

# GRAPHIC STANDARDS MANUAL

*Spring 2021*



UNIVERSITY *of* ARKANSAS  
FORT SMITH.®

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## Our Brand

There's a pride that comes with being a University of Arkansas – Fort Smith Lion. After all, this is a place where people of all ages and backgrounds are empowered to lead better lives. A place where caring faculty arm their students with theoretical and practical knowledge. It's a tight-knit community—a pride, if you will—rooted in respect and optimism.

These things, and more, are the foundation upon which the rich UAFS brand story is built.

But brand integrity is a fragile thing. When large numbers of individuals are tasked with representing one institution, it becomes very easy for that institution's story to inadvertently become diluted, misconstrued, or even rewritten.

This Brand Book is designed to help us all represent this institution—in all of our many publications and electronic media—in an authentic and consistent manner. Think of it as an owner's manual for telling the UAFS story and for how to “use” the UAFS brand elements.

The images, symbols, websites and written material we present to the public defines who we are and creates a shared perception of our institution. We represent a single institution, and although our programs and activities are diverse, it's important that we communicate a consistent message throughout all our recruiting, advertising and promotional materials. This consistency helps build a successful and cohesive university brand and establish UAFS as a nationally recognized university.

Also, please know that we, the Marketing and Communications team, are here to help. If you have any questions or concerns, do not hesitate to give us a call or drop us a note! Thank you in advance for your continued support of this fine institution!

Please contact **Chris Kelly, Director of Marketing and Communications** by email at [chris.kelly@uafs.edu](mailto:chris.kelly@uafs.edu), by phone at (479) 788-7514, or email the **Marketing and Communications Office** at [marketing@uafs.edu](mailto:marketing@uafs.edu).

## Brand Pillars

Brand Pillars focus on what the University of Arkansas – Fort Smith delivers and are typically more about benefits and differentiators. Think of them as the cornerstones of our brand promise. They anchor the substance of UAFS' brand message.

### THINKERS & DOERS

*Students armed with theory + practice; experiential learning*

At UAFS, we value and appreciate the quest for knowledge, the spirit of academic exploration, and the open-ended pursuit of new meaning that has always been core to a “liberal arts” education. In fact, many of our programs are rooted in the belief that students should be taught to think critically and creatively. But theoretical exploration is just one part of a well-rounded and purposeful education. After all, it's the people who apply their open minds to practical problems, who change the world for the better.

To that end, we teach people to put theory into practice. Our students learn to apply their knowledge to real-world, career-driven pursuits. Our goal is for our students to compliment what they learn in the classroom with a collection of practical, hands-on, experiences that round out their portfolios and help them stand out to employers in a crowded field. As a result of a UAFS education, our students land the job, and then do it well. They join communities, and then make them stronger. They see the future's possibilities, and then work to make them come true.

Here, on this beautiful university campus, you won't find any ivory towers, but you will find an unwavering, brick, bell tower; built with great care and craft; strong and made to last.

### EMPOWERING

*Committed to wildly successful students*

At UAFS, we don't just educate our students, we empower them to live outstanding lives. We hold an unwavering belief that every student has the capacity to achieve, and we make it our mission to help them see and then realize the possibilities within themselves.

Whether they're working toward a new job, their first career, or looking to change the world, we propel them toward wildly successful futures and we arm them with the tools they'll use to achieve more than even they thought was possible.

## Brand Pillars

### OPTIONS & OPPORTUNITIES

*A breadth of academic options and related opportunities, utopia of learning for ALL types of students*

UAFS has never really fit the mold of a typical university—and we've never really wanted to. Our passion isn't to replicate how higher education's always been done, but to redefine it for the good of our students. And we mean all of them. From high school seniors to senior professionals, first-generation students to second- (and third-) chance underdogs, our goal has always been to provide each student with the most relevant education that honors their unique, personal situation and life goals. An education that meets them where they are in their life. One that serves them when they need it and how they need it.

That means providing an abundance of academic options, including a range of courses and credentials that include certificates, associate degrees, bachelor's degrees, and master's degrees; and providing students with the option to take a tiered approach to their academic journey, allowing them to achieve their educational goals one milestone at a time.

In addition to a rich academic experience, students at UAFS are exposed to an abundance of opportunities beyond the curriculum. Here, students can take advantage of internships, networking opportunities, support services, exposure to the arts, an active student life, and so much more.

This well-rounded, comprehensive, flexible, and dynamic set of options and opportunities lead to unbounded possibilities for all those who call UAFS home.

### ROOTED IN OUR REGION

*Community-builders; local/ties to the community*

Over the decades, UAFS has established itself as an educational pillar and an economic engine for the River Valley. We've enjoyed and invested in a harmonious partnership with this region and with the state whose name we bear.

To be sure, we serve students from around the globe, drawing people to our region in ways that enliven local conversations and enrich our collective culture. But we are deeply and unapologetically rooted in this region and our local community. Our love for this community, its people, its business, and its culture contribute to a rich campus experience and to career opportunities for our students.

We take pride in contributing to this region, we are excited for the growth we'll continue to share, and no matter how vast our horizons, the River Valley will always be our home.

## Brand Pillars

### THE PRIDE OF ARKANSAS

*A caring, compassionate, supportive community*

There's a pride that comes with being a UAFS Lion. It's not just the sense of confidence, assurance, and deep satisfaction in the accomplishment of a stellar education (though that's certainly part of it). It's the presence of a tight-knit community that makes our pride special.

UAFS students experience a sense of belonging—an identity, rooted in togetherness—that comes by virtue of their being part of the UAFS family. Our faculty take a personal interest in our students' lives and their unique academic and career goals. Our diverse student body shares a strong respect for one another and learns from each other's variety of life experiences.

We work together, play together, we hunt for new opportunities together. Because they always know their identity is staked in a pride that will always be there—a network and a family they can always come home to—UAFS students have the confidence to roam, to explore, and to achieve amazing things for themselves and their families.

## Personality Traits

Your personality makes you human—to prospective students, faculty members, and your staff. The tone of voice you use when writing. The images you include. They all define the personality and culture of UAfS.

### **CONFIDENT**

We do incredible things, and we're rightfully proud of our accomplishments. And while we have every right to beat our collective chests every once in a while—and we will—we do it with respect for others and for ourselves. Strong and substantive, not gaudy and boastful. Remember, you're a lion, not a peacock.

### **APPROACHABLE & DOWN-TO-EARTH**

Yes, we're intelligent and incredibly capable, but we'll never speak down to anyone. We are part of this incredibly diverse community of learners. We stand with a broad range of people at all stages of their lives.

### **POSITIVE & OPTIMISTIC**

Say what you will, but we believe there's a lot more good than bad in this world. Of course we see and face life's challenges, but you won't find us dwelling on the negative for too long.

### **OPEN-MINDED**

Sure we do a lot of teaching, but we revel in the fact that it's a big world and there's always so much more to learn. We learn from our students, from our peers, and from the universe we inhabit.

### **DETERMINED**

We are passionately committed to our mission as an institution of higher education—we do important stuff here!—and we'll let nothing get in the way of us serving our students, our community and the world at large.

## **Positioning Statement**

The University of Arkansas – Fort Smith is a dynamic public university and educational pillar rooted in the River Valley, yet connecting communities across the globe, that prides itself on providing both theoretical knowledge and experiential learning opportunities alongside unrivaled support for groups of learners who span the spectrum of diversity. Our degree and advanced credential programs empower individuals to unlock the doors to better lives for their families and communities, and provide a personalized focus that propels students toward achieving their life goals.



## University Name

The appearance and correct punctuation of the institution's name are important standards in all written material. For external audiences, spell out the complete name of the institution the first time you refer to it, unless the context and nature of the document require an abbreviation (e.g., an advertisement). Example: University of Arkansas – Fort Smith.

Please note that the complete name includes a specific kind of hyphen called an **en dash**, which is a little wider than a dash, with a space on either side. On Mac keyboards, the shortcut to create an en dash is **Option** + **dash (-)**. On PC numeric keyboard, hold down the **Alt** key while typing the numbers **0150**. Or, you can simply copy and paste the name of the University shown below into your document.

### Approved Names

University of Arkansas – Fort Smith

UAFS

University of Arkansas at Fort Smith (used only in legal documents)

### Do Not Use

U of A

UA-Fort Smith

U.A. Fort Smith

UA Fort Smith

## Visual Mark



Numa the Lion—named after the lion in Edgar Rice Burroughs' 1912 story *Tarzan of the Apes*—has long been a fixture at UAFS. Proud, strong, and courageous, every UAFS student feels a connection to Numa, and we're proud to include his appearance in our official university visual mark.

The visual mark is closely tied to our brand pillars and personality traits - the very things that make us who we are at UAFS. Numa is bold and **confident** in stature. He bravely faces forward with an **optimistic** eye on the future. He's firmly grounded, elevated on a stone foundation and **rooted in the community**. His facial expression is **determined**, calm, and unshakable. He and this university are the **Pride of Arkansas**.

The UAFS logo also includes a typographical treatment that connects us to our sister schools across the state, while also placing an unmistakable emphasis on "Fort Smith," our home and namesake.

Official logos are legally protected trademarks and should only be reproduced from authorized original files provided by Marketing and Communications personnel. You are strongly encouraged to contact University Marketing and Communications when using official logos, whether you are a member of our campus community or a partner in the community. Our graphic designers will be happy to assist you in logo usage and review.

## Variations

Color logo variations, for use on white or light-colored backgrounds. Brand kit includes logos for print and screen, be sure to select the logo when creating a print or web document.

**PREFERRED:** Fully spelled University name with Numa

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Abbreviated logos, reserved for use at small scale (social media avatars, watermarks, etc), or when the words University of Arkansas – Fort Smith are spelled out elsewhere on the piece

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Solo UAFS and Numa marks, to be used with special permission only

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## Variations

Each lockup on the previous page is also available in reversed (white) and black.



**Do not create or use any version of the logo that inverts Numa's face.** Navy, Black, and Reversed versions of the mark have been designed specifically for those uses, and must not be altered in any way. The face should always be light with a dark mane.

**NOTE: You MUST use the Reversed version (white) when placing the graphic on a dark background. This will ensure brand standards are met. Do NOT change the color of the Reversed Version. Doing so will result in the rejection of artwork.**



## Non-Usage

Visual marks must not be stretched or compressed in any way. Always scale the mark proportionally by holding the “shift” key while scaling.



Do not apply graphic treatments of any kind, such as drop shadows, inner shadows, bevels, or gradients to the visual mark.



Do not recolor the visual mark - not even if using UAFS' official color palette.

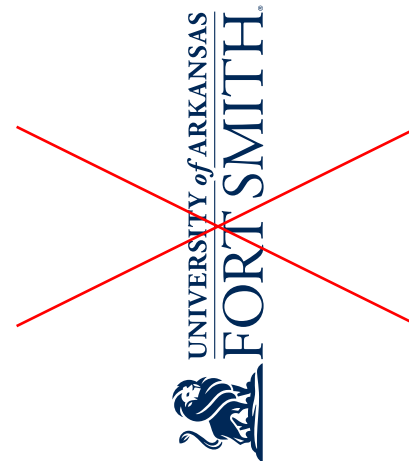


## Non-Usage

Do not reposition, crop, isolate, or alter the elements in the visual mark or word mark in any way.

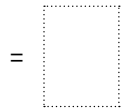


Do not rotate the visual mark.



## Clear Space

**Clear space** ensures that the UAFS visual mark has enough breathing room in relation to other graphic elements in design layouts, as well as from the edge of the page. By using an element of the visual mark as a measure of clear space, the clear space can be calculated at any scale.



When Numa is present, use the height of Numa's head and mane to establish clear space on all sides of the visual mark.



When Numa is not present, use the height of the U in UAFS to establish clear space on all sides of the visual mark.

## Minimum Size

To maintain the structural integrity and legibility of the visual mark, the following minimum sizes are recommended for print and screens.

When Numa is present:

The height of **Numa** in the logo mark must not be less than 3/8" (0.375in) for print or 100 px for screens



When Numa is not present:

The width of the **UAFS word mark** must not be less than 1/2" (0.5in) for print or 130 px for screens





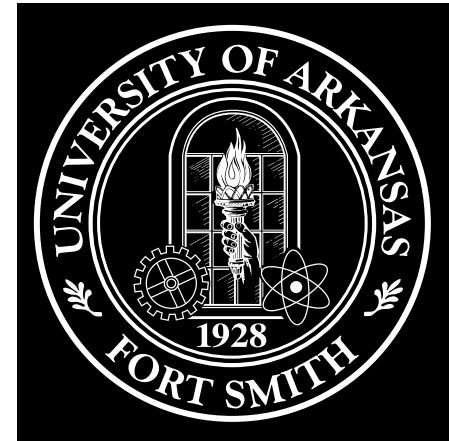
**Athletics  
Logo**

These logos are to be used only for Athletics.



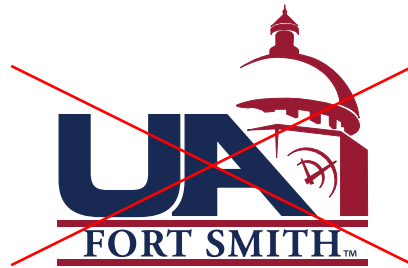
## University Seal

The UAFS seal is a legally protected trademark, reserved for use primarily on official documents and emblems such as diplomas, transcripts, certain institutional literature, flags, plaques, etc. With permission, the seal can at times be used in other designs. Please contact University Marketing and Communications for permission before using the seal.



## Retired Logos

Never use any of the older versions of the University's logos. If you are using any of the logos below in any of your signage or marketing materials, please contact Marketing and Communications and we will provide you with new materials.



# Brand Architecture

## UAFS ACADEMIC & SUPPORT DEPARTMENTS

The following templates may be used to create college-level logos. The name of the college is to be set in Montserrat Semibold, all-caps. For names less than 20 characters, the name remains on one line. For longer names, the name will break to two lines. To maintain optimal balance, try to break the lines roughly in the middle of the name so the two lines are as equal as possible.



At the department level, the name of the college is to be set in Montserrat Regular, all-caps, as seen below. The same guides for letter count and line breaking apply at the department level as stated in the college level above.



COLOR: For UAFS Academic & Support Departments, these marks may be set in Navy, Black, or reversed in White. No other colors are approved.

# Brand Architecture

## UNIVERSITY AND STATE PARTNERSHIPS

For University and State Partnerships, both entities' logos shall appear side by side, separated by a divider bar, as seen below. Treatment should be in one color for all components, in either navy, black, or white. Placement of UAFS mark is preferred on the left.



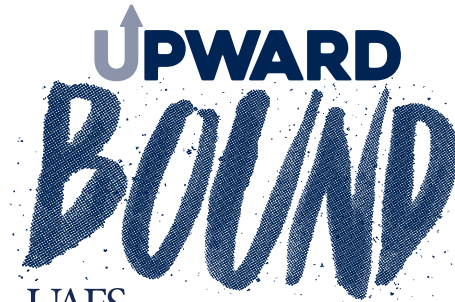
## EXTERNALLY FUNDED PROGRAMS LOCATED AT UAFS

For these programs, the program's logo should feature a small tagline-style UAFS solo mark in the lower left or right corner, no less than 25% the width of the program's logo. See examples below. Color should follow UAFS' official brand colors, unless the program is bound by 3rd party national organization brand standards.



addition of an optional horizontal line can help establish balance

UAFS solo mark no less than 1/4" the width of the primary mark



UAFS solo mark no less than 1/4" the width of the primary mark

## Brand Architecture

### UNIVERSITY PROGRAM LOGOS

University supported programs have the option of having a graphic mark in a horizontal lockup with the numa+uafs configuration. There will be no vertical option and the graphic will not appear on its own. The word “Program” will also be included in the graphic to identify it as a program.

When a vertical mark is required for apparel (primarily for polo/dress shirts, and hats) we will now utilize the standard text lockup layout. This lockup, which is generally only used when stitching is desired, will feature the name of the program. Using text ensures we meet minimum spacing requirements which, in turn, will assure stitching quality and reduce cost. It also prominently features the program name and ensures brand consistency. A horizontal lockup option will also be available for those instances where it is desired.

All previous logo restrictions and requirements should be followed to maintain consistency and readability.

Below are examples of the graphic mark and the text lockup counterparts:



## Brand Architecture

### REGISTERED STUDENT ORGANIZATIONS

Registered Student Organizations, excluding those categorized as Sports Clubs, may create unique logos for use on their own branded materials, as long as they:

- **Do not feature a lion**

Neither official UAFS Numa logos or unofficial lion logos may be used in student organization logos. This is to maintain the integrity of our brand and remove any kind of confusion that could arise when multiple lions are in use across our family of brands.

- **Do not use or manipulate official UAFS visual marks in any way**

Again, this is to protect the integrity of our brand.

- **Do not use or manipulate retired UAFS visual marks**

These retired marks are documented on page 19.

**Sports Club RSOs** are able to use the registered spirit/athletic mark (Lions Head) but must use the phrase “Club Sport” on any item that includes this mark.



Unsure if your organization's logo is following these rules? Please reach out to Marketing and Communications and we'll be happy to audit.

## Trademarks

The University of Arkansas – Fort Smith owns and controls the use of its signature logos, insignia, seals, designs, symbols, service marks, trade dress, trade names, depictions of campus buildings used commercially, and other trademarks, collectively called “trademarks,” that are associated with the university, whether registered or not. These include, but are not limited to, the words University of Arkansas – Fort Smith, UAFS, Lions and Lady Lions and The Blue Lion, as well as the university seal and Numa (or any other derivations therefrom), and such other trademarks as are owned, developed, and adopted from time to time by the university.

Use of the UAFS trademarks without license or permission is strictly prohibited. Prior authorization of the use of the UAFS trademarks will not be construed as an authorization of future use; nor will any prior course of conduct, use, or infringement prohibit the university from enforcing any of its rights with respect to the trademarks. UAFS reserves the right to pursue any and all legal remedies and will take whatever measures necessary to protect its trademarks from infringement.

Technical guidelines are established to describe how the university’s trademarks should be presented, displayed, and reproduced. These policy guidelines may change from time to time. Current guidelines are available from the University of Arkansas – Fort Smith Marketing and Communications.

UAFS encourages creative use of its trademarks in promoting school spirit and recognizes that concepts or designs developed by licensees may not clearly fall within the guidelines. UAFS recommends that licensees seek prior approval for such concepts or designs. Questions regarding these and any other licensing standards may be directed to the University of Arkansas – Fort Smith Marketing and Communications.



## **UAFS Branded Materials**

If you are producing materials on your own, you are responsible for ensuring that the university is correctly represented on all forms of media you purchase. Such items include but are not limited to the following:

- promotional items (pens, table covers, banners, etc.)
- newsletters
- signage
- name badges
- t-shirts

To ensure that your item complies with the university standards for font type, image use and layout, please contact the office of Marketing and Communications ([marketing@uafs.edu](mailto:marketing@uafs.edu) or [chris.kelly@uafs.edu](mailto:chris.kelly@uafs.edu)) for review. The editor and graphic designers will be happy to assist you in producing high-quality materials that reflect your goals as a department and our prestige as a university.

# Colors

The UAFS color palette is rooted in our Navy blue, and supported by rich, vibrant colors that reflect the energy and spirit of UAFS. Each color in the palette is in harmony with the Primary colors, and references our surroundings at UAFS - from the clear blue sky to the deep purple sunsets, red clay, or colorful crape myrtle trees.

## UAFS Primary Colors

**Numa Navy**

PMS 295 C  
RGB: 24-42-84  
CMYK: 100-63-0-67  
Hex: #002856

**Arkansas River**

PMS 286 C  
RGB: 0-50-160  
CMYK: 100-80-0-12  
Hex: #0032A0

**Sky\***

PMS 279 C  
RGB: 65-143-222  
CMYK: 69-34-0-0  
Hex: #418FED  
**\*AA large text only**

Colors with labels in white text are dark enough to display behind white text or as text color on white background while meeting AA accessibility contrast. Those with labels in black will not pass AA accessibility tests behind white text.

## Supporting Colors

**Sunset**

PMS 258 C  
RGB: 140-71-153  
CMYK: 51-84-0-0  
Hex: #8C4799

**Myrtle**

PMS Rubine Red C  
RGB: 206-0-88  
CMYK: 0-100-24-4  
Hex: #CE0058

**Clay**

PMS 158 C  
RGB: 232-119-34  
CMYK: 0-62-97-0  
Hex: #E87722

**Grass**

PMS 376 C  
RGB: 132-189-0  
CMYK: 48-0-100-1  
Hex: #84BD00

Note: all swatches on this page are in RGB color.

**Charcoal**

PMS Black 7 C  
RGB: 61-57-53  
CMYK: 63-60-64-65  
Hex: #3D3935

**Ash**

PMS Black 7 C, 80%  
RGB: 93-93-93  
CMYK: 62-54-53-26  
Hex: #5C5C5C

**Dust**

PMS Warm Gray 1 C  
RGB: 215-210-203  
CMYK: 10-10-11-0  
Hex: #D7D2CB

**Ice**

PMS Black 7, 5%  
RGB: 245-245-245  
CMYK: 3-2-2-0  
Hex: #F5F5F5

# Typography

The UAFS logo is designed to complement a variety of design styles or stand on its own. There are no restrictions on typefaces that can be used with the official logo, but the logo itself cannot be altered. Any materials representing the UAFS core brand should use official university fonts.

Serif Typeface: Adobe Garamond Pro

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**Aa** Adobe Garamond Pro Regular  
*Adobe Garamond Pro Italic*  
**Adobe Garamond Pro Bold**  
*Adobe Garamond Pro Bold Italic*

Alternate serif (when Adobe Garamond Pro is not available) Times New Roman, Times

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<b>Aa</b> Times New Roman Regular <i>Times New Roman Italic</i>	<b>Aa</b> Times Regular <i>Times Italic</i>
<b>Times New Roman Bold</b> <i>Times New Roman Italic</i>	<b>Times Bold</b> <i>Times Italic</i>

Sans serif Typeface: Montserrat. Available for free download [here](#).

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<b>Aa</b> Montserrat Thin <i>Montserrat Thin Italic</i>	Montserrat Regular <i>Montserrat Italic</i>	<b>Montserrat Bold</b> <i>Montserrat Bold Italic</i>
Montserrat Extra Light <i>Montserrat Extra Light Italic</i>	Montserrat Medium <i>Montserrat Medium Italic</i>	<b>Montserrat Extra Bold</b> <i>Montserrat Extra Bold Italic</i>
Montserrat Light <i>Montserrat Light Italic</i>	<b>Montserrat Semibold</b> <i>Montserrat Semibold Italic</i>	<b>Montserrat Black</b> <i>Montserrat Black Italic</i>



For Style Guide Questions, please contact  
the Office of Marketing and Communications  
at [marketing@uafs.edu](mailto:marketing@uafs.edu)



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