

TROJAN ATHLETICS

LITTLE ROCK BRAND STANDARDS



TABLE OF CONTENTS

UNIVERSITY COLORS / PROMOTIONAL ITEMS	2
PRIMARY ELEMENTS.....	3
SECONDARY ELEMENTS / JACK STEPHENS CENTER LOGO.....	4
ATHLETIC PROGRAM SIGNATURES	
BASEBALL / BASKETBALL	5
CROSS COUNTRY / GOLF	6
SOCCER / SWIMMING & DIVING / TRACK & FIELD.....	7
VOLLEYBALL / WRESTLING	8
ATHLETICS / ATHLETIC PERFORMANCE / DANCE	9
PEP BAND / SPORTS MED / OFFICIAL HASHTAGS	10
AFFILIATED ENTITIES	11
ATHLETIC LOGO COLORS.....	12
LOGO SIZES AND SPECS.....	13
UNACCEPTABLE USAGE.....	14
COLORS TO AVOID / FONTS.....	17

UNIVERSITY COLORS

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. Secondary colors of black and white are also permissible, but the primary colors should be used whenever possible.

The official 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, a gray alternative is provided.

Maroon

PANTONE
209c

PRINT

C: 20 M: 97 Y: 40 K: 58

DIGITAL

Hex: #6e2639

R: 110 G: 38 B: 57

Silver

PANTONE
877c

PRINT

C: 0 M: 0 Y: 0 K: 40

DIGITAL

Hex: #a7a9ac

R: 167 G: 169 B: 172

PROMOTIONAL ITEMS

If vendors use the word “Trojans” or “Little Rock Trojans” it must be done in the official wordmark or within any of the aforementioned approved athletic marks (primary, icon, secondary). Vendors may use the Baseball Wordmark only in conjunction with Baseball-related merchandise. For all athletics merchandise, “University of Arkansas at Little Rock” or “UA Little Rock” should NOT be used. Only our official university colors of maroon, silver, black or white ink may be used. Pink may be used ONLY in the case of Breast Cancer Awareness-related events and only as a background color.

PRIMARY LOGO

The athletics signature or primary logo combines the traditional Trojan head logo with the words “Little Rock Trojans” encompassing the identity held within the athletic programs. This mark should be used as the primary mark on uniforms, external merchandise and as the default mark for the athletic department.



PRIMARY WORDMARK

The athletics wordmark is intended for use as an alternative to the athletics primary mark and may be used as athletic program identifiers. This is a strong, identifiable brand that clearly states who we are.



ICON MARKS

The “Icon Marks” are more than just secondary logos. They are identifiable for the university and certain teams as standalone images; thus they are not truly considered “secondary.”

The Interlocking LR mark is Baseball’s primary logo and can be used by any other team with the understanding that the Primary Mark and the Trojan head is preferential.

The interlocking LR is a mark is designated for athletic uniforms, helmets and hats, coaches attire, workout wear, etc. Because the interlocking LR does not provide an identifiable connection to either the Trojans or UA Little Rock, it is designed to be worn in situations where the university’s athletic brand is clearly recognizable in other ways such as on a basketball court or a baseball scoreboard.

The Trojan head can be used as a pseudo-Primary mark for both Basketball teams due to the traditional and historic nature of that mark. The Trojan head should ALWAYS be facing to the right.



SECONDARY MARKS

SECONDARY WORDMARK

The athletics secondary wordmark is intended for use as an alternative to the athletics primary mark as well as the primary wordmark and may be used as athletic program identifiers. This is a mark that is not to be combined with sport names but to be kept for general use.



SKYLINE

Primarily designed for digital/print promotional materials, the Skyline mark can be used inclusive of or excluding the primary athletics mark. No single sport mark should be used in place of the primary athletics mark. The Skyline mark can only be used in the school colors of Maroon, Silver, Black, or White.



GRIT

The "GRIT" mark is an internal mark signifying the motto of Little Rock Athletics. This should not be used for any external purposes, specifically merchandise, but limited to internal messaging, decoration and student-athlete only apparel.

GREATNESS • RESPECT • INTEGRITY • TEAMWORK



JACK STEPHENS CENTER

This mark is intended as a facility logo for the Jack Stephens Center and to help provide an identifiable image and brand that ties the viewer to the facility and its affiliation with Little Rock Athletics and UA Little Rock. This mark should be used in any and all promotion of events taking place at the Jack Stephens Center.



ATHLETIC PROGRAM SIGNATURES

Each of 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. Multiple options are included in order to provide flexibility in usage while still maintaining brand consistency.

The script wordmarks "Little Rock" and "Trojans" may be used by other sports in very limited use and only on uniforms/competition apparel and only with written Athletic Director approval.

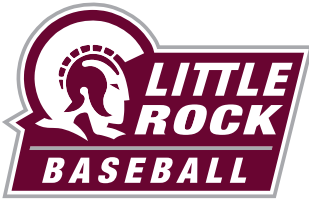
BASEBALL

Little Rock

Trojans

Little Rock
BASEBALL

Trojans
BASEBALL



LITTLE ROCK
BASEBALL



LR
BASEBALL

BASKETBALL



LITTLE ROCK
BASKETBALL



LR
BASKETBALL

CROSS COUNTRY



LITTLE ROCK
CROSS COUNTRY



GOLF

NOTE: While gender-specific options for golf are available, it is preferred the programs use the non-gender specific marks as much as possible.



LITTLE ROCK
GOLF



MEN'S GOLF



LITTLE ROCK
MEN'S GOLF



WOMEN'S GOLF



LITTLE ROCK
WOMEN'S GOLF



SOCCER



LITTLE ROCK
SOCCER



SWIMMING & DIVING



LITTLE ROCK
SWIMMING & DIVING



TRACK & FIELD

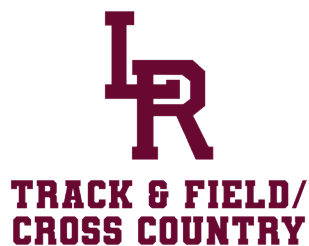


LITTLE ROCK
TRACK & FIELD



TRACK & FIELD / CROSS COUNTRY COM-

LITTLE ROCK
TRACK & FIELD/CROSS COUNTRY



VOLLEYBALL



LITTLE ROCK
VOLLEYBALL



WRESTLING



LITTLE ROCK
WRESTLING



WRESTLING ROCKTAGON

The "Rocktagon" secondary mark - with the Trojan Head located specifically in the center of an Octagon - is designed for use exclusively by the Wrestling program due to its iconic nature within the competition mat. The Trojan Head must be fully inside and centered within the octagon.

Usage by any other team may only be done with written Athletic Director approval.



WRESTLING

ATHLETIC PERFORMANCE



LITTLE ROCK
ATHLETIC PERFORMANCE



ATHLETICS

NOTE: The "Athletics" marks are only to be used for staff apparel and should never be used for merchandise available, for sale or otherwise, to the general public.



LITTLE ROCK
ATHLETICS



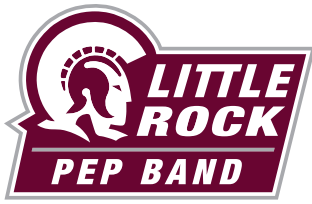
DANCE



LITTLE ROCK
DANCE



PEP BAND



LITTLE ROCK
PEP BAND



SPORTS MEDICINE



LITTLE ROCK
SPORTS MEDICINE



HASHTAG

As part of the effort to tie the brand to the City of Little Rock and encompassing of the metro area, the use of the hashtag #LittleRocksTeam should be used in all communications regarding Little Rock Athletics, particularly on social media posts. Priority should be given to #LittleRocksTeam over any specific team/season hashtag or moniker (this does not limit the use of a second hashtag, only gives preferential treatment to the primary hashtag).

The words Little, Rocks and Team when using the hashtag and in any normal sentence usage (with the appropriate apostrophe for Rock's).

In print or graphic communications, use **Helvetica Neue (OTF)**, **Myriad Pro Bold** or **Myriad Pro Bold Condensed** as the display font whenever possible. The hashtag should not be displayed using a serif font.

#LittleRocksTeam

#LittleRocksTeam

AFFILIATED ENTITIES

The following affiliated entities have the included marks which are created to signify their relation to Little Rock Athletics. These marks should not be altered in any way and should only be used to promote the affiliated entity's interest.

MAROON MOB

Maroon Mob is Little Rock's student organization dedicated to promoting school pride and student awareness throughout the student body.



LETTERMEN'S ASSOCIATION

This mark is specifically for use by and for the Trojan Lettermen's Association.



ATHLETIC ASSOCIATION

This mark is specifically for use by and for the Trojan Athletic Association.



TROJAN GRAPHIC

The Trojan graphic is designed to be for general merchandise, Kids' Club/Junior Trojans Club and general University use only. This should **NOT** be used on team-issued apparel, team-issued items or uniforms at any time.



SPECTACUALR

SpectacuaLR is the annual fundraiser for Little Rock Athletics. This mark is reserved for that annual event and promotion leading up to it.



A BENEFIT FOR TROJAN ATHLETICS

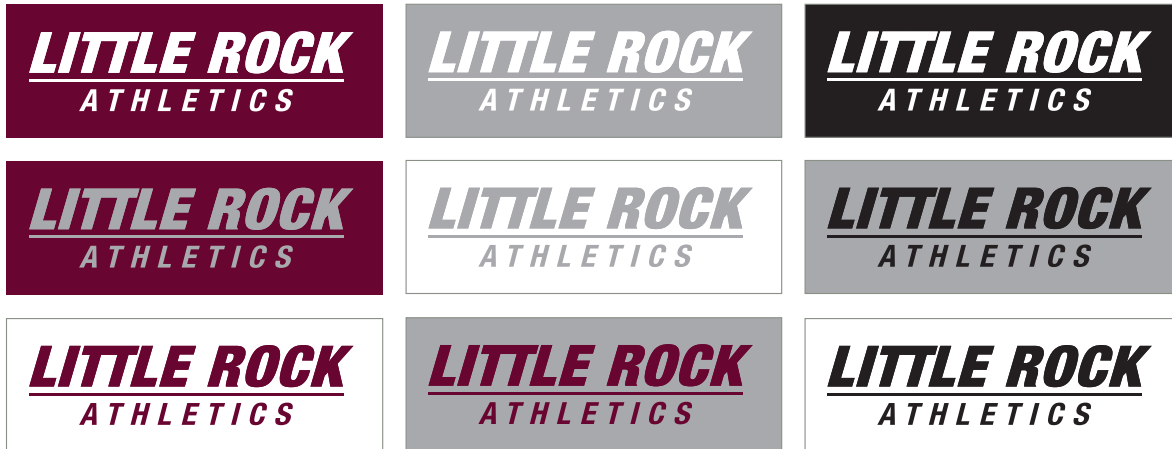
ATHLETICS LOGO COLOR VARIATIONS

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

FULL COLOR LOGOS



ONE COLOR LOGOS



SIGNATURE COLOR VARIATIONS

When possible, use the two-color version of the signature. Acceptable one-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% black may be applied over a maroon or black background.

FULL COLOR LOGOS



ONE COLOR LOGOS



LOGO COLOR VARIATIONS

The logo may be used in maroon, silver, gray, black and white. Acceptable color variations of the logo are outlined.

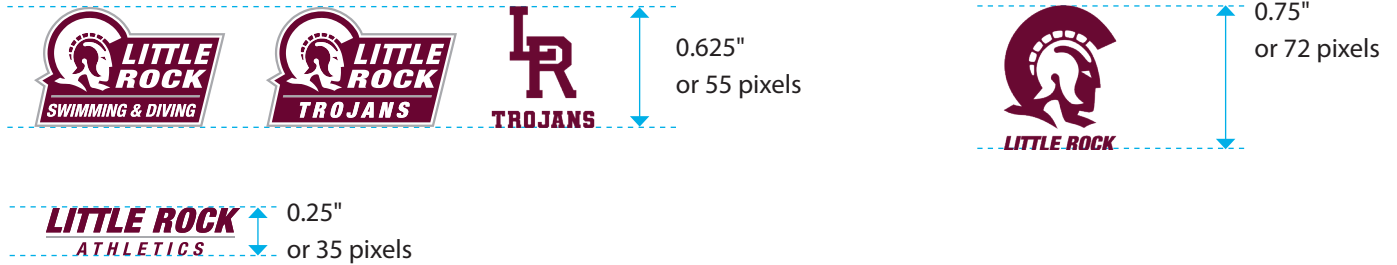
Note: Maroon logos should never be used over Black. Black logos should never be used over Maroon.



ATHLETICS LOGO SIZES & SPECS

MINIMUM LOGO SIZE

The athletics logos have a minimum size requirement to maintain legibility. Some unique applications may require special sizes. *If the minimum size cannot be met, the Trojan Head mark should be used.* For questions about the use of the athletic signature, wordmark, or logo, contact UA Little Rock's Office of Communications and Marketing at 501-916-3397.



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.



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 athletics logos. Contact the Little Rock Athletics office or the UA Little Rock Office of Communications and Marketing to receive the correct logo files for your needs.

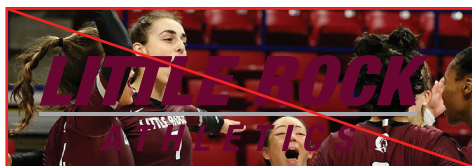
DO NOT compromise the legibility of the wordmark or logo when placing over a photograph

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



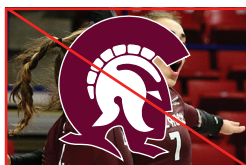
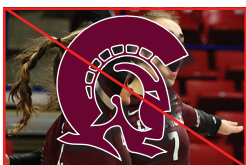
NOT THIS



THIS



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



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



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



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



UNACCEPTABLE VARIATIONS CONTINUED

Little Rock Athletics should always be referred to as Little Rock and NEVER referred to as **UALR**. "LR" may be used as a short code reference to the athletics department and its teams. Coaches/staff should NEVER wear "UALR" items during practices or competition.

~~**UALR**~~

This version of the primary athletics mark is NOT to be used. There should always be the word "Trojans" under the line below the Trojan Head and Little Rock in the mark.



At **NO TIME** should any of Little Rock's official marks be placed inside an outline or image of the State of Arkansas.



"The Rock" is a trademarked brand and should **NEVER** be used as a phrase or hashtag. "The Rock" **CANNOT** be utilized to promote Little Rock Athletics or any of its intercollegiate athletic teams.

~~**THE ROCK**~~
~~**#THEROCK**~~






FOR COACHES

The Trojan graphic is designed to be for general merchandise, Kids' Club/Junior Trojans Club and general University use only. This should **NOT** be used on team-issued apparel, team-issued items, or uniforms at any time.



COLORS TO AVOID

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 and conference rivalry universities, designers are advised to avoid the following color combinations:

- | | | | |
|--|---|---|---|
|  | Red and Black – Arkansas State University, Southeast Missouri State, SIUE |  | Purple and Gold – Ouachita Baptist University, Tennessee Tech |
|  | Green and Gold – Arkansas Tech University |  | Navy, White, and Red – Southern Indiana |
|  | Blue, White, and Silver – Eastern Illinois |  | Blue and White – Tennessee State, University of Arkansas-Fort Smith |
|  | Black and Gold – Harding University, University of Arkansas at Pine Bluff, Lindenwood |  | Red and White – University of Arkansas at Fayetteville |
|  | Red and Gray – Henderson State University |  | White and Green – University of Arkansas at Monticello |
|  | Orange and Black – Hendrix College |  | Purple and Gray – University of Central Arkansas |
|  | Crimson, Blue, and Gold – Lyon College |  | Orange and Navy – UT Martin |
|  | Blue and Gold – Morehead State, Southern Arkansas University | | |

FONTS

HEADLINE FONTS

Helvetica Neue is the primary, preferred headline font for all Athletics publications.

VARSITY TEAM is a secondary alternative headline font and may be used if Helvetica Neue is not available or does not specifically fit within a publication or design.

Myriad Pro should be used for body text in all publications and designs.

