LOGOS

One Razorback

Primary

The primary full color lookup 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 lookup option.

Secondary

The secondary lookup 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 lookup. 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.

---

**CALL AS ONE RAZORBACK**

---

**Compete as One Razorback**

---

**Grow as One Razorback**

---

**Lead as One Razorback**

---

**Learn as One Razorback**

---

**Stand as One Razorback**

---

**Win as One Razorback**

---

**Defend as One Razorback**

---

**Drive as One Razorback**

---

**Hustle as One Razorback**

---

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**

- [Image of Forward Facing Hog Logos]

**Wordmarks**

- ARKANSAS®
- RAZORBACKS®

**Improper Forward Forcing Hog Usage**
- Do Not Invert Colors

**Improper Wordmark Usage**
- Do Not Add Stroke
**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 O M O Y O K O
#FFFFFF

Interstate Font Family

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

Black 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