

**University Graphic Identity**

A graphic identity, or logo, allows the university community to achieve clarity and effectiveness in communications and develop a greater awareness of the university as a whole. It distinguishes publications, official web sites, advertising materials, correspondence and other communications from other institutions and universities.

It is vital that the university strictly protect the application of its brand identity internally and externally. To this end, the Office of University Relations maintains a graphic identity manual as a general guideline for use of the official logo and wordmark of the University of Arkansas. All applications of the university's graphic identity must meet the guidelines of this manual. Interpretation of questions about the manual or applications not covered by the manual are at the discretion of the Office of University Relations.

The graphic identity manual is available at <http://logo.uark.edu/> online.

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