

# UA LITTLE ROCK APPROVED T-SHIRT COLORS

T-shirt colors aren't just a design choice—they're a symbol of who we are as a university. Following these best practices ensures every office, college, department, and student group proudly represents our university, strengthens our brand, and unites our community, no matter where we go—across the city, the state, or the country.

## UNIVERSITY SPIRIT AND GENERAL USE

Offices, colleges, and departments such as Admissions, Student Experience Center, Human Resources, Downtown, School of Education, Central Arkansas History and Culture, William H. Bowen Law, etc.

### Approved university colors:

- » Maroon, heather maroon, maroon tie-dye
- » Gray, heather gray, black, white, black/white/gray tie-dye
- » Neutrals like khaki, sand, ivory, etc.

### Guidelines:

- » Must be accompanied with correct logos and good contrast for ink colors
- » One tertiary ink color may be used on a case-by-case basis to enhance the design.

## OFFICIAL UNIVERSITY EVENTS

Large university events such as breast cancer awareness, move-in day, holiday/fall themed carnival, kids camps, student competitions, etc.

### Approved colors:

- » Any university color listed above.
- » Theme colors are permitted but must be reviewed on a case-by-case basis.

### Guidelines:

- » Must be accompanied with correct logos and good contrast for ink colors
- » If a non-university t-shirt color is approved, a single-color university logo should be used.



## RETAIL SALES

Campus Bookstore, Target, Walmart, Rallyhouse, and other retail outlets

Approved colors:

- » Any university t-shirt color listed on page 1.
- » Fashion colors are permitted.

Guidelines:

- » Retail items must still follow correct logo usage and brand guidelines.

## WILLIAM H. BOWEN LAW AND SCHOOL OF BUSINESS

Bowen Law & School of Business for polos and 3/4 zip pullovers

Approved colors:

- » Any university t-shirt color listed on page 1.
- » Navy blue is also approved for polos and 3/4 zip pullovers.  
*Navy is included as an approved color for these items to provide a professional option suitable for business and legal environments.*

Guidelines:

- » Must be accompanied with correct logos and good contrast for ink colors

## RSO'S & UNIVERSITY PARTNERS

Registered Student Organizations general and event shirts and university partners like MidSouth, RAAD, TRIO, etc.:

*Student groups have more flexibility to creatively express their club identity while maintaining a connection to the university's brand standards.*

Approved colors:

- » Any university t-shirt color listed on page 1.
- » Theme colors will be considered on a case-by-case basis.

Guidelines:

- » If using a university logo, it must be single color (white, black, maroon, gray only).
- » All designs must meet these expectations:
  - University name is correct (UA Little Rock or University of Arkansas at Little Rock)
  - The university is represented in a positive light
  - Logos are correct and not modified

**We're excited to partner with you to make sure your t-shirts represent our university proudly and consistently. Working together on the front end helps us maintain a strong, unified brand—and we're happy to provide approved artwork and guidance to make the process easy. Let's collaborate to keep our identity strong wherever our brand is worn!**



## CONTACT US

Dr. Carrie Phillips, Chief Communications and Marketing Officer • [cphillips@ualr.edu](mailto:cphillips@ualr.edu) • 501-916-5907

Klansee Tozer, Senior Graphic Designer & CLC Licensing Representative • [kjtozer@ualr.edu](mailto:kjtozer@ualr.edu) • 501-916-5913

Muriel Schrepfer, Graphic Designer & Marquee Manager • [msschrepfer@ualr.edu](mailto:msschrepfer@ualr.edu) • 501-916-5911



Submit a request  
for the design team.

**UA LITTLE  
ROCK**