



UNIVERSITY OF
CENTRAL
ARKANSAS™

IDENTITY
GUIDELINES

Our Identity

What is an Identity Guide?

A visual identity refers to the way we represent our brand through core graphic elements: our name, our logos, our colors and typefaces. Our identity guide provides a roadmap on how to use these elements to create instant recognition and a unified voice.

Our graphic identity is not our brand. Our brand is more than logos, brochures and ads; it is the sum of everything people know, say, feel, think, experience and perceive about the University of Central Arkansas.

This guide is one of several support materials created by the Office of University Relations and Creative Services (URCS) to assist the University family in communicating effectively and consistently with our many audiences.

For extended identity and branding information please visit uca.edu/toolkit. For additional questions or requests, please contact the Office of University Relations and Creative Services at 852-0142 or email us at branding@uca.edu.

As members of the University family we are all brand managers and play a crucial role in effectively developing and strengthening the UCA brand.

Brand Attributes

Academically Rigorous, **TRUSTWORTHY**, Spirited, **DIVERSE**, Community-Oriented, **Well-Rounded**, **ENTHUSIASTIC**, Friendly, Fun, **SAFE**, **SUPPORTIVE**, Innovative, **COMPETITIVE**, Collegial, **HEALTHY**, High Value, **Welcoming**, **NATIONALLY RECOGNIZED**

Logo Usage

All who publish or promote on behalf of the University are responsible for adhering to the graphic standards outlined in this guide and in greater depth at uca.edu/toolkit.

Our primary University logo (full-color shield with wordmark) is the preferred logo for marketing and communication materials.

All University print and electronic communications must clearly identify the University through proper use of an officially approved logo.

The logo can only be used for official University business applications. University trademarks cannot be used to promote non-University events or activities or otherwise imply approval or endorsement of non-University functions or products.

ATHLETIC LOGOS

Athletic logos are reserved for use by the athletics department and should not be used to represent the University in administrative or academic applications.

For additional athletic logo and licensing information, visit ucasports.com. For requests for restricted use of UCA athletic marks, please contact Josh Goff at jgoff@uca.edu or 501.450.5695.

APPROVED LOGO USE

All official logos, marks and symbols included are trademarks of the University of Central Arkansas and the sole property of the University. Usage without the expressed permission of the University is strictly prohibited.

The following entities are authorized to use the University's trademarks:

- University units including UCA Board of Trustees; University colleges, departments, centers and offices
- Directly linked organizations including sub brands and independent brands such as the UCA Alumni Association and Reynolds Performance Hall
- UCA faculty and staff for official University-related business
- Student Government Association (SGA) for official University-related business

All other entities not listed above must secure permission from URCS before using official logos, marks or symbols of UCA.

LICENSING

To advance and protect the school's image, all visual identity marks including name, institutional marks and athletic marks are licensed through Learfield Licensing Partners. Only officially licensed vendors are approved to produce promotional materials on behalf of UCA. Information on becoming a licensee is available through learfieldlicensing.com. Please note that licensed vendors have access to the University's complete identity system including logos and color information.

Our Vision

The University of Central Arkansas aspires to be a premier learner-focused public comprehensive university, a nationally recognized leader for its continuous record of excellence in undergraduate and graduate education, scholarly and creative endeavors, and engagement with local, national, and global communities.

OUR MISSION

The University of Central Arkansas, a leader in 21st-century higher education, is committed to excellence through the delivery of outstanding undergraduate and graduate education that remains current and responsive to the diverse needs of those it serves. The university's faculty and staff promote the intellectual, professional, social, and personal development of its students through innovations in learning, scholarship, and creative endeavors. Students, faculty, and staff partner to create strong engagement with the local, national, and global communities. The University of Central Arkansas dedicates itself to academic vitality, integrity, and diversity.

OUR NAME

Our official name is "University of Central Arkansas" which must always be spelled out with no abbreviations. When "the" is used before the name of the school, it should be lowercase, unless beginning a sentence.

Once the full official name of the University has been established, "UCA" or "Central Arkansas" may be used for variation.

Our Primary Logos

The overall shape of the logo is an academic shield – a symbol of strength, trust and security. The form of the shield is inspired by the Great Seal of the State of Arkansas, which was the primary symbol of the institution for many decades.

The window is a long-standing symbol of the school, which represents the opportunity to explore new worlds and is prominently featured throughout campus architecture.

Laurels flank the shield and represent the institution's heritage of and commitment to academic excellence. Each laurel has seven leaves – a nod to 1907, the year the school was founded.

The crest features both official school colors: purple and gray.

Complete logo sets, including vertical and horizontal configurations, are available online at uca.edu/toolkit.

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HORIZONTAL



UNIVERSITY OF
CENTRAL
ARKANSAS™

VERTICAL



UNIVERSITY OF
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ARKANSAS™

Our Secondary Logos

SECONDARY LOGO TREATMENTS

The primary logos should be used whenever possible. Secondary variations may be used due to size restrictions or other specific production requirements.

Complete secondary logo sets are available online at uca.edu/toolkit.

SHIELD ICON



SINGLE LINE



UNIVERSITY OF CENTRAL ARKANSAS™

WORDMARK

UNIVERSITY OF
CENTRAL
ARKANSAS™

INITIALS

UCA™

Our Spirit Marks

SPIRIT MARKS

The bear head and bear paw are available to University units for use as spirit marks and can be used to promote bear pride in University communications and promotional materials. Spirit marks should never be used in place of academic logos.

University units are not allowed to create logos using the bear head or bear paw.

For athletic logo and licensing information, visit ucasports.com.



University Seal

UNIVERSITY SEAL

The seal is a restricted use mark and should never be substituted for the primary University logo by University units or for general University merchandising purposes.

Use of the seal is primarily limited to the Office of the President and the Office of the Provost. The seal is intended for formal displays, transcripts, graduation materials, official recognition and legal documents.

Permission to use the seal must be obtained through the Office of University Relations and Creative Services at branding@uca.edu.



Academic & Administrative Units

Formal logo treatments for colleges, individual departments, offices and other University units must be used for all official paperwork, such as letterhead, business cards, mailing labels and publications.

Official logos are provided by the Office of University Relations and Creative Services. Please do not try to recreate them.

To request logos for University units, please visit uca.edu/toolkit.

HORIZONTAL TYPE



STACKED TYPE



Color Variations

FULL COLOR

The logo should be presented in full color whenever possible.



ONE COLOR

When only one color is available, use purple or black.



ON DARK BACKGROUNDS

When using the logo on dark backgrounds, use the reversed logo in white as shown here. Do not attempt to recreate the “reverse” logo from other logo files.



COLOR PALETTE

The two official colors of the University of Central Arkansas are purple and gray.

Silver may be used in place of gray when appropriate, though there is no CMYK, HEX or RGB equivalent for silver (Madeira Thread – 4011 for silver embroidery).

OFFICIAL PURPLE

Pantone® 268
HEX: #4F2D7F
CMYK: C82 M100 Y0 K12
RGB: R79 G45 B127
Embroidery: Madeira Thread - 1112

OFFICIAL GRAY

Pantone® 430
HEX: #818A8F
CMYK: C33 M18 Y13 K37
RGB: R129 G138 B143
Embroidery: Madeira Thread - 1118
Gray as a percentage of BLACK: 47%

Usage Guidelines

CLEAR SPACE

As a general rule, please leave an area of isolation (loosely based on the width of one of the stripes inside the shield) around the logo to allow it to command visual attention.

No typography or design elements should be placed within this area.



IMPROPER USAGE

Do not add or alter the mark in any way.



Do not squeeze, pinch or stretch to alter the dimensions or proportions of any logos.



Do not make alterations to the words or reset typography.



Do not add an outline on dark backgrounds – use “reversed” variations of the logo.



Stationery

ORDERING STATIONERY

Letterhead, envelopes and business cards must be ordered through UCA's purchasing system.

All applicable state and University rules and policies must be followed in purchasing printed materials, promotional items and services. Please contact the UCA Purchasing Department for specific requirements by calling (501) 450-3173 or visiting uca.edu/purchasing.

Order forms are available at uca.edu/purchasing.

BUSINESS CARDS



ENVELOPES



LETTERHEAD



Primary, Secondary and Spirit Visual Reference Set

PRIMARY HORIZONTAL LOGO



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PRIMARY VERTICAL LOGO



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SECONDARY SHIELD LOGO



SECONDARY SINGLE LINE LOGO



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UNIVERSITY OF CENTRAL ARKANSAS™



UNIVERSITY OF CENTRAL ARKANSAS™



UNIVERSITY OF CENTRAL ARKANSAS™

SECONDARY WORDMARK

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CENTRAL
ARKANSAS™

UNIVERSITY OF
CENTRAL
ARKANSAS™

INITIALS

UCA™

UCA™

UCA™

SPIRIT MARKS





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**UNIVERSITY RELATIONS
& CREATIVE SERVICES**

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