



# University of Arkansas

Current Revision Date: 06/23/23

Established: 1871

Location: Fayetteville, AR

Nickname: Razorbacks

Mascot Name: Big Red

Conference: NCAA Div. I FBS – Southeastern Conference (SEC)

## Verbiage

Arkansas Razorbacks®  
University of Arkansas®  
Arkansas®  
Razorbacks®  
Razorback®  
Wooo Pig Sooie®

The You of A®  
Go Hogs™  
Hogs™  
Fastest 40 Minutes in Basketball®  
Fastest 40™  
Never Yield®

Sooieet®  
Wooo Pig®  
WPS®  
Pig Sooie®

## Cardinal

### PANTONE 201 C

CMYK: 24, 99, 77, 18 | RGB: 163, 33, 54 | HEX: #A32136  
MADEIRA Rayon: 1181 | Polyneon: 1981

## Black

### PANTONE Process Black C

CMYK: 0, 0, 0, 100 | RGB: 0, 0, 0 | HEX: #000000  
MADEIRA Rayon: 1000 | Polyneon: 1800

## White

### White

CMYK: 0, 0, 0, 0 | RGB: 255, 255, 255 | HEX: #FFFFFF  
MADEIRA Rayon: 1001 | Polyneon: 1801

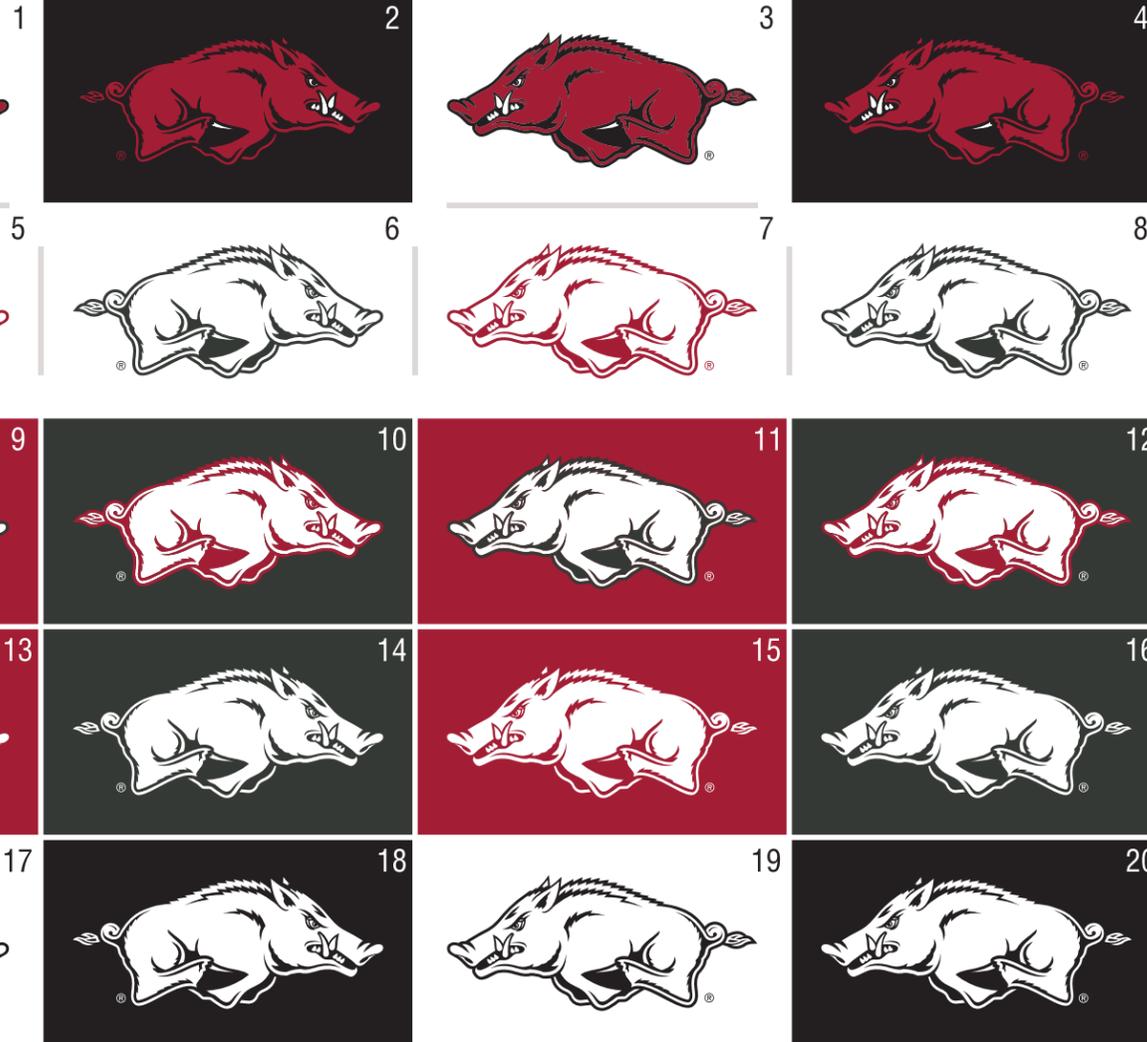
## Anthracite

### PANTONE 447 C

CMYK: 5, 0, 4, 78 | RGB: 55, 58, 54  
MADEIRA Rayon: 1367 | Polyneon: 1665

Approved University colors or the \*PANTONE® colors listed on this page must be used. The colors on this page are not intended to match 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.

## Primary Marks



Note: Body of hog must remain in white with red or black outline when used on the corresponding red or black color background. In one-color print, the body of the Razorback should always be lighter than the outline.

**Restriction:** Left-facing hog can only be used in cases where a 2-sided hog is needed, as on a football helmet or paired sides of apparel (e.g. pants or jerseys). Hog should face away from inseam of pants/shorts.

## Secondary Athletic Marks

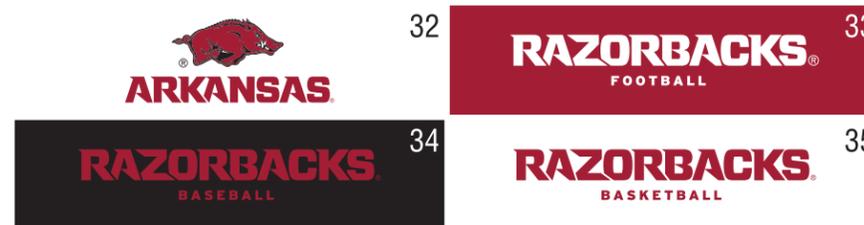


## Wordmarks



## Sport Specific Marks

Note: All University sports available upon further request. Please contact licenses@uark.edu for more information.



## Helmet Mark

36



## Baseball Mark

37



## School Seal



## Institutional Marks

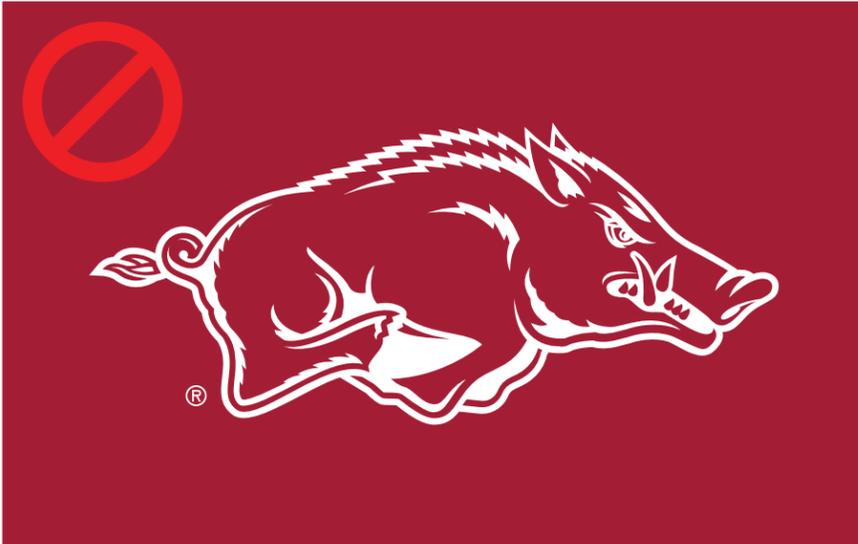
38 Note: When using these logos in a one-color print, make sure the tower is always darker than the shield behind it.





## Incorrect Usage

### Primary Marks



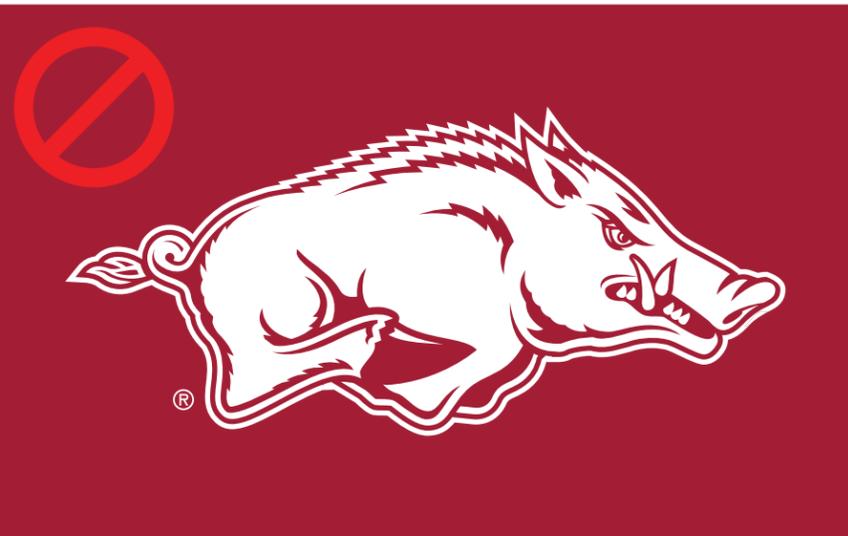
Do not invert colors.



Do not invert colors.



Do not invert colors.



Do not add stroke.

### Secondary Athletic Marks



Do not invert colors.



Do not invert colors.

### Wordmarks



**ARKANSAS**®

Do not add stroke.



**RAZORBACKS**®

Do not add stroke.

### ADDITIONAL PERTINENT INFORMATION

- The University of Arkansas seal should be used primarily on items of an official nature. The seal is permitted on Diploma Frames and, on a case-by-case basis, for items related to diplomas and official documents.
- No alterations or overlaying graphics permitted.
- University licenses consumables (must have expiration date on packaging).
- University licenses health and beauty products.
- University permits numbers on products for resale. Contact [licenses@uark.edu](mailto:licenses@uark.edu) for list of approved numbers.
- Mascot caricatures are not permitted for retail sales. Please contact [licenses@uark.edu](mailto:licenses@uark.edu) for student group requests.
- Cross licensing with other marks may be permitted with an additional agreement.
- Use of current players' name, image, or likeness is permitted on products with an NIL license and an agreement with the student-athlete. Please contact the University of Arkansas for more information.
- No references to alcohol, drugs, or tobacco related products may be used in conjunction with University marks.
- The secondary font of athletics is Interstate Black (as seen in marks 33-35). The previous font, Razorback, is still acceptable.
- No strokes or alterations are permitted on the "Arkansas" and "Razorbacks" wordmarks.
- The Arkansas and Razorbacks wordmarks are the only marks permitted in this stylized font. Please do not use a similar font for any text.
- Please do not add an extra stroke around the white bodied logos on a dark background.
- The outline of the Running Razorbacks and the Forward Facing Hog logos must be darker than the body of the mark.
- The Athletics Spirit Marks may be used with University Academic Marks. The Spirit Mark(s) must be secondary to the Academic Mark.
- The Running Razorbacks logo should avoid pointing to the midline on apparel. All over logo prints may be permitted on a case-by-case basis.
- Do not increase the size of registration marks for any logo, as they are not required to be proportionate in size.