Academic Brand Standards Manual
Arkansas Tech University seeks to continually elevate its brand among key constituents by presenting our trademarks in a consistent and effective manner.

The set of guidelines contained in this document help Arkansas Tech achieve that goal as it relates to our academic logos. These identifying marks represent the traditions of our university and are meaningful to a wide variety of current students, former students, faculty, staff and friends.

Please join us in protecting our brand and our traditions by utilizing this document and following the guidelines that it provides.

Robin E. Bowen, President
**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 academic 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 academic logos are never to be reversed.**

*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.
The new Arkansas Tech academic 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 lettering are for use only when the school name or logotype have been previously presented. The “Icon Only” logo is for use only when 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.
All of the Arkansas Tech academic 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). Examples of some of the various color variations are shown on the right.

Special all White and all Arkansas Tech Gold versions of the logo have been created for use on either Black or Arkansas Tech Green backgrounds. (See page 5.) These logos may also be used in all White or all Arkansas Tech Gold on other dark color backgrounds only if previously approved through the Office of University Relations. The all White or all Arkansas Tech Gold logos should never be used on a light background with insufficient contrast.
Frequently it may be desirable to place the logos on a dark field of color. Special logo art has been created for this purpose. Shown on the right are the only versions of the logos allowed on dark color backgrounds. These logos should never be used on light backgrounds with insufficient contrast, or on overly complex backgrounds without the approval of the Office of University Relations. The preferred logo versions are always towards the left of the row.

<table>
<thead>
<tr>
<th>On Arkansas Tech Green Background</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image1.png" alt="Logo" /></td>
</tr>
<tr>
<td><img src="image4.png" alt="Logo" /></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>On Black Background</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image7.png" alt="Logo" /></td>
</tr>
<tr>
<td><img src="image10.png" alt="Logo" /></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>On Non-Arkansas Tech Dark Color Background with sufficient contrast. (Approval Needed)</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image13.png" alt="Logo" /></td>
</tr>
<tr>
<td><img src="image16.png" alt="Logo" /></td>
</tr>
</tbody>
</table>
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. These logos should never be used on backgrounds with insufficient contrast, or on overly complex backgrounds without the approval of the Office of University Relations. The preferred logo versions are always towards the left of the row.

<table>
<thead>
<tr>
<th>On Arkansas Tech Gold Background</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image1" alt="Logos" /></td>
</tr>
<tr>
<td><img src="image2" alt="Logos" /></td>
</tr>
<tr>
<td><img src="image3" alt="Logos" /></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>On Non-Arkansas Tech Light Color Background with sufficient contrast. (Approval Needed)</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image4" alt="Logos" /></td>
</tr>
<tr>
<td><img src="image5" alt="Logos" /></td>
</tr>
<tr>
<td><img src="image6" alt="Logos" /></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>On White Background</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image7" alt="Logos" /></td>
</tr>
<tr>
<td><img src="image8" alt="Logos" /></td>
</tr>
<tr>
<td><img src="image9" alt="Logos" /></td>
</tr>
</tbody>
</table>
To maintain the design integrity of the Arkansas Tech academic 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 academic logos.

**Logo Violations**

Never use Arkansas Tech academic logos with non-Arkansas Tech colors

Never change the descriptor typeface in any Arkansas Tech academic logo

Never add unapproved wording to any Arkansas Tech academic logo

Never use a white logo on a background with insufficient contrast

Never stretch or re-proportion any Arkansas Tech academic logo

Never add any element to an Arkansas Tech academic logo

Never distort any Arkansas Tech academic logo

Never reverse any Arkansas Tech academic logo

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

Never use any Arkansas Tech academic 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 academic logo

Never angle or rotate any Arkansas Tech academic logo

Never fill the right side of the Arkansas Tech academic logo

Never place a logo on a yellow background if it is designed for use on a green background

Never reposition any elements in the Arkansas Tech academic logos
Each of the Arkansas Tech academic 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 spacing is uniform on all sides of the logo, and the formulas for determining the safe zones are demonstrated on this page.
The logo configurations shown on the right are capable of presenting different campus designations underneath the logos as demonstrated here. The size and position of these descriptors have been carefully established. Only the campus descriptors listed below are approved for use in these logos.

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

**AVAILABLE CAMPUS TEXT**

- Ozark Campus
- Career Center
Using Campus Specific Logos
On Color Backgrounds

Frequently it may be desirable to place the campus specific logos on a dark field of color. Special logo art has been created for this purpose. Shown on the right are the only versions of the logos allowed on dark color backgrounds. These logos should never be used on light backgrounds with insufficient contrast, or on overly complex backgrounds without the approval of the Office of University Relations.
The logo configurations shown on the right are capable of presenting different department names and marketing messages underneath the logos as demonstrated here. The size and position of these descriptors have been carefully established.

All wording must be created by the Office of University Relations.
Vertical Arkansas Tech marks may be used with an address block. The specifications on the right were created to provide a consistent look when address blocks are used with vertical Arkansas Tech marks.

The address blocks should be set in Gill Sans Italic with slightly open letterspacing.

For vertical Arkansas Tech logos, the copy block is positioned a distance below the logo equal to the height of “ARKANSAS” as indicated by “x.” The text height of the address block is 80% of the height of “ARKANSAS” as shown.

The address block text should be set with center alignment, following the text orientation of the original logo.

All address blocks must be created by the Office of University Relations.
Horizontal Arkansas Tech marks may also be used with an address block. The specifications on the right were created to provide a consistent look when address blocks are used with horizontal Arkansas Tech marks.

The address blocks should be set in Gill Sans Italic with slightly open letterspacing.

For horizontal logos, the copy block is positioned a distance below the logo equal to the height of “UNIVERSITY” as indicated by “y.” The text height of the address block is 75% of the height of “UNIVERSITY” as shown.

The address block text should be set in flush left or flush right alignment, following the text orientation of the original logo.

All address blocks must be created by the Office of University Relations.
Letters should employ a three quarter-inch left margin aligning flush left with the Arkansas Tech academic icon at the top of the letterhead. Start the body of the letter 2.5” from the top of the page. The right margin is also 0.75,” and the body of the letter should not extend beyond the “Arkansas Tech University” type at the top of the page as indicated. These letters should be set in block style, with flush left ragged right margins and single spaced paragraphs. Use double spacing between paragraphs—do not indent.

Stationery artwork and ordering information is available from:
Office of University Relations
1505 North Boulder Ave.
Browning Hall, Room 205
Russellville, AR 72801
479-498-6038
www.atu.edu/urelations

November 18, 2010

Mr. Robert Castle
1234 East Hampton Road
Providence, RI 01234

Mr. Castle:

Tge mane oe walaof fla totlenan fosl ofaessen. Wee die allo spt anaewed, atccxp gneske y ehy y a tawoti diche tie alwailq sllxct; btr uixa quewbc uliaddx. Ysleei samxop slluecx ddk klithmn tiwo the dlipo lubr qwetgl sgtg sxyhi the alwa sklty.

Gemi namy issemane oe walaof fla totlenan fosl ofaessen. Wee die allo spt anaewed, atccxp gneske y ehy y a tawoti diche tie alwailq sllxct; btr uixa quewbc uliaddx. Ysleei samxop slluecx ddk klithmn tiwo the dlipo lubr qwetgl sgtg sxyhi the klithmn twio the dlipo lubr qwetgl sgtg sxyhi the fummeet enyhi.

Besy coma ot dat mystiyl sl sum fo wi awl wand so di do. Walaof fla totlenan fosl ofaessen. Wee die allo spt anaewed, atccxp gneske y ehy y a tawoti diche tie alwailq sllxct; btr uixa quewbc uliaddx. Ysleei samxop slluecx ddk klithmn twio the dlipo lubr qwetgl sgtg sxyhi the fummeet enyhi.

Sincerely,

Dr. Rebecca Burris
Department of Nursing

Mr. Robert Castle
1234 East Hampton Road
Providence, RI 012345
Academic Stationery System

Note Card
Fits #10 envelope

Note Card
4.25" x 5.5"

Second Sheet
8.5" x 11"
Compatible Typography

ARKANSAS TECH ACADEMIC FONTS
The primary typeface for the Arkansas Tech University identity is Luxury Gold. While Gill Sans Italic is the ONLY font to be used for the sub-branding text used in Arkansas Tech academic logos, using other weights and versions of Gill Sans for all university design and marketing initiatives is encouraged.

Luxury Gold and GillSans Italic fonts are available through the Office of University Relations.

IDENTITY FONTS

**Luxury Gold**

ABCD EFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

**Gill Sans Italic**

ABCD EFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

WEB FONTS These fonts are good to use on web pages.

**Arial**

ABCD EFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

**Tahoma**

ABCD EFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

SERIF FONT

**ITC Novarese**

ABCD EFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
MINIMUM LOGO SIZES

Each of the Arkansas Tech academic 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 the logos be used larger than their minimum size whenever possible.
**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” or “hunter green” stock material be used. Never use “kelly green.”

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**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 academic 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.

**EMBOSSING/DEBOSSING**

It is permissible to emboss gold logos and deboss black logos with approval.
USE OF THE FORMAL MARK
Arkansas Tech University has long been identified by its official seal logo (shown here). This mark is displayed on both our Russellville and Ozark campuses.

The official seal logo will continue as an identifying mark for Arkansas Tech, but it will be reserved for official documents such as degrees and other uses as directed by the Board of Trustees and the Office of the President.

CENTENNIAL LOGO
Arkansas Tech University developed a set of logos to commemorate the 100th anniversary of the founding of the institution (example shown here).

With a tagline of “A Century Forward,” the Arkansas Tech Centennial logos communicated the theme of the celebration and pointed toward a new visual identity for the university.

The Arkansas Tech Centennial logos were retired from use following the Arkansas Tech Centennial Convocation on April 29, 2011, and replaced by the visual identity outlined in this handbook. All communications from the university that might have included the centennial logos in recent years (letterhead, business cards, Web sites, brochures, apparel, etc.) should use the new visual identity from this point forward.