

VENDOR  
GUIDELINE



# The Purpose of STANDARDS & GUIDELINES

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At the core of University of the Ozarks' communications strategy is our brand identity, which is inspired by a mission of helping students reach their full potential personally, professionally and spiritually.

The key visual representation of this identity is our University logo. Understanding and carefully managing this important asset is critical to the overall success of our University's ability to effectively maintain our positive image and leadership position as an outstanding educational institution.

The University of the Ozarks logo identity represents a proud tradition of excellence and trailblazing in higher education. The design of the brand mark connotes strength, heritage, progress and exploration. The distinctive trio of "arches" in the mark are inspired by the windows of our very own Munger-Wilson Memorial Chapel, but they also symbolize core values of self-discovery, spirituality and regional pride.

Taken as a whole, our brand identity, through name, architecture and color is an expression of where we have come from, who we are and our future together as a community and an institution of higher education.

Our brand identity is one of our most valuable assets. Consistent and proper use of our University identity will help differentiate and strengthen our position as an outstanding academic institution.

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# COLOR PALETTE

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## PRIMARY

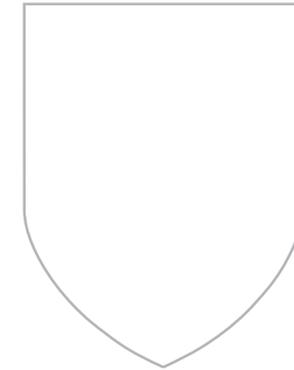


**PANTONE**  
269C

PRINT  
CMYK  
c.81 m.92 y.18 k.4

PANTONE  
269C

DIGITAL  
RGB  
r.75 g.49 b.107  
Hexadecimal  
#4b316b

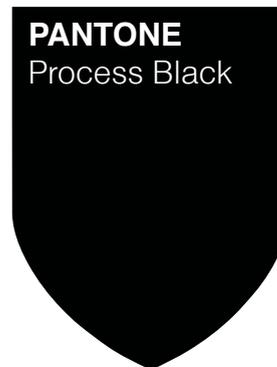


**WHITE**

PRINT  
CMYK  
c.0 m.0 y.0 k.0

DIGITAL  
RGB  
r.255 g.255 b.255  
Hexadecimal  
#FFFFFF

## SECONDARY



**PANTONE**  
Process Black

PRINT  
CMYK  
c.0 m.0 y.0 k.100

PANTONE  
Process Black

DIGITAL  
RGB  
r.0 g.0 b.0  
Hexadecimal  
#000000



**PANTONE**  
Cool Gray 8

PRINT  
CMYK  
c.0 m.0 y.0 k.45

PANTONE  
Cool Gray 8

DIGITAL  
RGB  
r.136 g.137 b.140  
Hexadecimal  
#88898c

# UNIVERSITY LOGO

## PRIMARY

The primary logo is the benchmark of our identity and should be used in most applications. Use these logos when communicating internally or externally with students, partners, parents, faculty and the community.

The vertical logo may be used in applications when the horizontal logo may be too small or not easily readable due to the nature of the application.

These logos can be used in print/digital, embroidery and screen print applications.



## SECONDARY

The Clarksville, Arkansas logo was created to provide awareness and clarity on the University's location outside of our region. It can be used in recruiting or other applications with audiences that may require a geographic reference point.

These logos can only be used in print/digital and screen print applications.



## LOGO COMPONENTS

The logo of University of the Ozarks was evolved to refine and modernize the mark so that it creates positive, lasting impressions. Clean and simple in form, this logo is full of meaning and symbolism representative of our school's history, belief system, attributes and vision.

When observing our logo, you will note three stacked shapes that were originally inspired by the windows of our University chapel. We feel this graphic is strong and a true representation of our school.



UNIVERSITY SHIELD



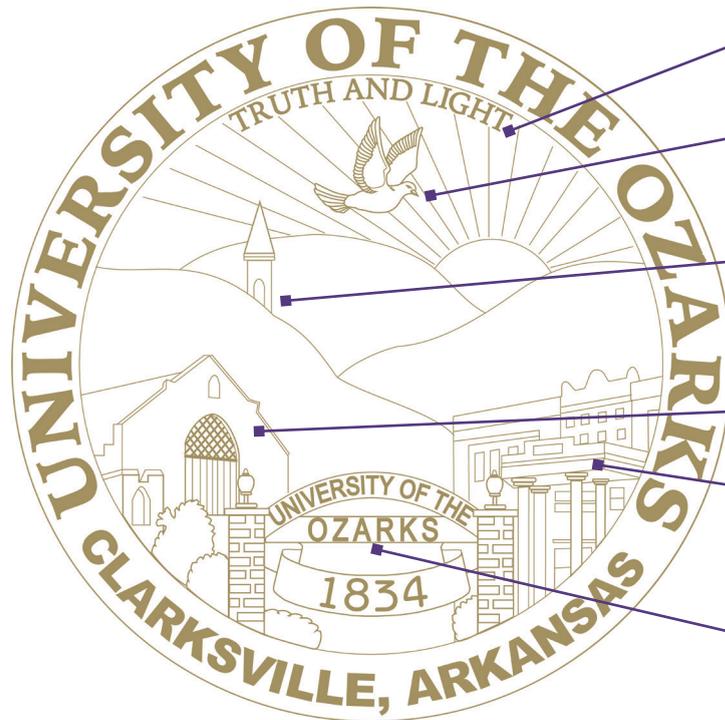
WORDMARK

# UNIVERSITY SEAL

The University seal is restricted for premium applications. The seal should be used sparingly and ONLY applied with gold foil unless approved by Marketing.

Usage: communication from the president, registrar, cabinet and board of trustees

## SYMBOLS



### TRUTH AND LIGHT

Taken from the third verse of the Alma Mater.

### DOVE

Represents the Holy Spirit.

### TOWER

Represents Cumberland Hall spire amidst the rolling hills.

### BUILDING

Represents Munger-Wilson Memorial Chapel.

### BUILDING

Represents Hurie Hall.

### GATE

Represents the gate that once stood at the foot of the steps at the corner of College Avenue and University Street.

# COLOR VARIATIONS

FULL COLOR / 3-COLOR



2-COLOR SCREEN PRINT / 3-COLOR EMBROIDERY



1-COLOR SCREEN PRINT / 2-COLOR EMBROIDERY



\* Must use this style of logo on white backgrounds with 1-color. Color can be purple, black or gray.

\* Use this style of white logo on purple, black or gray backgrounds.

\* Use this style of gray logo on purple or black backgrounds.

\* Use this style of black logo on white or gray backgrounds.

# ATHLETIC LOGO

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Supported by University of the Ozarks' proud tradition of educational excellence and culture of life-enhancing guidance and learning, the athletic department is a natural extension of our school's strength, dedication and heritage. Our athletic department has introduced a new graphic identity for our University teams that complements the excellence, drive and competitive spirit for which our athletes are recognized.

The University of the Ozarks Eagles graphic identity is a visual expression of our school and its athletic programs and is designed to leave a memorable, unique and positive impression.

Our athletic brand identity is one of our most valuable assets. Consistent and proper usage of this identity will help to differentiate and strengthen our position as an outstanding athletic and academic institution.

## PRIMARY

The primary logo is the benchmark of our identity and should be used in most applications. Use these logos when communicating our athletic brand through all mediums including print, digital, embroidery and screen printing.

**Applications:** *Everything including uniforms, hats, University apparel, website, banners, athletic communication, etc.*

**Minimum Width Sizes:** *Print/Digital- 1" Embroidery- 2"*



# ATHLETIC LOGO

## SECONDARY

The University of the Ozarks Eagles logo was created for departmental communication, recruiting materials and non-uniform applications where it is important to present the University name with the Eagles identity. This logo should also be used when the identity is presented in isolation such as banners, e-mail signatures, etc.

**Applications:** Any non-uniform application, warm ups, training apparel, banners, e-mail signatures, recruiting materials and University apparel.

**Minimum Width Sizes:** Print/Digital- 1" Embroidery- 2"



## SECONDARY - INTERLOCKING UO

The interlocking UO lockup were designed for usage on select signage, banners and apparel applications.

**Applications:** Any non-uniform application, warm ups, training apparel, banners, e-mail signatures, recruiting materials and University apparel.

**Minimum Width Sizes:** Print/Digital- 1" Embroidery- 2"



INTERLOCKING UO - HORIZONTAL



INTERLOCKING UO - VERTICAL

## LOGO COMPONENTS

The interlocking UO supports our primary identity and can be used in most athletic applications. If used prominently a wordmark must accompany it. The secondary eagle logo supports our primary identity and can be used in most athletic applications. If used prominently a wordmark must accompany it.

**Applications:** Select apparel and other applications

**Interlocking UO Minimum Width Sizes:** Print/Digital - .5" Embroidery - 1"

**Eagle Minimum Width Sizes:** Print/Digital- .75" Embroidery- 1.5"



INTERLOCKING UO



EAGLE HEAD

# LOGO CLEAR SPACE

The minimum surrounding logo clear space allowed is equal to 50% of the logo height. This applies to all logos.

No written information or graphics should appear within this space.



# UNACCEPTABLE USES OF UNIVERSITY LOGO



**DO NOT ROTATE**



**DO NOT REMOVE ANY ELEMENTS**



**DO NOT ALTER COLORS**



**DO NOT USE LOGO ON BACKGROUND WHERE ELEMENTS DISAPPEAR**



**DO NOT CROP**



**DO NOT ADD A DROP SHADOW**



**DO NOT USE ON COMPLEX BACKGROUNDS**

*\* Complex backgrounds are defined as written information, artwork, or complex patterns in fabrics, etc.*



**DO NOT USE ON COMPLEX BACKGROUNDS**

*\* Complex backgrounds are defined as written information, artwork, or complex patterns in fabrics, etc.*



**DO NOT SCALE OR STRETCH**



**DO NOT SKEW**

# UNACCEPTABLE USES OF ATHLETIC LOGO

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DO NOT ROTATE



DO NOT REMOVE ANY ELEMENTS

*EAGLES*

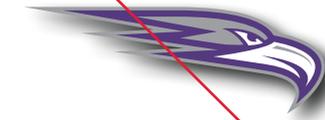
DO NOT ALTER COLORS



DO NOT USE LOGO ON BACKGROUND  
WHERE ELEMENTS DISAPPEAR



DO NOT CROP



DO NOT ADD A DROP SHADOW



DO NOT USE ON COMPLEX BACKGROUNDS

\* Complex backgrounds are defined as written information,  
artwork, or complex patterns in fabrics, etc.



DO NOT USE ON COMPLEX BACKGROUNDS

\* Complex backgrounds are defined as written information,  
artwork, or complex patterns in fabrics, etc.



DO NOT SCALE OR STRETCH



DO NOT SKEW



DO NOT USE THIS COLOR VARIATION  
APPLICATION OF 1-COLOR ON WHITE

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# TYPOGRAPHY

## ATHLETIC FONT

### BRAND FONT

LIQUORSTORE

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

LIQUORSTORE ITALIC

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz*  
*0123456789*

HELVETICA

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 0123456789

HELVETICA-LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 0123456789

ARIAL

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

### HEADING & PARAGRAPH EXAMPLES

## HEADING ONE

Liquorstore • All-CAPS • Regular • 24-point

## *Heading Two*

Liquorstore-Italic • Regular • 22-point

## HEADING THREE

Helvetica • All-CAPS • Regular • 18-point

## Heading Three

Arial • Bold • 16-point

## HEADING ONE

### *Heading Two*

Nihiciptimusa vocciam hordinum etius hora in tum 12 ½ pt Line-Height  
hucestris. Nihiciptimusa vocciam hordinum etius hora in  
tum hucestris. Nihiciptimusa vocciam hordinum etius hora  
in tum hucestris. Nihiciptimusa vocciam hordinum etius  
hora in tum hucestris. Nihiciptimusa vocciam hordinum  
etius hora in tum hucestris.

Nihiciptimusa vocciam hordinum etius hora in tum  
hucestris. Nihiciptimusa vocciam hordinum etius hora in  
tum hucestris. Nihiciptimusa vocciam hordinum etius hora  
in tum hucestris.

HEADING: Liquorstore • Regular • 24-point

SUB-HEADING: Liquorstore-Italic • Regular • 14-point

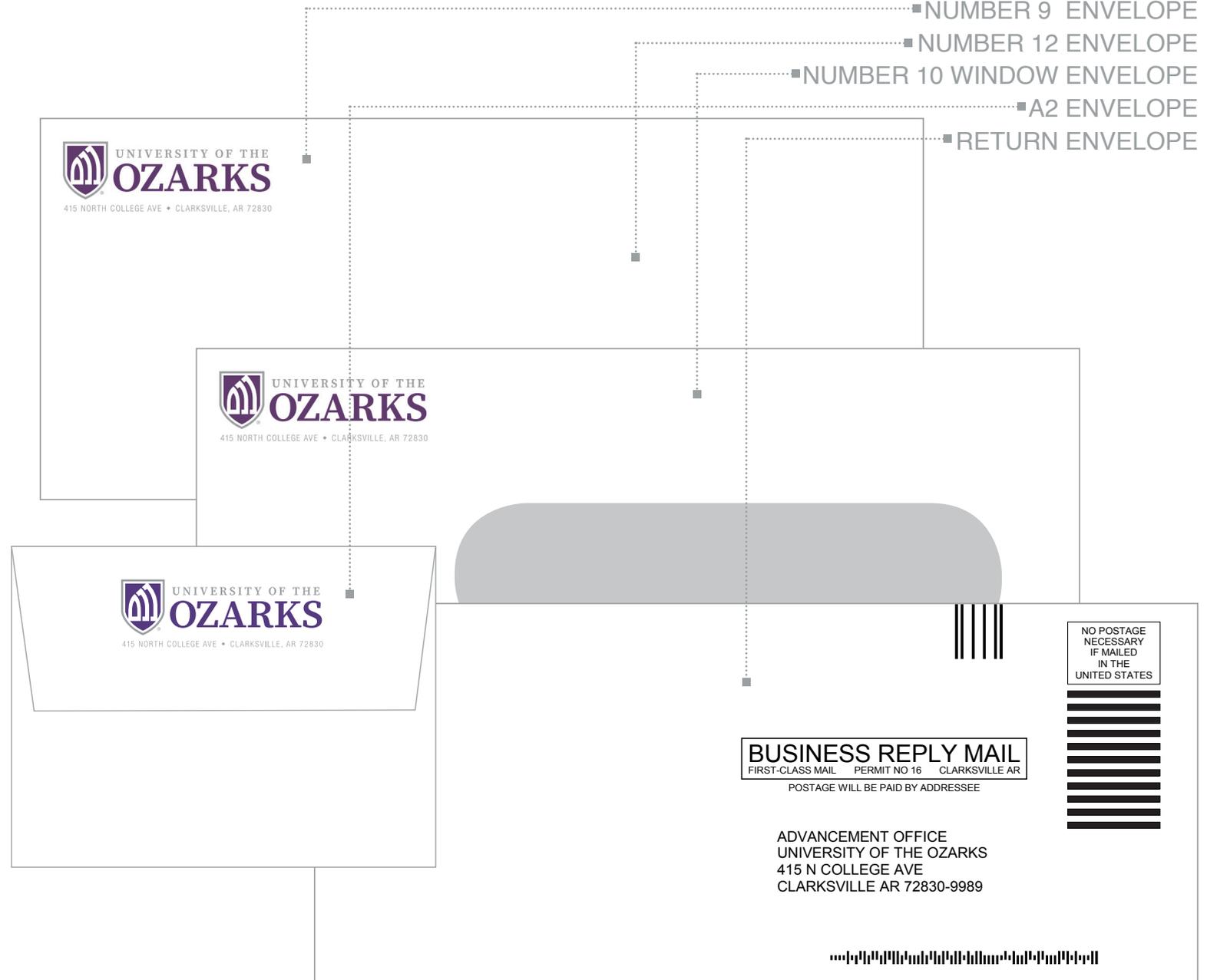
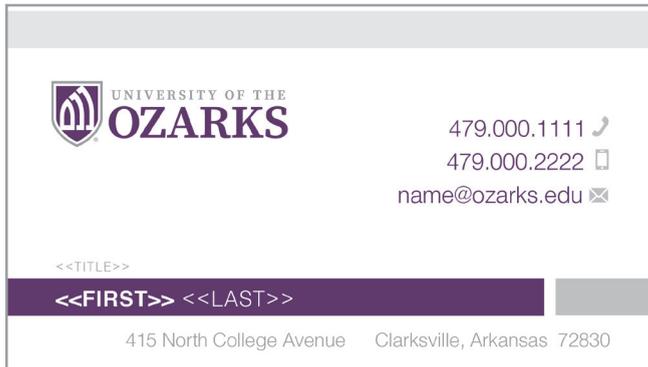
BODY: Helvetica-Light • Regular • 9-point

\* May also use for the body type: Arial • Regular • 9-point

# STATIONARY

## STANDARD ENVELOPES

### BUSINESS CARDS



# STATIONARY

## LETTERHEAD



UNIVERSITY OF THE  
OZARKS  
415 NORTH COLLEGE AVE • CLARKSVILLE, ARKANSAS 72830

## FOLDED NOTECARDS



FIRSTNAME LASTNAME  
TITLE

## DESK NOTECARDS



FIRSTNAME LASTNAME  
TITLE



479.979.1310 @UOzarks ozarks.edu 415 North College Avenue Clarksville, Arkansas 72830

479.979.0000 479.000.0000 email@ozarks.edu

415 N College Ave • Clarksville, AR 72830

ii@ozarks.edu

415 N College Ave • Clarksville, AR 72830

OZARKS.EDU

# POWERPOINT TEMPLATE



## COVER SLIDE

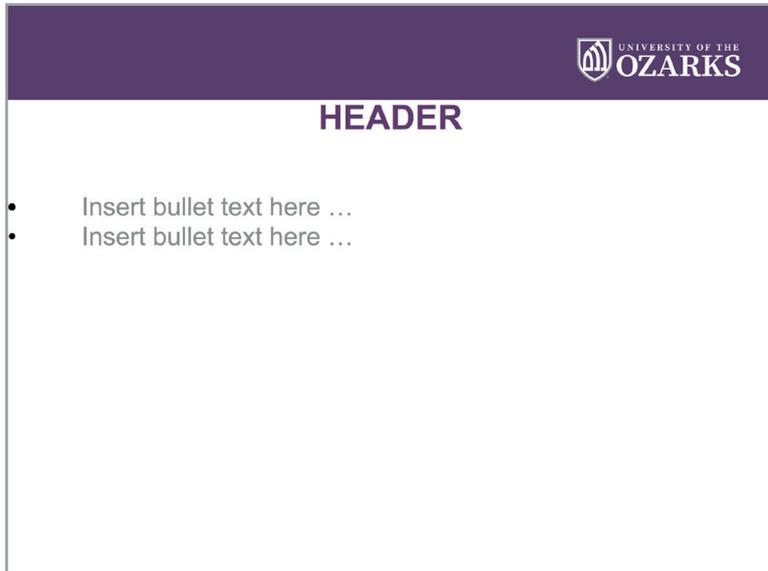
BACKGROUND COLOR:  
Hexadecimal #52355d



## TITLE SLIDE

BACKGROUND COLOR:  
Hexadecimal #52355d

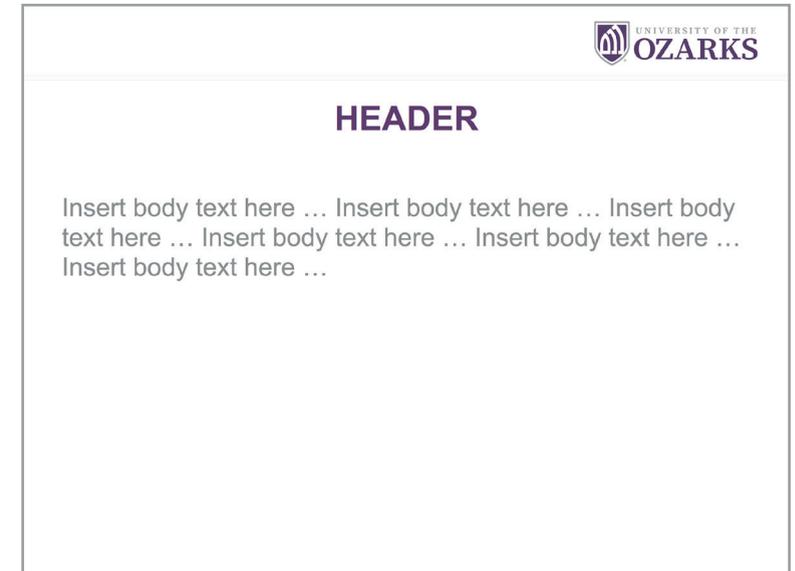
TITLE FONT  
Helvetica Bold



## MAIN HEADER SLIDE

HEADER FONT:  
Helvetica Bold

BODY TEXT FONT:  
Helvetica Regular



## COPY SLIDE

HEADER FONT:  
Helvetica Bold

BODY TEXT FONT:  
Helvetica Regular

# LOGO PLACEMENT – APPAREL



*Pocket Minimum Width:  
2 inches*



*Center Chest Maximum Width:  
9 - 10 inches*



*Center Chest Maximum Width:  
6 inches*



**PURPLE**

PRINT

CMYK  
c.81 m.92 y.18 k.4  
PANTONE 269C

EMBROIDERY

Exquisite  
X398  
Madeira  
1122



**WHITE**

PRINT

CMYK  
c.0 m.0 y.0 k.0

EMBROIDERY

Madeira Classic  
1001  
Madeira Polyneon  
1801



**GRAY**

PRINT

CMYK  
c.0 m.0 y.0 k.45  
PANTONE Cool Gray 8

EMBROIDERY

Madeira  
1118  
Madeira Classic  
1212  
Madeira Polyneon  
1612



**BLACK**

PRINT

CMYK  
c.0 m.0 y.0 k.100  
Pantone Process Black

EMBROIDERY

Madeira Classic  
1000  
Madeira Polyneon  
1800

**CLEAR SPACE:** The minimum surrounding logo clear space allowed is equal to 50% of the logo height. No written information or graphics should appear within this space.



# LOGO PLACEMENT – VEHICLES

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# E-MAIL SIGNATURE AND TEMPLATE

FIRST LAST  
TITLE



479.979.0000

[name@ozarks.edu](mailto:name@ozarks.edu)

University of the Ozarks  
415 North College Avenue  
Clarksville, AR 72830



OFFICE OF MARKETING

Dear Reader,

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Etiam lacus dolor, placerat nec sapien eget, rutrum dapibus turpis. Ut neque felis, pulvinar sed risus eget, mollis pretium lectus. Duis ut risus risus. Aliquam imperdiet volutpat velit, in scelerisque erat molestie sed. Suspendisse ut mi luctus, elementum odio a, volutpat nulla. Etiam quis lacinia libero. In vitae diam vitae erat mollis aliquam. Mauris tincidunt aliquet arcu ac dignissim. Sed consectetur, urna vitae egestas suscipit, quam metus volutpat tortor, non dapibus lorem nibh tempor erat. Donec lobortis turpis ut felis molestie, ac suscipit turpis semper.

Nulla a tellus vel neque mollis sollicitudin. Mauris vitae ligula vitae tortor ullamcorper volutpat. Vestibulum sit amet est at nisl feugiat commodo sed ultricies metus. Ut aliquam porta diam, vel efficitur metus aliquet vitae. Morbi tincidunt enim lectus, a viverra risus egestas cursus. Aenean ac fermentum purus. Etiam interdum dolor id mauris rhoncus sodales. Suspendisse eu dapibus dolor. Sed nec tincidunt nunc.

Aliquam imperdiet volutpat velit, in scelerisque erat molestie sed. Suspendisse ut mi luctus, elementum odio a, volutpat nulla. Nulla convallis tortor nulla, ac sodales purus dictum quis. Integer bibendum diam at orci blandit rutrum. Sed tristique pharetra mi non efficitur. Donec euismod porta aliquet. Integer eu efficitur felis. Duis vitae mauris ipsum. Etiam quis lacinia libero.

Sincerely,

FIRSTNAME LASTNAME  
UNIVERSITY TITLE

000.000.0000

[name@ozarks.edu](mailto:name@ozarks.edu)



UNIVERSITY OF THE OZARKS

415 North College Avenue • Clarksville, AR 72830

# COLOR GRID



NOT approved.

## COLOR ACCESSIBILITY MATRIX

Logo Color	Background Solid Purple	Background Solid 45% Gray	Background Solid Black	Background Solid White	Background Purple Shades	Background 45% Gray Shades	Background Black Shades	Background Solid White
<b>A</b> PMS 269C		A		A	B D	A C D	B D	A B C
<b>B</b> 45% Gray	B		B	B				
<b>C</b> Black		C		C				
<b>D</b> White	D	D	D					

## CONTACT INFORMATION

While this guide is designed to address the most frequently used elements of University of the Ozarks' brand identity, we cannot anticipate every situation. All vendors must submit a proof to Marketing for approval before printing. If you have any questions or desire further guidance, please contact:

University of the Ozarks

Office of Marketing

479.979.1433

