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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 Athletic Brand Identity Marks:

1. Do not integrate the approved marks with unapproved symbols, other logos or any graphics or use it to replace a letter or part of one.
2. Do not place anything (other logos, type, etc.) over the logos.
3. Do not show logos with unapproved inverse/negative.
4. Do not rotate, spin, angle, or pivot the logos.
5. Do not skew, bevel, fold, stretch or otherwise alter the shape of the logos.
6. Do not use logos over backgrounds or photographs with distracting patterns or elements.
7. Do not put a drop shadow behind the logos.
8. Do not change or modify typefaces within marks.
9. Logos should not be used as an outline.
10. Do not use the logos as a part of another logo or graphic symbol.
11. Do not alter colors within marks.
12. Do not use any version of the Golden Lion that is not right-facing.

Any version of this symbol that is not a right-facing design, is not authorized; therefore, items using other versions do not represent officially licensed merchandise. Left-facing Lions can only be used in cases where a two sided Lion is needed, as on a football helmet or paired sides of apparel (pants or jerseys).

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

Thank you for protecting the UAPB athletic brand.
The Renewed Vision for Our Athletics Identity

Like many HBCUs, the University of Arkansas at Pine Bluff, has created a brand steeped in legacy. As inherent as legacy is to the university, we are mindful that as our brand grows, we must evolve with it. Our brand must remain connected to all of the important audiences who engage it—students and prospective students, faculty and staff, alumni, athletes and supporters of our great university.

With this reality in mind, we have refined our athletic marks to reflect the Golden Era into which UAPB has entered. Our brand marks embody the enduring legacy of the purpose for which the university was established, and the progressive nature with which we will continue to grow and inspire support for our brand. The new brand marks for our Athletics Department represent the achievement of a great balance between proudly preserving the past while emphatically embracing the future.

This guide will assist the university, as well as its partners and supporters, with appropriate uses of our updated brand marks. The University of Arkansas at Pine Bluff Athletic Brand Identity Guidelines will prove helpful in using our marks across a wide range of applications and media. These standards apply to approved athletics marks only. For more information on university approved marks, see the University of Arkansas at Pine Bluff Graphic Identity Guidelines (2014). As we transition to the use of the marks presented in these guidelines, it is important that we all uphold the integrity of the UAPB brand and communicate a consistent message by using only authorized university marks when displaying the UAPB name and symbolic representations of the university.
ATTRIBUTES OF THE REFINED IDENTITY

Brand attributes are the qualities associated with a brand. We want our brand identity to embody the spirit of the excellence that prevails at the university. These traits help create our brand identity.

- Competition
- Excellence
- Drive
- Integrity
- Pride
- Respect
- Heritage
- Sportsmanship

BRAND OVERVIEW

We have developed a collection of marks to accommodate a variety of uses. When used according to these guidelines, this new identity system will represent the unified narrative we want to tell about the university. The system is comprised of core elements, including our primary identity mark, the Golden Lion, its color requirements and configurations, as well as an extended family of sportsmarks that complete the brand story for UAPB Athletics.
PRIMARY ATHLETIC IDENTITY MARKS
The Golden Lion

The trademarked Golden Lion is the spirit symbol of UAPB. This symbol 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 Communications must grant prior written approval for all uses of the Golden Lion.

Color Variations

1. Golden Lion (Full Color)
   - Pantone Black
   - Pantone 124 C (Yellow)
   - Pantone 186 C (Red)
   - White

2. Golden Lion (Black and White)
   - Pantone Black
   - White

* UAPB’s primary colors: PMS Black, PMS 124 C, PMS 186 C, White
Clear space

The clear space or protected area 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.

Minimum Size

Print minimum: 0.75 inch high
Digital minimum: 55 pixels high
Digital preferred: 80 pixels high
SECONDARY ATHLETIC IDENTITY MARKS
Secondary Athletic Marks have been designed to offer flexibility in the development of licensed UAPB merchandise and apparel.

Configurations

There are two configurations (a portrait and a landscape design) of the Secondary Athletic Marks:

1. Portrait

   a) The first portrait configuration is a combination of the Golden Lion, the UAPB initialism, and the named spirit symbol (“Golden Lions”). This mark appears in the UAPB Gold.

   b) The other portrait configuration features share the elements the Golden Lion, and the UAPB initialism, but it bears “Athletics”; however, this configuration is done primarily in white.

Color Variations

The Secondary Athletic Marks also have specific color combinations. The color variations are as follows:

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

Typography

For both configurations of the Secondary Athletic Marks, the UAPB initialism appears in a modified Hemihead Font. The spirit name “Golden Lions” in Portrait configuration a) and the department name “Athletics” in Portrait configuration b) both appear in Quantico Italic Bold Font.
Clear space

The depth of the clear space for this logo is equivalent to two times (2X) the height of the ‘X’:

a) ‘X’ = Height of the letter ‘G’ in the word ‘GOLDEN’.

b) ‘X’ = Height of the letter ‘A’ in the word ‘ATHLETICS’.

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

Minimum Size

Print minimum: 1 inch high
Digital minimum: 72 pixels high
Digital preferred: 85 pixels high
2. Landscape

The landscape configuration of the Secondary Athletic Mark makes use of the official university name—University of Arkansas at Pine Bluff—the primary identity piece, the Golden Lion, and the School’s spirit name “Golden Lions.”

Color Variations

The landscaped configuration of the Secondary Athletic Marks also has specific color combinations.

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

Typography

In this configuration, the official university name appears in a Quantico Bold Font. The spirit name “Golden Lions” appears in a Modified Hemihead Font.

Clear space

The depth of the clear space is equivalent to three times (3X) the height of the ‘X’.

‘X’ = Height of the letter ‘U’ in the word ‘UNIVERSITY’.

Again, in print and digital uses, any configuration of the Secondary Athletic Mark must have its clear space.

Minimum Size

Print minimum: .75 inch high
Digital minimum: 55 pixels high
Digital preferred: 75 pixels high
ADMINISTRATIVE MARKS
FOR UAPB ATHLETICS
Primary Athletic Marks for Administrative Use Only

UAPB now has a set of athletic marks that will be used for administrative purposes only. These purposes include use on official documents from the Athletics Department such as correspondence from the athletic director, official reports to the chancellor and other stakeholders, scholarship offers and recruitment material.

Configurations

The Administrative Primary Athletic Mark has two configurations:

1. Portrait

The portrait configuration is a combination of the Golden Lion, official university name, and the department’s name.

2. Landscape

The landscape configuration is also a combination of the Golden Lion, official university name, and the department’s name. It’s laid out in landscape format for use on a variety of formats where the vertical configuration does not work within the design.

Color Variations

The Primary Administrative Athletic Marks also have specific color combinations. The color variations are as follows:

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

For both the portrait and landscape configurations of the Administrative Primary Athletic Marks, the university’s official name appears in Minion Pro font (like the institutional brand mark), while “Athletics” appears in Regular 55 Univers Font.

Clear Space

In both versions (portrait and landscape) the depth of the clear space is equivalent to two times (2X) the height of the ‘X’.

’X’ = Height of the letter ‘U’ in the word ‘UNIVERSITY’.

In print and digital uses, any configuration of the Portrait or Landscape configurations of the Administrative Primary Athletic Marks must have its clear space.

Minimum Size

1. Portrait
   - Print minimum: 1.25 inch high
   - Digital minimum: 90 pixels high
   - Digital preferred: 100 pixels high

2. Landscape
   - Print minimum: 1 inch high
   - Digital minimum: 72 pixels high
   - Digital preferred: 85 pixels high
SPECIALIZED ATHLETIC MARKS
The innovation of college and university level sports and their impact on brands are unique to American higher education. Athletic programs are often the strongest identifiers of university brands. The UAPB Athletics Program has developed additional brand marks that reflect the importance of the athletics program as a whole, and the Sports Medicine component that in today’s athletics arena is an integral part of any sports program—on the college or professional level.

**These marks are to be used by the Athletics Department and licensed partners of the UAPB Collegiate Brand for merchandise and apparel design only. Only members of the Sports Medicine team can reproduce the “Sports Medicine” mark on official documents generated by their office.**

**Configurations**

**Typography**

Like most of the new marks in the Athletics Brand Identity System, these marks appear in a Modified Hemihead Font for ‘UAPB’ and Quantico Bold Italic for ‘Athletics’ and ‘Sports Medicine’.

**Color Variations**

The color variations are as follows:

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

* UAPB’s primary colors
Clear Space

The depth of the clear space is equivalent to two times (2X) the height of the ‘X’.

a) ‘X’ = Height of the letter ‘A’ in the word ‘ATHLETICS’.

b) ‘X’ = Height of the letter ‘M’ in the word ‘MEDICINE’.

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

Minimum Size

In both versions the minimum size is:

Print minimum: 1 inch high
Digital minimum: 72 pixels high
Digital preferred: 85 pixels high
ATHLETIC WORDMARKS
1. Primary Athletic Wordmark

The Primary Athletic Wordmark features the UAPB initialism. This wordmark can be used on officially licensed merchandise, apparel and program uniforms.

Configurations

There are two configurations of this wordmark, differentiated only by color.

a) Version a

b) Version b

Color Variations

The Secondary Athletic Marks also have specific color combinations. The color variations are as follows:

- Pantone Black
- Pantone 124 C (Yellow)
- Pantone 186 C (Red)
- White
- Pantone 872 C (Gold)
- Pantone 872 C - 60 %

Typography

These marks appear in a Modified Hemihead Font
Clear space

In both versions the depth of the clear space is equivalent to half (.5X) of the height of the ‘X’.

‘X’ = Height of the letter ‘U’ in the initialism ‘UAPB’.

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

Minimum Size

Print minimum: .5 inch high
Digital minimum: 36 pixels high
Digital preferred: 50 pixels high
URL Athletic Mark

In this digital age, the online presence is an important part of branding. Included in the new Athletics Identity System is a graphically designed version of the department’s website URL—uapblionsroar.com. This is the portal to all things Golden Lion, and is a vital link in connecting the Athletics Department to those who want to engage the brand.

Color Variations

Only one set of color variations exist for the Lions' Roar URL, and it is as follows:

- Pantone Black
- Pantone 124 C (Yellow)
- White
- Pantone 872 C (Gold)
- Pantone 872 C - 60%

Typography

The Lions Roar graphic appears in a Modified Hemihead Font.

Clear space

The depth of the clear space is equivalent to half (.5X) of the height of the 'X'.

‘X’ = Height of the letter ‘U’ in the initialism ‘UAPB’.

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

Minimum Size

Print minimum: .5 inch high
Digital minimum: 36 pixels high
Digital preferred: 50 pixels high
2. Secondary Athletic Wordmarks

There are two Secondary Athletic Wordmarks that can also be used in applications related to officially licensed merchandise, apparel and program uniforms. One set contains the UAPB initialism and spirit name, and the second contains only the university’s spirit name.

a) UAPB initialism and spirit name

The first set of Secondary Athletic Wordmarks consists of the UAPB initialism, and the spirit name. There are three variations of this mark:

- Version 1
- Version 2
- Version 3

All variations depict the UAPB initialism above the spirit name “Golden Lions.” The color combinations constitute the only difference in these wordmarks.

Typography

All Secondary Athletic Wordmark configurations appear in a Modified Hemihead Font.

Color Variations

The Secondary Athletic Wordmarks color variations are as follows:

- Pantone Black
- Pantone 124 C (Yellow)
- White
- Pantone 872 C (Gold)
- Pantone 872 C - 60%
Clear space

In all versions the depth of the clear space is equivalent to one and a half (1.5X) of the height of the ‘X’.

‘X’ = Height of the letter ‘G’ in the word ‘GOLDEN’.

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

Minimum Size

Print minimum: .75 inch high
Digital minimum: 55 pixels high
Digital preferred: 65 pixels high
b) Spirit name only

The second set of mark consists of the UAPB spirit name, the “Golden Lions.” There are three variations of this mark:

- Version 1
  The first configuration has the descriptive “Golden” left justified over the “Lions.”

- Version 2
  The second configuration has the descriptive “Golden” centered above the “Lions” in a smaller type that allows the “Lions” to become the focus of the logo.

- Version 3
  The third configuration has the descriptive “Golden” centered above the “Lions.”

Typography

All versions appear in a Modified Hemihead Font.

Color Variations

The Secondary Athletic Wordmarks also have specific color combinations. The color variations are as follows:

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

* UAPB's primary colors
**Clear space**

The depth of the clear space is equivalent to the height of the ‘X’.

‘X’ = Height of the letter ‘G’ in the word ‘GOLDEN’.

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

**Minimum Size**

Print minimum: .75 inch high  
Digital minimum: 55 pixels high  
Digital preferred: 65 pixels high
ATHLETIC PROGRAM
SPECIFIC MARKS
The newly designed Athletic Brand Identity System also includes marks created for specific programs and their uses. These include football helmet decals, decals specific to baseball uniforms, general athletic program branding and the marks that represent each sport administered under the Athletics Department.

These marks are exclusive to sports merchandising and apparel and should not be used for any other purposes.

Football Helmets

1. Home decals on white helmets
   a) Golden Lion (the Primary Sports Identity)
   b) Black Golden Lion

2. Visitor decals on black helmets
   a) Golden Lion
   b) Black Golden Lion

3. Alternate decals on gold helmets

Colors variation on decals of the Golden Lion:
- Pantone Black
- Pantone 124 C (Yellow)
- Pantone 186 C (Red)
- White

* UAPB’s primary colors: PMS Black, PMS 124 C, PMS 186 C, White
Program Specific Marks

Below are the identity marks for each sports program offered at UAPB.

Athletic Programs:

1. Baseball
2. Basketball
3. Cross Country
4. Football
5. Golf
6. Soccer
7. Softball
8. Tennis
9. Track & Field
10. Volleyball

Typography

Each Program Specific sports mark includes the Golden Lion, a stylized version of the UAPB initialism (in a Modified Hemihead Font), and the name of the program (in a Quantico Bold Font).

Color Variations

The color variations are as follows:

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

* UAPB's primary colors
7) UAPB Softball

8) UAPB Tennis

9) UAPB Track & Field

10) UAPB Volleyball

* UAPB's primary colors

- PMS Black
- PMS 124 C
- PMS 186 C
- White
Clear space

The depth of the clear space is equivalent to two times (2X) the height of the ‘X’.

‘X’ = Height of the letter ‘B’ in the word ‘BASEBALL’ or any specific program descriptive.

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

Minimum Size

All Program Specific Marks have the following minimum size:

Print minimum: 1 inch high
Digital minimum: 72 pixels high
Digital preferred: 85 pixels high
Program Specific Marks - 1 Color

1) Baseball
2) Basketball
3) Cross Country
4) Football
5) Golf
6) Soccer
7) Softball
8) Tennis
9) Track & Field
10) Volleyball

Athletic Programs:
Program Specific Marks - 1 Color Reversed

1) 2) 3) 4)

5) 6) 7) 8)

9) 10)
INAPPROPRIATE USES OF UAPB ATHLETIC BRAND IDENTITY MARKS
Inappropriate Uses of UAPB Athletic Brand Identity Marks

1. Do not integrate the approved marks with unapproved symbols, other logos or any graphics or use it to replace a letter or part of one.

2. Do not place anything (other logos, type, etc.) over the logos.

3. Do not show logos with unapproved inverse/negative.

4. Do not rotate, spin, angle, or pivot the logos.

5. Do not skew, bevel, fold, stretch or otherwise alter the shape of the logos.

6. Do not use logos over backgrounds or photographs with distracting patterns or elements.

7. Do not put a drop shadow behind the logos.

8. Do not change or modify typefaces within marks.

9. Logos should not be used as an outline.

10. Do not use the logos as a part of another logo or graphic symbol.

11. Do not alter colors within marks.

12. Do not use any version of the Golden Lion that is not right-facing. Any version of this symbol that is not a right-facing design, is not authorized; therefore, items using other versions do not represent officially licensed merchandise. Left-facing Lions can only be used in cases where a two sided Lion is needed, as on a football helmet or paired sides of apparel (pants or jerseys).

Non-licensed partners need approval from the UAPB Office of Communications to use any official UAPB athletic marks.
TYPOGRAPHY & COLOR
The official custom fonts for UAPB Athletic Marks may be used on any collateral and promotional materials for the UAPB Athletic Department.
Color Information

All colors used in each UAPB athletic mark must adhere to the official color standards listed at left.

PANTONE, CMYK, RGB, and HTML# color specifications are provided to help guide the application process for all brand touchpoints.

* UAPB’s primary colors
UNIVERSITY OF ARKANSAS AT PINE BLUFF / Athletic Marks

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

UNIVERSITY OF ARKANSAS AT PINE BLUFF / Athletic Marks

1. Primary Marks

   1. University of Arkansas at Pine Bluff (TM)
   2. Golden Lions (TM)
   3. University of Arkansas Pine Bluff Golden Lions (TM)
   4. UAPB Golden Lions (TM)
   5. Arkansas Classic (TM)

   Location: Pine Bluff, AR
   Mascot: Golden Lions
   Mascot Nickname: N/A
   Established Date: 1972 (Branch Normal 1873)
   Conference: Southwestern Athletic Conference

   PRIMARY WORDMARKS

   1. UAPB
   2. UAPB
   3. UAPB
   4. UAPB

   SECONDARY MARKS

   1. UAPB
   2. UAPB
   3. UAPB
   4. UAPB
   5. UAPB

   SECONDARY WORDMARKS

   1. UAPB
   2. UAPB
   3. UAPB
   4. UAPB

   COLOR INFORMATION

   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.

   SCHOOL COLORS  PANTONE COLORS  THREAD COLORS
   UAPB METALLIC GOLD  PANTONE 872  MADEIRA 1025  RA 2212  GS/SULKY 1025
   UAPB ALTERNATE GOLD  PANTONE 124  BLACK  BLACK  BLACK
   UAPB BLACK  PANTONE 180  MADEIRA 2263  GS/SULKY 1147
   UAPB RED  WHITE  WHITE
   WHITE

   ADDITIONAL PERTINENT INFORMATION

   • University seal permitted on products for resale:
   • Alterations to seal permitted:
   • Overlaying / intersecting graphics permitted with seal:
   • University licenses consumables:
   • University licenses health & beauty products:
   • University permits numbers on products for resale:
   • Mascot caricatures permitted:
   • Cross licensing with other marks permitted:
   • 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.

1/2
See the University of Arkansas at Pine Bluff Athletic Brand Identity Guidelines (2014) for details on additional configurations and detailed instructions on the use of university approved identity marks.

PROGRAM SPECIFIC MARKS

VERBIAGE

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

GENERAL INFORMATION

Location: Pine Bluff, AR
Mascot: Golden Lions
Mascot Nickname: N/A
Established Date: 1972 (Branch Normal 1873)
Conference: Southwestern Athletic Conference

HELMET MARKS

HOME
HOME
AWAY
AWAY
ALTERNATE

COLOR INFORMATION

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.

SCHOOL COLORS | PANTONE COLORS | THREAD COLORS
--- | --- | ---
UAPB METALLIC GOLD | PANTONE 872 | Madeira 1025
UAPB ALTERNATE GOLD | PANTONE 124 | RA 2212
UAPB BLACK | PANTONE PROCESS BLACK | GS/SULKY 1025
UAPB RED | PANTONE 186 | Black
WHITE | Madeira 1147 | Madeira 2263
WHITE | Madeira 1025 | White
WHITE | Madeira 1147 | White

ADDITIONAL PERTINENT INFORMATION

- University seal permitted on products for resale: YES
- Alterations to seal permitted: NO
- Overlaying / intersecting graphics permitted with seal: NO
- University licenses consumables: YES
- University licenses health & beauty products: YES
- University permits numbers on products for resale: NO
- Mascot caricatures permitted: NO
- Cross licensing with other marks permitted: NO
- 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.