

EXPECT MORE BRAND PROMISE GUIDELINES

Expect More is our new transformative design that more accurately describes the energized, engaged, and impressive students, faculty and staff at UA Little Rock. The specific typefaces, colors, and messaging all contribute to this brand promise and can be used to demonstrate the value and expertise of the university.

As always, any projects not created in the Office of Communications and Marketing should be submitted for our review before they are finalized. Contact us: ualr.at/design.

FONTS

HEADLINES

Tungsten:	Antonio: (Available through Google Fonts)
Light	Light Semibold
Book	Medium Bold
Medium	Regular
Semibold	
Bold	

THINGS TO REMEMBER

EXPECT MORE should be in all caps.

EXPECT MORE should be the smaller and thinner typeface (medium style) in a heading. The words that follow (referred to as "pride points") should be big and bold (semibold or bold style). For example, the title of this document is styled correctly.

The official typeface for **EXPECT MORE** branding is Tungsten. However, Antonio is a similar free typeface and should be used if you do not have access to Tungsten.

When using Tungsten, set the kerning to optical and adjust your tracking anywhere from 0-30 depending on the typeface weight and size. Body text should be Myriad Pro, which is the official university typeface.

COLORS

University maroon and silver should always take precedence on any project, digital or print.

Secondary and tertiary colors are meant to enhance your design, not overtake it.

Tertiary colors should be used in moderation and in their color families (ex: daffodil, gold, pumpkin). When using maroon or silver, up to two tertiary colors may be used on any one design.

Be mindful that your chosen colors support the university brand. For text colors, we recommend only using black, white, maroon, and silver. Visit ualr.edu/expect to see examples of branded designs.

UNIVERSITY COLORS

Maroon	PRINT C: 20 M: 97 Y: 40 K: 58 DIGITAL Hex: #6e2639 R: 110 G: 38 B: 57
PANTONE 209c	

Silver	PRINT C: 0 M: 0 Y: 0 K: 40 DIGITAL Hex: #a7a9ac R: 167 G: 169 B: 172
PANTONE 877c	

SECONDARY COLORS

Light Maroon	PRINT C: 31 M: 91 Y: 55 K: 18 DIGITAL Hex: #98344f R: 152 G: 52 B: 79
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Light Grey	PRINT C: 5 M: 4 Y: 4 K: 0 DIGITAL Hex: #e0e0e0 R: 238 G: 238 B: 238
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Dark Maroon	PRINT C: 46 M: 86 Y: 62 K: 61 DIGITAL Hex: #4c1a27 R: 76 G: 26 B: 39
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Dark Grey	PRINT C: 69 M: 63 Y: 62 K: 58 DIGITAL Hex: #333333 R: 51 G: 51 B: 51
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TERTIARY COLORS

Daffodil	PRINT C: 1 M: 7 Y: 62 K: 0 DIGITAL Hex: #ffe579 R: 255 G: 229 B: 121
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Gold	PRINT C: 0 M: 26 Y: 100 K: 0 DIGITAL Hex: #ffb000 R: 255 G: 191 B: 0
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Pumpkin	PRINT C: 5 M: 90 Y: 100 K: 0 DIGITAL Hex: #d5410b R: 213 G: 65 B: 11
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Lime	PRINT C: 15 M: 0 Y: 52 K: 0 DIGITAL Hex: #ddff99 R: 221 G: 255 B: 153
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Grass	PRINT C: 45 M: 0 Y: 100 K: 0 DIGITAL Hex: #99cc33 R: 153 G: 204 B: 51
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Forest	PRINT C: 70 M: 42 Y: 100 K: 34 DIGITAL Hex: #465d18 R: 70 G: 93 B: 24
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Mint	PRINT C: 46 M: 0 Y: 28 K: 0 DIGITAL Hex: #91d9c6 R: 154 G: 217 B: 198
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Pool	PRINT C: 74 M: 17 Y: 9 K: 0 DIGITAL Hex: #52a3cb R: 82 G: 163 B: 203
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Ocean	PRINT C: 95 M: 58 Y: 37 K: 11 DIGITAL Hex: #245d7a R: 36 G: 93 B: 122
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