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LET’S BEGIN
The UA Little Rock community is made up of hundreds of unique voices, doing specialized work with the same goal — supporting students.

To the outside community, we’re all UA Little Rock. Our audiences see us as one, so we have to speak with one voice. This ensures all marketing and communications are polished and professional.

We’re better together, and when we consistently put forward a unified image, we are bringing value, prominence, and awareness to our university.

We can’t do it without you. You and your department have a role to play in telling our story. With this brand guide, you’ll have the tools to correctly articulate our visual identity, while still capturing the entrepreneurial spirit of our campus and the unique voice of your area.

When in doubt, reach out. If you have questions, we’re here to help in any way we can! You can contact us at 501-916-5914.

Office of Communications and Marketing
UA Little Rock
ualr.edu/communications

Last updated January 2024
Brand Pillars

Our brand is much more than a logo. It’s the complete image people have of UA Little Rock.

1. UA Little Rock believes our primary role is supporting the whole student, so every student succeeds, graduates, and positively impacts our communities.

2. Trojans excel at innovation: trying new approaches, forging unique partnerships, and looking for creative solutions is part of how we serve our students and our state.

3. Our university commits to serving the greater good and to give our all. Trojans are leaders—in our classrooms and communities.

4. UA Little Rock is an economic driver in the region. We pursue research and partnerships, supporting local communities and industries.

Brand Positioning

With UA Little Rock, you can Expect More. Whatever your preconceived notions are of college, UA Little Rock challenges you to Expect More.

As a student, you’ll get more out of your experience because of our internships, partnerships, and unparalleled community support. As a campus community, we care about each other, celebrate our differences, and continue learning together.

Expect More goes beyond a position statement. It’s a declaration. It’s a call to action. A promise is being made.

It’s time to Expect More.
From yourself, for yourself, and your future.
Our Name

Our university name is **University of Arkansas at Little Rock.** Or **UA Little Rock** for short. Our name is important because it connects our university with a strong sense of place. Central Arkansas. The capital city. Little Rock. We exist to serve this community, and we are proud of our affiliation with our city.

Office of Communications and Marketing

How we help

Within the UA Little Rock Office of Communications and Marketing, our strategic approach to design serves as a powerful tool to elevate your projects.

The UA Little Rock Office of Communications and Marketing has two professional graphic designers who are here to provide their services free of charge. Our office can help by creating professional projects that not only hold visual appeal and help market your area but also adhere to best practices and branding guidelines as set forth by the university.

We are here to provide help with a wide range of projects, including ads, banners, booklets, brochures, flyers, invitations, posters, programs, promotional products, t-shirts, signage, art elements, stickers, and more.

Our on-demand design platform, Marq, allows departments to create their brochures, posters, flyers, graphics, and more from our branded templates, giving you flexibility and immediate access to designed materials.

The Office of Communications and Marketing is your go-to for advertising initiatives. Our expertise ensures impactful messaging that aligns with the university goals. Please reach out to us to collaborate on your advertising needs.

For projects created outside our office, the final design must be approved by our office for branding consistency. You can email us at kjtozer@ualr.edu and msschrepfer@ualr.edu for project approvals, collaboration, and questions. We are always happy to help in any way we can.

Submit a request for the design team.
Our university logo consists of the UA Little Rock logo in both a vertical and horizontal option.

Only UA Little Rock licensed vendors are allowed to reproduce these logos on apparel and promotional products. For questions regarding licensing, call 501-916-5913. We can provide you with the licensed vendor list or help a vendor you know become licensed.

**University Logo - Vertical**

This is the preferred university logo. It is intended to be used on digital and printed materials for both internal and external audiences.

**University Logo - Horizontal**

This is the horizontal university logo. It is intended to be used on digital and printed materials for both internal and external audiences.

**Color Variations**

Maroon  Silver  Black  Reverse*  White and silver**

The university logo should always appear in one of the color configurations on this page. Altering or changing color combinations is prohibited.

* Use the reverse option when applying logo to dark or non-university colors.

**The white and silver logo option is acceptable only when applied over a maroon background.
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 campus units and departments. 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’s brand awareness. This does require the signature to be used properly and consistently by university faculty and staff. 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 line is black and set at 0.25 pt. Its role functions to join the logo with the wordmark and provide a point of alignment. The line should align with the top and bottom of the logo.

3. The 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 vertical and horizontal spacing (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.

1. UA Little Rock logo
2. The line
3. University unit designation

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

Logo Clearance

To ensure a clear, consistent look, the UA Little Rock logo has clear defined spaces around each side. This space should be free of text, imagery, lines, etc.

The space is measured by the letter “K” in the UA Little Rock logo.
Unit Marks

Branding is focused on one consistent voice, and creating varying identities is confusing and dilutes the UA Little Rock brand. Official colleges, schools, divisions, departments, centers, institutes, and offices should use their unit mark in lieu of the logo in their marketing materials. These entities have the option of using a horizontal, vertical, or lined version for their area.

To request a logo for your department or office, please contact the Office of Communications and Marketing at 501-916-5911.

Horizontal Vertical Lined

**UA LITTLE ROCK**

COLLEGE OF HUMANITIES, ARTS, SOCIAL SCIENCES, AND EDUCATION

COLLEGE OF HUMANITIES, ARTS, SOCIAL SCIENCES, AND EDUCATION

COLLEGE OF HUMANITIES, ARTS, SOCIAL SCIENCES, AND EDUCATION

**UA LITTLE ROCK**

SCHOOL OF BUSINESS

SCHOOL OF BUSINESS

SCHOOL OF BUSINESS

**UA LITTLE ROCK**

OFFICE OF ADMISSIONS

DIVISION OF STUDENT AFFAIRS

OFFICE OF ADMISSIONS

DIVISION OF STUDENT AFFAIRS

OFFICE OF ADMISSIONS

DIVISION OF STUDENT AFFAIRS

**UA LITTLE ROCK**

CENTER FOR ARKANSAS HISTORY AND CULTURE

CENTER FOR ARKANSAS HISTORY AND CULTURE

CENTER FOR ARKANSAS HISTORY AND CULTURE
OUR LOGOS

**Academic Seal**
The academic seal may only be used on official documents such as diplomas, certificates, awards, and legal documents.

**Trojan Head Logo**
The Trojan Head logo may be used as a secondary logo when a more spirited version is needed.

**Centennial Campaign Logo**
The Centennial Campaign logos may only be used on official communications and marketing related to the Centennial Campaign.

**Athletics**
There are separate brand guidelines governing how athletic brand marks are used.
Logo Lockup Marks

Cooperative program marks are permitted when university programs affiliated with private or nonprofit organizations usually require marks highlighting both entities in the partnership. As such, UA Little Rock has a logo variation that highlights the partner’s logo in tandem with the UA Little Rock logo. This mark is preferred and highlights the value of the partnership. Only groups with formal relationships may have a logo that is locked up with the UA Little Rock mark.

In certain cases, the university may allow the partner entity to use a logo that is not locked up with the UA Little Rock logo. These are determined on a case-by-case basis, and requests for this are made through the Office of Communications and Marketing.

Student Organization Logos

Universal Student Organizations are those that are formally part of the institution including Student Government Association, Student Activities, Residence Life, etc. These groups have the privilege of using official university logos, which reinforces their affiliation with the institution. This not only promotes a sense of unity but also ensures the university’s branding remains consistent and recognizable within the broader community.

Registered Student Organizations at UA Little Rock are allowed to design their own logos for use. While creative freedom is encouraged, we ask student organizations to submit logo designs for review to ensure any branding issues are addressed. Self-created logos may use the words UA Little Rock but are not authorized to use the Trojan mark or other university marks.

Additional Logos

On occasion, there may be moments for other areas and campuses to have a logo that is outside the scope of these guidelines. These are addressed on a case-by-case basis. Should you need something additional, please contact the Office of Communications and Marketing at 501-916-5911.

Additionally, there are some university-level committees which were previously provided art elements. These groups are allowed to continue using them, while new committee uses are considered on a case-by-case basis.
University font

Our university font family is Roboto. We use Roboto and Roboto Condensed as the primary university fonts. Roboto Serif and Roboto Slab can be used sparingly as a header when it’s appropriate. Roboto is available for free through Google Fonts.

**ROBOTO**

<table>
<thead>
<tr>
<th>Thin</th>
<th>Thin Italic</th>
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</thead>
<tbody>
<tr>
<td>Light</td>
<td>Light Italic</td>
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<tr>
<td>Regular</td>
<td>Italic</td>
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<tr>
<td>Medium</td>
<td>Medium Italic</td>
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<tr>
<td>Bold</td>
<td>Bold Italic</td>
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<tr>
<td>Black</td>
<td>Black Italic</td>
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</table>

**ROBOTO CONDENSED**

<table>
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<tr>
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<tbody>
<tr>
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<td>Italic</td>
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<tr>
<td>Bold</td>
<td>Bold Italic</td>
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</table>

**ROBOTO SERIF**

<table>
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<tr>
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<tbody>
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<tr>
<td>Regular</td>
<td>Italic</td>
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<tr>
<td>Medium</td>
<td>Medium Italic</td>
</tr>
<tr>
<td>SemiBold</td>
<td>SemiBold Italic</td>
</tr>
<tr>
<td>Bold</td>
<td>Bold Italic</td>
</tr>
<tr>
<td>ExtraBold</td>
<td>ExtraBold Italic</td>
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<tr>
<td>Black</td>
<td>Black Italic</td>
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</table>

**ROBOTO SLAB**

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<tr>
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<th>Extra Light</th>
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</thead>
<tbody>
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<td>Light</td>
<td>Regular</td>
</tr>
<tr>
<td>Medium</td>
<td>Semi Bold</td>
</tr>
<tr>
<td>Bold</td>
<td>Extra Bold</td>
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<tr>
<td>Black</td>
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</tbody>
</table>

**EXPECT MORE CAMPAIGN FONTS**

**TUNGSTEN**

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<tr>
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<tbody>
<tr>
<td>Book</td>
</tr>
<tr>
<td>Medium</td>
</tr>
<tr>
<td>Semibold</td>
</tr>
<tr>
<td>Bold</td>
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</tbody>
</table>

**ANTONIO**

*Available through Google Fonts*

<table>
<thead>
<tr>
<th>Light</th>
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</thead>
<tbody>
<tr>
<td>Regular</td>
</tr>
<tr>
<td>Semibold</td>
</tr>
<tr>
<td>Medium</td>
</tr>
<tr>
<td>Bold</td>
</tr>
</tbody>
</table>

15 ▶ TYPOGRAPHY
Letterhead

Official letterhead is available for use by university faculty and staff for official business purposes. All letterhead should be ordered through the Printing Services storefront at: ualrprints.myprintdesk.net. Contact Printing Services at 501-916-3260 if you have any questions. All letterhead is subject to approval by the Office of Communications and Marketing.

Standard University letterhead

A digital letterhead template may be obtained by contacting the Office of Communications and Marketing at 501-916-5913.
Business Cards

Business cards are available for use by university faculty and staff as a way to provide contact information to colleagues, industry partners, and others as needed.

Business cards are available in two variations. Options include one with a maroon logo over a white background and one with a white logo over a maroon background.

Standard University business cards 1-sided

<table>
<thead>
<tr>
<th>Name and Surname</th>
<th>Position</th>
<th>Department/Office</th>
<th><a href="mailto:email@ualr.edu">email@ualr.edu</a></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

2801 S. University Ave., Little Rock, AR  72204-1099
ualr.edu

(O) 501-916-0000  |  (C) 501-916-0000  |  (F) 501-916-0000

<table>
<thead>
<tr>
<th>Name and Surname</th>
<th>Position</th>
<th>Department/Office</th>
<th><a href="mailto:email@ualr.edu">email@ualr.edu</a></th>
</tr>
</thead>
<tbody>
<tr>
<td>STUDENT</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

2801 S. University Ave., Little Rock, AR  72204-1099
ualr.edu

(O) 501-569-0000  |  (C) 501-569-0000  |  (F) 501-569-0000

Standard University business cards 2-sided

<table>
<thead>
<tr>
<th>Name and surname</th>
<th>Position</th>
<th>Department</th>
<th><a href="mailto:email@ualr.edu">email@ualr.edu</a></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
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</tr>
</tbody>
</table>

2801 S. University Ave., Little Rock, AR  72204-1099
ualr.edu

(O) 501-000-0000  |  (C) 501-000-0000  |  (F) 501-000-0000

All business cards should be ordered through the Printing Services storefront at:  
ualprints.myprintdesk.net. Contact Printing Services at 501-916-3260 if you have any questions. All business cards are subject to approval by the Office of Communications and Marketing.
Partnership Cards

On occasion, individuals not officially employed by UA Little Rock may be working with UA Little Rock in various capacities, including fundraising, board service, etc. In these instances, a partnership card may be provided to assist these individuals in their work. These cards may be obtained by contacting the Office of Communications and Marketing at 501-916-5913.
OUR COLORS
Primary Colors

UA Little Rock uses maroon and silver as our official brand colors, and they are one of the most important parts of our visual identity. These colors are part of our campus culture and connect us to the strong history of UA Little Rock.

Consistent color use supports visual cohesion across the university and helps build an emotional connection.

Secondary Colors

Secondary colors highlight and compliment the primary color or colors and can help to provide additional depth to materials, while still maintaining a strong brand feel.

Neutral colors—from black to white—are essential to any brand colors, because they allow room to breathe and draw attention to the remainder of the colors. There is power in both black and white space.
**OUR COLORS**

**Tertiary Colors**

These colors are designed to provide creative flexibility. These options were intentionally selected, as they are complementary to our primary and secondary colors. Tertiary colors are not used as the main color to represent the university in a piece of communication. Rather, tertiary colors are intended to be accent colors that provide visual interest.

Tertiary colors work well in many places such as section denotations in a publication, web icon colors, data graphs requiring multiple colors, etc.

---

**Daffodil**

PRINT
C: 1  M: 7  Y: 62  K: 0
DIGITAL
Hex: #ffe579
R: 255  G: 229  B: 121

**Gold**

PRINT
C: 0  M: 26  Y: 100  K: 0
DIGITAL
Hex: #ffbf00
R: 255  G: 191  B: 0

**Pumpkin**

PRINT
C: 5  M: 90  Y: 100  K: 0
DIGITAL
Hex: #d5410b
R: 213  G: 65  B: 11

**Lime**

PRINT
C: 15  M: 0  Y: 52  K: 0
DIGITAL
Hex: #dfff99
R: 221  G: 255  B: 153

**Grass**

PRINT
C: 45  M: 0  Y: 100  K: 0
DIGITAL
Hex: #99cc33
R: 153  G: 204  B: 51

**Forest**

PRINT
C: 70  M: 42  Y: 100  K: 34
DIGITAL
Hex: #465d18
R: 70  G: 93  B: 24

**Mint**

PRINT
C: 46  M: 0  Y: 28  K: 0
DIGITAL
Hex: #91d9c6
R: 154  G: 217  B: 198

**Pool**

PRINT
C: 74  M: 17  Y: 9  K: 0
DIGITAL
Hex: #52a3cb
R: 82  G: 163  B: 203

**Ocean**

PRINT
C: 95  M: 58  Y: 37  K: 11
DIGITAL
Hex: #245d7a
R: 36  G: 93  B: 122
Color Proportions

A color proportion scale can visually help to understand the proportion of colors to be used. The primary color is the largest color with the secondary color being a medium size and the tertiary color in the smallest form.

Here is the rule of thumb for color proportions:

- Primary & Secondary – 75%
- Tertiary – 25%

Gradients and Shades

Primary and secondary colors can be used together to create gradients and shades. This is another option to create additional interest without deviating from the color palette.
When thinking about color, it is important to think of the final product to ensure the product is designed correctly. Additional information about marketing products is provided below, along with examples of each aspect.

**Marketing Materials**

- Print ads
- Billboards
- Social media ads
- University website

Print ads and brochures may use secondary and tertiary colors in a supporting role as outlined in the brand guide.

**Double-sided bi-fold brochure**

**Two-page print ad**

**Single page flyer**
Digital ads, graphics, and billboards
Graphic Elements

UA Little Rock incorporates several graphic elements into its style to create energy, engagement, and consistency.

The following pages provide examples of colors, typography, photography, design elements, image frames, and patterns combined to create a cumulative piece that matches the UA Little Rock brand. Note that within these standards, there is flexibility to create a highly customized look that still aligns with the brand style.

Imagery Frames
GRAPHIC ELEMENTS

Shapes

Transparencies
Lines & Dots

Wedges & Angles

QR code styles

Register for the required PRE-ADMISSION INFORMATION SESSION

Check out campus before you visit with our campus map!
It's a declaration. It's a call to action. A promise being made. At the University of Arkansas at Little Rock, you get more. Excellent academics. Faculty support. Community internships and partnerships.

IT’S TIME TO EXPECT MORE. FROM YOURSELF. FOR YOURSELF. FOR YOUR FUTURE.

AFFORDABILITY FOR ALL
ualr.edu/scholarships

ACADEMIC COLLEGES

Academic programs at UA Little Rock are grouped within three colleges.

COLLEGE OF BUSINESS, HEALTH, AND HUMAN SERVICES
Our students benefit from hands-on and project-based teaching, which will give you the practical skills and experience needed to stand out from your competitors in the job market. Whether you want to study business, health, or areas of human service, we will surround you with support, immerse you in experiences that shape you, and challenge you to go further.

COLLEGE OF HUMANITIES, ARTS, SOCIAL SCIENCES, AND EDUCATION
We promote student connections with each other, faculty, staff, and our regional community. We will work with you to nurture, develop, and explore your talent, skills, and most importantly, your curiosity. We believe living what you do will set a strong foundation for your future success in college and in life. In CHASE, the motto is “Do what you love, so you love what you do.”

DONAGHEY COLLEGE OF SCIENCE, TECHNOLOGY, ENGINEERING, AND MATHEMATICS
Our college is a key partner in industry research, and education in the region. As a metropolitan research university, UA Little Rock is positioned in a community that is innovative and collaborative with STEM professionals, which gives you exciting and challenging research opportunities. Here, we educate, inspire, and prepare you for fulfilling internships and careers.
Campus signage serves as a crucial element in guiding and unifying our community. Branded campus signage enhances wayfinding and fosters a cohesive visual identity, reinforcing a sense of belonging and pride among students, faculty, and visitors.

**Permanent Campus Wayfinding Signage**

» Building names on buildings
» Permanent campus directional signage
» Building names in front of buildings
» Wayfinding signage
» Vinyl signage on exterior buildings

This signage should be consistent across all campus buildings and should follow detailed guidelines set forth in the campus signage master plan. **Primary and secondary colors** may be used. Grandfathered existing signs will be replaced with correct ones when worn out.
Temporary Campus Wayfinding Signage

» Construction signage
» Directional event signage

This signage is intended to be short term in nature and secondary and tertiary colors may be used to help provide directional assistance on a temporary basis.

Exterior Marketing & Communications Signage

» Pole banners
» Campus vinyl displays
» Selfie walls

These signage displays are designed to promote campus pride and share campus successes. Secondary and tertiary colors may be used in a support role.
Digital Campus Signage

» Marquee

» Campus digital displays

These digital signage displays are meant to provide information about events and upcoming activities on campus. Much of the content will be short-term in nature. **Secondary and tertiary colors** may be used in a support role.

Interior Decorative Signage

» Office suite doors

» Office suite windows

Signage used for decorative purposes within buildings should be used sparingly to avoid an overly cluttered environment. **Primary and secondary colors** may be used. This signage must be approved prior to purchase from the appropriate VP. This signage may also include images and word clouds to create visual interest. Grandfathered existing signs will be replaced with correct ones when worn out.
Photography is a visual way we tell the UA Little Rock story. We are a community of leaders and doers, so photography is primarily action-oriented. Our students learn by doing, and faculty engage with students in the learning process, which is evident in our campus imagery. Whether a student is focused on the task at hand, or smiling for the camera, they are in a campus environment that reflects their interest and who they are.

Imagery may be full color, but design overlays and treatments can be applied to create additional impact. Brightly lit, and shallow depth of field typically define our photographic style. However, on occasion, we do add lighting in photographic shoots to create additional interest.

University images are available for official use at ualr.photoshelter.com
Brand Exceptions

The brand style should be followed on official publications and projects representing UA Little Rock.

One exception to using this look is for special events. We recognize that special events may have their own look and feel to align with the event. Prior special events have included:

- Themed musical and theatre performances
- Centennial Campaign Events
- SpectacuaLR
- Taste of Little Rock

Should you have a special event that needs a distinct style, please connect with the Office of Communications and Marketing to discuss how to best proceed.