

There's a pride that comes with being a University of Arkansas – Fort Smith Lion. After all, this is a place where people of all ages and backgrounds are empowered to lead better lives. A place where caring faculty arm

Brand Pillars focus on what the University of Arkansas – Fort Smith delivers and are typically more about benefits and differentiators. Think of them as the cornerstones of our brand promise. They anchor the substance of UAFS' brand message.

THINKERS & DOERS

At UAFS, we value and appreciate the quest for knowledge, the spirit of academic exploration, and the open-ended pursuit of new meaning that has always been core to a “liberal arts” education. In

OPTIONS & OPPORTUNITIES

Brand Pillars

THE PRIDE OF ARKANSAS

There's a pride that comes with being a UAFS Lion. It's not just the sense of confidence, assurance, and deep satisfaction in the accomplishment of a stellar education (though that's certainly part of it). It's the presence of a tight-knit community that makes our pride special.

UAFS students experience a sense of belonging — an identity, rooted in togetherness— that comes by virtue of their being part of the UAFS family. Our faculty take a personal interest in our students' lives and their unique academic and career goals. Our diverse student body shares a strong respect for one another and learns from each other's variety of life experiences.

We work together, play together, we hunt for new opportunities together. Because they always know their identity is staked in a pride that will always be there — a network and a family they can always come home to — UAFS students have the confidence to roam, to explore, and to achieve amazing things for themselves and their families.

Your personality makes you human — to prospective students, faculty members, and your staff. The tone of voice you use when writing. The images you include. They all define the personality and culture of UAFS.

CONFIDENT

Positioning Statement

The University of Arkansas – Fort Smith is a dynamic public university and educational pillar rooted in the River Valley, yet connecting communities across the globe, that prides itself on providing both theoretical knowledge and experiential learning opportunities alongside unrivaled support for groups of learners who span the spectrum of diversity. Our degree and advanced credential programs empower individuals to unlock the doors to better lives for their families and communities, and provide a personalized focus that propels students toward achieving their life goals.

University Name

The appearance and correct punctuation of the institution's name are important standards in all written material. For external audiences, spell out the complete name of the institution the first time you refer to it, unless the context and nature of the document require an abbreviation (e.g., an advertisement). Example: University of Arkansas – Fort Smith.

Please note that the complete name includes a specific kind of hyphen called an **en dash**, which is a little wider than a dash, with a space on either side. On Mac keyboards, the shortcut to create an en dash is **Option** + **dash (-)**. On PC numeric keyboard, hold down the **Alt** key while typing the numbers **0150**. Or, you can simply copy and paste the name of the University shown below into your document.

Approved Names

University of Arkansas – Fort Smith

UAFS

University of Arkansas at Fort Smith (used only in legal documents)

Do Not Use

U of A

UA-Fort Smith

U.A. Fort Smith

UA Fort Smith

Visual Mark

Numa the Lion — named after the lion in Edgar Rice Burroughs' 1912 story — has long been a fixture at UAFS. Proud, strong, and courageous, every UAFS student feels a connection to Numa, and we're proud to include his appearance in our official university visual mark.

The visual mark is closely tied to our brand pillars and personality traits - the very things that make us who we are at UAFS. Numa is bold and **confident** in stature. He bravely faces forward with an **optimistic** eye on the future. He's firmly grounded, elevated on a stone foundation and **rooted in the community**. His facial expression is **determined**, calm, and unshakable. He and this university are the **Pride of Arkansas**.

The UAFS logo also includes a typographical treatment that connects us to our sister schools across the state, while also placing an unmistakable emphasis on "Fort Smith," our home and namesake.

Official logos are legally protected trademarks and should only be reproduced from authorized original files provided by Marketing and Communications personnel. You are strongly encouraged to contact University Marketing and Communications when using official logos, whether you are a member of our campus community or a partner in the community. Our graphic designers will be happy to assist you in logo usage and review.

Variations

Color logo variations, for use on white or light-colored backgrounds. Brand kit includes logos for print and screen, be sure to select the logo when creating a print or web document.

PREFERRED: Fully spelled University name with Numa

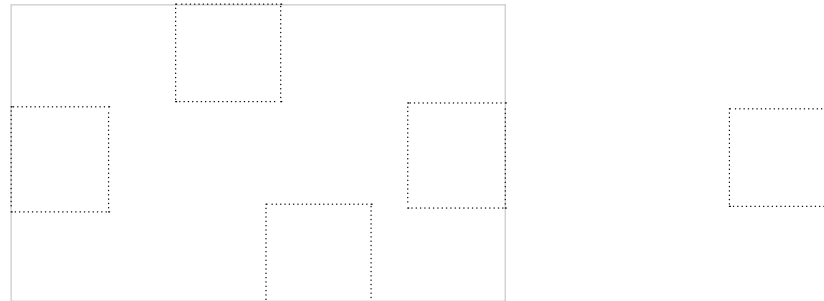
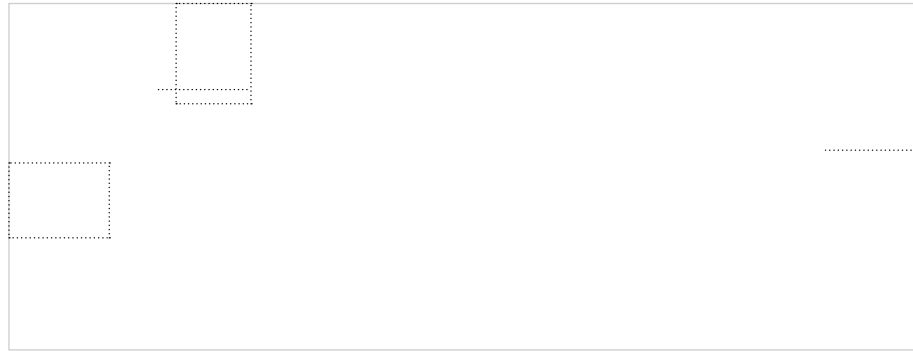
Abbreviated logos, reserved for use at small scale (social media avatars, watermarks, etc), or when the words University of Arkansas – Fort Smith are spelled out elsewhere on the piece

Solo UAFS and Numa marks, to be used with special permission only



Visual Marking

The amount of clear space around a graphic element, such as a photograph, is an important design consideration. Clear space is the distance between the graphic element and other graphic elements in design layouts, as well as from the edge of the page. By using an element of the visual mark as a measure of clear space, the clear space can be calculated at any scale.



Minimum Size

To maintain the structural integrity and legibility of the visual mark, the following minimum sizes are recommended for print and screens.

When Numa is present:

The height of **Numa** in the logo mark must not be less than 3/8" (0.375in) for print or 100 px for screens

3/8"
100px

3/8"
100px

3/8"
100px

3/8"
100px

3/8"
100px

When Numa is not present:

The width of the **UAFS word mark** must not be less than 1/2" (0.5in) for print or 130 px for screens

1/2"
130px

University Seal

The UAFS seal is a legally protected trademark, reserved for use primarily on official documents and emblems such as diplomas, transcripts, certain institutional literature, flags, plaques, etc. With

Retired Logos

Brand Architecture

UAFS ACADEMIC & S

The following template is used for all marks in Montserrat Semibold. For longer names, the text is centered roughly in the middle.

At the department level, the name of the college is to be set in Montserrat Regular, all-caps, as seen below. The same guidelines for letter count and line breaking apply at the department level as stated in the college level above.

COLOR: For UAFS Academic & Support Departments, these marks may be set in Navy, Black, or reversed in White. No other colors are approved.

Brand Architecture

UNIVERSITY AND STATE PARTNERSHIPS

For University and State Partnerships, both entities' logos shall appear side by side, separated by a divider bar, as seen below. Treatment should be in one color for all components, in either navy, black, or white. Placement of UAFS mark is preferred on the left.

EXTERNALLY FUNDED PROGRAMS LOCATED AT UAFS

For these programs, the program's logo should feature a small tagline-style UAFS solo mark in the lower left or right corner, no less than 25% the width of the program's logo. See examples below. Color should follow UAFS' official brand colors, unless the program is bound by 3rd party national organization brand standards.

UAFS solo mark no less than 1/4"
the width of the primary mark

UAFS solo mark no less than 1/4"
the width of the primary mark

Brand Architecture

UNIVERSITY PROGRAM LOGOS

University supported programs have the option of having a graphic mark in a horizontal lockup with the name of the program. There will be no vertical option and the graphic will not appear on its own. The word "Program" will also be included in the graphic to identify it as a program.

When a vertical mark is required for apparel (primarily for polo/dress shirts, and hats) we will now utilize the standard text lockup layout. This lockup, which is generally only used when stitching is desired, will feature the name of the program. Using text ensures we meet minimum spacing requirements which, in turn, will assure stitching quality and reduce cost. It also prominently features the program name and ensures brand consistency. A horizontal lockup option will also be available for those instances where it is desired.

All previous logo restrictions and requirements should be followed to maintain consistency and readability.

Below are examples of the graphic mark and the text lockup counterparts:





UAFS Branded Materials

If you are producing materials on your own, you are responsible for ensuring that the university is correctly represented on all forms of media you purchase. Such items include but are not limited to the following:

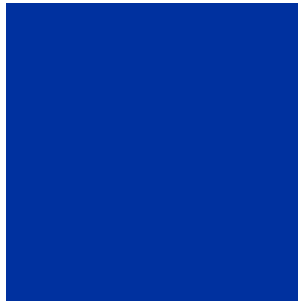
- promotional items (pens, table covers, banners, etc.)
- newsletters
- signage
- name badges
- t-shirts

To ensure that your item complies with the university standards for font type, image use and layout, please contact the office of Marketing and Communications (marketing@uafs.edu or chris.kelly@uafs.edu) for review. The editor and graphic designers will be happy to assist you in producing high-quality materials that reflect your goals as a department and our prestige as a university.

UAFS Primary Colors

Numa Navy

PMS 295 C
 RGB: 24-42-84
 CMYK: 100-63-0-67
 Hex: #002856



Colors with labels in white text are dark enough to display behind white text or as text color on white background while meeting AA accessibility contrast. Those with labels in black will not pass AA accessibility tests behind white text.

Supporting Colors

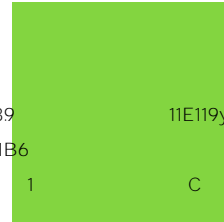
Sunset

PMS 258 C
 RGB: 140-71-153
 CMYK: 51-84-0-0
 Hex: #8C4799



P

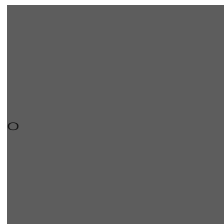
23
 CMYy -0
 Hex687722



Note: all swatches on this page are in RGB color.

Black

PMS Black
 RGB: 0-0-0
 CMYK: 100-100-100-100
 Hex000000



Dust

PMS Warm Gray 1 C
 RGB: 215-210-201
 HexC8A28A

