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

©2016 University of Arkansas at Little Rock
All Rights Reserved

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 help 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.
Our identity
Why we have communication standards

Our communications standards
Our voice
Institutional messaging
Our outreach
Our grammar and style guide
  • The importance of a unified style
  • University name
  • Academic degrees
  • Capitalization/punctuation
  • Dates and times
  • Numbers and hyphenations
  • Common words

Our web communications standards
Our website
Our emails
Our social media guidelines
  • Social media avatars
  • Best practices

University marks and visual style
Our logos and marks
  • Components of the university signature
  • Minimum border space
  • Signature configurations
  • College and unit signatures
  • Cooperative program signatures
  • Color variations
  • Unacceptable variations
  • Use of the seal
Trojan athletics marks
  • Athletic program signatures
  • Minimum logo size
  • Minimum border space
  • Color variations
  • Unacceptable variations
Trojan graphic
Our colors
Our typography
  • Web typography

Our stationery
Envelope size guide
Envelopes
Postcards
Business cards
Letterhead

Our photography standards
What to avoid
What to wear
Setting up the shoot
Our Identity

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. But 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.

This guide is divided into two primary sections denoting our two areas of focus and expertise: Communications and Marketing. Under these broad functions, we have further categorized the various areas affected by each one, along with a contact name and number. We hope it goes far in describing the scope of work, clarifying our roles, and better define the unique assets communications and marketing brings to a university.
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 and are encapsulated in the phrase “Trojan Touchstones.” 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 UALR
- UALR is in the Heart of Politics and Government in the state
- UALR is in the Heart of Business and Industry in the state
- UALR is in the Heart of Arts and Culture in the state
- The Heart of a Servicemember beats here.
- UALR offers more than 100 programs of study in the Heart of Arkansas
- Little Rock offers music, cultural events, and outdoor recreation associated with a thriving metropolitan area.

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 UALR 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 UALR.
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 UALR’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 communicate in a way that enables our university to add value through high-quality education by making student success our first priority.
Our Outreach

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.

Campus communications resources
Contact 501.683.7297 or visit 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@UALR**: Distributed on Mondays, this e-blast for the campus highlights the upcoming week’s events throughout the academic year. It is heavily student centered.

- **UALR 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.” UALR 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.
The importance of a unified style

The UALR 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.

UALR 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.
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 UALR (no periods) or the university (lowercase u). UALR 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, or any variation of these.

Academic degrees

The word degree should follow the degree abbreviation. This is a UALR 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
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 UALR.

  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

- 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.”

- UALR 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.
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 livestreamed on ualr.edu.

Month abbreviations

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

Feb.  Nov.
Sept.

■ 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 ....
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: UALR received a $2.7 million grant through the U.S. Department of Education to expand its Reading Recovery program.

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.
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 UALR house rules:

<table>
<thead>
<tr>
<th>Term</th>
<th>Correct Use</th>
</tr>
</thead>
<tbody>
<tr>
<td>email</td>
<td>don’t misspell “email” as “e-mail”</td>
</tr>
<tr>
<td>home page</td>
<td>don’t misspell “home page” as “home page”</td>
</tr>
<tr>
<td>internet</td>
<td>don’t misspell “Internet” as “i-Net”</td>
</tr>
<tr>
<td>NetID</td>
<td>don’t misspell “NetID” as “Net-ID”</td>
</tr>
<tr>
<td>online</td>
<td>don’t misspell “online” as “on-line”</td>
</tr>
<tr>
<td>website</td>
<td>don’t misspell “website” as “websites”</td>
</tr>
<tr>
<td>World Wide</td>
<td>don’t misspell “World Wide” as “World Wide Web”</td>
</tr>
<tr>
<td>Web</td>
<td>don’t misspell “World Wide Web” as “World Wide”</td>
</tr>
<tr>
<td>BOSS</td>
<td>don’t misspell “BOSS” as “B.O.S.S.”</td>
</tr>
</tbody>
</table>

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
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

\[ \frac{1}{2} \text{ second or less: time for someone to get a first impression of content} \]

People who will not scroll "below the fold"

15 seconds or less: average time spent on our web page

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

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

Some key points

- 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.

UALR 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 UALR text signature model:

John Doe | Director of University Email Signatures
University of Arkansas at Little Rock | Office of Consistency
501.569.3000 | jxdoe@ualr.edu | ualr.edu

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

John Doe | Director of University Email Signatures
University of Arkansas at Little Rock | Office of Consistency
501.569.3000 | jxdoe@ualr.edu | ualr.edu
facebook.com/ualr.edu | twitter.com/ualr

- Your signature should not be longer than four 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.
- Avoid using any graphics or colors.
- Refrain from using quotations or other philosophical statements. Your signature should reflect a professional and consistent university viewpoint when conducting business through email.
Our Social Media Guidelines

Social media can be a powerful and effective tool to share information and interact with your audience. UALR 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 UALR 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 UALR 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 UALR logo fits this size well, but is reserved for the primary UALR account to provide an anchor for the brand. UALR 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 UALR logo should only be used for primary UALR accounts. Do not create unapproved logos. Do not use the Trojan head or the athletic signature logo. Avoid using blurry or pixelated images.
Our Social Media Guidelines

Best practices

The UALR 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 UALR'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 UALR 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 oversaturating 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

Timing

- Posting on weekends and evenings can be very effective. Insights show that UALR’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 #ualr 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, #UALRgrad 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.
Our branding standards

As with our communications standards, branding at UALR 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 UALR 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 UALR. It is also the promise of what UALR 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. UALR 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

Components of the university signature

The most common visual display of the UALR brand is through the university signature which includes the logo, and also allows us to highlight units and departments on campuses. The UALR signature is the official identifier for all academic units of the university and has been developed to consistently represent UALR in all of its communication materials. Use of the UALR signature helps establish identity and strengthens UALR 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 UALR logo is the graphic representation for the university using the letters “UALR” in a serif font, 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. The university wordmark, “University of Arkansas at Little Rock,” is black and set in small caps Myriad Pro Regular. Special consideration has been given to the kerning and leading of the wordmark and should not be reset.

The basic elements of the university identity (i.e.: wordmark/logo, seal, name, et.c) are protected legally from unauthorized use. While this prevents use without permission, it also requires consistent use and appearance by authorized UALR 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 cap height in “Little Rock” from the word mark.
Our Logos and Marks

Signature configurations
The horizontal signature three-line configuration should be considered the primary configuration for use in most applications. Sometimes space restrictions may require the use of a vertical signature configuration. Each signature configuration has a minimum size requirement to maintain legibility of the wordmark. Some unique applications may require special sizes. For questions about the use of the university signature, contact UALR’s Office of Communications and Marketing 501.683.7397.

PREFERRED Signature three-line horizontal configuration

Two-line horizontal configuration

One-line horizontal configuration

Vertical configuration

0.25”
1.25”
Our Logos and Marks

College and unit signatures
Each of UALR’s units will have a customized signature that can be used in place of the standard university signature. Versions that include the university wordmark may be created for use with external audiences.

Two-line wordmark

The two-lined wordmark should be aligned with the top of the logo swish and the middle of the logo “R.”

- The minimum height of the logo is 0.5” to maintain legibility in the university wordmark.
- If included, the university or college wordmark should be centered with the UALR department signature. Wordmark should be set at 12 point Myriad Pro for a 0.5” tall signature. The spacing between wordmark and signature should be the equivalent of the cap height of the wordmark.

Three-line wordmark

The three-lined wordmark should be aligned with the top and bottom of the logo.

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 UALR identity. UALR Children International, shown below, is one example of how these combination logos should appear.
Our Logos and Marks

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

Maroon

Silver or 40 percent black

Black

Reversed

White signature over maroon background
Our Logos and Marks

Unacceptable logo variations

Proper use of the university signature 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 UALR 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 signature to a black or dark background.

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

When placing the signature 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** add any sort of stroke or dropshadow to the signature.

**DO NOT** reposition, resize or separate components of the signature.
Our Logos and Marks

Use of the seal
The UALR 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

Athletics signature
The athletics signature combines the Trojan logo with the words “Little Rock” to help establish UALR’s identity within athletic programs. The signature should be used properly and consistently by university faculty and staff.

The athletics signature is used as UALR’s primary official identifier among athletics programs 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 UALR’s athletic brand, the wordmark should not be altered in any way.

Trojan logo
The Trojan logo is officially licensed and registered to UALR. 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.

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
Athletic program signatures

Each of UALR’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.

NOTE: This should be the primary logo used for general external athletic merchandise.
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 UALR’s Office of Communications and Marketing at 501.683.7397.

Primary signature

MINIMUM SIZE

0.375"

Secondary signature with athletic program

MINIMUM SIZE

0.625"

Wordmark

MINIMUM SIZE

0.25"

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.

<table>
<thead>
<tr>
<th>Maroon</th>
<th>Black</th>
<th>White signature over maroon background</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image1.png" alt="Wordmark Maroon" /></td>
<td><img src="image2.png" alt="Wordmark Black" /></td>
<td><img src="image3.png" alt="Wordmark White" /></td>
</tr>
</tbody>
</table>

**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 disregarded. For all other applications, the outline should remain. Metallic silver or 40 percent black ink may be applied over a maroon or black background.

<table>
<thead>
<tr>
<th>Maroon</th>
<th>Black</th>
<th>Solid white variation over maroon background</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image4.png" alt="Signature Maroon" /></td>
<td><img src="image5.png" alt="Signature Black" /></td>
<td><img src="image6.png" alt="Signature White" /></td>
</tr>
</tbody>
</table>

**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.

![Logo Variations](image7.png)
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 UALR 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

![Examples of unacceptable variations](image1)

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

![Examples of unacceptable variations](image2)

**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.

![Examples of unacceptable variations](image3)

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

![Examples of unacceptable variations](image4)

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

![Examples of unacceptable variations](image5)
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 UALR 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.

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 dropshadow may be used to help separate the graphic from the background.

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 UALR 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.
Our Colors

Approved university colors
UALR 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 UALR 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.

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 its association with the University of Arkansas at Fayetteville and Arkansas State University. 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 match the PANTONE® Color standards. Please consult a current PANTONE® Publication for accurate color matching.
Our Typography

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

Print fonts
UALR 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 Minion font family with Myriad.

Myriad Pro
AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrStTuVvWwXxYyZz
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
AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrStTuVvWwXxYyZz
Bold Condensed
Bold Condensed Italic
Regular
Italic
Medium
Medium Italic
Semibold
Semibold Italic
Bold
Bold Italic

Web typography
Fonts are automatically set by the UALR website and should not be changed. Text on a webpage 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.

<table>
<thead>
<tr>
<th>Size</th>
<th>Description</th>
<th>Example</th>
</tr>
</thead>
<tbody>
<tr>
<td>A2</td>
<td>Good for invitations or note cards.</td>
<td><img src="image1" alt="A2 envelope" /></td>
</tr>
<tr>
<td>A6</td>
<td>Good for invitations or note cards.</td>
<td><img src="image2" alt="A6 envelope" /></td>
</tr>
<tr>
<td>A7</td>
<td>Good for invitations or note cards.</td>
<td><img src="image3" alt="A7 envelope" /></td>
</tr>
<tr>
<td>A9</td>
<td>Good for invitations or note cards.</td>
<td><img src="image4" alt="A9 envelope" /></td>
</tr>
<tr>
<td>#10</td>
<td>Good for any letterhead or standard size paper.</td>
<td><img src="image5" alt="#10 envelope" /></td>
</tr>
<tr>
<td>Postcards</td>
<td>Good for campaigns and save-the-date messages. The standard postcard has a lower First-Class mailing price than regular mail.</td>
<td><img src="image6" alt="Postcard" /></td>
</tr>
</tbody>
</table>

**Card sizes**
- 4 1/4" x 5 1/2"
- 4 1/2" x 6 1/4"
- 5" x 7"

**Oversized sizes**
- 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 envelopes

University of Arkansas at Little Rock
Department of Athletics
2801 South University Avenue
Little Rock, AR 72204-1099

Office of Admissions
University of Arkansas at Little Rock
2801 South University Avenue
Little Rock, AR 72204-1099
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. They are offered in two variations, one with a maroon logo over a white background, and one with a white logo over a maroon background.

Standard University business cards

University partnership business cards

Athletic business cards
Letterhead

Letterhead should be ordered through Printing Services and come in two variations to maintain consistency across campus units. Options include the University or unit logo at the top left with address and contact info at the bottom or top right.

NOTE: Information should include “University of Arkansas at Little Rock” with the address, a phone contact, and the UALR URL. Departments may include their college on the line next to the University name, separated by an interpoint. Do not use more than three lines.

UNIVERSITY OF ARKANSAS AT LITTLE ROCK • COLLEGE OF BUSINESS
2801 SOUTH UNIVERSITY AVENUE, LITTLE ROCK, AR 72204-1099
501.569.3194 • ualr.edu
Our Photographic Standards

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. In order to create that type of image, we must be flexible, though, certain principles are the bedrock of good and interesting photography. Two of those principles are quality lighting and appropriate composition to help distinguish a subject.

Photos

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 300dpi 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 Photographic Standards

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 UALR 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 Photographic Standards

Setting up the shoot

Is there a favorite photograph on our website 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.

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 UALR 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 UALR. For photo reproduction permissions contact the broadcast media director at amparker@ualr.edu.

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