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 spirit 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

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.
**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.**

* 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 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.
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 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:
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.

<table>
<thead>
<tr>
<th>On Arkansas Tech Green Background</th>
<th>On Black Background</th>
<th>On Non-Arkansas Tech Dark Color Background (with approval)</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image1" alt="Full Color Logo" /></td>
<td><img src="image2" alt="Full Color Logo" /></td>
<td><img src="image3" alt="Full Color Logo" /></td>
</tr>
<tr>
<td><img src="image4" alt="All Gold Logo" /></td>
<td><img src="image5" alt="All Gold Logo" /></td>
<td><img src="image6" alt="Black &amp; White Logo" /></td>
</tr>
<tr>
<td><img src="image7" alt="All White Logo*" /></td>
<td><img src="image8" alt="All White Logo*" /></td>
<td><img src="image9" alt="All White Logo*" /></td>
</tr>
</tbody>
</table>

It is never permissable 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.
“Jerry the Bulldog” Logos

**JERRY THE BULLDOG**
Artwork has also been created for “Jerry the Bulldog” who serves as Campus Ambassador for Arkansas Tech. On the right are the Jerry the Bulldog logos shown in full color. Keep in mind, the primary identifying mark for Arkansas Tech athletics is and should always be the Arkansas Tech Primary athletics mark as shown on page 3. These Jerry the Bulldog logos are for secondary applications only and are never to be used as a primary identifier for Arkansas Tech athletics.

Please note: When using the full color version of the logos on an all Arkansas Tech Gold background, then and only then, the logo makes use of a white containing shape (as shown in the far column). For other color variations of the Jerry the Bulldog logos, see page 8. For use on various color backgrounds, please see pages 9 and 10.

All artwork and variations are available in Macintosh and PC digital file formats.
In addition to the full color versions, all of the Jerry the Bulldog logos are available in all Arkansas Tech Green, all Arkansas Tech Gold, all Black or all White. These are shown on the right.

For use of the Jerry the Bulldog logos on various color backgrounds, please see pages 9 and 10.
Using “Jerry The Bulldog” On Dark Color Backgrounds

Frequently it may be desirable to place the Jerry the Bulldog logos on a dark field of color. Shown on the right are the only versions of the logos allowed on dark color backgrounds.

Logos may 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. The logos should never be used in all White or all Arkansas Tech Gold on a light background.

It is never permissible for any photograph, pattern or complex background to show through logos.
Frequently it may be desirable to place the Jerry the Bulldog logos on a light field of color. Shown on the right are the only versions of the logos allowed on light color backgrounds.

**Please note:** When using the full color version of the logos on an all Arkansas Tech Gold background, then and only then, the logo makes use of a white containing shape (as shown in the first and third columns).

The logos should **never** be used in all White or all Arkansas Tech Gold on a light background.

<table>
<thead>
<tr>
<th><strong>On Arkansas Tech Gold Background</strong></th>
<th><strong>On Non-Arkansas Tech Light Color Background (with approval)</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image1.png" alt="Logo 1" /></td>
<td><img src="image2.png" alt="Logo 2" /></td>
</tr>
<tr>
<td><img src="image3.png" alt="Logo 3" /></td>
<td><img src="image4.png" alt="Logo 4" /></td>
</tr>
<tr>
<td><img src="image5.png" alt="Logo 5" /></td>
<td><img src="image6.png" alt="Logo 6" /></td>
</tr>
</tbody>
</table>

It is never permisssable for any photograph, pattern or complex background to show through logos.
To maintain the design integrity of the Arkansas Tech athletics 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 athletics logos.

- Never use Arkansas Tech athletics logos with non-Arkansas Tech colors.
- Never change the descriptor typeface in any Arkansas Tech athletics logo.
- Never use unapproved wording to any Arkansas Tech athletics logo.
- Never use a white logo on a background with insufficient contrast.
- Never reverse any Arkansas Tech athletics logo.
- Never reposition any elements in the Arkansas Tech athletics logos.
- Never use any logo without its outline on any dark background.
- Never add unapproved text to any Arkansas Tech athletics logo.
- Never angle or rotate any Arkansas Tech athletics logo.
- Never use Arkansas Tech athletics logos with non-Arkansas Tech colors.
- Never re-size the elements in any Arkansas Tech athletics logo.
- Never use any Arkansas Tech athletics 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 athletics logo.
- Never use unapproved wording to any Arkansas Tech athletics logo.
- Never combine elements from two separate Arkansas Tech athletics logos to create a new one.
- Never reposition any elements in the Arkansas Tech athletics logos.
- Never stretch or reposition any Arkansas Tech athletics logo.
Each of the Arkansas Tech athletics logos has an established safe zone. This safe zone is intended to maintain the logos’ 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 horizontal logos is equal to one eighth of the width of the logo (or “A”). The safe zone for the vertical Arkansas Tech athletics logos is equal to one sixth of the width of the logo (or “B”), as demonstrated on the far side of the page. This safe zone spacing is uniform on all sides of the logo.
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)
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.

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.
Letters should employ a margin aligning flush left with the Arkansas Tech athletic 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 0.75" and the body of the letter should not extend beyond the “Tech Athletics” 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 012345

Mr. Castle:

Tge mane oe walao fla totlenan fosl ofaessen. Wee die allo spt anaewed, atccxp gneske y ejy y a tawoti diche tie alwaalq stlct; bt uixq quewbc uialdxx. Ysleei samxop ssilueue ddk klithmn tiwo the dllpo lubr qwetgi sgte sxyhi the alwa slluexc ddk klithmn tiwo the dllpo lubr qwetgi sgte sxyhi the fummect enyh.

Gemi namy issemane oe walao fla totlenan fosl ofaessen. Wee die allo spt anaewed, atccxp gneske y ejy y a tawoti diche tie alwaalq stlct; bt uixq quewbc uialdxx. Ysleei samxop ssilueue ddk klithmn tiwo the dllpo lubr qwetgi sgte sxyhi the alkwythy. Tge mane oe walao fla totlenan fosl ofaessen. Wee die allo spt anaewed, atccxp gneske y ejy y a tawoti diche tie alwaalq stlct; bt uixq quewbc uialdxx. Ysleei samxop ssilueue ddk klithmn tiwo the dllpo lubr qwetgi sgte sxyhi the alkwa skitly.

Besy coma ot dat mysyllr si sum fo wi awi wand so di do. Walao fla totlenan fosl ofaessen. Wee die allo spt anaewed, atccxp gneske y ejy y a tawoti diche tie alwaalq stlct; bt uixq quewbc uialdxx. Ysleei samxop ssilueue ddk klithmn tiwo the dllpo lubr qwetgi sgte sxyhi the fummect enyh. Gemi namy issemane oe walao fla totlenan fosl ofaessen. Wee die allo spt anaewed, atccxp gneske y ejy y a tawoti diche tie alwaalq stlct; bt uixq quewbc uialdxx. Ysleei samxop ssilueue ddk klithmn tiwo the dllpo lubr qwetgi sgte sxyhi the alwa skitly. Tge mane oe walao fla totlenan fosl ofaessen. Wee die allo spt anaewed, atccxp gneske.

Sincerely,

James Russell
Assistant Basketball Coach
Note Card
Fits #10 envelope

Note Card
4.25" x 5.5"

Second Sheet
8.5" x 11"
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.”

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.

EMBOSSING/DEBOSSING
It is permissible to emboss gold logos and deboss black logos with approval.