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**Q&A Addendum #2**

RFP No. 013122

The University of Arkansas

Fayetteville Campus

and

Department of Athletics

Campus Sponsorship and Beverage Pouring Rights, and Athletic Sponsorship and Beverage Pouring Rights, Isotonic Beverages, and Energy Drinks

**Question**:

We would like to request a copy of your brand guidelines and University logos to be used solely in our proposal deck.

**Answer**:

Seven logo documents have been posted on HogBid immediately under this Q&A Addendum.

PLEASE NOTE:

Wooo is spelled out with three (3) o’s. The outline of the Razorbacks logo should always be darker than the body and the wordmarks cannot have outlines. The official color is PMS 201C.

The University no longer creates a style guide. All of the information can be found online here: [https://brand.uark.edu/](https://nam11.safelinks.protection.outlook.com/?url=https%3A%2F%2Fbrand.uark.edu%2F&data=04%7C01%7Cellenf%40uark.edu%7Cbbbc8346226b4bf1d4ed08d9eb16ea50%7C79c742c4e61c4fa5be89a3cb566a80d1%7C0%7C0%7C637799306254716826%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C3000&sdata=EB0Lo53i5w2BRV0YjWNDk2Nc2TFk56JNqsFKFV%2BZCgs%3D&reserved=0).