ONE RAZORBACK

2021-22

ARKANSAS RAZORBACKS®

Brand Style Guide

LOGOS

One Razorback

Primary

The primary full color lockup should be used when no other use of the Running Razorback mark is on a piece of collateral. The Running Razorback mark should not be reduced to a small scale where it is made unrecognizable. If the mark requires use in a small area, use the secondary lockup option.

Secondary

The secondary lockup provides flexibility in use of the mark by removing the Running Razorback mark. This version of the mark should be used when the Razorback logo already appears on a piece of collateral or when space does not allow for the full lockup. The mark can be used in full color or single color, as shown below.

Improper One Razorback Usage

Do Not Invert Colors

Do Not Invert Colors

LOGOS

One Razorback

Action

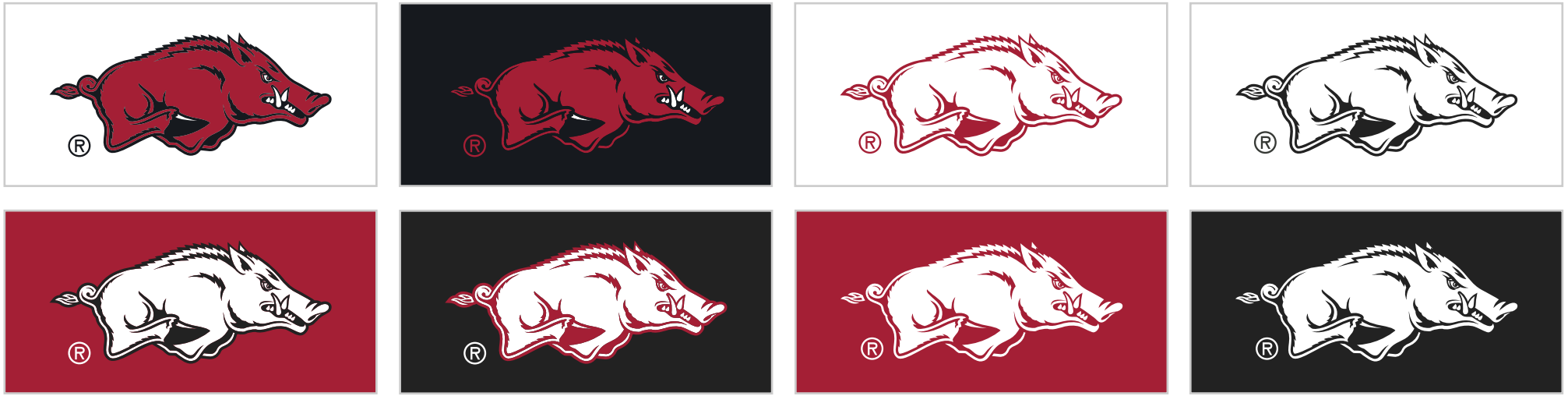
The full horizontal lockup should only be used in combination with an "action" word. In this use, the verb is locked up to the left side of the secondary mark. It can be used in full color or one color. In the case of full color, all words external to the state brackets shall be anthracite. The Running Razorback mark should never be used in combination with this lockup.

Additional sport - or activity - specific marks may be created and approved upon request.

LOGOS

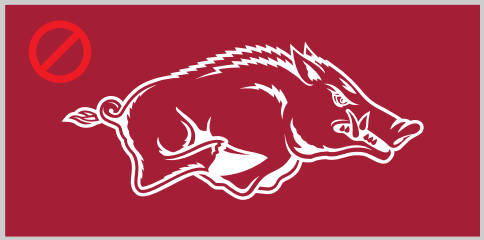
Primary | Running Razorback

The primary Running Razorback always runs forward.

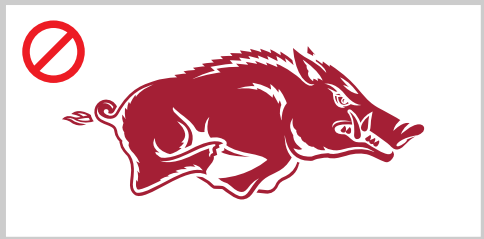


Improper Running Razorback Usage

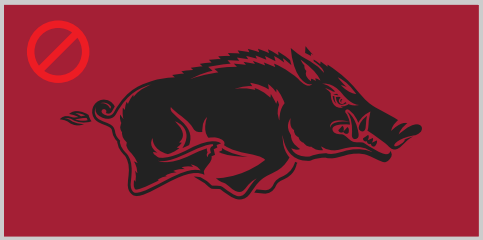
Do Not Invert Colors



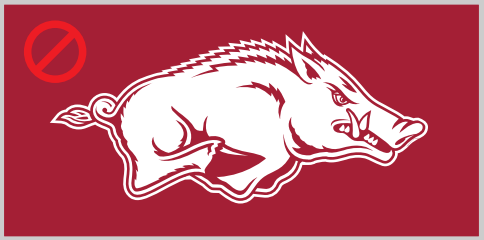
Do Not Invert Colors



Do Not Invert Colors



Do Not Add Stroke



LOGOS

Secondary | Forward Facing Hog

Wordmarks

ARKANSAS®

ARKANSAS®

RAZORBACKS®

RAZORBACKS®

Improper Forward Forcing Hog Usage

Do Not Invert Colors

Do Not Invert Colors

Improper Wordmark Usage

Do Not Add Stroke

ARKANSAS

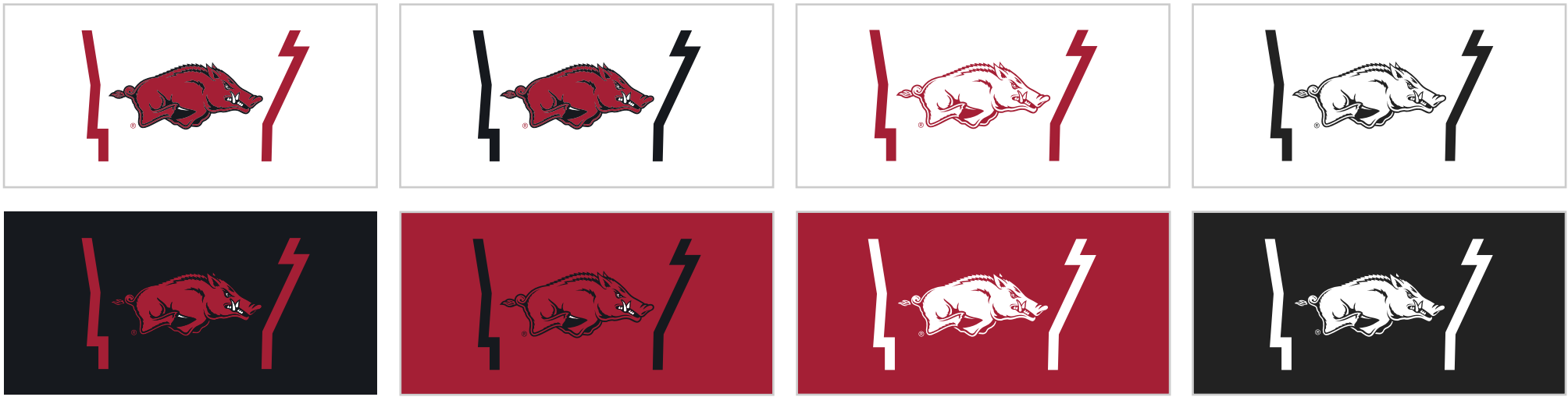
Do Not Add Stroke

RAZORBACKS

LOGOS

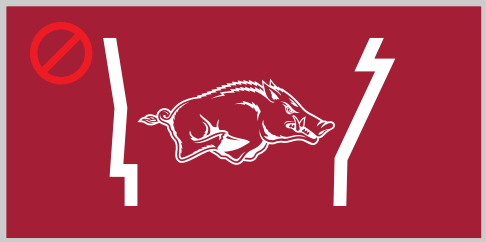
Bracket Hog

2018-Present Brand Component

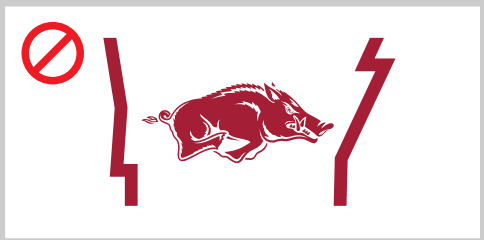


Improper Running Razorback Usage

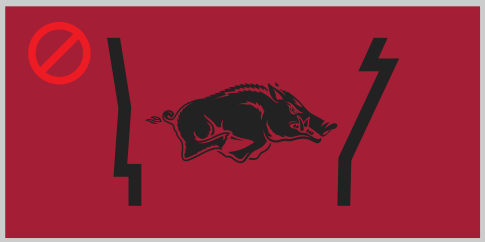
Do Not Invert Colors



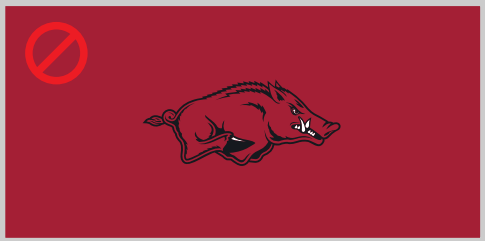
Do Not Invert Colors



Do Not Invert Colors



Do Not Neglect State Brackets



COLOR PALETTE & FONTS

Pantone 201 C
C 24 M 100 Y 78 K 17
#A41F35

Pantone Neutral Black C
C 72 M 66 Y 64 K 72
#222222

Pantone White 10A
C 0 M 0 Y 0 K 0
#FFFFFF

Interstate Font Family

Ultra Black Italic
Ultra Black Condensed
Ultra Black Compressed
Ultra Black
Black Italic
Black Condensed
Black Condensed Italic

Black Compressed
Black
Bold Italic
Bold Condensed
Bold Condensed Italic
Bold Compressed
Bold

Regular Italic
Regular Condensed
Regular Condensed Italic
Regular Compressed
Regular
Light Italic
Light Condensed

Light Condensed Italic
Light Compressed
Light
Extra Light Italic
Extra Light Condensed
Extra Light Compressed
Extra Light

Thin Italic
Thin Condensed
Thin Compressed
Thin
Hairline Italic
Hairline Condensed
Hairline

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