



# How we tell our story

A guide to identity standards for the  
University of Arkansas at Little Rock



HOW WE TELL OUR STORY  
A GUIDE TO IDENTITY STANDARDS FOR THE  
UNIVERSITY OF ARKANSAS AT LITTLE ROCK

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OFFICE OF COMMUNICATIONS AND MARKETING  
UNIVERSITY OF ARKANSAS AT LITTLE ROCK  
2801 SOUTH UNIVERSITY AVENUE  
LITTLE ROCK, AR 72204-1099

**ualr.edu**

The contents of this identity standards guide have been designed to assist you in communicating the University of Arkansas at Little Rock identity consistently and effectively to both the internal and external campus community.

This guide can be found online at  
**ualr.edu/communications**

Questions about communication standards may be directed to the  
Office of Communications and Marketing  
501.683.7397

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# Our Identity

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## Why we have communication standards

Consider the variety of restaurant signs you see as you travel down a stretch of highway. You may recognize the signs of several chain restaurants, easily distinguishable one from the other by their respective logos. Think about just one--McDonald's and its iconic golden arches. Does it engender familiar feelings and expectations about what should be found inside? How much differently would you react if you drove past a "McDonald's" with purple arches or a different font? Would you view it as the true McDonald's brand or would you question its unfamiliarity?

The same is true for a university's identity, or brand. The logo is only one important part to having a consistent communication standard, which is vitally important to maintaining coherence as an institutional brand. Our logos, typefaces, colors, messaging, and communications style all contribute to public recognition of the institution; whether in a flyer, a report, a brochure, a website, a news release, a graphic image on a T-shirt, or an important email announcement, all these play a part in shaping and telling our story.

Whether your goal is to market your new program, publicize a department-level event, or simply obtain a correctly branded logo, the Office of Communications and Marketing is here to help. We are a group of dedicated professionals who developed this guide to improve the effectiveness and consistency of our university communications. Our aim is to become a primary resource for the campus community regarding our brand, so we can work together to tell our university story in the best way possible.







# Communications Standards

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## Our voice

"Our Voice" simply means the way we articulate our brand promise and our messages. We strive to reflect the unity of our campus, while also embracing the variety of unique stories we have to share with the public and one another.

Keep in mind that voice primarily comes through in two ways: Tone and Content. Tone refers to the style and manner of writing, word choice, cadence, and sentence structure. Content is the focus and construction of your compositions.

We strive for a tone that is inclusive, friendly, clear, and succinct. Tone may vary slightly depending on the audience – whether parent, student, colleagues, business, community leaders, or alumni.

Our content stems from the five common values identified by faculty and staff that we feel best defines our university. The values are knowledge, innovation, engagement, accessibility, and respect. Our core promise is to add value through high-quality education by making student success our first priority.



## Institutional messaging

To meet specific objectives, messages should be woven into a variety of communication efforts. You have the freedom to choose messages that work best for your situation, depending on the target audience. Messages should be used to describe a point of view or establish a narrative framework. The following current institutional messages may serve as a starting point for you:

- Have the Heart of a Trojan?
- Create Your Future at UA Little Rock
- UA Little Rock is in the Heart of Politics and Government in the state
- UA Little Rock is in the Heart of Business and Industry in the state
- UA Little Rock is in the Heart of Arts and Culture in the state
- The Heart of a Servicemember beats here.
- UA Little Rock offers popular programs of study in the Heart of Arkansas
- Little Rock offers music, cultural events, and outdoor recreation associated with a thriving metropolitan area.

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## How can you effectively tell our story

As you prepare your message, ask yourself a few questions:

1. Does the story inspire those associated with UA Little Rock to higher aspirations - to do extraordinary things or reach new achievements?
2. Can any other academic institution lay the same claim or use the same example? Your example should be unique to UA Little Rock.
3. Does the language, tone, and messaging used convey our promise and our institutional messages in an authentic way?
4. Can you provide concrete examples of UA Little Rock's approach to academics or other opportunities to help further understanding?
5. Does the story or information illustrate our natural strengths or capitalize on the promises we strive to deliver?

If the answer is yes to at least one of the questions above, you can be assured you have communicated in a way that enables our university to add value through high-quality education by making student success our first priority.



# Our Outreach

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The Office of Communications and Marketing has numerous ways to help promote your event, department, student, or faculty member's achievements. The office has a news director and staff writer to help craft a news release, which is an effective tool for communicating with various audiences when done correctly. Communications and Marketing has the media contact and the means for distributing newsworthy information.

## Think you have newsworthy information to share?

### Here are some tips to bear in mind:

#### It may seem interesting to you, but the media may not care

Sometimes news is really just an internal update. We will help you see if there's a newsworthy angle for the media.

#### Weeks-old information is not news

Timeliness is key. Additionally, it may help to connect your story with another item in the news.

#### Always remember your audience

For a trade publication to pick up your news, the micro-details are fine because the audience will understand the topic. On the other hand, newspaper editors used to tell their journalists to write for an eighth-grade audience.

#### You can control your own message, but not the media

We can pitch a story, but cannot guarantee the way it will get covered. The media conducts itself as an independent organization.

#### How's your timing?

Coverage can be slow during the holiday season and late into the summer months, which means less competition from media hungry for a good story.

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## Campus communications resources

Contact **501.683.7297** or visit [ualr.edu/communications](http://ualr.edu/communications) for further assistance. There you will also find the necessary details and/or forms for communicating news and events to the public, among them:

- **This Week @UA Little Rock:** Distributed on Mondays, this e-blast for the campus highlights the upcoming week's events throughout the academic year. It is heavily student centered.
- **UA Little Rock Now:** Our weekly campus e-newsletter is distributed both on and off campus on Thursdays during the academic year and covers newsworthy events and people of interest.
- **Merit:** Know of a student(s) whose achievements should be showcased? The Merit program help us do just that. Through Merit, we distribute news releases about student achievements to hometown newspapers and tout the achievement online by awarding Merit "badges." UA Little Rock and more than 500 colleges and universities use the service, which also provides a platform for sharing accomplishments with family and friends through social media channels.
- **The Marquee:** Our digital billboard located on 28th and University Avenue reaches students, employees and visitors. When submitting information for your event or deadline, keep these guidelines in mind:
- **Campus monitors:** We are here to assist with messaging and graphics for display on the various monitors across campus, including the Donaghey Student Services Center, the Donaldson Student Services Center, Ottenheimer Library, and Reynolds Building.

# Our Grammar and Style Guide

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## The importance of a unified style

The UA Little Rock Office of Communication and Marketing follows the AP Stylebook for the vast majority of projects we are charged with handling, whether a press release, a brochure, flyer, or website content.

The AP Stylebook provides fundamental guidelines on spelling, language, punctuation and word usage, although there may be a few exceptions or house rules that depart from those specific principles as outlined in this section.

- It is unnecessary to include http:// or www. in a URL when it is clear that it is a web address.
- When composing paragraphs, use only one space between an ending period and the first letter of a new sentence.
- Upon first reference, always use the full name of a person, place, program, department or event. Generally, avoid using acronyms that aren't commonly known by the general public. Instead, on second reference, use a shortened descriptive version of the name. **EXAMPLE:** The **Office of Communications and Marketing** could be shortened to the **communications department** rather than an acronym such as OCM or OOCAM.
- Telephone numbers do not need parentheses; instead, use periods. **EXAMPLE:** For more information, call the Office of Communications and Marketing at 501.683.7397.
- For titles, capitalize the title when used before the name. **EXAMPLE:** Chancellor Andrew Rogerson
- Use a comma and lowercase when used after the name. **EXAMPLE:** Andrew Rogerson, chancellor
- When the name is not included in the sentence, use lowercase. **EXAMPLE:** The chancellor arrived early.
- The possessive of Arkansas is Arkansas's.

## UA Little Rock preferred terminology

- When necessary, make a distinction between first-time entering freshman and freshman. First-time student is also acceptable.
- Use international students, not foreign students.
- Use residence hall, not dorm or dormitory.

# Our Grammar and Style Guide

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## The university name

- The official name of the university is the **University of Arkansas at Little Rock**
- In most cases, the full formal name is used on first reference. Second and subsequent references may use UA Little Rock (no periods) or the university (lowercase u). UA Little Rock is acceptable on first reference for internal or central Arkansas audiences, although news releases should spell out University of Arkansas at Little Rock on first reference. This applies to colleges, departments, institutes, centers, programs, etc.

### THE FOLLOWING FORMS ARE NOT ACCEPTABLE:

University of Arkansas @ Little Rock  
University of Arkansas – Little Rock  
UA-Little Rock  
UA: Little Rock

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## Academic degrees

The word degree should follow the degree abbreviation. This is a UA Little Rock house rule that deviates from AP Style.

**Capitalize the formal names** of academic degrees:

- Bachelor of Science
- Bachelor of Arts
- Master of Arts
- Doctor of Philosophy

**For general reference**, use lowercase and appropriate possessive apostrophe:

- bachelor's degree
- master's degree
- associate degree
- doctorate or doctoral degree

**In lists** and other forms of communication when the full name or general reference might be cumbersome, it is permissible to use the abbreviations of formal degrees, but the full name or general reference is preferred.

- B.S. degree
- B.A. degree
- M.A. degree
- Ph.D. degree
- MBA degree

**If included**, the field of study should be lowercase, unless it is a proper noun:

- **Lowercase:** Bachelor of Science degree in nursing
- **Uppercase:** B.A. degree in English or bachelor's degree in English

# Our Grammar and Style Guide

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## Capitalization/punctuation

### People

- A job title is only capitalized when it immediately precedes a person's name. If the title follows the name or stands alone, it is not capitalized:

#### EXAMPLES:

Student Life Coordinator Jill Smith organized the event.

Jill Smith , student life coordinator, organized the event.

Associate Professor of Journalism Bob Woodward led a panel discussion.

Bob Woodward, an associate journalism professor, led a discussion.

### Departments, offices, committees, and boards

- Capitalize the formal names of departments, offices, committees, boards, and institutions, but do not capitalize informal names.

#### EXAMPLES:

The Department of Criminal Justice is composed of 10 faculty members.

She works for the criminal justice department at UA Little Rock.

The Office of Admissions is organizing that event.

You can pick up materials from the admissions office.

### Buildings and places

- The names of buildings or rooms that include proper names are capitalized.

#### EXAMPLES:

The event will be held at the Ted and Virginia Bailey Alumni and Friends Center.

If you'd like to reserve the Bailey Center for an event, contact Linda Martin.

The Calvin R. Ledbetter Jr. Assembly Hall is located in the Donaghey Student Center.

Ledbetter Hall is located in the DSC.

### Academics

- Do not capitalize majors, programs, or concentrations unless they are a "brand name" or a standalone proper noun.

**EXAMPLE:** She was a history major, but she studied Spanish and traveled abroad through the Donaghey Scholars Program.



# Our Grammar and Style Guide

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- Capitalize the formal names of courses.

**EXAMPLE:** After enrolling in Designing with New Technologies, he wanted to take more art classes.

- Capitalize the formal names of standardized tests.

**EXAMPLES:** ACT, GRE, Test of English as a Foreign Language:

- For faculty who have earned an advanced degree (Ph.D., Ed.D., etc.), it is acceptable to use the formal title Dr. or Drs. before the full name of an individual(s), with these two exceptions:

a) News releases sent to media

b) When there is a bulleted or similar list naming many individuals

*In such instances, an academic abbreviation is used after the full name and set off by a comma*

**EXAMPLE:** John Snow, Ph.D.

## Seasons

- Lowercase fall, winter, spring, and summer unless referring to a formal name.

**EXAMPLES:**

The spring semester begins in January.

The Winter Olympics will be held in Sochi.

Many vendors will be available during the Fall Career Fair.

## People

- Place commas inside quotation marks for direct quotes.

**EXAMPLE:** “A new season is beginning today,” the chancellor said. “Little Rock is now poised to serve as a national model for improving educational and developmental outcomes for children in high-poverty neighborhoods.”

- UA Little Rock Style adheres to the serial comma. (This is an exception to AP Style.) When using commas in a series, a comma is placed before the “and.”

**EXAMPLE:** The chancellor greeted faculty, staff, students, and guests to the event.

- Names followed by Jr., Sr., or a roman numeral do not have a comma after the last name:

**EXAMPLES:** Martin Luther King Jr., Waldo Aloysius Johnston III

## Headlines

- Capitalize the first word and proper nouns only.

# Our Grammar and Style Guide

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## Dates and times

### Days of the month

- Use figures only for the days of the month, omitting st, nd, rd or th:

**Correct:** May 1



**Incorrect:** May 1st

- When the month, day, and year are included, place a comma between the date and the year. However, it's generally not necessary to include the year. When using a specific date that includes a day, month, and year, place a comma after the year if the year isn't the end of a sentence.

**EXAMPLE:** Spring Commencement is scheduled for Saturday, May 17, 2014.

- Do not abbreviate or use a comma if the month stands alone or with the year only.


**EXAMPLE:** The December 2010 Commencement will be live streamed on ualr.edu.

### Month abbreviations

- If the day is included, abbreviate the following months as such:

<b>Jan.</b>	<b>Oct.</b>
<b>Feb.</b>	<b>Nov.</b>
<b>Aug.</b>	<b>Dec.</b>
<b>Sept.</b>	

- If the *day is not included*, spell out the month.

 **NEVER** abbreviate the shorter months: March, April, May, June, and July.

## Time

- When expressing time, use a.m. or p.m. and figures only. Use noon or midnight rather than 12 a.m. or 12 p.m.

**EXAMPLE:** 8:30 a.m., 7 p.m., noon, and midnight

- If the beginning and ending time are both in the a.m. or p.m., use the time stamp only after the second figure.

**EXAMPLE:** 7 to 9 a.m., 11 a.m. to 1 p.m., noon to 3 p.m.

- When used in copy, include the time, day, and date in that respective order, spelling out the weekday.

**EXAMPLES:**

... at 6:30 p.m. Thursday, Oct. 14, in the ....

... from 7 to 11 p.m. Thursday, March 17, in the ....

# Our Grammar and Style Guide

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## Numbers

- Spell out numbers one through nine (except in a headline) and general numbers (dozens, a thousand); use figures for 10 and above and for ages. If a number is the first word of a sentence, spell it out.

**EXAMPLE:** The organization's founders included four faculty members and 21 students, but the group recruited hundreds more. Fifty first-time entering freshmen joined the organization.

- Percentages are expressed as figures, and spell out the word "percent."

**EXAMPLE:** The assignment was 5 percent of the final grade, and 90 percent of the class passed.

- For very large sums of money, use figures with a dollar sign; spell out million or billion.

**EXAMPLE:** UA Little Rock received a \$2.7 million grant through the U.S. Department of Education to expand its Reading Recovery program.

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## Hyphenation:

### full time/full-time or part time/part-time

- Only hyphenate when used as a compound modifier: She attends full time; She is a full-time student.

### on campus/on-campus or off campus/off-campus

- Only hyphenate when used as a compound modifier: Joe Smith lives on campus; Joe is reviewing his on-campus housing options.

### log in/login or log out/logout

- Do not hyphenate when used as a noun or modifier. Separate when used as a verb.

**EXAMPLE:** Your login attempt has failed; Log in to BOSS to update your personal information.

# Our Grammar and Style Guide

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## Common words

The following list serves as a convenient reference for the correct use of commonly misspelled or stylized words.

- The terms below should be used as shown in accordance with AP style or UA Little Rock house rules:

email    home page    internet    NetID    online    website    World Wide Web    BOSS

## General Word List

### alumni variations

- **alumna** – feminine single form
- **alumnae** – feminine plural form
- **alumnus** – male or gender-neutral singular
- **alumni** – masculine or mixed-gender plural

### capital/capitol

- Use **capital** when referring to cities that are seats of government, such as the capital city of Little Rock, and when used in a financial context.
- Use **Capitol** when referring to buildings.

**adviser** – not advisor

**catalog** – not catalogue

**course work** – not coursework

**fieldwork** – not field work

**work-study** – not workstudy

**toward** – not towards

**yearlong** – not year long

**fundraising/fundraiser** – not fund raising or fund-raising



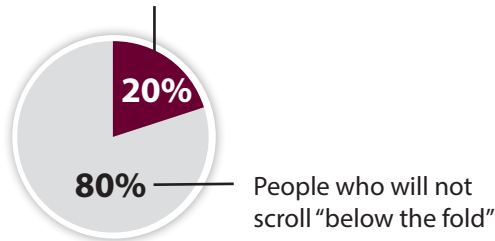
# Web Communications Standards

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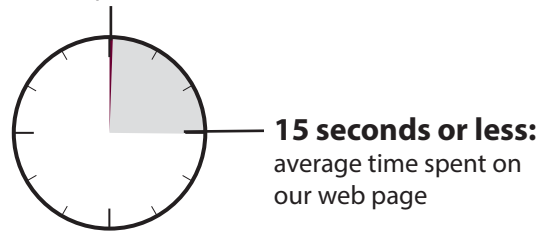
## Our website

A unified, consistent voice and style is especially important on the web because, as these numbers indicate, people scan, rather than fully absorb, web content:

**Amount of our content that someone will actually read on a page**



**½ second or less:** time for someone to get a first impression of content



The overarching goal of the ualr.edu website is to provide clear, concise and accurate information to our end-users (primarily the students we are here to serve) in a format that is easily accessible and easy to navigate. Each web page should include a set of basic elements that will meet these goals and standards. Elements that are required on each web page are as follows:

- **Web Page Title** (using the official name for the office, department, division or unit)
- **Link to Contact Us Page** from main navigation area (Contact Us info should include, email, physical address and phone number at minimum)
- **Link back to Home Page** from main navigation area
- **Photos should be properly sized** to avoid stretching or pixelation. If you need help with this, contact the Office of Communications and Marketing at 501.569.8266.



# Our Emails

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The following guidelines are in place to maintain a consistent look and feel for all email messages that come from UA Little Rock and match the styles employed on our website and print pieces.

## UA Little Rock email signature model

Uniform email signatures deliver brand consistency electronically across university departments and offices. Just as our business cards uphold an identity standard, email signatures should follow a similar conventional style. The example below shows the preferred UA Little Rock text signature model.

Visit [ualr.edu/communications/email-signature-guidelines/](http://ualr.edu/communications/email-signature-guidelines/) to download a version of the logo sized appropriately for use in your university email signature.

John Doe | Director of University Email Signatures  
Office of Consistency  
University of Arkansas at Little Rock  
501.569.3000 | [jxdoe@ualr.edu](mailto:jxdoe@ualr.edu) | [ualr.edu](http://ualr.edu)



*An optional line to include your social networks is also acceptable:*

John Doe | Director of University Email Signatures  
Office of Consistency  
University of Arkansas at Little Rock  
501.569.3000 | [jxdoe@ualr.edu](mailto:jxdoe@ualr.edu) | [ualr.edu](http://ualr.edu)  
[facebook.com/ualr.edu](https://facebook.com/ualr.edu) | [twitter.com/ualr](https://twitter.com/ualr)



- Your signature should not be longer than five lines. Use vertical bars (shift + backslash) with one space on each side to separate components.
- Use a simple 10 pt standard font (preferred) or your email client's default font. Non-standard typefaces and HTML may not translate well across email clients.
- Your font colors should be set to the default black.
- Avoid using graphics other than the downloadable logo supplied on this page.
- Refrain from using quotations or other philosophical statements. Your signature should reflect a professional and consistent university viewpoint when conducting business through email.

# Our Emails

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## Key points for email structure

- Any banners and graphics should be created by the Office of Communications and Marketing.
- Fonts should never be changed from the default style to reflect a personal preference.
- Always left-align text.
- Use images sparingly.

## General Email Tips

- Keep text very brief and easy to scan; many recipients read email on mobile devices.
- Consider what you want users to do after reading your email. Be sure to include one or two (maximum) buttons to emphasize that call-to-action (i.e. Register, Give, See Who is Attending).
- Use headings, when appropriate, to convey to users what follows in a particular section.
- Minimize the use of images.
- Any images should play a supporting role so your message can be conveyed clearly and effectively if the image does not display.
- Never send an email that is simply one big image. Image-based emails are not accessible to the visually impaired.
- Don't use "click here" as link text or paste the full URL as the link text. When calling the user to action, use brief but meaningful link text that makes sense when read out of context.

**EXAMPLE:** Use **Reunions Registration** rather than **Click here to register for Reunions**.

- Proofread and check links.

# Our Social Media Guidelines

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Social media can be a powerful and effective tool to share information and interact with your audience. UA Little Rock uses social media to communicate official information about the university, while also utilizing it to engage with key audiences – potential and current students, employees, alumni, and the community. *NOTE: These guidelines are for official UA Little Rock social media accounts only and are not intended for personal or individual accounts.*

## Getting started

Are you thinking about creating a Facebook page or other social channel for your department? It's recommended that you first meet with the Office of Communications and Marketing. Creating and managing a social media account is time intensive and requires planning and commitment. We can discuss what is involved, help you create a strategy, and provide some best practices.

When you create an official social media account for your unit, you must also give administrative access to the Office of Communications and Marketing. The Office of Communications and Marketing will not manage other units' accounts, but needs access to them in the event of a campus crisis and/or if the account administrator leaves the university.

## First steps

Some things to consider before creating a social media presence:

- **Goals and Objectives:** What is your overarching goal?  
Have a clear plan before you start. Each account should have its own purpose and intended audience. How does the purpose of your Instagram account differ from your Facebook account?
- **Audience:** Who are you trying to reach? How will your content achieve that? Have you considered the content your audience is seeking, the proper tone, and the nature of the social media platform?
- **Maintenance:** Who will be the primary administrators managing the account? How often do you plan to update it? Do you have the time? Social media is a 24/7 job. Account administrators need to be comfortable managing the account after hours (for example, snow days are very active times).  
Also, consider long-term sustainability. If an administrator leaves the university, what happens to the account? Student workers are great resources for assisting with social media, but it is best to have a full-time employee as the primary administrator.
- **Quality over Quantity:** Not every department, office, event, or group needs to have a social media account. Rather than creating a brand new account and building a following from scratch, consider using an already existing account. You can work with another department who has an active account and provide it content to post. It is better to have a smaller number of strong UA Little Rock accounts, than a vast number of accounts with few followers.



# Our Social Media Guidelines

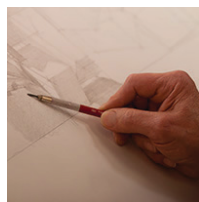
## Social media avatars

The image, or avatar, accompanying your posts on your social media pages are usually shown as a small square set next to the account name. The primary UA Little Rock logo fits this size well, but is reserved for the primary UA Little Rock account to provide an anchor for the brand. UA Little Rock identity logos do not fit well, and the type is often illegible within the avatar size constraints. Consider using a photo of your campus location or an identifiable object. Note that university units may not create their own unique logos.

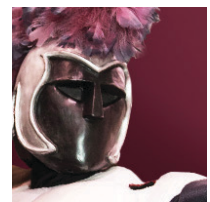
## Acceptable social media avatars



Use a building or campus photo highlighting an architectural feature.



Find a photo that represents the focus of your unit. This can be some sort of identifiable object or action.



## Unacceptable Social Media Avatars



Do not use identity signature logos.



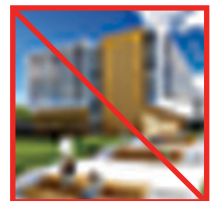
The primary UA Little Rock logo should only be used for primary UA Little Rock accounts.



Do not create unapproved logos.



Do not use the Trojan head or the athletic signature logo.



Avoid using blurry or pixelated images.



Do not use old university logos.

# Our Social Media Guidelines

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## Best practices

The UA Little Rock Social Media Guide is designed to outline and clarify the proper and effective use for social media accounts representing university departments, colleges, and other official units.

These guidelines will continually evolve as new social networking tools emerge.

## Overview

Employees who run social media accounts for their departments should be aware that those accounts are representative of the university and should adhere to UA Little Rock's Social Media Guidelines.

- Everything posted is public. Assume that each tweet, post, video or picture that you post is public and available forever.
- Do not mix your personal views and activities with those of the university.
- Be careful and accurate. Check your facts and review spelling and grammar before posting. Do not disclose private information about yourself or students.
- The account login/password should only be shared with those who are approved as account administrators. Set a strong password that includes letters and numbers, and avoid using words that can be found in the dictionary.
- Be human. Be conversational. Use hashtags when appropriate. Tag other accounts when appropriate. Reply, retweet, and/or like posts/pics that mention you.

## Content

- It's important to post content that is interesting and relevant to your audience. This might mean linking to a UA Little Rock News story about a professor's research, or posting images from a Greek Life event, or sharing a photo from a recent student art exhibition. It's important to post a variety of content, but photos and videos typically have the best engagement.
- For Facebook, posting a link (with a caption) is also effective, but text-only updates receive the least amount of engagement.
- For Twitter, consider including an image with your tweet. A tweet with an image included will grab more attention from your followers than a text-only tweet.

## Frequency

- There is a balance between posting regularly and saturating your followers with content. We recommend posting to Facebook at least several times a week. Channels that focus on short, quick updates (such as Twitter and Instagram) benefit from more frequent content. Twitter followers expect to see tweets daily.
- It is very helpful to create an editorial calendar for the semester/year so you can plan ahead and be proactive. Create a calendar that includes the events or deadlines/reminders that your department has. You can also take note of university-wide events, such as graduation, homecoming, spring break, finals, etc. Then you can plan your social media content ahead of time, instead of the day of the event.

# Our Social Media Guidelines

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## Timing

- Posting on weekends and evenings can be very effective. Insights show that UA Little Rock's Facebook page receives the most engagement during the afternoons and evenings. Thursdays and Saturdays are the most active days, but those active days might vary depending on your audience. It is helpful for you to review your account's insights/analytics.

## Moderation/responding

- One of the most important things to remember is that social media is a dynamic, two-way communication channel, and should never be used as a "bulletin board." Think of social media as an open door to your office. When a user sees a business or organization has a social media account, that is essentially an invitation for them to "come inside."
- Ask questions. Respond to comments. Create conversations. Remember to check the account on evenings or weekends when many students might send you a message or post a question. If you do not have time to answer their request right that minute, it's important to respond with, "I am looking into this and will get back to you soon," or something similar. If people post a question to your account, they expect a response. Let them know you are there and that you care. This level of customer service goes a long way with students and their parents.

## Hashtags

- Hashtags are used on social media to identify or categorize messages on a specific topic or theme. The university uses #UALittleRock as the primary hashtag. This can be written in both uppercase or lowercase letters. There are certain hashtags that are used yearly for specific events. For example, #UALittleRockGrad is used for graduation. #LittleRocksTeam is used for Trojan athletics. #GoTrojans is also frequently used.

## Deleting comments

- As a general rule, we do not recommend deleting others' comments/posts unless they have violated the rules of the platform (discriminatory, defamatory, profane, obscene, etc.). The best way to handle negative comments is to let your community come to your defense. Deleting comments generally creates more problems than it solves, and transparency is always the best policy. Facebook does allow you to "hide" a comment - this makes the comment only visible to the original poster and his/her Facebook friends. It is acceptable to delete posts that are promoting services or products.

## Expectations

- While managing a social media account can be fun and effective, it often ends up being more time-consuming than people realize. If you find that you cannot maintain your account, we recommend deleting the account.
- It sends a negative message if a current or prospective student visits your Facebook page/Twitter account and sees that it has not been updated in months. Imagine if a student was outside the student center and excited to come in, but upon entering, he or she sees the building is empty and no one works there. Ensure that your account does not turn into a "social media graveyard."
- The Office of Communications and Marketing has the right to ask that your university-branded account be deleted if it is not updated regularly or if it fails to adequately and positively represent the university.





# University Marks and Visual Style

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## Our branding standards

As with our communications standards, branding at UA Little Rock is about communicating consistent and credible messages. When we build a strong brand, we build the reputation of not just the university as a whole, but also our colleges, departments, programs, and units. We help ensure we are reaching the core audience we are all here to serve: our students.

In this updated guide, you will find the brand standards regarding our logos, wordmarks, stationery, business cards, color palettes and various other items used for consistent communications and messaging. These standards are developed and evaluated routinely by the Office of Communication and Marketing; however, every employee, department, and college is responsible for strengthening the brand by compliance with these standards.

To ensure accuracy and consistency in image, design, form, and quality, materials should be prepared and printed by UA Little Rock Printing Services.

## What is a brand?

A brand is not a logo, a color, or a tagline. A brand is an essence. For a university, the essence is its heart; it is what drives the university's unique actions and communications. A brand is an idea the people have about you. It is the perception they have when they think of UA Little Rock. It is also the promise of what UA Little Rock delivers.

## Brand position

The University of Arkansas at Little Rock prepares students to live, work, and lead in the diverse world of the 21st century by offering top academic opportunities available only in the state's capital city. UA Little Rock is a community partner in helping solve business, civic, government, and community challenges, and it meets critical workforce and community needs for the state.

## Licensing

All representations of the university's name and marks on merchandise are licensed. An established licensing program protects the university brand and avoids unauthorized use. All licensed items must be produced by one of our approved licensed vendors before production of the item begins. Contact the Office of Communications and Marketing at 501.683.7397 for a list of vendors or assistance with your purchase.



# Our Logos and Marks

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## The university logo

In January 2017, the university began a transition from UALR to UA Little Rock, which necessitated a modification to the existing logo. This modification from the UA Little Rock Chancellor was created through a collaboration between the Department of Art and Design and the Office of Communications and Marketing. The new logo should be applied to all new university internal and external materials, such as stationery, marketing and communication materials, and signage that require university identification. **The university logo should not be altered in any way.**

Due to different design space requirements and the desire to maintain maximum text readability within the logo, there are two options for use. **The primary university logo is preferred for use on university materials**, but for situations that require narrow design content areas, for example, the sides of pens, leaderboard web ads, or thin horizontal signage may necessitate using the horizontal variant of the logo.

## Primary university logo



MINIMUM SIZE



0.5"  
or 50 pixels

## Horizontal variant, secondary



MINIMUM SIZE



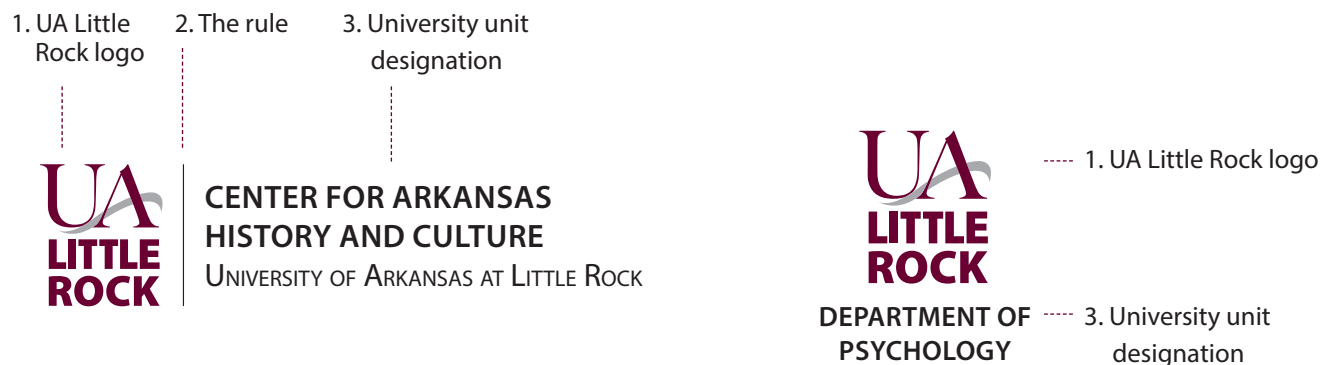
0.25"  
or 35 pixels

# Our Logos and Marks

## Components of the university signature

The most common visual display of the UA Little Rock brand is through the university signature which includes the logo, and also allows us to highlight units and departments on campuses. The UA Little Rock signature is the official identifier for all academic units of the university and has been developed to consistently represent UA Little Rock in all of its communication materials. Use of the UA Little Rock signature helps establish identity and strengthens UA Little Rock brand awareness. This does require the signature to be used properly and consistently by university faculty and staff.

The signature is the university's official identifier and should be clearly and prominently displayed on all forms of visual communication. The university signature should not be altered in any way. The example below labels the different components of the university signature.

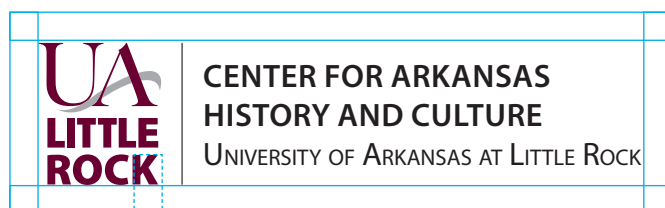


1. **The UA Little Rock logo** is the graphic representation for the university using letters “UA” and “Little Rock” with an arc moving through the letters. It utilizes both the university maroon and silver colors. This logo should never be manipulated or altered.
2. **The rule** is black and set a 0.25 pt. Its role functions to join the logo with the wordmark and provide a point of alignment. The rule should align with the top and bottom of the logo.
3. **University unit designation**, is black and set in all caps. This allows for up to two rows to display the college name and department name or office name. Special consideration has been given to the kerning and leading and should not be reset.

The basic elements of the university identity (i.e.: wordmark/logo, seal, name, etc) are protected legally from unauthorized use. While this prevents use without permission, it also requires consistent use and appearance by authorized UA Little Rock units.

## Minimum border space

To maintain the signature's visual integrity, there must always be a minimum border of negative space around the signature. The minimum amount of space is defined as the “K” width in the university unit text, or 18 percent of the vertical length of the logo.



= “K” width or 18% of the vertical length of the logo

# Our Logos and Marks

## College and unit signature configurations

Each of UA Little Rock's units will have a customized signature that can be used in place of the standard university signature. These designs have specific typesetting and spacing to ensure visual consistency for all offices and departments within the university. Only use approved unit signatures.

Each signature configuration has a minimum size requirement to maintain legibility of all text. Some unique applications may require special sizes. For questions about the use of the university signature, contact UA Little Rock's Office of Communications and Marketing 501.683.7397.

NOTE: Minimum sizes included on this page are designed to maintain text readability.

### Centered configurations



DEPARTMENT OF  
PSYCHOLOGY



COLLEGE OF ARTS,  
LETTERS, AND SCIENCES  
UNIVERSITY OF ARKANSAS AT LITTLE ROCK




DEPARTMENT OF MANAGEMENT  
COLLEGE OF BUSINESS  
UNIVERSITY OF ARKANSAS AT LITTLE ROCK


MINIMUM SIZE




### Horizontal configurations



ALUMNI  
ASSOCIATION



CENTER FOR ARKANSAS  
HISTORY AND CULTURE  
UNIVERSITY OF ARKANSAS AT LITTLE ROCK



DEPARTMENT OF CONSTRUCTION MANAGEMENT  
& CIVIL AND CONSTRUCTION ENGINEERING  
GEORGE W. DONAGHEY COLLEGE OF ENGINEERING AND INFORMATION TECHNOLOGY  
UNIVERSITY OF ARKANSAS AT LITTLE ROCK

MINIMUM SIZE



### Narrow configuration

MINIMUM SIZE



### Centered narrow configuration

MINIMUM SIZE



# Our Logos and Marks

## Rules and Guidelines for logos

For construction of signature logos the unit text should read in order of priority from top to bottom: 1) Department/Office/Unit, 2) College Name, 3) University of Arkansas at Little Rock. The top-most item should be bolded.

Highlighted unit name is set to Myriad bold, all-caps



**DEPARTMENT OF POLITICAL SCIENCE**  
COLLEGE OF SOCIAL SCIENCES AND COMMUNICATION  
UNIVERSITY OF ARKANSAS AT LITTLE ROCK

Text should be centered with logo and can be a maximum of four lines high.

College unit and/or University name is set for Myriad regular, small-caps

NOTE: Student organizations may use their sponsoring department's signature on their promotions but cannot use the UA Little Rock logo signature with their name. The Office of Communications and Marketing will not be involved in the creation of unique logos for student organizations.



**DEPARTMENT OF CONSTRUCTION MANAGEMENT  
& CIVIL AND CONSTRUCTION ENGINEERING**  
GEORGE W. DONAGHEY COLLEGE OF ENGINEERING AND INFORMATION TECHNOLOGY  
UNIVERSITY OF ARKANSAS AT LITTLE ROCK

Maximum of four lines for unit text preferred for centered logos .

## Multiple programs with one logo

In the instance where campus units may be partners on a project and require both names to be displayed with a communications or marketing piece, please allow for a space equal to one and one half the caps height of the unit name.



**JOEL E. ANDERSON INSTITUTE  
ON RACE AND ETHNICITY**

**SCHOOL OF PUBLIC AFFAIRS RESEARCH CENTER**

## Cooperative program signatures

University programs affiliated with private or nonprofit organizations usually require signatures or logos that display the partnering organization's identity in tandem with the UA Little Rock identity. UA Little Rock Children International, shown below, is one example of how these combination logos should appear.



children  
international<sup>SM</sup>

# Our Logos and Marks

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## Logo color variations

When possible, use the two-color version of the logo (as shown on previous page). Acceptable one-color versions of the logo are as follows: maroon, silver, black, and white. Metallic silver or 40 percent black ink may be applied over a maroon or black background.

Maroon and Silver Standard



Maroon (one-color)



White and silver signature over maroon background

This option acceptable **only** when applied over a maroon background



P877 (silver) or  
40 percent black



Black



Reversed

Use this option when applying logo to dark or non-university colors



# Our Logos and Marks

## Unacceptable logo variations

Proper use of the university logo is necessary to retain brand recognition. Misuse of the logo dilutes its importance. Here are some examples of things to avoid when using the university logo. Contact the UA Little Rock Office of Communications and Marketing to receive the correct logo files for your needs.

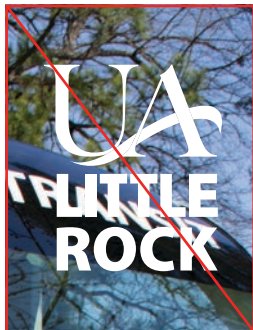
**DO NOT** create alternative color variations of the logo or wordmark.



**DO NOT** apply the two-color logo to a black or dark background.



**DO NOT** compromise the legibility of the logo when placing over a photograph



When placing the logo over an image, it must be placed in an area that maintains its readability. Image areas with high variations in contrast should be avoided.



**DO NOT** reposition, resize, separate or modify components of the logo.



# Our Logos and Marks

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## Use of the seal

The UA Little Rock seal is limited to documents or items of a formal nature, such as on diplomas, certificates, special stationery, awards, and legal documents.



# Trojan Athletics Marks

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## Athletics signature

The athletics signature combines the Trojan logo with the words "Little Rock" to help establish UA Little Rock's identity within athletic programs. The signature should be used properly and consistently by university faculty and staff.

The athletics Trojan signature is used as **UA Little Rock's primary official identifier** for athletics programs and external merchandise and should be clearly and prominently displayed on all forms of visual communication. This logo is designed to have alternative versions for each specific athletic sport, listed on next page. **The signature should not be altered in any way.**

## Athletics wordmark

The athletics wordmark is intended for use as an alternative to the athletics signature and may be used as athletic program identifiers. In order to preserve the consistency of UA Little Rock's athletic brand, **the wordmark should not be altered in any way.**

***LITTLE ROCK***  
***TROJANS***



## Trojan logo

The Trojan logo is officially licensed and registered to UA Little Rock. It may be appropriate to be used as an art element in print materials or on promotional items. When re-sizing the Trojan logo, it is imperative to keep the original proportions intact. The default logo color is black, but it can be changed to maroon or silver. When placing the logo on a background color other than white (silver, maroon, etc.), the area inside the Trojan logo should be changed to match the new background color. **The trojan logo should not be altered in any way.**

## Little Rock hashtag

As part of the effort to tie the brand to the city of Little Rock, the use of the hashtag #LittleRocksTeam may be used in athletic communications. The words Little, Rocks and Team should be capitalized when using the hashtag for any official University communications. In print communications, use Myriad Pro Bold or Myriad Pro Bold Condensed as the display font when possible. The hashtag should not be displayed using a serif font.

**#LittleRocksTeam**

# Trojan Athletics Marks

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## Athletic program signatures

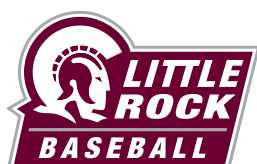
Each of UA Little Rock's athletic teams have customized signatures that can be used in place of the standard athletics signature. To maintain brand identity these should not be altered in any way.



**LITTLE ROCK**  
ATHLETICS



**LITTLE ROCK**  
SOCCER



**LITTLE ROCK**  
BASEBALL



**LITTLE ROCK**  
SWIMMING & DIVING



**LITTLE ROCK**  
BASKETBALL



**LITTLE ROCK**  
TRACK & FIELD



**LITTLE ROCK**  
CROSS COUNTRY



**LITTLE ROCK**  
VOLLEYBALL



**LITTLE ROCK**  
GOLF



NOTE: This should be the primary logo used for general external athletic merchandise.



**LITTLE ROCK**  
DANCE



**LITTLE ROCK**  
PEP BAND

# Trojan Athletics Marks

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## Minimum logo size

The athletics signature and wordmark have a minimum size requirement to maintain legibility. Some unique applications may require special sizes. For questions about the use of the athletic signature, wordmark, or logo, contact UA Little Rock's Office of Communications and Marketing at 501.683.7397.

### Signature

#### MINIMUM SIZE



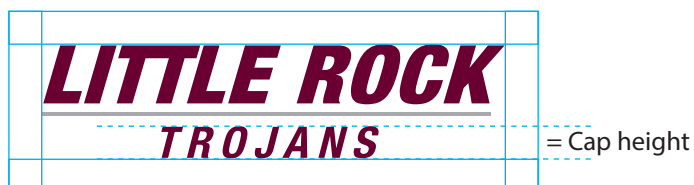
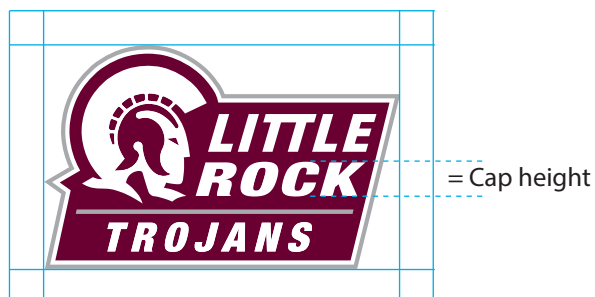
### Wordmark

#### MINIMUM SIZE



## Minimum border space

To maintain the signature's visual integrity, there must always be a minimum border of negative space around the signature. The minimum amount of space is defined as the cap height of the lower line of text.



# Trojan Athletics Marks

## Color variations

### Wordmark color variations

When possible, use the two-color version of the wordmark. Acceptable color variations of the wordmark are as follows: maroon, black, and white. Metallic silver or 40 percent black ink may be applied over a maroon or black background.

Maroon



Black



White signature over maroon background



Silver or 40% black



Reversed



White signature with gray or silver stripe over maroon background



## Signature color variations

When possible, use the two-color version of the signature. Acceptable color variations of the signature are outlined below. For one-color applications, the second outline should be discarded. For all other applications, the outline should remain. Metallic silver or 40 percent black ink may be applied over a maroon or black background.

Maroon



Black



Solid white variation over maroon background



Silver or 40 percent black



Reversed



White and silver logo over maroon background



## Logo color variations

The logo may be used in maroon, silver, gray, black and white. Acceptable color variations of the logo are outlined below. NOTE: While a maroon logo, it does not have good contrast.





# Trojan Athletics Marks

## Unacceptable variations

Proper use of the athletic signature, logo, and wordmark is necessary to retain brand recognition. Misuse of the signature dilutes its importance. Here are some examples of things to avoid when using the university signature. Contact the UA Little Rock Office of Communications and Marketing to receive the correct logo files for your needs.

**DO NOT** create alternative color variations of the logo, signature, or wordmark



**DO NOT** apply the two-color wordmark to a black background



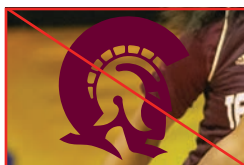
**DO NOT** compromise the legibility of the wordmark or logo when placing over a photograph

When placing the wordmark over an image, it must be placed in an area that maintains its readability. Image areas with high variations in contrast should be avoided. The signature is specially suited to maintain legibility over busy backgrounds.

NOT THIS



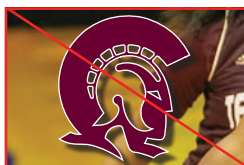
NOT THIS



THIS



**DO NOT** add any sort of stroke, drop shadow, or other effect to the wordmark, logo, or signature



**DO NOT** reposition, resize, adjust colors, or separate components of the wordmark, signature, or logo



# Trojan Graphic



Maroon and silver

## How can the Trojan graphic be used?

The Trojan graphic was designed to provide a flexible art element that could be used on all applications by athletics, registered student organizations, and the UA Little Rock Alumni Association. Other official university organizations should only use the Trojan graphic on communications or materials that are directed to students or alumni.

## Color

There are several color options for the Trojan graphic. In licensed apparel, the mascot may be presented in a tone-on-tone design. This presentation should use the appropriate black or reversed variation so that the face, teeth, and eyes are a lighter shade than the rest of the costume.



4-color

## Four-color version instructions

When printing CMYK or for digital purposes, the four-color version of the Trojan should be used. The traditional University maroon and silver are used, along with secondary darker versions, included on the right, to add more depth to the graphic. When placed over a maroon or silver background, a white stroke with a slight drop shadow may be used to help separate the graphic from the background.

CMYK	RGB
20/97/40/58	#6e2639
20/97/40/85	#3d131e
0/0/0/40	#a7a9ac
0/0/0/65	#7b7b7b



Black



Maroon over silver

## Additional variations

The images here represent the standard pose for the Trojan graphic for branded merchandise for retail sale. The mascot may be presented in other poses, or holding items other than the sword and shield under the following conditions:

1. All such modifications require written approval from the UA Little Rock Office of Communications and Marketing;
2. The image must be drawn by a professional illustrator;
3. The Trojan must wear the standard costume;
4. The Trojan must be presented in activities and holding items that are deemed acceptable by the university and conform to the Student Code of Conduct, Rights, and Responsibilities and appropriate laws.



Reversed



Silver over maroon

# Our Colors

## Approved university colors

UA Little Rock uses maroon and silver as its two primary colors. These colors are used to unify and strengthen our brand across all departments and programs.

The official UA Little Rock color, silver, should be used when the situation permits, but may not be ideal or even available for standard print pieces, and is not available for all digital purposes. In these instances, we have provided gray alternatives.



### UA Little Rock Maroon

#### PRINT

Spot Color: **PANTONE 209c**

C	M	Y	K
20	97	40	58

#### DIGITAL

Hex: **#6e2639**

R	G	B
110	38	57



### UA Little Rock Silver

#### PRINT

Spot Color: **PANTONE 877c**

C	M	Y	K
0	0	0	40

#### DIGITAL

Hex: **#a7a9ac**

R	G	B
167	169	172

## Avoid these color combinations

While there are no restrictions on the usage of other colors in secondary elements, it is recommended designers avoid using red because of the close color and name comparison with the University of Arkansas at Fayetteville. To prevent confusion with other Arkansas universities, designers are advised to avoid the following color combinations:

-  Red and Black – **Arkansas State University**
-  Green and Gold – **Arkansas Tech University**
-  Black and Gold – **Harding University, University of Arkansas at Pine Bluff**
-  Red and Gray – **Henderson State University**
-  Orange and Black – **Hendrix College**
-  Crimson, Blue, and Gold – **Lyon College**
-  Purple and Gold – **Ouachita Baptist University**
-  Blue and Gold – **Southern Arkansas University**
-  Blue and White – **University of Arkansas-Fort Smith**
-  Red and White – **University of Arkansas at Fayetteville**
-  White and Green – **University of Arkansas at Monticello**
-  Purple and Gray – **University of Central Arkansas**

NOTE: The colors shown in this style guide are designed for CMYK printing and do not precisely match the PANTONE® Color standards. Please consult a current PANTONE® Publication for accurate color matching.

# Our Typography

## Typography

To ensure consistency, UA Little Rock utilizes specific typefaces when producing content. Fonts share equal importance with colors and logos as a tool in our visual communications.

### Print fonts

UA Little Rock uses the Myriad Pro font family as the primary font for communications and should be used for all body type in official documents. Myriad Pro is an easily readable modern sans serif font versatile enough that it can be used for both body type as well as a display font.

Other fonts may be used in lieu of Myriad for display purposes given that they fit the theme of the communication material. A recommended combination of fonts combines the serif-based Minion font family with Myriad.

NOTE: If Myriad is unavailable to you a sans serif font such as Helvetica or Verdana is acceptable.

### Myriad Pro

AaBbCcDdEeFfGgHhIiJjKkLlMmNn  
OoPpQqRrSsTtUuVvWwXxYyZz

- Condensed
- Condensed Italic*
- Semibold Condensed**
- Semibold Condensed Italic***
- Bold Condensed**
- Bold Condensed Italic***
- Light
- Light Italic*
- Regular
- Italic*
- Semibold**
- Semibold Italic***
- Bold**
- Bold Italic***
- Black**

### Minion Pro

AaBbCcDdEeFfGgHhIiJjKkLlMmNn  
OoPpQqRrSsTtUuVvWwXxYyZz

- Bold Condensed**
- Bold Condensed Italic***
- Regular
- Italic*
- Medium
- Medium Italic*
- Semibold**
- Semibold Italic***
- Bold**
- Bold Italic***

## Web typography

Fonts are automatically set by the UA Little Rock website and should not be changed. Text on a web page should be organized appropriately so that a user can efficiently navigate the page with a screen reader. For other web accessibility standards, please refer to the Web Content Accessibility Guidelines (WCAG) 2.0.

### Heading and paragraph styles

All body text is set with the standard Paragraph style. Headings should only be used in logical, numerical order. Since the page title is automatically formatted with the Heading 1 style, all other top-level headings on the page should be set with the Heading 2 style. Headings 3, 4, 5, and 6 are only used when subtopics are nested within a Heading 2 paragraph. ***Never select an alternative heading style based on appearance.***

### ⊘ What to avoid

- Do not obstruct the subject matter of a photograph with text.
- Do not place your text over a photo or graphic in a way that compromises the legibility of the text.
- Do not set body copy in white or in color unless there is adequate contrast to maintain readability.
- Do not justify body copy.
- Do not center body copy.
- Do not set tracking below -20.
- Avoid using more than two different font families per document.
- Avoid setting type size smaller than 10 point.
- Avoid having just a single word on a paragraph-ending line.

# Our Stationery

## Stationery

Business cards, letterhead, and envelopes are all widely used communication tools that can help strengthen the visual identity of the university when used properly. All of these components provide the opportunity to convey a positive message each time they are used. Consistent use of these identity standards demonstrates that each college, school, department, or other unit respects and values its affiliation with the university.

## Envelope size guide

Below you will find common stationery sizes and their recommended applications to help you decide what type of stationery suits your need. There are many different envelope sizes and custom options available for an additional cost. For additional options, contact Printing Services at 501.569.3260.

### A2

Good for invitations or note cards.



ENVELOPE  
4 3/8" x 5 3/4"



CARD  
4 1/4" x 5 1/2"

### A6

Good for invitations or note cards.



ENVELOPE  
4 3/4" x 6 1/2"



CARD  
4 1/2" x 6 1/4"

### A7

Good for invitations or note cards.



ENVELOPE  
5 1/4" x 7 1/4"



CARD  
5" x 7"

### A9

Good for invitations or note cards.



ENVELOPE  
5 3/4" x 8 3/4"



CARD  
5 1/2" x 8 1/2"

### #10

Good for any letterhead or standard size paper.



ENVELOPE  
3 7/8" x 9 1/4"

### Postcards

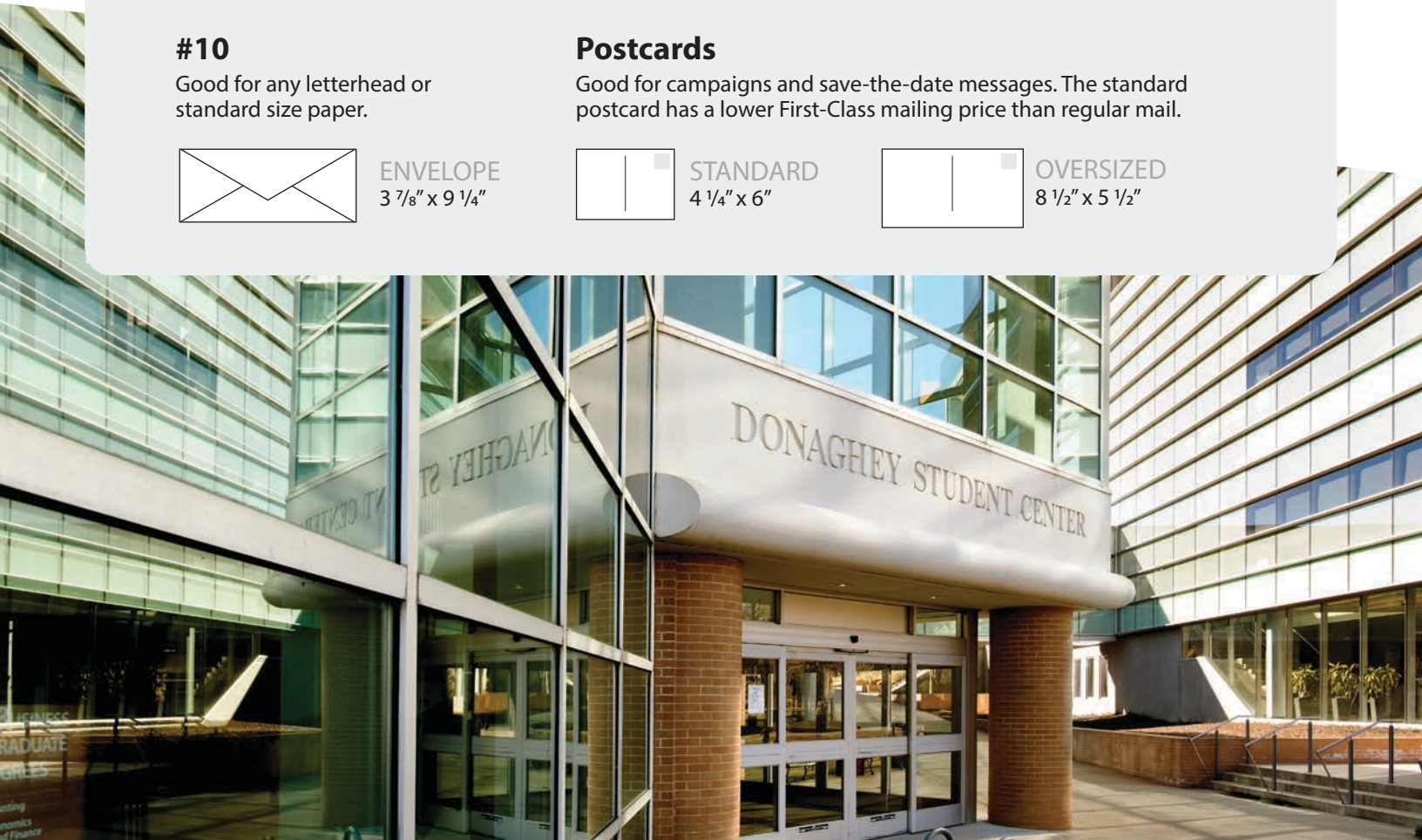
Good for campaigns and save-the-date messages. The standard postcard has a lower First-Class mailing price than regular mail.



STANDARD  
4 1/4" x 6"



OVERSIZED  
8 1/2" x 5 1/2"



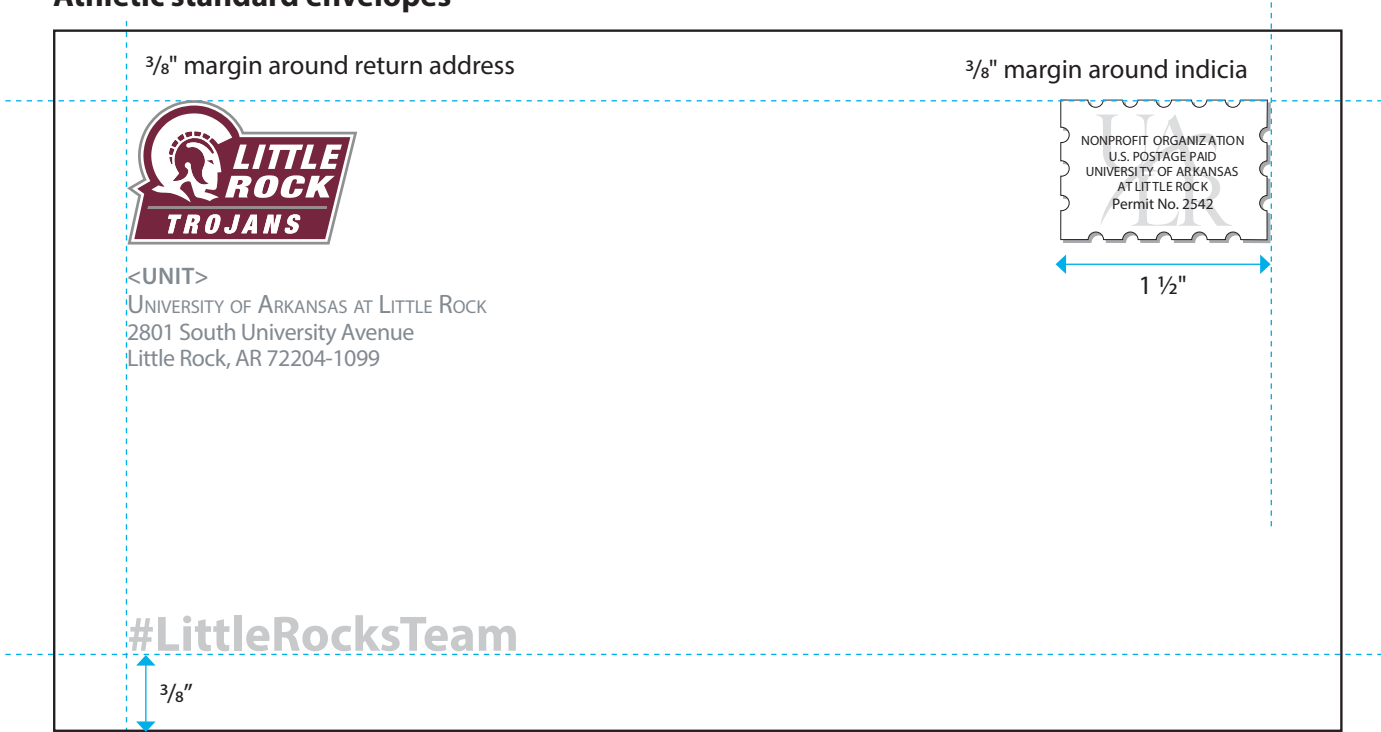


# Our Stationery

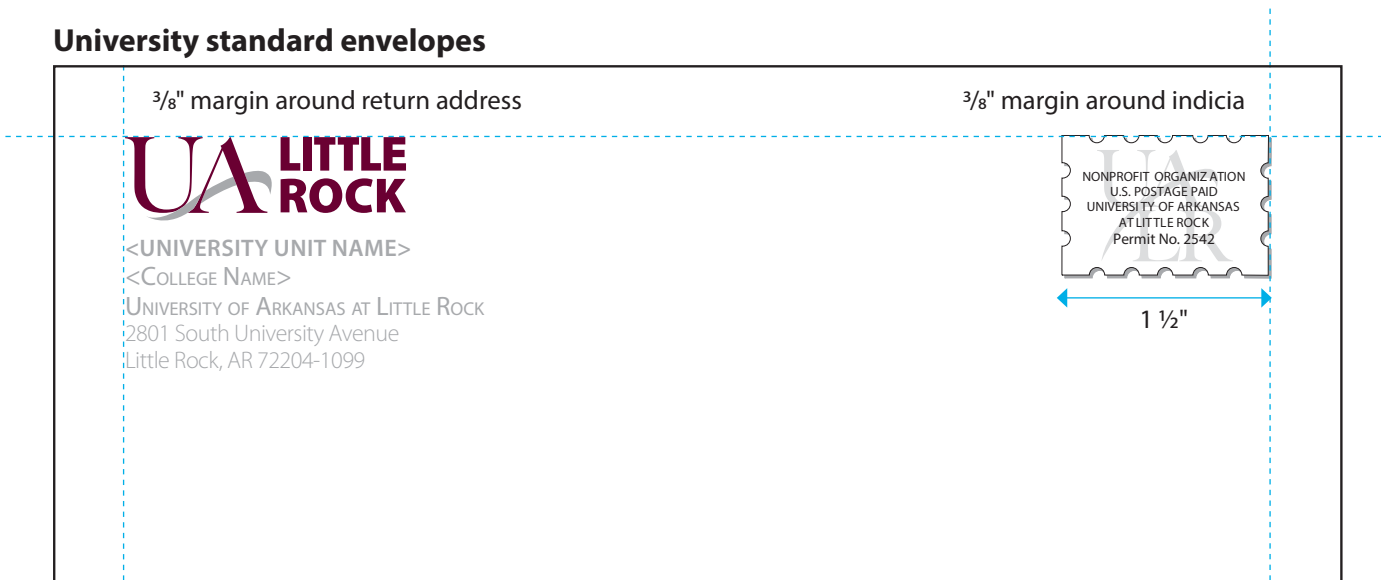
## Envelopes

Standard envelopes should be designed with the appropriate department logo or signature in the upper left-hand corner with the University of Arkansas at Little Rock name and logo below. An indicia may be added to the left as required. The return address may also be centered on the back flap. For special campaigns, additional images or art may be added to the front of envelopes. Contact the Office of Mail Services at 501.539.8699 to ensure the envelopes meet U.S. Postal Service and University guidelines.

### Athletic standard envelopes



### University standard envelopes

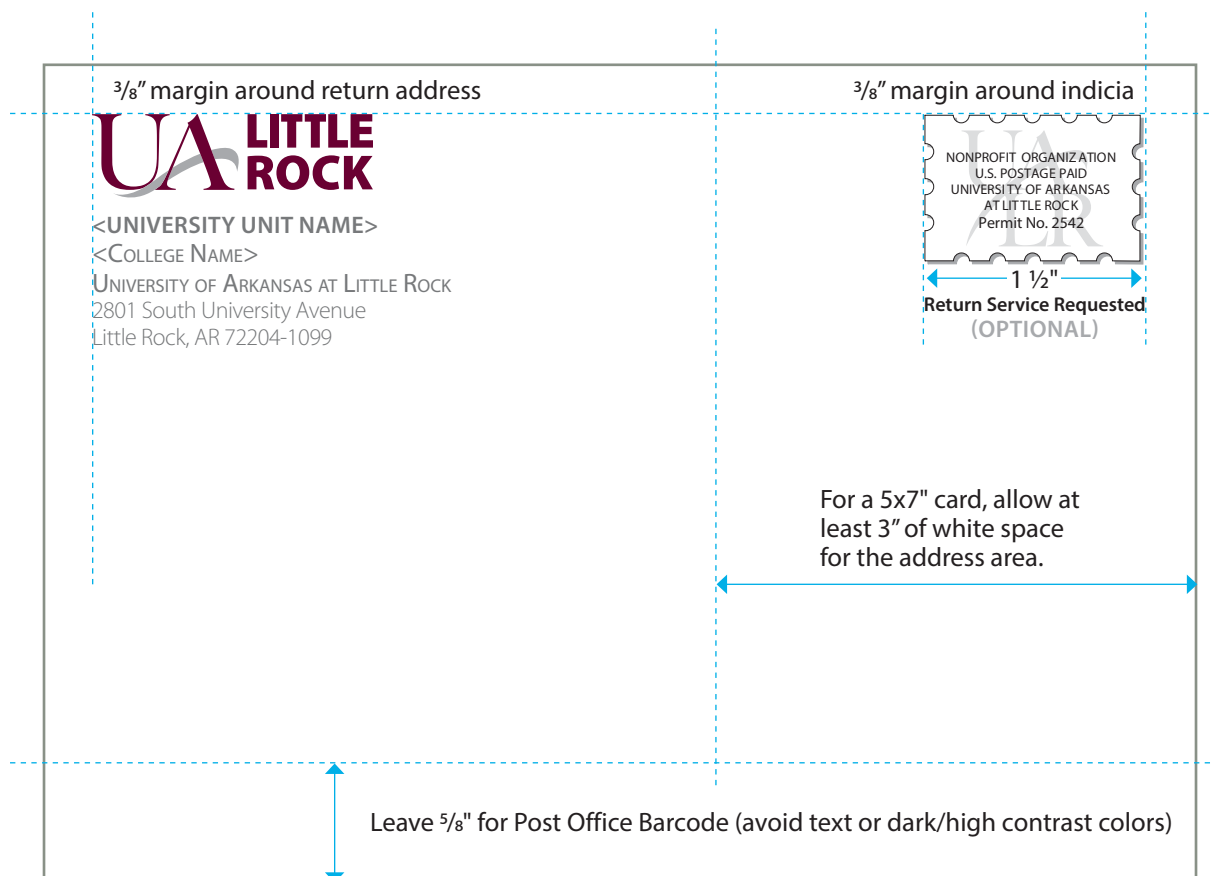




# Our Stationery

## Postcards

Postcards should be designed with the appropriate department logo or signature in the upper left-hand corner with the University of Arkansas at Little Rock name and logo below. An indicia may be added to the left as required. For special campaigns, additional images or art may be added to the front of envelopes. Contact the Office of Mail Services at 501.539.8699 to make sure the postcards meet U.S. Postal Service and University guidelines.



### Mail return and forwarding service requests

A return or address service requested note may be included under the indicia of envelopes for an additional cost. Contact the Office of Mail Services at 501.539.8699 for current pricing.

**"Return Service Requested"** means return with yellow label with new address if available.

**"Address Service Requested"** means will forward on to new address.

# Our Stationery

## Business cards

Business cards are ordered through Printing Services. For university faculty and staff, there is a 1-sided option and a 2-sided option. University athletics uses a separate design for their business cards that reflect their logos and mission.

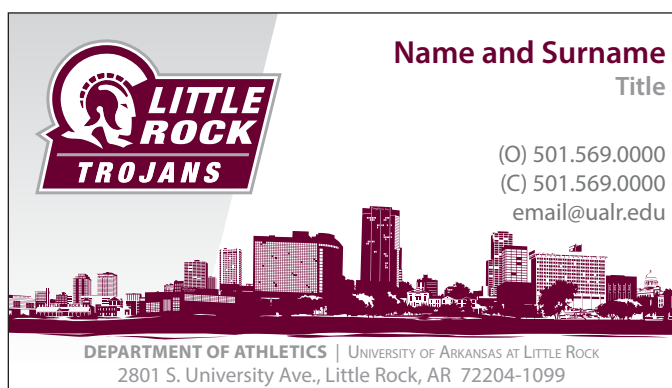
### Standard University business cards 1-sided



### University partnership business cards 2-sided



### Athletic business cards



# Our Stationery

## Letterhead

Letterhead for campus units may be ordered through Printing Services. Use the following guide to set up your margins for body text.

**UA LITTLE ROCK** <UNIT> <COLLEGE>  
UNIVERSITY OF ARKANSAS AT LITTLE ROCK  
2801 S. University Ave., Little Rock, AR 72204-1099 | (O) 501.000.0200 | (F) 501.000.0000 | [ualr.edu](http://ualr.edu)

March 13, 2017

Recipient  
Address  
Little Rock, AR 72204

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Kindest regardds,

Sender

**TOP MARGIN IS 2 1/4"**

**LEFT MARGIN IS 1"**

**RIGHT MARGIN IS 1"**

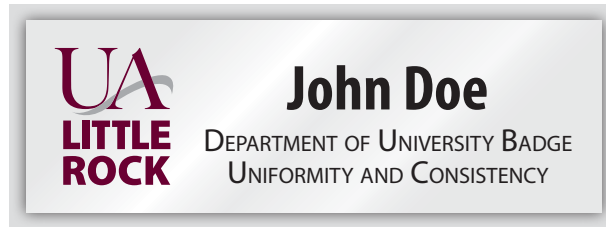
**BOTTOM MARGIN IS 1"**

# Our Stationery

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## University badges

The university's preference is that faculty and staff use a name badge for his or her name along with his or her affiliation within the greater campus community (either by department or college or both, if room allows). See the example below.



NOTE: There is a two-line limit for affiliation information, with a 40 character limit per line to maintain readability. Use full names for college, office and department names: no abbreviations or acronyms.

The badge is meant to be a snapshot, not a curriculum vitae, business card, letterhead or email signature. Squeezing too much information into a relatively small space creates an outcome that is aesthetically unappealing.

There may be occasions when the use of a title makes sense. We wouldn't have Andrew Rogerson, Office of the Chancellor, for example. We'd just have Andrew Rogerson, Chancellor.

These requests can be handled on a case-by-case basis as long as it conforms to the template given, but as a general rule a person would have to sacrifice listing his or her affiliation (college/department) and use title instead due to space constraints.

# Our Photo and Video Standards

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## Our Philosophy

Photography and video are useful and engaging tools for communicating. Our choice of images should support our branding messages.

To connect with our audience, we must use engaging images that provoke a sense of curiosity in the viewer. Two bedrock principles of good and interesting photography are quality lighting and appropriate composition to help distinguish a subject.

## Photo

Whenever possible student life photographs should be unposed (candid), emotional and used to tell a story, which can create a sense of excitement.

If candid photos aren't possible, photograph people (especially students) in environments that pertain to their areas of interest. This will reveal more interesting details about them, whether in a lab, library, classroom or a particularly interesting office. In a situation such as that, an engaging environmental portrait that connects the subject with his or her work, academics and/or lifestyle should be arranged. Images should feel relaxed, casual, and confident. If that isn't possible, we can create a conceptual image that grabs the attention of the viewer.

## 🚫 What to avoid

- Subjects wearing logos from other universities.
- Situations where safety procedures are not being followed.
- Subjects in front of signs.
- Group photographs. However, if a group shot is unavoidable, select a location where it will be easier to pose the subjects. There should also be diversity.
- Headshots. Using our campus as a backdrop is the preferred way to document a subject; however, we have a small studio to take a professional-looking headshot.
- Branded products like Coke bottles or Starbucks. Also avoid non-branded items like bottles of water.
- Low resolution/poor quality imagery. The resolution should be at least 300 dpi for print images with a minimum length of six inches. While stock photography or clip art is an option, it is not the preferred method of getting an image.
- Awkwardly cropped photos.
- Avoid eye glasses that automatically dim in bright light. Please be aware that safety glasses are highly reflective and will leave a white stripe across the lens.



# Our Photo and Video Standards

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## Here are things to be mindful of if we are shooting an assignment for you or your department.

- If there is a key decision maker who will determine the suitability of the final product, please get them involved ***before the shoot.***
- For on-location shoots, we might need to visit in order to determine the best spot. The broadcast media director and the senior photographer/videographer will take a look at your request and determine the best way to proceed.
- In order to get the best photograph or video possible here are some guidelines:
  1. Location should be free of anything you do not want to appear in the photograph/video.
  2. Avoid highly reflective objects in the background such as windows, mirrors, shiny wallpaper, monitors, etc.
  3. Avoid setting-up in high traffic areas or noisy areas for video.
  4. The number of participants in the photo will help determine the most suitable location.



## What to wear

Suggested attire during a photographic or video shoot.

- Solids are best. If photographing more than one person, neutrals are better. Otherwise, subjects should wear the color that they look best in. Avoid white, unless it is worn as a garment under a jacket or sweater.
- Avoid large patterns, logos, and writing, except for UA Little Rock gear, when it's appropriate for a particular shoot. Never wear attire from other universities.
- Sleeves that are 3/4-length or full-length work best for both men and women. Avoid sleeveless and short sleeved garments.
- It is always safer to err on the side of more formal than what the subject considers to his or her normal attire. This depends on the individual, of course, and the context in which they are being photographed.



# Our Photo and Video Standards

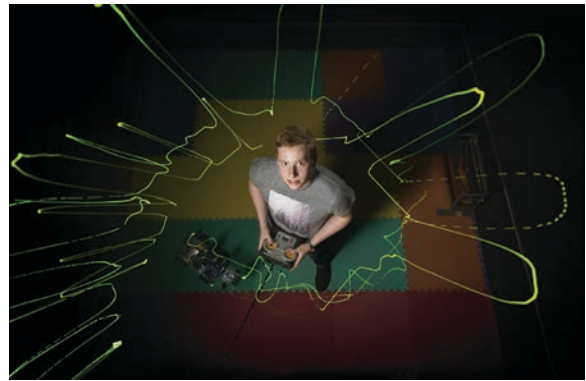
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## Setting up the shoot

Is there a favorite photograph on our website [ualr.edu/photography](http://ualr.edu/photography) that represents your expectations for the project? We're open to suggestions, but assignments will be photographed according to our interpretation of the best way to illustrate the subject.

### The Shoot

Professional photo and video shoot sessions require sufficient time for the best images, so please remind subjects that they should have ample time available to participate in the shoot. The time required for a shoot will be determined by the complexity of the subject matter. A conceptual photo could take more than one hour to execute. Head shots usually require 15 minutes to complete. An on-location shoots requires one hour and often more.



### After the Shoot

All assignments need to be edited and adjusted in Photoshop. Finished files will not be available immediately after an assignment. Head shots will only be slightly enhanced.

### What you will receive and when

We will do our best to accommodate your needs within a reasonable time frame, but please allow at least five business days for the finished files to be delivered. This time frame can expand during periods of peak demand. If you do not receive a link to your files after five business days, contact the broadcast media director at [amparker@ualr.edu](mailto:amparker@ualr.edu).

All finished files are moved to our digital archive, ResourceSpace. Once you receive an email containing a link to the file, please click on the link from within the UA Little Rock network. There is no access to ResourceSpace files from external networks. The finished file will be a "jpeg" file for photographs and a "mov" file for videos. Once you click on the link, there could be a security warning stating "Your connection is not private." Please ignore the warning. Click "Advanced" and then click "Proceed to comm.host..." in order to continue to the site. There you can download your files.

If you receive a digital copy of one of our photographs and/or videos, they should not be used in any manner that reflects negatively on the university. In addition, commercial uses are not permitted. We ask that you not distribute any electronic files to parties outside of UA Little Rock. For photo reproduction permissions contact the broadcast media director at [amparker@ualr.edu](mailto:amparker@ualr.edu).

Any images used outside the university MUST be used with an appropriate credit: Photographer Name/UA Little Rock. Any images used inside the university may be used with the credit: Photographer Name/Office of Communications and Marketing.

# Our Photo and Video Standards

## Video

Where appropriate, bring the institutional brand story into the video especially if it is part of a larger communications and marketing effort. Graphics and images from a larger campaign will align the video with other materials. Contact the Office of Communications and Marketing for additional information.

**Pre-Production** Before work begins on your video, ensure production and post-production stages go smoothly with thorough pre-production. This checklist can help you produce compelling and informative videos for the university.

- Define the goal of your video and how you will measure its success
- Define what story you're trying to tell
- Define your audience and where your video will be posted
- Define a timeline for the project
- Draft a storyboard / script.
  - Use short sentences. *Write in a conversational and friendly tone.*
  - Write for the ear – not for the eye (most people will only hear the video narration so you can be informal, use contractions, etc.).
  - Read your script out loud (then you'll hear where you need to make changes).

Define your interview subject(s) and possible location(s)

## General Guidelines

- Remember the story you are trying to tell. Always stay true to the narrative.
- Keep in mind that 1-2 minutes is an optimum length for online video. If you must use a longer video, break it up into smaller, standalone chunks.
- When identifying speakers/programs/buildings, use the UA Little Rock logo in the accompanying title graphics.
- Use the rule of thirds when framing your subjects during interviews. Using a 3x3 grid, position your subject along the vertical lines will generally result in a pleasant and balanced composition.



## ⊘ What to avoid

- When shooting outdoors, keep the sun behind you.
- When shooting indoors beware of excessive light from windows in the background.
- Avoid zooming.
- Allow sufficient head room so the subject's head isn't too close to the top of the frame.
- Avoid flashy transitions and effects. Be creative, not kitschy.
- Avoid copyrighted music or video. Be sure you have the right to use any videos that you want to add to your courses.
- Don't complicate your video with too much information. Keep it simple.

# Our Photo and Video Standards

## Video Specifications

- All videos (and graphics for video) should be created with 1080p high definition specifications (a screen ratio of 16:9). Output the final video in mp4 which can be played by most media players and mobile media devices.
  - Resolution: 1920 pixels wide by 1080 pixels high
  - Codec (if applicable): H.264
  - Frame rate (if applicable): 29.98 frames per second

### Graphics and text in video

**No zone**  
Never put captions, titles, or credits in the outer border area.

**Action safe zone**  
95% of the screen, or 1824 x 1026 px  
A rectangular area far enough from the four edges so text or graphics show neatly, with a margin and without distortion. If your video is to be viewed primarily on the web, graphics can creep into the outer rectangle "action-safe zone".

**Title safe zone**  
90% of the screen, or 1728 x 972 px  
Graphics should be kept within in this area if your video may be shown on a variety of screen sizes so information is not cut off on standard definition screens.

**Lower third graphics** (also known as keys or fonts) identify people, places and things in your video. Despite the name "lower third," they rarely take up a third of the screen and should be positioned in a way that showcases both the subject and the relevant information.

• No Zone  
• Action Safe Zone  
• Title Safe Zone

UA Dr. Andrew Rogerson  
LITTLE ROCK 10th Chancellor of UALR

- Names and titles should be accurate and spelled correctly. Title should be readable in a short timeframe and if the interview subject has more than one title, choose the one most pertinent to the story.
- Ensure adequate contrast between the text and the background for legibility. Do not use any filters on text such as drop shadows, outlines (strokes), glows, etc. on your text as it may not render well in video format.



HOW WE TELL OUR STORY  
A GUIDE TO IDENTITY STANDARDS FOR THE  
UNIVERSITY OF ARKANSAS AT LITTLE ROCK

PRODUCED BY THE  
OFFICE OF COMMUNICATIONS AND MARKETING  
**[ualr.edu/communications](http://ualr.edu/communications)**  
**501.683.7397**