
BRAND STYLE GUIDE

U N I V E R S I T Y O F A R K A N S A S R I C H M O U N T A I N

UARM

IMPORTANCE OF GRAPHIC STANDARDS

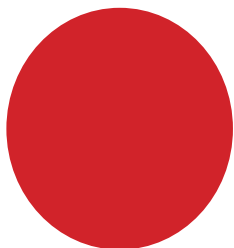
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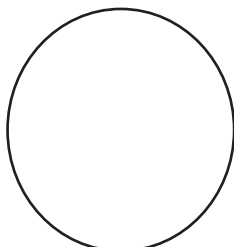
The UARM Branding Guide is designed to provide clear information on the proper use of approved graphics, colors and fonts for the UARM and Bucks brand. Our puprose is to guarantee, as best as possible, a clear and consistent brand image wherever and whenever our brand is represented in any print, digital or apparel format. Any attempt to utilize graphics or wordmarks outside the standards represented in this guide is discouraged and should always seek the expressed written consent of the Chancellor or Director of Marketing at the Mena Campus.

OFFICIAL COLORS

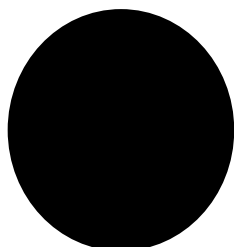
PRIMARY COLORS



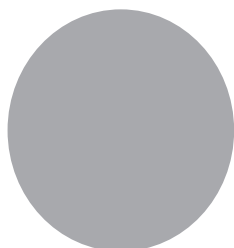
Pantone: 2350c
Process Equivalent (CMYK): 0c 99m 100y 19k
RGB Equivalent: 207r 2g 0b
Hex Code: #CF0200



Pantone: 11-0601 TCX
Process Equivalent (CMYK): 0c 0m 0y 0k
RGB Equivalent: 255r 255g 255b
Hex Code: #ffffff



Pantone: Black C
Process Equivalent (CMYK): 0c 0m 0y 100k
RGB Equivalent: 0r 0g 0b
Hex Code: #000000



Pantone: 877 C
Process Equivalent (CMYK): 0c 0m 0y 40k
RGB Equivalent: 153r 153g 153b
Hex Code: #999999

PRIMARY COLORS

The primary colors for UARM are red, white, black, and gray. It is very important to match these colors when reproducing UARM brand marks.

The use of secondary colors beyond the specified palette is strongly discouraged and will require expressed written permission from the Chancellor or Director of Marketing.

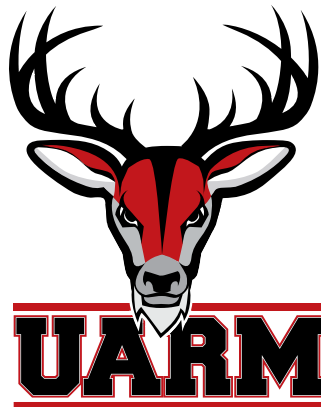
**Pantone is a registered trademark of Pantone, Inc. The colors shown on this page and throughout this manual are not intended to match the PANTONE Color Standards. For the PANTONE Color Standards, refer to the current edition of the PANTONE Color Formula Guide.*

PRIMARY MARKS

PRIMARY LOGO (FOR ACADEMIC PURPOSES)



MASCOT (FOR ATHLETIC PURPOSES)



PRIMARY LOGO, MASCOT & WORDMARK

PRIMARY LOGO

The UARM primary tower logo was designed to create a collegiate and consistent visual identity for the institution. This primary logo should always be used for all academic purposes and not in combination with the Buck mascot for athletic programs. It should be used on all letterhead, envelopes, forms, and business cards. Color variations are possible for different backgrounds within the established color palette.

MASCOT

The Buck mascot will serve as the spirit symbol for the athletics programs at UARM. The Buck will be used for all athletic purposes but will not be used in combination with the shield or for academic purposes. The Buck will be used on all athletic letterhead, business cards for athletic staff, envelopes, athletic website, athletic signage, athletic promotional items, and apparel. The Buck may appear alone, with the extended wordmark (UARM), or with the full name of the college.

PRIMARY MARKS (CONT.)

WORDMARK(S)



WORDMARK(S)

The extended wordmark is designed to appear alone and is designed to be co-branded with the University of Arkansas System and should be the wordmark of preference for academic purposes or documents.

The abbreviated wordmark (UARM) may be used alone or with the Buck mascot. It should be the wordmark of preference for athletic purposes or materials.

Individual programs have customized extended wordmarks (left) for use on promotional flyers, apparel, social media pages, etc. All program wordmarks are available by request or internally in d-stor.

MINIMUM SIZE

The tower in the primary logo and the Buck have a minimum allowable size for printing or other reproduction. To ensure clarity and legibility, the tower and the Buck mascot must always appear a minimum of 1" wide.

EMBROIDERY

Contact the Multi-Media Department of the main campus about embroidering any primary marks. Minimum sizes are considerably larger for embroidery.

COMPATIBLE TYPOGRAPHY | FONTS

TRAJAN (REGULAR)

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0 - + ! @ # \$ % &

MYRIAD PRO (CONDENSED)

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 - + ! @ # \$ % &

FRESHMAN

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0 - ! # \$ €

PREFERRED FONTS

Compatible fonts for UARM marks are Trajan, Myriad Pro, and Freshman. Trajan is an all cap font that effectively co-brands UARM with the University of Arkansas system. Myriad Pro is a clean and clear font with multiple weights and should be the font of choice for advertising or flyer copy. Use of the Freshman is an all cap font and should be reserved for apparel or in conjunction with the athletics program.

INCORRECT USAGE OF ARTWORK



DO NOT...

- DO NOT squish or stretch artwork. Proportions must be maintained at all times.
- DO NOT use any other colors or backgrounds not specified under official colors.
- DO NOT combine athletic and academic marks
- DO NOT stack / combine multiple primary marks on apparel / documents.