



UNIVERSITY  
*of* ARKANSAS  
AT PINE BLUFF

ATHLETICS

# UNIVERSITY OF ARKANSAS AT PINE BLUFF

Athletic Brand Identity Guidelines

October 2014

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# Only the approved marks represented in this book can be used or reproduced on any material associated with the University of Arkansas at Pine Bluff, its name or symbolic representations thereof.

Please note the following list of inappropriate uses of UAPB Athletic Brand Identity Marks:

1. **Do not** integrate the approved marks with unapproved symbols, other logos or any graphics or use it to replace a letter or part of one.
2. **Do not** place anything (other logos, type, etc.) over the logos.
3. **Do not** show logos with unapproved inverse/negative.
4. **Do not** rotate, spin, angle, or pivot the logos.
5. **Do not** skew, bevel, fold, stretch or otherwise alter the shape of the logos.
6. **Do not** use logos over backgrounds or photographs with distracting patterns or elements.
7. **Do not** put a drop shadow behind the logos.
8. **Do not** change or modify typefaces within marks.
9. Logos **should not** be used as an outline.
10. **Do not** use the logos as a part of another logo or graphic symbol.
11. **Do not alter** colors within marks.
12. **Do not use any version of the Golden Lion that is not right-facing.**  
Any version of this symbol that is not a right-facing design, is not authorized; therefore, items using other versions do not represent officially licensed merchandise. Left-facing Lions can only be used in cases where a two sided Lion is needed, as on a football helmet or paired sides of apparel [pants or jerseys].

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Please see **Tisha Arnold**, Project Specialist, Public Information at **(870) 575-8946** if you have any questions on appropriate identity element usage.

Thank you for protecting the UAPB athletic brand.

## The Renewed Vision for Our Athletics Identity

Like many HBCUs, the University of Arkansas at Pine Bluff, has created a brand steeped in legacy. As inherent as legacy is to the university, we are mindful that as our brand grows, we must evolve with it. Our brand must remain connected to all of the important audiences who engage it—students and prospective students, faculty and staff, alumni, athletes and supporters of our great university.

With this reality in mind, we have refined our athletic marks to reflect the Golden Era into which UAPB has entered. Our brand marks embody the enduring legacy of the purpose for which the university was established, *and* the progressive nature with which we will continue to grow and inspire support for our brand. The new brand marks for our Athletics Department represent the achievement of a great balance between proudly preserving the past while emphatically embracing the future.

This guide will assist the university, as well as its partners and supporters, with appropriate uses of our updated brand marks. The **University of Arkansas at Pine Bluff Athletic Brand Identity Guidelines** will prove helpful in using our marks across a wide range of applications and media. **These standards apply to approved athletics marks only. For more information on university approved marks, see the University of Arkansas at Pine Bluff Graphic Identity Guidelines (2014).** As we transition to the use of the marks presented in these guidelines, it is important that we all uphold the integrity of the UAPB brand and communicate a consistent message by using only **authorized university marks** when displaying the UAPB name and symbolic representations of the university.

- ▶ **No UAPB identity element is available for download. They must be obtained from the Office of Communications.**

## **ATTRIBUTES OF THE REFINED IDENTITY**

Brand attributes are the qualities associated with a brand. We want our brand identity to embody the spirit of the excellence that prevails at the university. These traits help create our brand identity.

- Competition
- Excellence
- Drive
- Integrity
- Pride
- Respect
- Heritage
- Sportsmanship

## **BRAND OVERVIEW**

We have developed a collection of marks to accommodate a variety of uses. When used according to these guidelines, this new identity system will represent the unified narrative we want to tell about the university. The system is comprised of core elements, including our primary identity mark, the Golden Lion, its color requirements and configurations, as well as an extended family of sportsmarks that complete the brand story for UAPB Athletics.

# PRIMARY ATHLETIC IDENTITY MARKS

1.



2.



## The Golden Lion

The trademarked Golden Lion is the spirit symbol of UAPB. ***This symbol is not to be used for academic or general promotional purposes.*** The use of the athletics logo is limited to sports teams, athletics' marketing communications, and trademarked merchandise. The Office of Communications must grant prior written approval for all uses of the Golden Lion.

### Color Variations

#### 1. Golden Lion (Full Color)

- Pantone Black
- Pantone 124 C (Yellow)
- Pantone 186 C (Red)
- White

#### 2. Golden Lion (Black and White)

- Pantone Black
- White



### Clear space

The clear space or protected area around the logo ensures that no other graphic elements interfere with its clarity and integrity. The depth of the clear space is equivalent to one-fourth (.25) of the height of the 'X'.

'X' = Height of the Golden Lion right-facing head.

In print and digital uses, any configuration of the Golden Lion must have its clear space.

### Minimum Size

Print minimum: 0.75 inch high  
 Digital minimum: 55 pixels high  
 Digital preferred: 80 pixels high

.75 inch (print minimum)  
 55 pixels (digital minimum)



# **SECONDARY ATHLETIC IDENTITY MARKS**

## 1. Portrait

a)



b)



**Secondary Athletic Marks have been designed to offer flexibility in the development of licensed UAPB merchandise and apparel.**

### Configurations

There are two configurations (a portrait and a landscape design) of the Secondary Athletic Marks:

#### 1. Portrait

- The first portrait configuration is a combination of the Golden Lion, the UAPB initialism, and the named spirit symbol ("Golden Lions"). This mark appears in the UAPB Gold.
- The other portrait configuration features share the elements the Golden Lion, and the UAPB initialism, but it bears "Athletics"; however, this configuration is done primarily in white.

#### Color Variations

The Secondary Athletic Marks also have specific color combinations. The color variations are as follows:

- Pantone Black
- Pantone 124 C (Yellow)
- Pantone 186 C (Red)
- White

#### Typography

For both configurations of the Secondary Athletic Marks, the UAPB initialism appears in a modified Hemihead Font. The spirit name "Golden Lions" in Portrait configuration *a*) and the department name "Athletics" in Portrait configuration *b*) both appear in Quantico Italic Bold Font.

a)



1 inch (print minimum)  
72 pixels (digital minimum)



### Clear space

The depth of the clear space for this logo is equivalent to two times (2X) the height of the 'X'.

- a) 'X' = Height of the letter 'G' in the word 'GOLDEN'.
- b) 'X' = Height of the letter 'A' in the word 'ATHLETICS'.

In print and digital uses, any configuration of the Secondary Athletic Marks must have its clear space.

### Minimum Size

Print minimum: 1 inch high  
Digital minimum: 72 pixels high  
Digital preferred: 85 pixels high

b)



1 inch (print minimum)  
72 pixels (digital minimum)



## 2. Landscape



.75 inch (print minimum)  
55 pixels (digital minimum)



## 2. Landscape

The landscape configuration of the Secondary Athletic Mark makes use of the official university name—University of Arkansas at Pine Bluff—the primary identity piece, the Golden Lion, and the School's spirit name "Golden Lions."

### Color Variations

The landscaped configuration of the Secondary Athletic Marks also has specific color combinations.

- Pantone Black
- Pantone 124 C (Yellow)
- Pantone 186 C (Red)
- White

### Typography

In this configuration, the official university name appears in a Quantico Bold Font. The spirit name "Golden Lions" appears in a Modified Hemihead Font.

### Clear space

The depth of the clear space is equivalent to three times (3X) the height of the 'X'.

'X' = Height of the letter 'U' in the word 'UNIVERSITY'.

Again, in print and digital uses, any configuration of the Secondary Athletic Mark must have its clear space.

### Minimum Size

Print minimum: .75 inch high  
Digital minimum: 55 pixels high  
Digital preferred: 75 pixels high

**ADMINISTRATIVE MARKS  
FOR UAPB ATHLETICS**

1.



2.



### Primary Athletic Marks for Administrative Use Only

*UAPB now has a set of athletic marks that will be used for administrative purposes only. These purposes include use on official documents from the Athletics Department such as correspondence from the athletic director, official reports to the chancellor and other stakeholders, scholarship offers and recruitment material.*

### Configurations

The Administrative Primary Athletic Mark has two configurations:

#### 1. Portrait

The portrait configuration is a combination of the Golden Lion, official university name, and the department's name.

#### 2. Landscape

The landscape configuration is also a combination of the Golden Lion, official university name, and the department's name. It's laid out in landscape format for use on a variety of formats where the vertical configuration does not work within the design.

### Color Variations

The Primary Administrative Athletic Marks also have specific color combinations. The color variations are as follows:

- Pantone Black
- Pantone 124 C (Yellow)
- Pantone 186 C (Red)
- White





1.25 inch (print minimum)  
90 pixels (digital minimum)



## Typography

For both the portrait and landscape configurations of the Administrative Primary Athletic Marks, the university's official name appears in Minion Pro font (like the institutional brand mark), while "Athletics" appears in Regular 55 Univers Font.

## Clear Space

In both versions (portrait and landscape) the depth of the clear space is equivalent to two times (2X) the height of the 'X'.

'X' = Height of the letter 'U in the word 'UNIVERSITY'.

In print and digital uses, any configuration of the Portrait or Landscape configurations of the Administrative Primary Athletic Marks must have its clear space.

## Minimum Size

### 1. Portrait

Print minimum: 1.25 inch high  
Digital minimum: 90 pixels high  
Digital preferred: 100 pixels high

### 2. Landscape

Print minimum: 1 inch high  
Digital minimum: 72 pixels high  
Digital preferred: 85 pixels high



1 inch (print minimum)  
72 pixels (digital minimum)



**SPECIALIZED  
ATHLETIC MARKS**



The innovation of college and university level sports and their impact on brands are unique to American higher education. Athletic programs are often the strongest identifiers of university brands. The UAPB Athletics Program has developed additional brand marks that reflect the importance of the athletics program as a whole, and the Sports Medicine component that in today's athletics arena is an integral part of any sports program—on the college or professional level.

***These marks are to be used by the Athletics Department and licensed partners of the UAPB Collegiate Brand for merchandise and apparel design only. Only members of the Sports Medicine team can reproduce the "Sports Medicine" mark on official documents generated by their office.***

### Configurations

#### Typography

Like most of the new marks in the Athletics Brand Identity System, these marks appear in a Modified Hemihead Font for 'UAPB' and Quantico Bold Italic for 'Athletics' and 'Sports Medicine'.

#### Color Variations

The color variations are as follows:

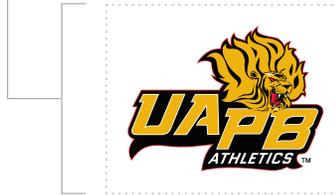
- Pantone Black
- Pantone 124 C (Yellow)
- Pantone 186 C (Red)
- White



a)



1 inch (print minimum)  
72 pixels (digital minimum)



### Clear Space

The depth of the clear space is equivalent to two times (2X) the height of the 'X'.

- a) 'X' = Height of the letter 'A' in the word 'ATHLETICS'
- b) 'X' = Height of the letter 'M' in the word 'MEDICINE'

In print and digital uses, any configuration of the Specialized Athletic Marks must have its clear space.

### Minimum Size

In both versions the minimum size is:

- Print minimum: 1 inch high
- Digital minimum: 72 pixels high
- Digital preferred: 85 pixels high

b)



1 inch (print minimum)  
72 pixels (digital minimum)



# ATHLETIC WORDMARKS

a)



b)



## 1. Primary Athletic Wordmark

**The Primary Athletic Wordmark features the UAPB initialism. This wordmark can be used on officially licensed merchandise, apparel and program uniforms.**

### Configurations

There are two configurations of this wordmark, differentiated only by color.

a) Version a

b) Version b

### Color Variations

The Secondary Athletic Marks also have specific color combinations. The color variations are as follows:

- Pantone Black
- Pantone 124 C (Yellow)
- Pantone 186 C (Red)
- White
- Pantone 872 C (Gold)
- Pantone 872 C - 60 %

### Typography

These marks appear in a Modified Hemihead Font



**Clear space**

In both versions the depth of the clear space is equivalent to half (.5X) of the height of the 'X'.

'X' = Height of the letter 'U' in the initialism 'UAPB'.

In print and digital uses, any configuration of the Primary Athletic Wordmarks must have its clear space.

**Minimum Size**

Print minimum: .5 inch high

Digital minimum: 36 pixels high

Digital preferred: 50 pixels high

.5 inch (print minimum)  
36 pixels (digital minimum)



.5 inch (print minimum)  
36 pixels (digital minimum)





.5 inch (print minimum)  
36 pixels (digital minimum)



### URL Athletic Mark

In this digital age, the online presence is an important part of branding. Included in the new Athletics Identity System is a graphically designed version of the department’s website URL—uapblionsroar.com. This is the portal to all things Golden Lion, and is a vital link in connecting the Athletics Department to those who want to engage the brand.

### Color Variations

Only one set of color variations exist for the Lions’ Roar URL, and it is as follows:

- Pantone Black
- Pantone 124 C (Yellow)
- White
- Pantone 872 C (Gold)
- Pantone 872 C - 60%

### Typography

The Lions Roar graphic appears in a Modified Hemihead Font.

### Clear space

The depth of the clear space is equivalent to half (.5X) of the height of the ‘X’.

‘X’ = Height of the letter ‘U’ in the initialism ‘UAPB’

In print and digital uses, any configuration of the URL Athletic Mark must have its clear space.

### Minimum Size

- Print minimum: .5 inch high
- Digital minimum: 36 pixels high
- Digital preferred: 50 pixels high



## a. UAPB initialism and spirit name

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Version 1



Version 2



Version 3



## 2. Secondary Athletic Wordmarks

*There are two Secondary Athletic Wordmarks that can also be used in applications related to officially licensed merchandise, apparel and program uniforms. One set contains the UAPB initialism and spirit name, and the second contains only the university's spirit name.*

### a) UAPB initialism and spirit name

The first set of Secondary Athletic Wordmarks consists of the UAPB initialism, and the spirit name. There are three variations of this mark:

- Version 1
- Version 2
- Version 3

**All variations depict the UAPB initialism above the spirit name "Golden Lions." The color combinations constitute the only difference in these wordmarks.**

### Typography

All Secondary Athletic Wordmark configurations appear in a Modified Hemihead Font.

### Color Variations

The Secondary Athletic Wordmarks color variations are as follows:

- Pantone Black
- Pantone 124 C (Yellow)
- White
- Pantone 872 C (Gold)
- Pantone 872 C - 60%

PMS Black

PMS 124 C

White

PMS 872 C

PMS 872 C-60%

Version 1



.75 inch (print minimum)  
55 pixels (digital minimum)



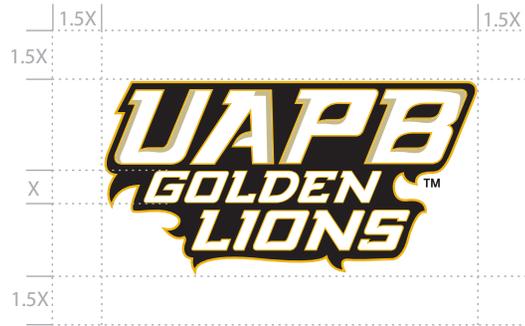
Version 2



.75 inch (print minimum)  
55 pixels (digital minimum)



Version 3



.75 inch (print minimum)  
55 pixels (digital minimum)



### Clear space

In all versions the depth of the clear space is equivalent to one and a half (1.5X) of the height of the 'X'.

'X' = Height of the letter 'G' in the word 'GOLDEN'.

In print and digital uses, any configuration of the Secondary Athletic Wordmarks must have its clear space.

### Minimum Size

Print minimum: .75 inch high

Digital minimum: 55 pixels high

Digital preferred: 65 pixels high

**b. Spirit name only**

---

Version 1



Version 2



Version 3



**b) Spirit name only**

The second set of mark consists of the UAPB spirit name, the “Golden Lions.” There are three variations of this mark:

-Version 1

The first configuration has the descriptive “Golden” left justified over the “Lions.”

-Version 2

The second configuration has the descriptive “Golden” centered above the “Lions” in a smaller type that allows the “Lions” to become the focus of the logo.

-Version 3

The third configuration has the descriptive “Golden” centered above the “Lions.”

**Typography**

All versions appear in a Modified Hemihead Font.

**Color Variations**

The Secondary Athletic Wordmarks also have specific color combinations. The color variations are as follows:

- Pantone Black
- Pantone 124 C (Yellow)
- Pantone 186 C (Red)
- White



Version 1



.75 inch (print minimum)  
55 pixels (digital minimum)



**Clear space**

The depth of the clear space is equivalent to the height of the 'X'.

'X' = Height of the letter 'G' in the word 'GOLDEN'.

In print and digital uses, any configuration of the Secondary Athletic Wordmarks must have its clear space.

**Minimum Size**

Print minimum: .75 inch high

Digital minimum: 55 pixels high

Digital preferred: 65 pixels high

Version 2



.75 inch (print minimum)  
55 pixels (digital minimum)



Version 3



.75 inch (print minimum)  
55 pixels (digital minimum)



**ATHLETIC PROGRAM  
SPECIFIC MARKS**

## Football Helmets

### 1. Home



### 2. Visitor



### 3. Alternate



*The newly designed Athletic Brand Identity System also includes marks created for specific programs and their uses. These include football helmet decals, decals specific to baseball uniforms, general athletic program branding and the marks that represent each sport administered under the Athletics Department.*

*These marks are exclusive to sports merchandising and apparel and should not be used for any other purposes.*

## Football Helmets

### 1. Home decals on white helmets

- a) Golden Lion (the Primary Sports Identity)
- b) Black Golden Lion

### 2. Visitor decals on black helmets

- a) Golden Lion
- b) Black Golden Lion

### 3. Alternate decals on gold helmets

### Colors variation on decals of the Golden Lion:

- Pantone Black
- Pantone 124 C (Yellow)
- Pantone 186 C (Red)
- White

## Program Specific Marks - Full Color

1)



2)



3)



4)



5)



6)



## Program Specific Marks

Below are the identity marks for each sports program offered at UAPB.

### Athletic Programs:

1. Baseball
2. Basketball
3. Cross Country
4. Football
5. Golf
6. Soccer
7. Softball
8. Tennis
9. Track & Field
10. Volleyball

### Typography

Each Program Specific sports mark includes the Golden Lion, a stylized version of the UAPB initialism (in a Modified Hemihead Font), and the name of the program (in a Quantico Bold Font).

### Color Variations

The color variations are as follows:

- Pantone Black
- Pantone 124 C (Yellow)
- Pantone 186 C (Red)
- White

7)



8)



9)

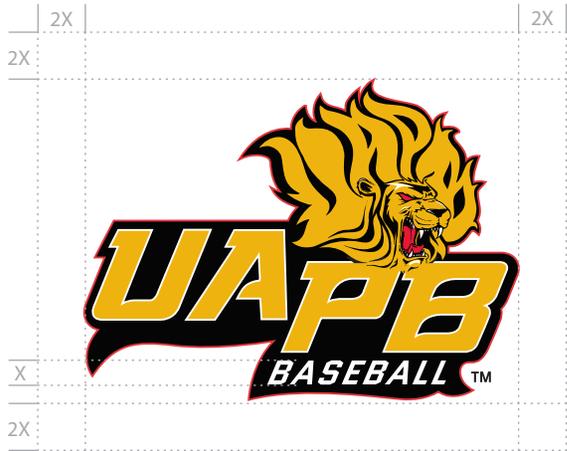


10)



\* UAPB's primary colors





1 inch (print minimum)  
72 pixels (digital minimum)



**Clear space**

The depth of the clear space is equivalent to two times (2X) the height of the 'X'.

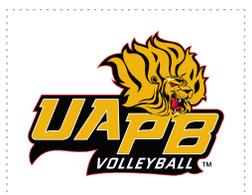
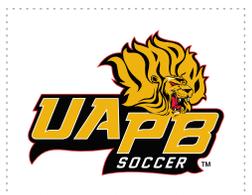
'X' = Height of the letter 'B' in the word 'BASEBALL' or any specific program descriptive.

In print and digital uses, any configuration of the Program Specific Marks must have its clear space.

**Minimum Size**

All Program Specific Marks have the following minimum size:

- Print minimum: 1 inch high
- Digital minimum: 72 pixels high
- Digital preferred: 85 pixels high



Program Specific Marks - 1 Color

1)



2)



3)



4)



5)



6)



7)



8)



9)



10)



**Athletic Programs:**

- |                  |                  |
|------------------|------------------|
| 1. Baseball      | 6. Soccer        |
| 2. Basketball    | 7. Softball      |
| 3. Cross Country | 8. Tennis        |
| 4. Football      | 9. Track & Field |
| 5. Golf          | 10. Volleyball   |

Program Specific Marks - 1 Color Reversed

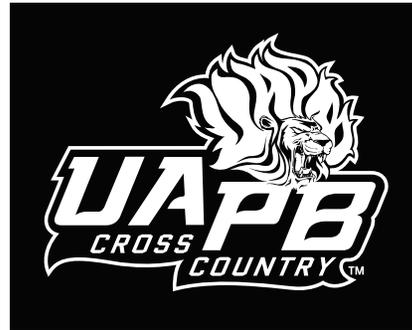
1)



2)



3)



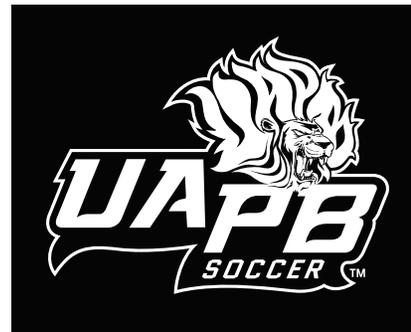
4)



5)



6)



7)



8)



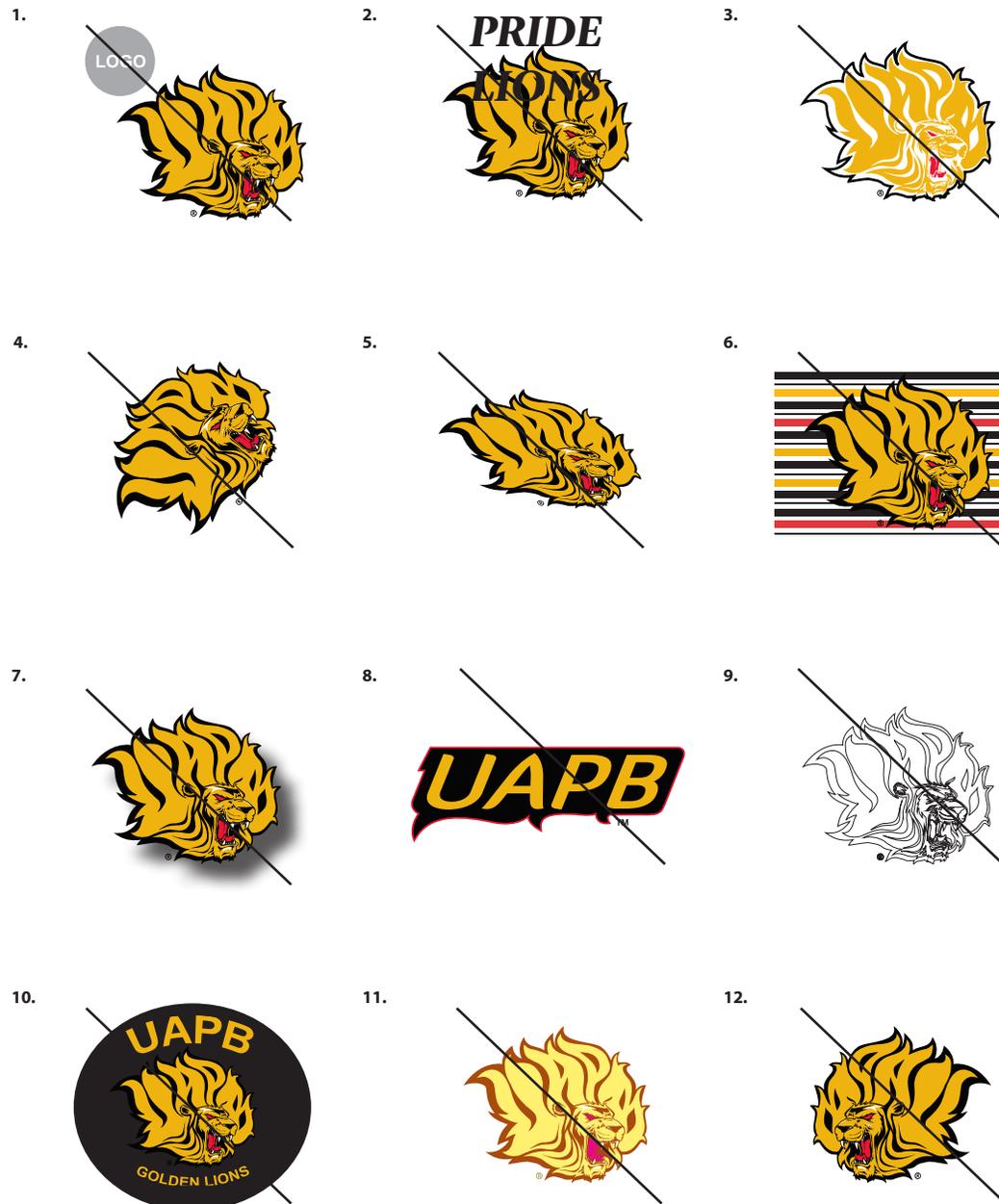
9)



10)



**INAPPROPRIATE USES OF  
UAPB ATHLETIC BRAND  
IDENTITY MARKS**



### Inappropriate Uses of UAPB Athletic Brand Identity Marks

1. **Do not** integrate the approved marks with unapproved symbols, other logos or any graphics or use it to replace a letter or part of one.
2. **Do not** place anything (other logos, type, etc.) over the logos.
3. **Do not** show logos with unapproved inverse/negative.
4. **Do not** rotate, spin, angle, or pivot the logos.
5. **Do not** skew, bevel, fold, stretch or otherwise alter the shape of the logos.
6. **Do not** use logos over backgrounds or photographs with distracting patterns or elements.
7. **Do not** put a drop shadow behind the logos.
8. **Do not** change or modify typefaces within marks.
9. Logos **should not** be used as an outline.
10. **Do not** use the logos as a part of another logo or graphic symbol.
11. **Do not** alter colors within marks.
12. **Do not use any version of the Golden Lion that is not right-facing.** Any version of this symbol that is not a right-facing design, is not authorized; therefore, items using other versions do not represent officially licensed merchandise. Left-facing Lions can only be used in cases where a two sided Lion is needed, as on a football helmet or paired sides of apparel [pants or jerseys].

Non-licensed partners need approval from the UAPB Office of Communications to use any official UAPB athletic marks.

# TYPOGRAPHY & COLOR

Modified Hemi Head

---

***ABCDEFGHIJKLMNOPQRSTUVWXYZ***  
***abcdefghijklmnopqrstuvwxyz***  
***12334567890***

Quantico Bold Italic

---

***ABCDEFGHIJKLMNOPQRSTUVWXYZ***  
***abcdefghijklmnopqrstuvwxyz***  
***12334567890***

Minion Pro Regular

---

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
12334567890

Univers 55 Roman

---

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
12334567890

The official custom fonts for UAPB Athletic Marks may be used on any collateral and promotional materials for the UAPB Athletic Department.

\* UAPB's primary colors



**Pantone 124 C**  
**C 0 M 27 Y 100 K 6**  
**R 238 G 179 B 16**  
HTML #EEB310



**Pantone Black**  
**C 0 M 0 Y 0 K 100**  
**R 0 G 0 B 0**  
HTML #000000



**White**  
**C 0 M 0 Y 0 K 0**  
**R 255 G 255 B 255**  
HTML #FFFFFF



**Pantone 186 C**  
**C 0 M 100 Y 81 K 4**  
**R 227 G 24 B 55**  
HTML #E31837



**Pantone 872 C**  
**C 35 M 33 Y 81 K 5**  
**R 167 G 151 B 80**  
HTML #A79750



**Pantone 872 C - 60%**  
**C 22 M 19 Y 45 K 0**  
**R 202 G 193 B 151**  
HTML #CAC197

## Color Information

All colors used in each UAPB athletic mark must adhere to the official color standards listed at left.

PANTONE, CMYK, RGB, and HTML# color specifications are provided to help guide the application process for all brand touchpoints.

# BRAND MARKS MATRIX

PRIMARY MARKS				VERBIAGE
1 	2 	3 	4 	University of Arkansas at Pine Bluff™ UAPB™ Golden Lions™ University of Arkansas Pine Bluff Golden Lions™ UAPB Golden Lions™ Arkansas Classic™
PRIMARY WORDMARKS				GENERAL INFORMATION
5 	6 	7 		Location: Pine Bluff, AR Mascot: Golden Lions Mascot Nickname: N/A Established Date: 1972 (Branch Normal 1873) Conference: Southwestern Athletic Conference

SECONDARY MARKS					
8 	9 	10 	11 	12 	
SECONDARY WORDMARKS					
13 	14 	15 	16 	17 	18 

COLOR INFORMATION				
You must use the approved university colors or the PANTONE® colors listed on this page. The colors on this page are not intended to match the PANTONE color standards. For PANTONE color standards, refer to the current editions of the PANTONE color publications. *PANTONE® is a registered trademark of PANTONE, Inc.				
SCHOOL COLORS	PANTONE COLORS	THREAD COLORS		
UAPB METALLIC GOLD UAPB ALTERNATE GOLD UAPB BLACK UAPB RED WHITE	PANTONE 872 PANTONE 124 PANTONE PROCESS BLACK PANTONE 186 WHITE	MADEIRA 1025 BLACK MADEIRA 1147 WHITE	RA 2212 BLACK MADEIRA 2263 WHITE	GS/SULKY 1025 BLACK GS/SULKY 1147 WHITE
UAPB METALLIC GOLD	UAPB ALTERNATE GOLD	UAPB BLACK	UAPB RED	

ADDITIONAL PERTINENT INFORMATION			
	YES	NO	RESTRICTIONS
• University seal permitted on products for resale:	<input checked="" type="checkbox"/>	<input type="checkbox"/>	_____
• Alterations to seal permitted:	<input type="checkbox"/>	<input checked="" type="checkbox"/>	_____
• Overlaying / intersecting graphics permitted with seal:	<input type="checkbox"/>	<input checked="" type="checkbox"/>	_____
• University licenses consumables:	<input checked="" type="checkbox"/>	<input type="checkbox"/>	_____
• University licenses health & beauty products:	<input checked="" type="checkbox"/>	<input type="checkbox"/>	_____
• University permits numbers on products for resale:	<input checked="" type="checkbox"/>	<input type="checkbox"/>	_____
• Mascot caricatures permitted:	<input checked="" type="checkbox"/>	<input type="checkbox"/>	_____
• Cross licensing with other marks permitted:	<input checked="" type="checkbox"/>	<input type="checkbox"/>	_____
• NO USE of current player's name, image, or likeness is permitted on commercial products in violation of NCAA rules and regulations.			_____
• NO REFERENCES to alcohol, drugs, or tobacco related products may be used in conjunction with university marks.			_____

PROGRAM SPECIFIC MARKS				VERBIAGE		
19 	20 	21 	22 	University of Arkansas at Pine Bluff™ UAPB™ Golden Lions™ University of Arkansas Pine Bluff Golden Lions™ UAPB Golden Lions™ Arkansas Classic™		
23 	24 	25 	26 		<b>GENERAL INFORMATION</b>  Location: Pine Bluff, AR Mascot: Golden Lions Mascot Nickname: N/A Established Date: 1972 (Branch Normal 1873) Conference: Southwestern Athletic Conference	
27 	28 	HELMET MARKS				
		29  HOME	30  HOME	31  AWAY	32  AWAY	33  ALTERNATE

COLOR INFORMATION			
You must use the approved university colors or the PANTONE® colors listed on this page. The colors on this page are not intended to match the PANTONE color standards. For PANTONE color standards, refer to the current editions of the PANTONE color publications. *PANTONE® is a registered trademark of PANTONE, Inc.			
SCHOOL COLORS	PANTONE COLORS	THREAD COLORS	
UAPB METALLIC GOLD UAPB ALTERNATE GOLD UAPB BLACK UAPB RED WHITE	PANTONE 872 PANTONE 124 PANTONE PROCESS BLACK PANTONE 186 WHITE	Madeira 1025 Black Madeira 1147 White	RA 2212 Black Madeira 2263 White  GS/SULKY 1025 Black GS/SULKY 1147 White
UAPB METALLIC GOLD	UAPB ALTERNATE GOLD	UAPB BLACK	UAPB RED

ADDITIONAL PERTINENT INFORMATION			
	YES	NO	RESTRICTIONS
• University seal permitted on products for resale:	X	—	_____
• Alterations to seal permitted:	—	X	_____
• Overlaying / intersecting graphics permitted with seal:	—	X	_____
• University licenses consumables:	X	—	_____
• University licenses health & beauty products:	X	—	_____
• University permits numbers on products for resale:	X	—	_____
• Mascot caricatures permitted:	X	—	_____
• Cross licensing with other marks permitted:	X	—	_____
• NO USE of current player's name, image, or likeness is permitted on commercial products in violation of NCAA rules and regulations.			
• NO REFERENCES to alcohol, drugs, or tobacco related products may be used in conjunction with university marks.			



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