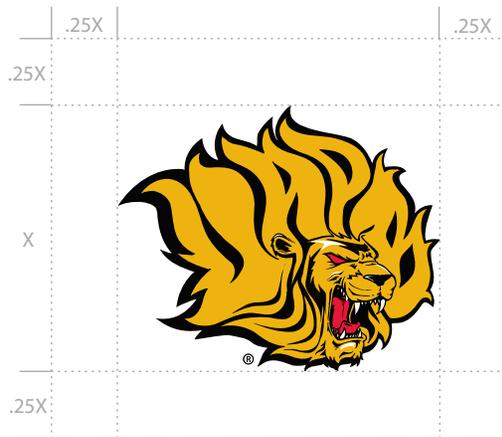
1 color (black)



1 color (gold)

GOLDEN LION CONFIGURATIONS





.75 inch (print minimum)
55 pixels (digital minimum)



GOLDEN LION CLEAR SPACE

Use of the Golden Lion should be used only by sports teams, athletics marketing communications, and trademarked merchandise.

Caricatures of the Golden Lion are not permitted. Cross licensing of other products with the Golden Lion are reviewed on a case-by-case basis.

The protected area or clear space around the logo ensures that no other graphic elements interfere with its clarity and integrity. The depth of the clear space is equivalent to one-fourth (.25) of the height of the 'X'.

'X' = Height of the Golden Lion right-facing head.

In print and digital uses, any configuration of the Golden Lion must have its clear space.

The following are unacceptable uses of the Primary Mark in merchandising:

- **Do not** incorporate the Golden Lion into other logos.
- **Do not** superimpose other elements over the Golden Lion.
- **Do not** integrate the Golden Lion with unapproved designs, words or marks.
- **Do not** distort the Golden Lion in any way.
- **Do not** alter colors within marks.
- **Do not use any version of the Golden Lion that is not right-facing.**

GOLDEN LION MINIMUM SIZE

Print minimum: 0.75 inch high

Digital minimum: 55 pixels high

Digital preferred: 80 pixels high

GOLDEN LION COLOR VALUES

The Golden Lion color values follows:

Pantone Black
Pantone 124 C (Yellow)
Pantone 186 C (Red)
White



Pantone **Black**
C 0 M 0 Y 0 K 100
R 0 G 0 B 0
HTML #000000

Pantone **124 C**
C 0 M 27 Y 100 K 6
R 238 G 179 B 16
HTML #EEB310

Pantone **186 C**
C 0 M 100 Y 81 K 4
R 217 G 24 B 55
HTML #E31837

White
C 0 M 0 Y 0 K 0
R 255 G 255 B 255
HTML #FFFFFF

THE O'BRYANT BELL TOWER LOGO CONFIGURATIONS





CLEAR SPACE

There are three approved configurations of the logo, of which O'Bryant Bell Tower logo (1) is the preferred. The vertical and horizontal versions are distinct versions with special use circumstances as defined below. The logos must not be recreated or altered in any way.

1. O'Bryant Bell Tower logo (preferred)

2. Horizontal logo (second choice)

The horizontal configuration may be used in circumstances where it is impractical to use the preferred O'Bryant Bell Tower logo version.

3. Vertical logo (limited use)

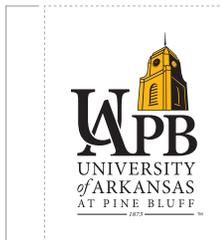
In cases where the logo isn't feasible, the wordmark may be used without the initialism, but must be accompanied by the Bell Tower. It can be used in horizontal or vertical configuration as shown.

"Clear space" is the protected area around the logo that maximizes its impact. This protected area is defined as twice the height of the 'U' in 'UNIVERSITY'. This space must be kept free of all other graphics and text, including other logos. It is also the minimum distance the logo can be from the edges of an electronic document or printed piece.

To preserve the university logo's prominence, no additional pictorial images, marks or artwork may be used in conjunction with it. Approved secondary identity elements may be used as supporting art, but they should always be clearly separated from the logo.

1.

1.25 inch (print minimum)
90 pixels (digital minimum)



2.

0.75 inches (print minimum)
55 pixels (digital minimum)



3.

.75 inches (print minimum)
55 pixels (digital minimum)



Pantone **Black**
C 0 M 0 Y 0 K 100
R 0 G 0 B 0
HTML #000000



Pantone **130 C**
C 0 M 30 Y 100 K 0
R 253 G 185 B 19
HTML #FDB913

LOGO MINIMUM SIZE

1. O'Bryant Bell Tower logo

Print minimum: 1.25 inch high
Digital minimum: 90 pixels high
Digital preferred: 100 pixels high

2. Horizontal logo

Print minimum: .75 inch high
Digital minimum: 55 pixels high
Digital preferred: 70 pixels high

3. Vertical logo

Print minimum: .75 inch high
Digital minimum: 55 pixels high
Digital preferred: 70 pixels high

In print and digital uses, any configuration of the logo must have its clear space.

PRIMARY COLORS

The official colors of UAPB are black and gold. Because of the requirements for printing and the need to be as specific as possible when matching colors, the Pantone® Matching System (PMS) number for the gold is Pantone 130 C.

The only two-color combination allowed for the O'Bryant Bell Tower logo is Pantone Black and Pantone 130 C for the gold.

SECONDARY COLORS

Pantone 130 C gold and black are the UAPB brand colors. All pieces produced by the university should use these two colors predominately. A broad palette of soft and vibrant colors has been developed to complement the institutional gold and black, but should be used as accent colors.



Pantone **425 C**
C 0 M 0 Y 0 K 77
R 95 G 96 B 98
 HTML #5F6062



Pantone **Cool Gray 7 C**
C 0 M 0 Y 0 K 37
R 173 G 175 B 178
 HTML #ADAFB2



White
C 0 M 0 Y 0 K 0
R 255 G 255 B 255
 HTML #FFFFFF



Pantone **139 C**
C 0 M 37 Y 100 K 23
R 200 G 138 B 18
 HTML #C88A12



Pantone **125 C**
C 0 M 26 Y 100 K 26
R 196 G 150 B 12
 HTML #C4960C



Pantone **7407 C**
C 0 M 22 Y 85 K 11
R 229 G 181 B 59
 HTML #E5B53B



Pantone **4515 C**
C 0 M 9 Y 50 K 24
R 203 G 182 B 119
 HTML #CBB677



Pantone **131 C**
C 0 M 32 Y 100 K 9
R 231 G 166 B 20
 HTML #E7A614



Pantone **129 C**
C 0 M 16 Y 77 K 0
R 255 G 212 B 87
 HTML #FFD457



Pantone **106 C**
C 0 M 2 Y 69 K 0
R 255 G 239 B 111
 HTML #FFEF6F



Pantone **293 C**
C 100 M 57 Y 0 K 2
R 0 G 103 B 177
 HTML #0067B1



Pantone **268 C**
C 82 M 100 Y 0 K 12
R 79 G 38 B 131
 HTML #4F2683



Pantone **186 C**
C 0 M 100 Y 81 K 4
R 227 G 24 B 55
 HTML #E31837



Pantone **174 C**
C 0 M 70 Y 100 K 36
R 168 G 77 B 16
 HTML #A84D10



Pantone **1585 C**
C 0 M 56 Y 90 K 0
R 246 G 138 B 51
 HTML #F68A33



Pantone **3298 C**
C 100 M 0 Y 57 K 42
R 0 G 113 B 97
 HTML #007161



Pantone **104 C**
C 0 M 3 Y 100 K 30
R 192 G 174 B 0
 HTML #C0AE00



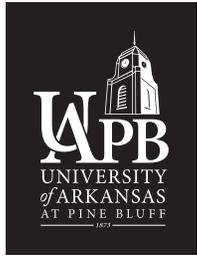
Pantone **4535 C**
C 0 M 4 Y 30 K 11
R 231 G 216 B 172
 HTML #E7D8AC



1



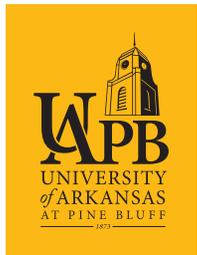
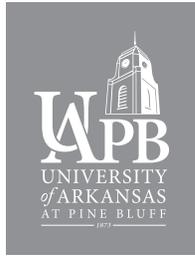
2



3



4



5



6

LOGO COLOR VARIATIONS

The preferred use of the O'Bryant Bell Tower logo is black and gold (1) on a white or light background. This version should be used whenever possible. When the preferred use is not feasible, the following variations (and only these variations) may be used:

1. Black and gold (preferred)

2. Black

For use when ink colors are restricted or the use of gold creates a design conflict. (However, remember to always incorporate a presence of gold in your design.)

There are two versions of the O'Bryant Bell Tower logo designed to maximize its impact when it appears on black, or some other dark background.

3. One-color full reverse with black (preferred) background and white text

4. One-color full reverse with gray (two options of gray using Pantone 425 C for dark gray and Pantone Cool Gray 9 C for light gray.)

5. One-color (black logo) with gold background. This option should not be used on a white background.

6. One-color reverse (gold logo) with black background. This option should be used on black or dark backgrounds.

**WORDMARK
CONFIGURATIONS**

UNIVERSITY
of ARKANSAS
AT PINE BLUFF

1



2



0.45 inches (print minimum)
32 pixels (digital minimum)



0.32 inches (print minimum)
22 pixels (digital minimum)

CLEARSPACE

The wordmark may be used in a stacked or horizontal configuration as shown.

1. **Stacked wordmark** (preferred)
2. **Horizontal wordmark** (second choice)

Like the O'Bryant Bell Tower logo, the wordmark deserves a protected clear space, indicated here. This space is defined by the height of the "U" in "UNIVERSITY."

COLOR VARIATIONS

Preferred use of the wordmark is black on white, but the same color variations allowed for the O'Bryant Bell Tower logo may be used for the wordmark.

SIZE REQUIREMENTS

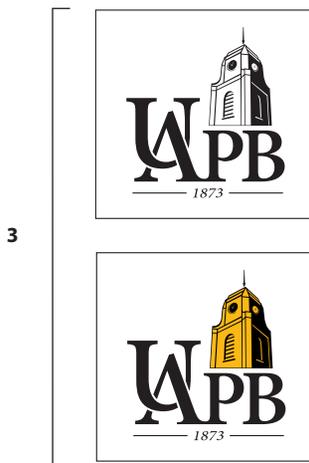
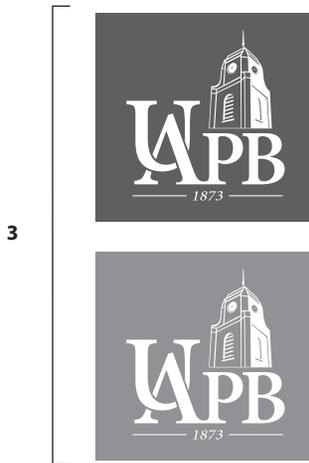
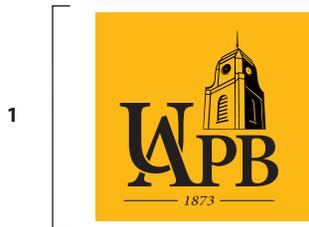
In print, the wordmark should not appear smaller than 0.45 inches tall in the stacked configuration and 0.32 inches tall in the horizontal configuration. The minimum size of the stacked wordmark on screen is 32 pixels tall, 50 pixels tall preferred. The minimum size for the digital horizontal wordmark is 22 pixels tall, 30 pixels preferred.

In print and digital uses, any configuration of the wordmark must have its clear space.

Electronic Wordmarks are available through the Office of Communications.

**THE O'BRYANT BELL TOWER
LOGO FOR SOCIAL AND
DIGITAL MEDIA**





CONFIGURATIONS

The 5 variations to the left are variations of the O'Bryant Bell Tower Logo that are to be used strictly in Social/Digital Media applications. These variations include the bell tower, the university initialism and the baseline. These variations represent the only acceptable forms of the logo that do not include the university's wordmark.

1. Variation that is one-color (black logo) with gold background.
2. The variations with one-color reverse with black (preferred) or gray background and white text should be used on light backgrounds only.
3. The variations with two-color options (white background with black or gold towers) should be used on dark backgrounds only.

CLEARSPACE

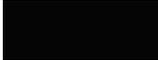
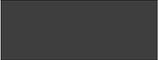
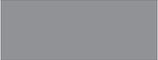
The digital version requires a protected area of one square-inch clearance in all directions around the logo.

MINIMUM SIZE

The minimum size for digital variations of the logo is 72 pixels.

COLOR VARIATIONS

The following are colors for the Social/Digital Media Logos:

				
Black R 0 G 0 B 0 HTML #000000	Gold R 253 G 185 B 19 HTML #FDB913	White R 255 G 255 B 255 HTML #FFFFFF	Gray 1 R 65 G 64 B 66 HTML #414042	Gray 2 R 88 G 89 B 91 HTML #58595B

TYPOGRAPHY

Bold Italic
Bold *Italic*
Minion Pro

MINION PRO - OUR SERIF TYPEFACE

MINION PRO REGULAR

Golden Lions

MINION PRO MEDIUM

Golden Lions

MINION PRO ITALIC

Golden Lions

MINION PRO MEDIUM ITALIC

Golden Lions

MINION PRO BOLD

Golden Lions

MINION PRO BOLD ITALIC

Golden Lions

Consistent use of typography is a simple way to align our visual identity. Fonts set a cadence for how communication is read and can do a lot to alleviate denseness on the most text-heavy pages.

Based on their clean lines, usability and compatibility with the O'Bryant Bell Tower logo, Minion Pro and Univers have been chosen as our official university fonts.

Arial is the preferred desktop font for business documents, email, PowerPoint presentations and other office needs.

When a serif font is absolutely necessary, Times New Roman should be used, but Arial remains the preferred default typeface.

UNIVERS - OUR SANS-SERIF TYPEFACE (for best use with Section Headings)

UNIVERS LIGHT

Golden Lions

UNIVERS

Golden Lions

UNIVERS BOLD

Golden Lions

UNIVERS BLACK

Golden Lions

UNIVERS LIGHT ITALIC

Golden Lions

ITALIC

Golden Lions

UNIVERS BOLD ITALIC

Golden Lions

UNIVERS BLACK ITALIC

Golden Lions

ARIAL - OUR DEFAULT TYPEFACE (for best use in Body Copy)

ARIAL

Golden Lions

ARIAL ITALIC

Golden Lions

ARIAL BOLD

Golden Lions

ARIAL BOLD ITALIC

Golden Lions

USING THE LOGO WITH ENDORSED BRANDS AND GRANT-FUNDED ENTITIES



O'Bryant Bell Tower logo (preferred)

Horizontal version



Division of Research, Innovation and Economic Development
Science, Technology, Engineering and Mathematics (STEM) Scholars Academy



Division of Research, Innovation, and Economic Development
Science, Technology, Engineering and Mathematics (STEM) Scholars Academy

UAPB is proud of the unique programs and divisions that have become effective arms in advocating for causes that impact minority communities. These divisions often have their own brand identities and for this reason, the following divisions have specific co-branding guidelines:

- The Minority Initiative Sub-Recipient Grant Office (MISRGO) at the University of Arkansas at Pine Bluff™
- Economic Research and Development Center (ERDC) at the University of Arkansas at Pine Bluff -A division of the School of Business and Management
- Minority Research Center on Tobacco and Addictions (MRC)
- UAPB STEM Scholars Academy
- GET-SET (Generating Enhanced Teaching through Science Education and Technology Project)

The Minority Initiative Sub-Recipient Grant Office (MISRGO) at the University of Arkansas at Pine Bluff™

The MISRGO program is unique among UAPB programs in that it has its own established brand identity—including a brand logo.

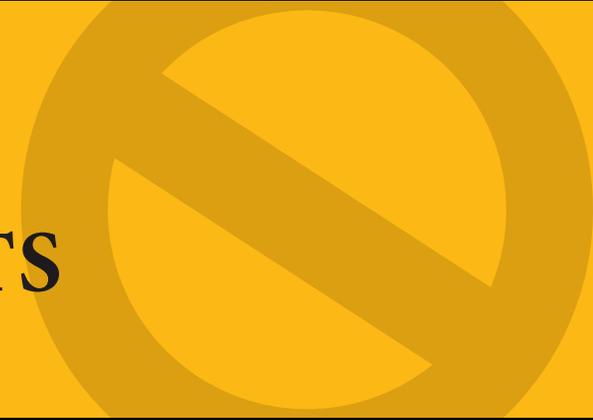
With the exception of the MISRGO program, independent logos or symbols for university-supported units, centers, departments, colleges or schools are not approved for publication or merchandise use. UAPB entities must use the official UAPB identity marks.

However, when developing material for MISRGO, the program logo featured on the left should be used alone, and should have preferred position in the top left or top center of the material (printed or digital) as it includes the official university name (University of Arkansas at Pine Bluff).

The remaining listed programs should use the approved version of either the preferred O'Bryant Bell Tower Logo or the Horizontal UAPB logo (see page 15), that features the university wordmark, with the program name placed underneath the founding date and baseline. Clear space requirements, minimum logo sizes and approved color variations (pages 16-18) still apply to these versions.

Any other endorsed brands or entities not listed above, logo usage must be approved by the Chancellor or his designee.

INAPPROPRIATE USES OF UAPB IDENTITY ELEMENTS





1



2



3



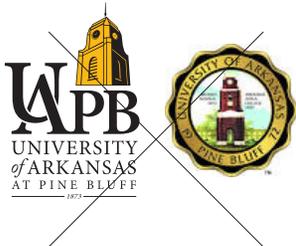
4



5



6



7



8



9



10

The following are examples of inappropriate uses of UAPB's identity elements. When there is a question, please contact Tisha Arnold, Project Specialist, Public Information at (870) 575-8946, or at arnoldtd@uapb.edu.

1. **Do not** change the proportion of the O'Bryant Bell Tower logo. Always scale it proportionally.
2. **Do not** change the colors of the O'Bryant Bell Tower logo.
3. **Never** alter the wordmark or any visual elements, and do not change the font of the wordmark or accompanying names of colleges or divisions.
4. **Never** overprint something on top of the O'Bryant Bell Tower logo, and do not use it as a background pattern.
5. **Never** place the O'Bryant Bell Tower logo or wordmark at an angle.
6. **Do not** duplicate an approved treatment by substituting a departmental, office or center name.
7. **Do not** use the legacy seal with the O'Bryant Bell Tower logo.
8. **Do not** use the one-color gold O'Bryant Bell Tower logo with the background on white.
9. **Do not** use the O'Bryant Bell Tower logo graphic without the wordmark in any printed used. This is reserved in digital uses.
10. **Do not** apply any kind of outer glow on the logo. A one color version should be used instead in the approved colors (black, gold or white).

The minimum recommended size for the O'Bryant Bell Tower logo is 1.24" in height. The minimum recommended size for the horizontal and vertical logo treatment is 0.75" in height.

BASIC STATIONERY



The example on this page illustrates how the O'Bryant Bell Tower logo will incorporate the various departments, colleges and centers that fall under the parent brand of UAPB. Both the O'Bryant Bell Tower logo and horizontal versions are featured. Minimum size requirements still apply to these uses.

The font Univers Regular is used for body copy on the letterhead and business card.

The diagram illustrates the following applications of the logo:

- Letterhead:** Features the O'Bryant Bell Tower logo and the text "UNIVERSITY of ARKANSAS AT PINE BLUFF" with the year "1873" below it. A horizontal line is followed by the text "DEPARTMENT OR UNIT NAME".
- Business Card (Left):** Features a large "UAPB" logo with the tower icon integrated into the "A". Text includes: "John W. Doe, Ph.D", "Assistant Professor", "School of Agriculture, Fisheries and Human Sciences", "1200 North University Drive, Mail Slot 1234", "Pine Bluff, Arkansas 71601", "Office: (123) 456-7890", "Cell: (123) 456-7890", "Fax: (123) 456-7890", and "Email: jdoe@uapb.edu".
- Business Card (Right):** Features the tower icon and text: "UNIVERSITY of ARKANSAS AT PINE BLUFF" with "1873" below it, "John W. Doe, Ph.D", "Assistant Professor", "School of Agriculture, Fisheries and Human Sciences", "1200 North University Drive, Mail Slot 1234 • Pine Bluff, Arkansas 71601", "Office: (123) 456-7890", "Cell: (123) 456-7890", "Fax: (123) 456-7890", and "Email: jdoe@uapb.edu".
- Office of the Chancellor Letterhead:** Features the tower icon and text: "UNIVERSITY of ARKANSAS AT PINE BLUFF" with "1873" below it, "Office of the Chancellor", "1200 North University Drive", "Mail Slot 4982", and "Pine Bluff, Arkansas 71601".
- Bottom Left Text:** "1200 N. University Drive, Mail Slot 1234 • Pine Bluff, AR 71601", "Office: (870) 575-1234 • Fax: (870) 575-5678 • Email: (if applicable)", "www.uapb.edu", and "UAPB is an Equal Opportunity/Affirmative Action Institution".

BRAND MARKS MATRIX

UNIVERSITY OF ARKANSAS AT PINE BLUFF / Institutional Marks

See the **University of Arkansas at Pine Bluff Graphic Identity Guidelines (2014)** for details on additional configurations and detailed instructions on the use of university approved identity marks.

PRIMARY IDENTITY MARKS				SECONDARY IDENTITY MARKS																																																	
																																																					
				LEGACY SEAL			SOCIAL MEDIA / DIGITAL APPLICATIONS																																														
																																																					
FOR USE IN OFFICIAL DOCUMENTS ONLY																																																					
UAPB PROGRAM AND DIVISION MARKS																																																					
																																																					
																																																					
																																																					
VERBIAGE					GENERAL INFORMATION																																																
University of Arkansas at Pine Bluff™		University of Arkansas Pine Bluff Golden Lions™			Location: Pine Bluff, AR		Established Date: 1972 (Branch Normal 1873)																																														
UAPB™		UAPB Golden Lions™			Mascot: Golden Lions		Conference: Southwestern Athletic Conference																																														
Arkansas-Pine Bluff™		Arkansas Classic™			Mascot Nickname: N/A																																																
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You must use the approved university colors or the PANTONE® colors listed on this page. The colors on this page are not intended to match the PANTONE color standards. For PANTONE color standards, refer to the current editions of the PANTONE color publications. *PANTONE® is a registered trademark of PANTONE, Inc.					<table border="1"> <thead> <tr> <th></th> <th>YES</th> <th>NO</th> <th>RESTRICTIONS</th> </tr> </thead> <tbody> <tr> <td>• University seal permitted on products for resale:</td> <td><input checked="" type="checkbox"/></td> <td><input type="checkbox"/></td> <td>_____</td> </tr> <tr> <td>• Alterations to seal permitted:</td> <td><input type="checkbox"/></td> <td><input checked="" type="checkbox"/></td> <td>_____</td> </tr> <tr> <td>• Overlaying / intersecting graphics permitted with seal:</td> <td><input type="checkbox"/></td> <td><input checked="" type="checkbox"/></td> <td>_____</td> </tr> <tr> <td>• University licenses consumables:</td> <td><input checked="" type="checkbox"/></td> <td><input type="checkbox"/></td> <td>_____</td> </tr> <tr> <td>• University licenses health & beauty products:</td> <td><input checked="" type="checkbox"/></td> <td><input type="checkbox"/></td> <td>_____</td> </tr> <tr> <td>• University permits numbers on products for resale:</td> <td><input checked="" type="checkbox"/></td> <td><input type="checkbox"/></td> <td>_____</td> </tr> <tr> <td>• Mascot caricatures permitted:</td> <td><input type="checkbox"/></td> <td><input checked="" type="checkbox"/></td> <td>_____</td> </tr> <tr> <td>• Cross licensing with other marks permitted:</td> <td><input checked="" type="checkbox"/></td> <td><input type="checkbox"/></td> <td>_____</td> </tr> <tr> <td colspan="4">• NO USE of current player's name, image, or likeness is permitted on commercial products in violation of NCAA rules and regulations.</td> </tr> <tr> <td colspan="4">• NO REFERENCES to alcohol, drugs, or tobacco related products may be used in conjunction with university marks.</td> </tr> </tbody> </table>						YES	NO	RESTRICTIONS	• University seal permitted on products for resale:	<input checked="" type="checkbox"/>	<input type="checkbox"/>	_____	• Alterations to seal permitted:	<input type="checkbox"/>	<input checked="" type="checkbox"/>	_____	• Overlaying / intersecting graphics permitted with seal:	<input type="checkbox"/>	<input checked="" type="checkbox"/>	_____	• University licenses consumables:	<input checked="" type="checkbox"/>	<input type="checkbox"/>	_____	• University licenses health & beauty products:	<input checked="" type="checkbox"/>	<input type="checkbox"/>	_____	• University permits numbers on products for resale:	<input checked="" type="checkbox"/>	<input type="checkbox"/>	_____	• Mascot caricatures permitted:	<input type="checkbox"/>	<input checked="" type="checkbox"/>	_____	• Cross licensing with other marks permitted:	<input checked="" type="checkbox"/>	<input type="checkbox"/>	_____	• NO USE of current player's name, image, or likeness is permitted on commercial products in violation of NCAA rules and regulations.				• NO REFERENCES to alcohol, drugs, or tobacco related products may be used in conjunction with university marks.			
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SCHOOL COLORS	PANTONE COLORS	THREAD COLORS																																																			
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UAPB BLACK	PANTONE PROCESS BLACK	BLACK	BLACK	BLACK																																																	
WHITE	PANTONE WHITE	WHITE	WHITE	WHITE																																																	
UAPB YELLOW		UAPB BLACK																																																			



Art Direction: The Design Group
designgroupmarketing.com • 501.492.4900