



ATHLETIC
BRAND STANDARDS MANUAL

A MESSAGE FROM OUR PRESIDENT

Logos and other identifying marks help us tell the story of Arkansas Tech University. Presenting our logos in a consistent manner allows us to protect and enhance our brand name.

The logos used to identify our intercollegiate athletics teams are one aspect of our constantly evolving efforts to distinguish Arkansas Tech in the marketplace. To that end, we have developed the new spirit logos included in this manual.

Inside, you will find helpful guidelines for how to utilize the new spirit logos. The successful implementation of this branding initiative will amplify the spirit of our campus community to our state, our region and beyond.

Please join me in embracing this new look with pride and enthusiasm.

Robert C. Brown, President

The History of Our Nicknames:

The nickname Wonder Boys became part of Arkansas Tech lore on Nov. 17, 1920. That was the day that the nickname first appeared as a proper noun in the Arkansas Gazette. Henry Loesch, sports editor of the Arkansas Gazette, coined the nickname in reference to the Second District Agricultural School (as Arkansas Tech was originally known) football team. John Tucker, the star player on that team, went on to serve on the faculty and administration at Arkansas Tech from 1925-72. Today, Tucker is remembered as "The Original Wonder Boy."

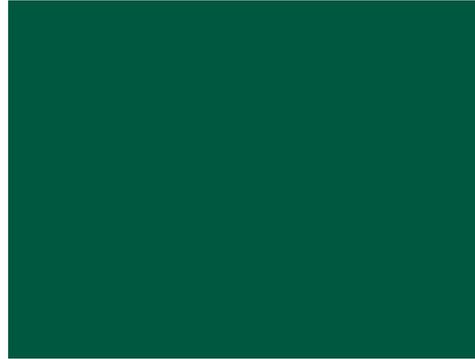
Women's sports teams at Arkansas Tech were known as the Wonder Girls or the Wonderettes until 1975, when a group of female student-athletes voted to change the nickname to Golden Suns. The new moniker stuck, and it has been part of the Tech tradition for more than 35 years.



OFFICIAL ARKANSAS TECH COLORS

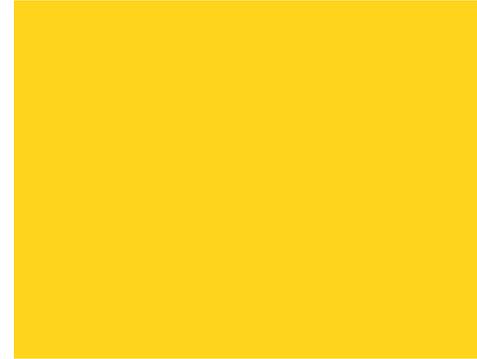
PRIMARY COLORS

Color is one of the most important elements of the Arkansas Tech University brand. The colors on the right are the official colors for all of the Arkansas Tech athletic logos.



Arkansas Tech Green

(in lieu of which use *Pantone® 343)
Process Equivalent: 94c 41m 79y 39k
RGB Equivalent: 0r 83g 62b
Hex Equivalent: 00533E



Arkansas Tech Gold

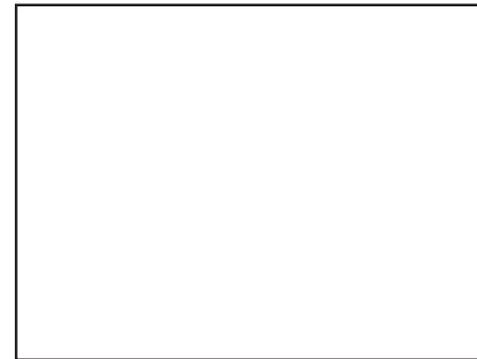
(in lieu of which use *Pantone® 116)
Process Equivalent: 1c 18m 100y 0k
RGB Equivalent: 255r 206g 0b
Hex Equivalent: FFCE00

SUPPORT COLORS

In addition to the primary colors shown above, the Arkansas Tech brand utilizes Black and White as support colors. If the primary colors are not available, the logos should be printed in all Black. Logos may also be used in all White on either Black or Arkansas Tech Green backgrounds. Logos may be used in all White on other dark color backgrounds **only** if previously approved (see page 5). Arkansas Tech athletic logos are **never** to be reversed.**



Black



White

* Pantone® is a registered trademark of Pantone, Inc. The colors shown on this page and throughout this manual are not intended to match the PANTONE Color Standards. For the PANTONE Color Standards, refer to the current edition of the PANTONE Color Formula Guide.

** See individual artwork guidelines for proper use of logos in all white.

ARKANSAS TECH ATHLETIC LOGOS

The new Arkansas Tech athletic marks were designed to create a consistent brand for our University. At the same time there are many variations to choose from so that there should be a design compatible to any application. The preferred logo is the primary mark shown largest on this page. Logos that do not contain "TECH" are for use **only** when the school name or logotype have been previously presented. For example, The "T" alone design can be used inside a brochure if a logo or words identifying the university has been used on the cover.

All artwork and variations are available in Macintosh and PC digital file formats. For information on using the logos with different words in the oval, please see page 8.



PRIMARY LOGO



LOGO COLOR VARIATIONS

All of the Arkansas Tech athletic logos are available in full color (Arkansas Tech Green, Arkansas Tech Gold, and White), as well as one color (all Arkansas Tech Green or all Black). Some examples are shown on the right.

Logos may also be used in all White or all Arkansas Tech Gold on either Black or Arkansas Tech Green backgrounds. Logos may also be used in all White or all Arkansas Tech Gold on other dark color backgrounds only if previously approved (see page 5). The all logos should **never** be used in all White or all Arkansas Tech Gold on a light background.

Note: Never allow the white highlights in the Full Color logo to show in the one color, black or all white versions of the logo as demonstrated here:



Full Color



All Arkansas Tech Green



Black



USING LOGOS ON DARK COLOR BACKGROUNDS

Frequently it may be desirable to place the logos on a dark field of color. Shown on the right are the only versions of the logos allowed on dark color backgrounds. The preferred logo versions are always towards the left of the row.

* All white logos may only be used on either Arkansas Tech Green or Black backgrounds (or on other dark background colors with prior approval). To create an all white logo simply use only the white layer from the one color art. Never reverse the logo art. The all White version of the Arkansas Tech athletic logos should never be used on light background colors with insufficient contrast, or on overly complex backgrounds.

On Arkansas Tech Green Background	 <p><i>Full Color Logo</i></p>	 <p><i>All Gold Logo</i></p>	 <p><i>All White Logo*</i></p>
On Black Background	 <p><i>Full Color Logo</i></p>	 <p><i>All Gold Logo</i></p>	 <p><i>All White Logo*</i></p>
On Non-Arkansas Tech Dark Color Background (with approval)	 <p><i>Full Color Logo</i></p>	 <p><i>Black & White Logo</i></p>	 <p><i>All White Logo*</i></p>



It is never permissible for any photograph, pattern or complex background to show through logos.

USING LOGOS ON LIGHT COLOR BACKGROUNDS

Frequently it may be desirable to place the logos on a light field of color. Shown on the right are the only versions of the logos allowed on light background colors. The preferred logo versions are always towards the left of the row.

* All white logos may only be used on either Arkansas Tech Gold or on other light color backgrounds (with prior approval). To create an all white logo simply use only the white layer from the one color art. Never reverse the logo art. The all White version of the Arkansas Tech athletic logos should never be used on light background colors with insufficient contrast, or on overly complex backgrounds.

On Arkansas Tech Gold Background	 <p>Full Color Logo (Use a white outline on an Arkansas Tech Gold background.)</p>	 <p>All Green Logo</p>	 <p>All Black Logo</p>	 <p>All White Logo* (Approval Needed)</p>
On Non-Arkansas Tech Light Color Background	 <p>Full Color Logo</p>	 <p>All Green Logo (on neutral colors only)</p>	 <p>All Black Logo</p>	 <p>All White Logo* (Approval Needed)</p>



It is never permissible for any photograph, pattern or complex background to show through logos.

LOGO USE VIOLATIONS

To maintain the design integrity of the Arkansas Tech athletic brand and maximize each logo's effectiveness as an identifier, it is mandatory that all logos be applied as indicated in this manual without modification. The logos are not to be altered in any way. Shown on the right are unacceptable uses of Arkansas Tech athletic logos.



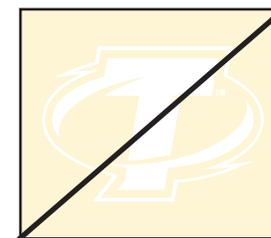
Never use Arkansas Tech athletic logos with non Arkansas Tech colors



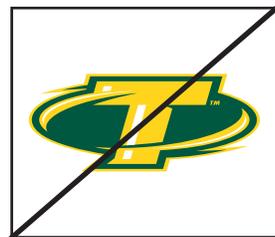
Never change the descriptor typeface in any Arkansas Tech athletic logo



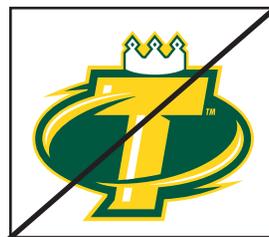
Never use unapproved wording to any Arkansas Tech athletic logo



Never use a white logo on a background with insufficient contrast



Never stretch or re-proportion any Arkansas Tech athletic logo



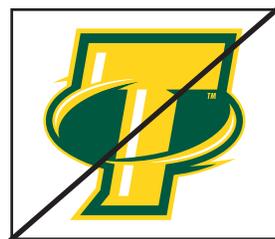
Never add any element to an Arkansas Tech athletic logo



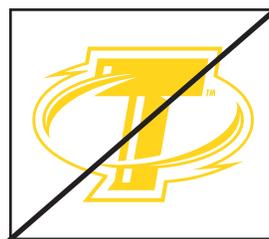
Never distort any Arkansas Tech athletic logo



Never reverse any Arkansas Tech athletic logo



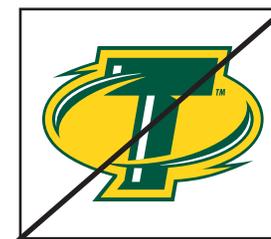
Never re-size the elements in any Arkansas Tech athletic logo



Never use any Arkansas Tech athletic logo in all Gold on a light background



Never use any logo without its outline on any dark background



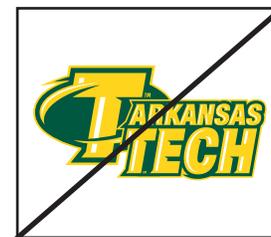
Never switch colors on any Arkansas Tech athletic logo



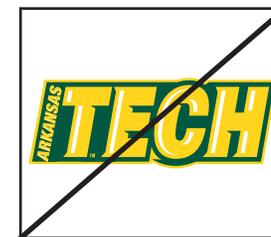
Never angle or rotate any Arkansas Tech athletic logo



Never add unapproved text to any Arkansas Tech athletic logo



Never combine elements from two separate Arkansas Tech athletic logos to create a new one

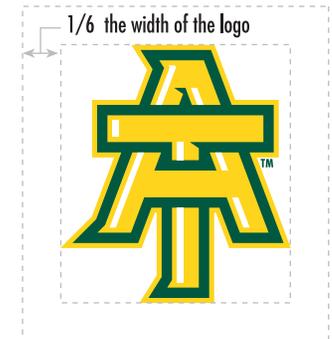


Never reposition any elements in the Arkansas Tech athletic logos

SAFE ZONES

Each of the Arkansas Tech athletic logos has an established safe zone. This safe zone is intended to maintain the logo's integrity and to avoid visual confusion. No other type or graphic element (including folds, trims or edges) should fall within the safe zone shown. The safe zone for the seven horizontal logos is equal to one eighth of the width of the logo (A).

The safe zone for vertical Arkansas Tech athletic logos is equal to one sixth of the width of the logo, as demonstrated on the far side of the page. This safe zone spacing is uniform on all sides of the logo.



SPORT SPECIFIC LOGOS AND TAG LINES

The two logo configurations shown on the right are capable of presenting different tag line text inside or underneath the logos as demonstrated here. The size and position of these descriptors have been carefully established. Only the words listed below are approved for use in these logos.

All other wording must be approved first by the Office of University Relations

AVAILABLE TAG LINE TEXT

- Athletics
- Baseball
- Basketball
- Cheerleaders
- Cross Country (outside the oval)
- Football
- Golden Girls
- Golden Suns
- Golf
- Softball
- Tennis
- Volleyball
- Wonder Boys
- X-Country (inside the oval)



COMPATIBLE TYPOGRAPHY & MINIMUM SIZES

ARKANSAS TECH FONTS

The primary typeface for the Arkansas Tech University identity is Arkansas Tech Bold. Luxury Gold is the font used in tag lines of the Arkansas Tech athletic logos. Luxury Gold and Arkansas Tech Bold fonts are available through the Office of University Relations.

**ABCDEFGHIJKLMN
OPQRSTUVWXYZ
0123456789**

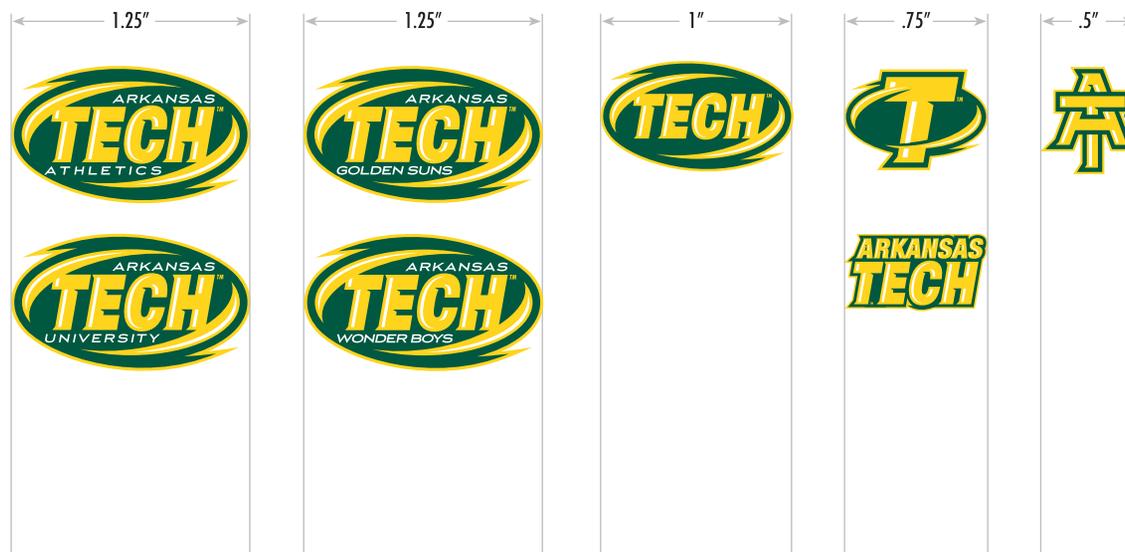
Arkansas Tech Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Luxury Gold

MINIMUM LOGO SIZES

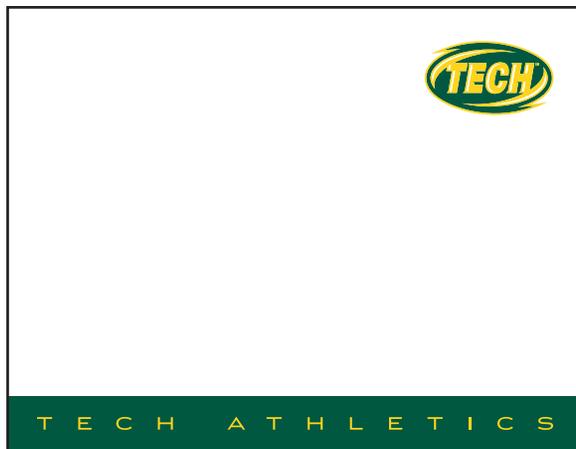
Each of the Arkansas Tech University athletic logos has a minimum allowable size. In order to ensure clear reproduction and legibility, the logos must not be used any smaller than the sizes shown on the right. It is preferred that when possible the logos be used larger than their minimum size.



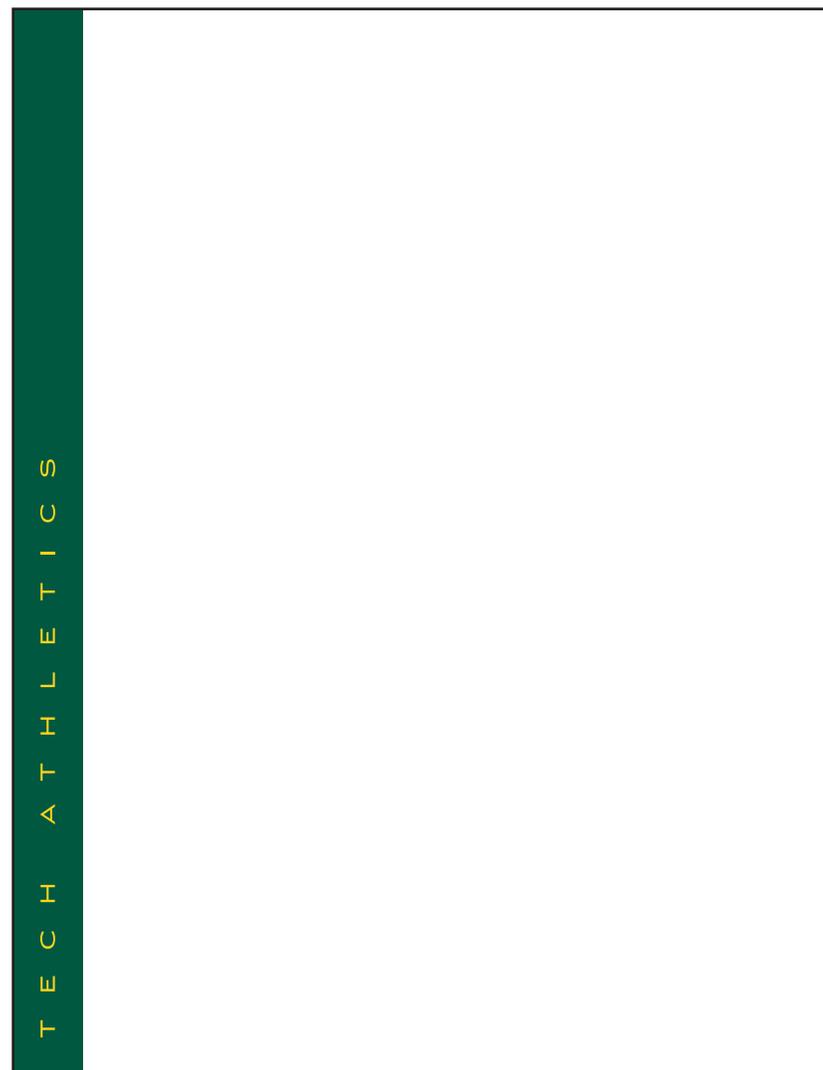
ATHLETIC STATIONERY SYSTEM



Note Card
Fits #10 envelope



Note Card
4.25" x 5.5"



Second Sheet
8.5" x 11"

RETAIL APPLICATIONS

FULL COLOR RETAIL GRAPHICS

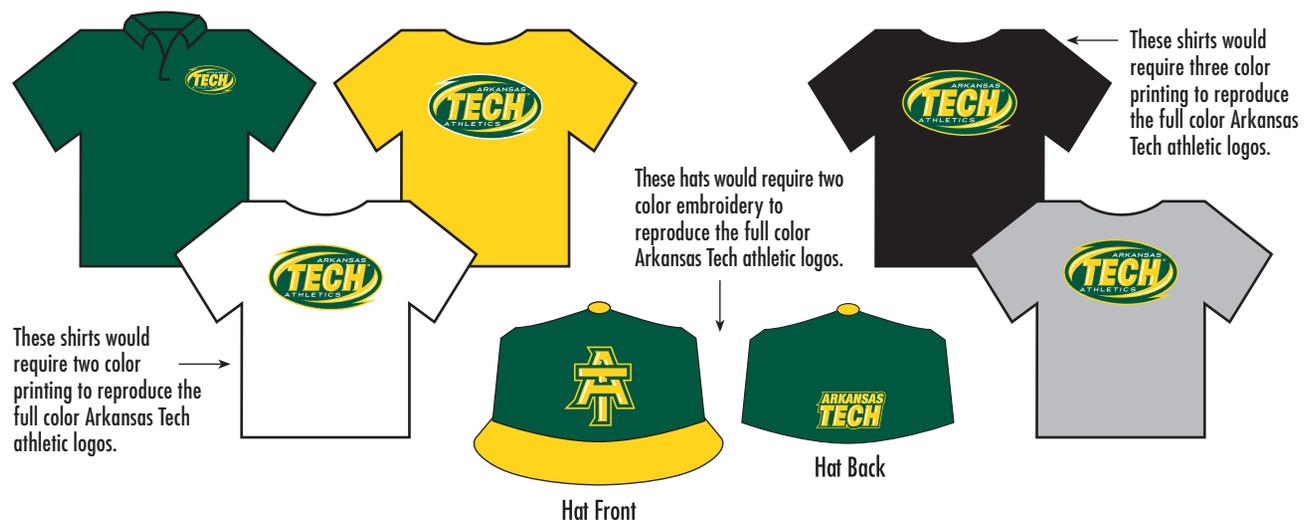
If the fabric color matches one of the official colors exactly (Arkansas Tech Green, Arkansas Tech Gold or White), the fabric can show through in place of printing that color. If the fabric color does not match any official color, all 3 official colors must be used to print the logo.

EMBROIDERY

When creating an embroidered logo, all TEXT should be a minimum of 3/16" tall. 1/4" is preferred.

STOCK COLORS

It is preferred that a "forest green" stock material be used. Never use "kelly green."

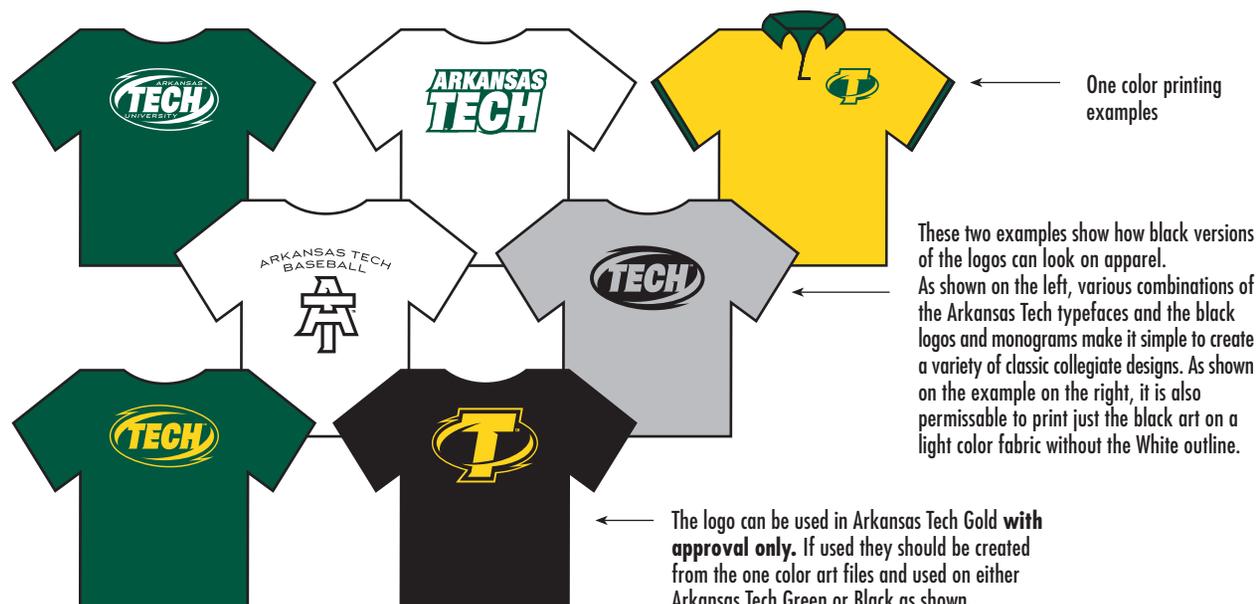


ONE COLOR RETAIL GRAPHICS

When using logos on apparel, the art may print in all Arkansas Tech Green, all Arkansas Tech Gold, all Black or all White as long as there is sufficient contrast with the fabric color. Using single color Arkansas Tech athletic logos are a great cost saving alternative to the full color logos.

FOIL STAMPING

It is permissible to foil stamp the one color art in metallic gold with approval.



ARKANSAS TECH CONTACT INFORMATION

For additional information regarding the use of Arkansas Tech University trademarks please contact:

**Arkansas Tech University
Office of University Relations**
1509 North Boulder Ave.
Administration Building, Suite 212
Russellville, AR 72801
479-968-0402

www.atu.edu/urelations

For obtaining a license for use of Arkansas Tech University trademarks by external organizations for commercial purposes:

Strategic Marketing Affiliates
Pan American Plaza
201 South Capitol, Suite 520
Indianapolis, IN 46225
317-829-5690 phone
317-829-5696 fax

questions@smaworks.com
www.smaworks.com

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