

<b>Logos and Graphic Identity</b>	Procedure Number	691.2
	Effective Date	4-1-19

**1.0 PURPOSE**

As of February 1, 2017, UA-PTC officially joined the University of Arkansas System. The official name of the educational institution formerly known as Pulaski Technical College changed. As a result, a new branding launch for the college was implemented.

**2.0 REVISION HISTORY**

Adopted on: 4-1-19  
 Revised on:

**3.0 PERSONS AFFECTED**

UA-PTC employees

**4.0 DEFINITIONS**

The official name of the college and its abbreviations are as follows:

1. **University of Arkansas - Pulaski Technical College**
2. **University of Arkansas - Pulaski Tech**
3. **UA - Pulaski Tech**
4. **UA-PTC**

Note that in the first three examples the “UA” and “Pulaski Tech” parts of the name are separated by a hyphen. There is a space before and after the hyphen. The all-initials version contains no spaces.

**5.0 PROCEDURES**

**A. Logo**

The UA-PTC logo is the primary graphical identifier for the college. Consistency in its use is vital to the college’s brand identity. Logos must be approved for each and all uses as it is the symbol of the college and must remain as a set graphic standard. All logos can be found and downloaded at [www.uaptc.edu/logo](http://www.uaptc.edu/logo).

1. Logo users are required to follow the below guidelines:
  - a. Do not stretch, distort, colorize, filter or attempt to recreate it in any way unless approved by the UA - Pulaski Tech Office of PRM prior to publication.
  - b. The logo may not be rearranged in any way or have graphics or words added to it.
  - c. Logos may not be used on any materials deemed inappropriate by the UA - Pulaski Tech office of Public Relations and Marketing.
  - d. Use of the logo must be approved by PR and Marketing office personnel.

**Colors:**

RGB:  
 Red: #a61e36

Blue: #212c64

PMS:

Red: 201

Blue: 2766

## **B. Graphic Identity**

### **Guide to Visual Identity and Style**

Visual identity involves the use of logos, typefaces, and colors to create a clearly recognizable image for an institution. Visual identity standards are necessary for organizations as large and diverse as UA-PTC in order to build and communicate a clear institutional brand identity for its target audiences. A successful visual identity program creates strong name recognition by defining a “look” for all college materials that audiences instantly identify with UA-PTC. This does not mean that all materials must look exactly alike. It does mean that they must all clearly belong to the same family, with logos, typefaces and colors used consistently. UA-PTC has numerous external audiences: current and prospective students, alumni, donors, business and community leaders, suppliers, government agencies, media and many more. Consistent and effective communication with each of these audiences is critical to the college’s future growth and success.

Through consistent visual identity, UA-PTC can project a strong, unified and professional image to all audiences. Following these guidelines officially identifies your unit as part of the college, increasing brand identity with your audience and making it more likely that your message will be received in the proper context.

Style is the way we present ourselves to the public through written words, whether in a brochure, magazine, newspaper advertisement or web site. A set of guidelines standardizes the use of terminology and grammar to make our materials the most readable and appealing to our audiences.

The college follows Associated Press (AP) style.

To what types of materials do the identity guidelines apply?

The identity guidelines apply to all brochures, publications, periodicals, letterhead, and any other types of marketing materials produced by UA-PTC for external audiences.

Materials governed by the identity guidelines include, but are not limited to the following:

- Recruitment brochures
- Departmental program information
- School and college view books
- Publications directed to alumni and donors
- Official university web sites
- Periodicals, magazines or newsletters
- Print and broadcast advertising
- Promotional videos
- Stationary and business cards

- Banners and posters
- Promotional items and merchandise
- Campus signage

Some examples of materials that are not governed by the identity guidelines are the following:

- Academic papers and presentations
- Articles written for academic journals
- Internal university reports, memos and forms
- Letters and other university business correspondence (must be on official stationery, but does not require the certain font)

### **Exceptions**

To review requests for any exceptions or special permissions related to these guidelines, contact Tim Jones at 501-812-2760 or by email at [htjones@uaptc.edu](mailto:htjones@uaptc.edu)

The UA-PTC guide to graphic identity and design is produced by the Office of PRM it will be updated periodically to add new information and reflect the changing needs of the college.

### **Brochures and Collateral Materials**

To maintain a consistent identity and visual image, it is important that all UA-PTC brochures, publications and other printed materials share common design and style elements. All materials must be submitted to the Office of PRM prior to printing. The UA-PTC logo be conspicuously placed on the front and/or back cover of the publication, preferably on the front. The use of colors and typeface must be consistent with the college's approved guidelines. Periodicals published by the college, such as e-newsletters directed at alumni or other external audiences, should also be consistent with approved communications policies, have a high-quality look and be designed and written consistent with the guidelines for printed materials. See "Submission Deadlines" on Page 7.

### **Print and Broadcast Advertising**

It is essential for UA-PTC to gain the maximum impact with its advertising dollars by creating the strongest and most positive image with its audiences. In order to reflect an appropriate college image, all advertising must conform to the general standards outlined for print materials.

UA-PTC ads must be identifiable at a glance to strengthen the college's public image and brand identity. These guidelines apply to all display ads including student recruitment ads, faculty and staff recruitment ads, and announcements of special events, public relations, advertising, and course offerings.

All advertising other than faculty and staff recruitment ads must be placed through the Office of PRM to ensure that the college receives the best possible rates, professional quality and placement.

### Video and Broadcast Media

The college's graphic identity guidelines apply to multi-media projects and broadcast advertising. All of these media must conform to the college's identity and prominently feature the college's identity and logo in their content as well as on external packaging, if applicable. Radio and television promotional campaigns must be approved and contracted by the Office of PRM.

The success of UA-PTC's marketing efforts depends upon its ability to communicate strategically as a cohesive institution. The UA-PTC brand is more than a graphic and tag line alone, it is a concept that shapes and defines the college.

1. UA-PTC owns its logo, as well as designs and symbols referring to UA-PTC and its brand. These designs may be used for business purposes by any official unit of the college.
2. UA-PTC reserves the right to request removal of its logo or official designs.
3. The UA-PTC logo or name should appear on all print, video, and electronic media produced by UA-PTC departments or student services to promote UA-PTC and adhere to the standards in the UA-logo policy.
4. If you are unsure your design meets the standards set forth by the college, the Director of PRM will approve the publication of materials that use the UA-PTC logo or brand in any form.

**For more information:**

For clarification regarding the appropriate use of the logo or other style questions, contact the UA - Pulaski Tech Office of PRM.

REQUIRED APPROVALS	NAME/SIGNATURE	DATE
Originator(s) Name(s):	Public Relations and Marketing	1-1-19
Ratified by:	College Council	3/15/2019
Recommended by Chancellor (Signature)	Margaret A. Ellibee	3-15-19
UA Policy Alignment		

