

UNIVERSITY OF ARKANSAS AT PINE BLUFF

Institutional Identity Guidelines

June, 2014

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INSTITUTIONAL 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 plays 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.

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.

This manual provides you with general guidelines in the use of the university's institutional graphic representations. These guidelines should be adhered to in the production of any communication pieces representing UAPB and its many entities. Graphic standards for athletic entities are covered in a separate document.

Please contact Tisha Arnold, Project Specialist, Public Information, at (870) 575-8946, or at arnoldtd@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 publication 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 University and Public Relations.

REFERENCING THE UNIVERSITY

The official name of our institution is “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.

MINIMUM DESIGN STANDARDS FOR PRINTED PUBLICATIONS

- 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.
- The university legacy seal should only be used on official or ceremonial documents (degrees, certificates, legal documents), and only in a single color. 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.

INSTITUTIONAL IDENTITY ELEMENTS

UAPB's institutional identity has three basic identity elements: the legacy seal, the wordmark and the O'Bryant Bell Tower 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 university relations.

- The legacy 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 legacy seal is not available for download, and special permission must be obtained for official use.
- The wordmark consists of 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 O'Bryant Bell Tower logo is made up of three parts: the initials, the wordmark and the W.E. O'Bryant Bell Tower graphic.

GRAPHIC AND VISUAL IDENTITY



The O'Bryant Bell Tower logo pictured on the left anchors the entire visual identity system. It is used on all communications, and its effectiveness relies on consistent presentation. By adhering to a standardized use of our logo elements, we reinforce the image of UAPB as a cohesive, powerful entity and amplify the impact of our visual communications.

1. The O'Bryant Bell Tower

The iconic W.E. O'Bryant Bell Tower accompanies the wordmark to create the university O'Bryant Bell Tower logo. The graphic element must not be used without the wordmark for internal university communication or community projects where the audience is already highly familiar with the symbol. 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. The use of the O'Bryant Bell Tower without the wordmark is limited to Social or Digital Media uses.

2. The initials, wordmark and its typography

The wordmark is a treatment of the official name of the university 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. (See page 12 for typeface options that complement the use of Minion Pro in our O'Bryant Bell Tower logo.)

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

3. The O'Bryant Bell Tower logo

The O'Bryant Bell Tower, the university's initialism, and the wordmark together make the O'Bryant Bell Tower logo.

Always use official electronic artwork. The spacing and positioning of the logo elements should not be recreated or altered for any reason.

LOGO CONFIGURATIONS



1. O'Bryant Bell Tower



2. Horizontal

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.



3. Vertical

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 O'Bryant Bell Tower logo configuration as shown.

The O'Bryant Bell Tower logo is for use in restricted spaces where neither the horizontal nor the vertical version is feasible, such as one-column ads, podium signs, or certain merchandise or apparel.

"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.

LOGO MINIMUM SIZE

1 inch (print minimum)
72 pixels (digital minimum)



0.356 inches (print minimum)
25 pixels (digital minimum)



0.5 inches (print minimum)
38 pixels (digital minimum)



LOGO 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 black and PMS for the gold.

When producing four-color publications, the **CMYK values** shown below produce an acceptable match for PMS 130 C.

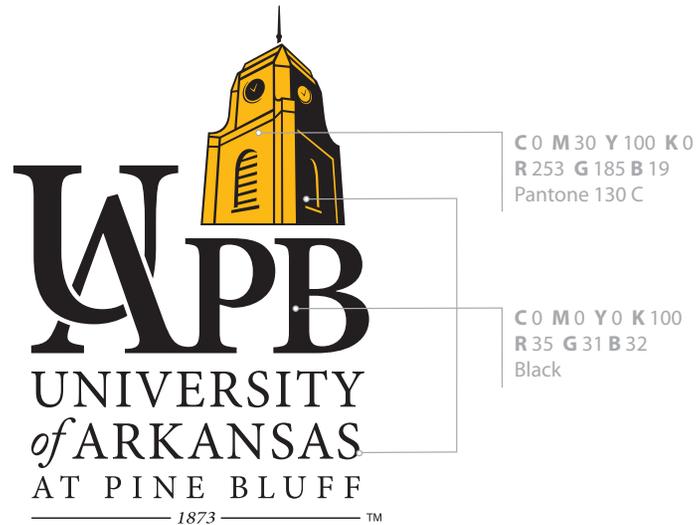
- Cyan = 0
- Magenta = 30
- Yellow = 100
- Black = 0

The RGB values are:

- Red = 253
- Green = 185
- Blue = 19

The hexadecimal (Web) value is:

- FDB913





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 70% and 40% of black) background and white text

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.

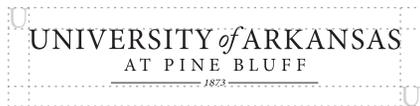
WORDMARK CONFIGURATIONS

1
UNIVERSITY
of ARKANSAS
AT PINE BLUFF
1873

2
UNIVERSITY *of* ARKANSAS
AT PINE BLUFF
1873



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.

Wordmarks are available through the Office of University and Public Relations.

TYPOGRAPHY

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 and Universe 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.

MINION PRO - OUR SERIF TYPEFACE

MINION PRO REGULAR

Golden Lions

MINION PRO MEDIUM

Golden Lions

MINION PRO BOLD

Golden Lions

MINION PRO ITALIC

Golden Lions

MINION PRO MEDIUM ITALIC

Golden Lions

MINION PRO BOLD ITALIC

Golden Lions

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

EXAMPLES OF INAPPROPRIATE USES OF UAPB IDENTITY ELEMENTS



1



2



3



4



5



6



7



8



9

Following are examples of inappropriate usage of 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.

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.

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 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.

UAPB
UNIVERSITY
of ARKANSAS
AT PINE BLUFF

Division of Research, Innovation
and Economic Development
Biology, Botany, Engineering
and Mathematics (27136)
Sellers Avenue

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257 Agricultural Building
Pine Bluff, AR
USA, 726325
Telephone (501) 474-5090
Fax (501) 474-5090
arnoldtd@uapb.edu

July, 2014

Ms. Jane Smith
123 Chancellor Drive
Pine Bluff, AR 72520

Dear Ms. Doe:

As you are a graduate of the University of Arkansas at Pine Bluff's Faculty of Agriculture and Food Sciences, I wanted to write and let you know some exciting news on how we are contributing to the safety of the world's grain supplies.

We recently broke ground on a new \$4 million research facility to study and improve grain storage. Unlike any other grain research group in Arkansas, Dr. John Jayas of biosystems engineering will bring together a multi-disciplinary team of engineers, entomologists, chemists and specialists in fungi in one building. This integrated approach to studying grain storage will ensure America meets international standards for quality and chemical-residue-free grain. These are increasingly important issues to the world's food safety, and the University of Arkansas at Pine Bluff continues to contribute significantly to the body of research in this area.

We are delighted that this ground-breaking research has been made possible through the American Foundation for Innovation, the Arkansas Innovations Fund, and private partners.

This is but one of a number of new initiatives taking place in our faculty. I invite you to check our website often at www.uapb.edu for more news and information.

I think you'll be as proud of our staff, students and alumni as I am.

Sincerely,

Tisha Arnold

UAPB.EDU

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AT PINE BLUFF

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DEPARTMENTS, UNITS AND ENDORSED IDENTITIES



Division of Research,
Innovation and Economic
Development



School of Agriculture, Fisheries
and Human Sciences



School of Agriculture, Fisheries
and Human Sciences

Departments and Units

Departments and Units must use the W.E. O'Bryant logo in its entirety or the wordmark in its entirety in its official font. The name of the department, unit or program can exist below the full logo or wordmark in the secondary font, Calibri or Univers. The text should not extend past the width of the logo or wordmark.

While the primary logo configuration is preferred, secondary marks are acceptable also.

The W.E. O'Bryant logo or wordmark is the only graphic identity mark for all university departments, units and endeavors. The placement and size of the logo should adhere to the dimensions referred to on page 5 of this document.

Endorsed Identities

The University of Arkansas at Pine Bluff embraces a model that encourages academic, research and economic development units to excel in their respective areas. With this in mind, the UAPB identity will include and endorsed branding architecture as an option to address the graphic needs of those identities (ERDC, Minority Research Center, MISRGO, STEM). The aforementioned are endorsed identities of the institution as approved by the Chancellor.

