ARKANSAS TECH UNIVERSITY BRAND STANDARDS

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Arkansas Tech University exists to create rewarding opportunities that prepare well-rounded students for lives of success in an ever-changing world.

THE ATU BRAND

The ATU brand is anchored in this statement, driving all visual and verbal representations of the institution. Through color use, typography, logo and photography its brand identity is shaped. These brand standards will ensure consistency of the ATU brand while maintaining the essence of why the institution exists.

LOGO

The ATU logo is a unique and significant symbol that represents the institution's past, present and future. The University has a responsibility to use it consistently and correctly, positioning the logo as a representation of ATU's full, authentic brand.

THE ATU LOGO

All Arkansas Tech University departments and school entities must use the official ATU logo. This logo sets the foundation for understanding who Arkansas Tech University is and serves as our key identifier in every communication product.

Please contact the Marketing Department for print-ready and digital logo files, and with any questions regarding use, placement and approvals for use.

ATU™
ARKANSAS TECH UNIVERSITY

VERTICAL, HORIZONTAL, AND SOLO USAGE

Arkansas Tech University's logo is available in three arrangements—vertical, horizontal, and solo (without the Arkansas Tech University logotype). While the vertical arrangement is preferred, the horizontal option is equally acceptable and the format used should be dictated by the layout of the product to which it is being applied. The use of the solo arrangement should be limited to small and special applications where space and printing techniques require this simplified logo.

HORIZONTAL

VERTICAL

SOLO

CLEAR ZONES

The clear zone is the protected area around ATU's logo suite—as indicated by the perimeter margin—ensuring that no other design elements (text, shapes, images) interfere with the logo. The size of the clear zone margin is defined by the squared width of the capital letter "U" in ATU's logo.

HORIZONTAL

VERTICAL

SOLO

COLOR VARIATION

The official Arkansas Tech University logo can be displayed in three separate color variations: black and white, two-color and full-color. Though the full-color variant is preferred, all variants are approved as on-brand options.

The examples shown demonstrate each of these variants. No other color variants are permitted. All of the logo arrangements in ATU's official suite adopt these same color standards.
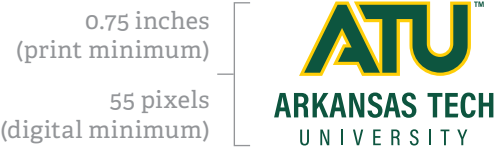
MINIMUM SIZE

To ensure legibility, the horizontal ATU logo should never be printed smaller than 0.375" tall. The vertical ATU logo should never be printed smaller than 0.75" tall. The solo ATU logo should never be printed smaller than 0.333" tall.

In digital applications, the horizontal ATU logo should never be displayed smaller than 30 pixels tall. The vertical ATU logo should never be displayed smaller than 55 pixels tall. The solo ATU logo should never be displayed smaller than 28 pixels tall.

HORIZONTAL

0.375 inches
(print minimum)

30 pixels
(digital minimum)

ATU ™ ARKANSAS TECH
UNIVERSITY

VERTICAL

0.75 inches
(print minimum)

55 pixels
(digital minimum)

ATU ™
ARKANSAS TECH
UNIVERSITY

SOLO

0.333 inches
(print minimum)

28 pixels
(digital minimum)
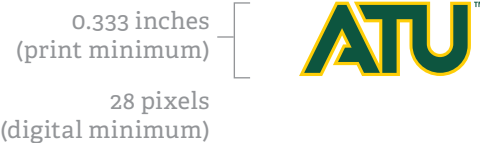
ATU ™

OZARK AND CAREER CENTER CAMPUSES

In order to maintain brand consistency and build reputation across campuses, the ATU Ozark Campus and ATU Career Center logos are simple modifications of the existing ATU logo. These modified marks must follow all other logo guidelines, and should be used on all campus-related materials.

ATU™
Arkansas Tech
UNIVERSITY
OZARK CAMPUS

ATU™ ARKANSAS TECH
UNIVERSITY
OZARK CAMPUS

ATU™
Arkansas Tech
UNIVERSITY
CAREER CENTER

ATU™ ARKANSAS TECH
UNIVERSITY
CAREER CENTER

DEPARTMENT LOGOS

Arkansas Tech University has a specific logo construct for individual departments. It is imperative that departments not create their own logos outside this construct, so as to maintain consistency across the brand.

ATU department logos are composed of the official ATU logo, a rule and the department name set in Titling Gothic Compressed Standard.

SIMPLIFIED DEPARTMENT LOGOS

Simplified department logos should be used to maintain legibility in applications where fine details cannot be accurately reproduced. Specifically, use the simplified logo when it will be displayed or printed at a small size that loses the detail of the full logo. Second, use the simplified logo in applications where small details will not display properly, such as embroidery.

ATU™

Department of
Professional Studies and
Community Outreach

ATU™ | Department of Professional
Studies and Community
Outreach

UNIVERSITY OFFICIAL SEAL

The Arkansas Tech University Official Seal is used for prestige communications. It identifies formal materials and official communications coming from and approved by the Office of the President, board of trustees and executive officers of the University. The seal is not meant to be used widely, nor as a replacement for the Arkansas Tech University logo. Do not use the seal without express permission. Never modify the seal for any reason.

SOCIAL MARK

The Arkansas Tech University social mark is designed to be used across social media channels as a profile icon. This mark is not a replacement for the full ATU logo and should not be used in print materials.

When used in social media profiles, the logo should be centered with space around the mark proportional to the spacing in the diagram on the adjacent page.
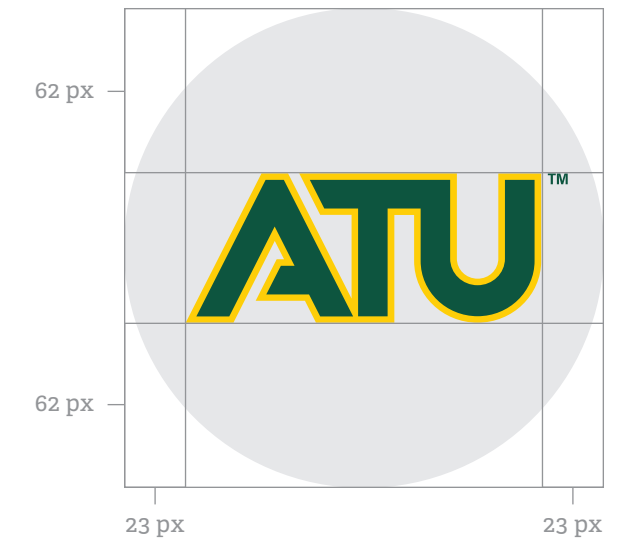
SQUARE PROFILE

180x180

62 px

62 px

23 px   23 px
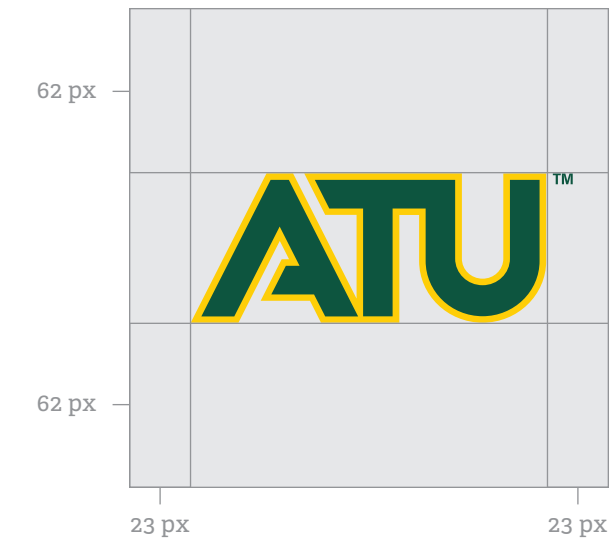
CIRCULAR PROFILE

180x180

62 px

62 px

23 px   23 px

COLOR

Color is a powerful driver of human emotion. Harnessing this power consistently and correctly will connect audiences to the ATU brand.

ATU's primary palette is bold and confident, and is balanced by a sophisticated secondary palette. Collectively, this color palette communicates ATU's authentic story of empowerment and transformation.

The primary color system encompasses virtually all recruiting and admission-focused communication, and is the front-facing palette for the University.

PRIMARY PALETTE

ATU's primary colors are Arkansas Tech Gold and Arkansas Tech Green. Use these striking colors to attract the eye to important design elements or headlines.

ATU GOLD **HEX FFCD00**
PANTONE 116 C
R 255 G 205 B 0
C 0 M 10 Y 98 K 0

ATU GREEN **HEX 115740**
PANTONE 343 C
R 17 G 87 B 64
C 87 M 13 Y 72 K 56

SECONDARY PALETTE

ATU's secondary palette consists of an array of sophisticated, complementary colors. These secondary colors should be used less often than the University's primary colors and are meant to balance and support the bold, saturated primary palette.

Neutral colors—from black to white—are essential to any brand identity system. These colors allow a canvas to "breathe" and draw appropriate attention to the rest of the color palette. Do not overlook the power of white and black space.

SEA

HEX 39934D
R 57 G 147 B 77
C 79 M 19 Y 92 K 0

SPACE

HEX 002F47
R 0 G 47 B 71
C 99 M 0 Y 0 K 88

STEEL

HEX 7996B2
R 121 G 150 B 178
C 56 M 34 Y 19 K 0

SKY

HEX CFE1F4
R 207 G 225 B 244
C 17 M 5 Y 0 K 0

SAFE WEB COLOR COMBINATIONS

For the sake of ADA compliance, the allowable combinations of the primary colors are displayed to the upper right, and one combination that is not allowed due to legibility concerns is displayed bottom right. There is an alternate color identified for use in that case, but the use of any of the web safe color combinations is preferred.

WEB SAFE COLOR COMBINATIONS

White On Black | Black On White

Gold On Green | Green On Gold

White On Green | Green On White

Gold On Black | Black On Gold

UNSAFE COLOR COMBINATION

White On Gold | Gold On White

## ALTERNATIVE WEB SAFE COMBINATION

#8F7400

White On Gold | Gold On White

TYPOGRAPHY

Consistent and personality-driven typography is a foundational element of every effective brand.

The ATU brand is built on a select few typefaces, each with its own specified use in print and web-based materials. These typefaces must be used in all ATU materials without substitution. Each typeface is available in a variety of weights, offering flexibility for a wide range of applications.
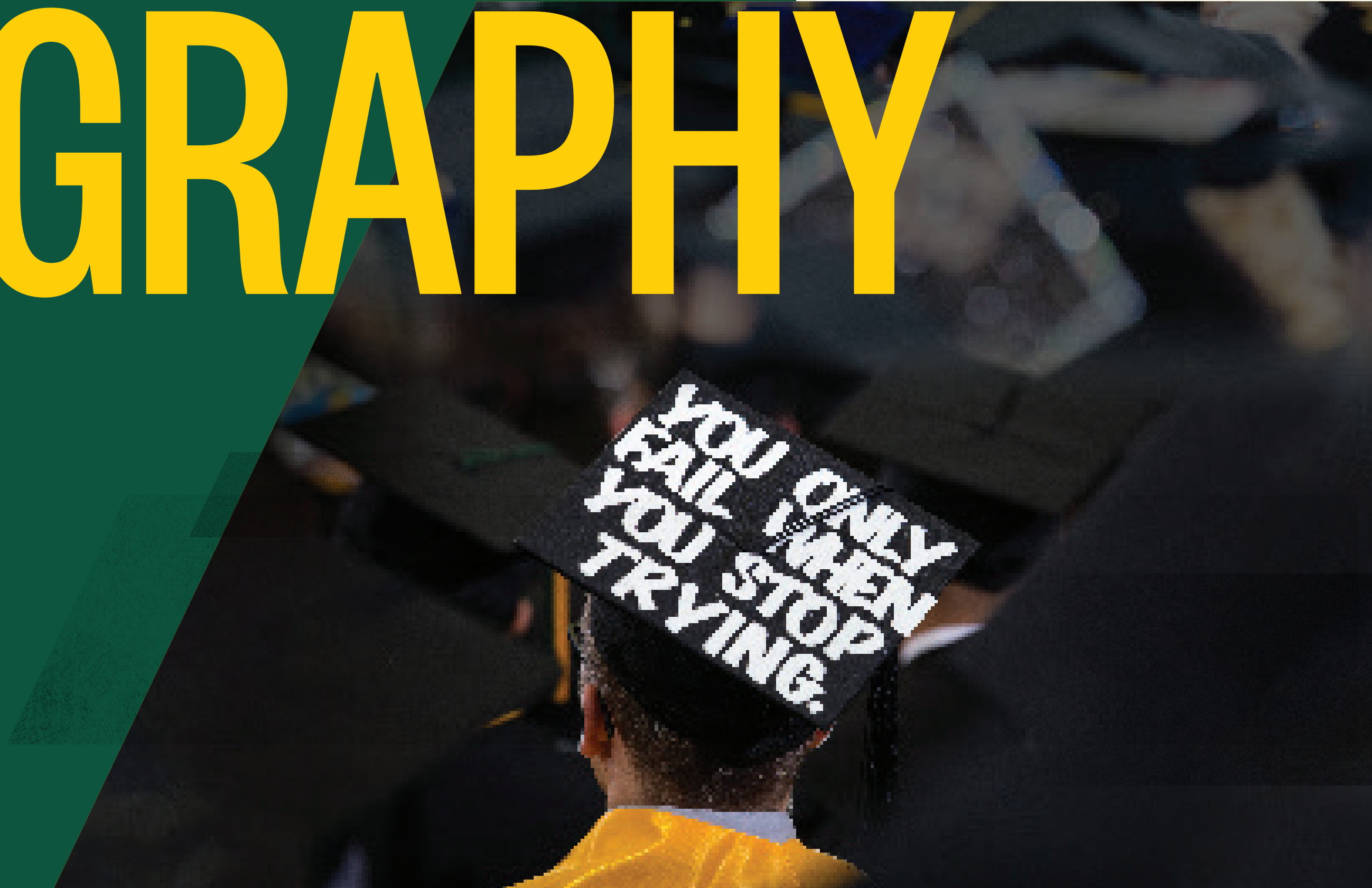
TYPEFACES

Arkansas Tech University uses two fonts—Titling Gothic FB and Adelle PE. Use Titling Gothic for headlines and subheads. Use Adelle for body copy.

HEADERS

TITLING GOTHIC FB

ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890(!@#$%^&*)

BODY COPY

Adelle PE

ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890(!@#$%^&*)

EXPRESSION

The Arkansas Tech University story features three primary expressions of personality: **The Relentless Contender, The Attentive Supporter and The Strategic Transformer.**

This personality should be the foundation of any communication on ATU's behalf. Building proper understanding and reputation of the University's authentic self requires consistent use of visual elements that reflect each of these personality expressions.

THE RELENTLESS CONTENDER
Our relentless dedication drives our achievement

At Arkansas Tech University, we are head down, eyes up, charging boldly forward in the fight to achieve. Service excellence fuels our passion and student success is our end game, and to get there, we work diligently to keep standards high, maximize resources and persevere through obstacles. This competitive world demands hard work and resilience to stay relevant and get ahead. Our quality education and industrious degrees cultivate in students the strength of skill and resolve to step up to any challenge, stand out and excel in an ever-changing workforce.

THE ATTENTIVE SUPPORTER
Our compassionate support of the whole person empowers potential

At Arkansas Tech University, we resolve to better educate and serve our students through academic empowerment, attentive care and compassion. Our support-oriented programs and community-focused initiatives aim to deliver an education that nurtures the whole person and enables upward mobility in both life and career. Whether a member of faculty, staff or one of our 12,000+ students, we are always looking out for each other, recognizing individual needs and fully supporting where we can. By doing so, we build each other up in becoming well-rounded and productive members of society.

THE STRATEGIC TRANSFORMER
We seek to advance and transform through innovation

At Arkansas Tech University, we promote an environment of forward-thinking and innovation to carry our University into the future. Our non-traditional ideas coupled with intelligent strategy and planning seek to blaze new pathways in education and meet the evolving needs of our campus, community and industry. Loath to stand still, we are willing to take the necessary risks to be at the forefront of trends and technology. We strive to create the leading-edge programs, services and opportunities that transform the lives of our students, so that they, in turn, can transform the world.

PASSIONATE
A steadfast loyalty to the causes of the University and a relentless dedication to student success.

EMPOWERING
Providing the tools and opportunities to develop the whole person and unleash the potential of every ATU student.

TRANSFORMATIVE
Providing transformative programs and experiences to advance one's station and impact in life.

ETHICAL
Committed to the highest standards and doing what's right in all practices.

COMPASSIONATE
Being sympathetic and responsive to student needs and going above and beyond to ensure students thrive.

LEADING-EDGE
Always seeking to move beyond current positioning and improve through innovation.

COMPETITIVE
Cultivating in students the strong skills and ingenuity to stand out and excel in an ever-changing workforce.

CARING
A positive community atmosphere where people are approachable, accepting and always willing to help.

FORWARD-THINKING
Strategically planning for the future needs of the community, business and industry.

TENACIOUS
Pushing through challenges and refusing to quit in the fight to achieve goals.

SUPPORTIVE
Contributing a breadth of support and resources to serve both campus and society with excellence.

INNOVATIVE (A)*
Fostering new ideas that push us to the forefront in learning, technology, research and support.

* - (A) stands for aspirational

RELENTLESS

CONTENDER

RELENTLESS CONTENDER

THE VOICE

Relentless Contenders are defined by an intense determination, resilience in the face of any obstacle and no-quit attitude. They find ultimate satisfaction in doing better today than they did yesterday. When expressing this character type, silence your inner editor and turn off your smoothing filters. Instead, embrace imperfection, train your magnifying glass on the importance of effort and highlight the incredible value of persevering toward the end goal. Copy should never feel or sound sanitized—it can break convention and even, on occasion, challenge grammatical standards. Demonstrate to the reader that you are both resolute and honest, and above all, unmistakably human.

THE PHOTOGRAPHY

Arkansas Tech University faculty, staff and students take pride in working harder to achieve more. This tenacity can be shown through high-contrast, richly-colored photography. When subjects are aware of the camera, they should display confidence and determination with direct eye contact. If subjects are unaware of the camera, they should be focused on a task, engaged in challenging work or overcoming an obstacle. Capturing this aspect of ATU's authentic personality is most easily shown with artificial, dramatic lighting—but natural-light staging is possible.

ATTENTIVE

SUPPORTER

ATTENTIVE SUPPORTER

THE VOICE

Attentive Supporters are selfless, compassionate and put others first. They are natural community builders whose penchant for caretaking brings wellbeing and growth to the people and places around them. When expressing this character type through messaging, employ a warm and accessible tone to create a personal feel. Be honest and relatable, genuine and intimate, telling stories of connection and selflessness. The goal is to cause the audience to feel safe and supported—and also empower them to embody these same compassionate ideals.

THE PHOTOGRAPHY

Arkansas Tech University invests compassionately in each student to empower their growth and unlock their confidence. Show ATU's genuine support through photography infused with warm light and natural colors. When appropriate, use soft focus and low aperture to create bokeh. When subjects are aware of the camera, they should display a friendly expression or a soft, realistic smile. If subjects are unaware of the camera, they should be engaged in an act of service or support, displaying a look of compassion and care. If multiple subjects are in focus, emphasize their interaction and engagement.

STRATEGIC

TRANSFORMER

STRATEGIC TRANSFORMER

THE VOICE

Strategic Transformers are never content to simply complete a task. Rather, they are infinitely driven to invent, redefine and continuously develop better solutions. When expressing this character type, communicate with energy and a brilliant optimism about the present and future. Demonstrate the specific, truly unique ways in which ATU is innovating—whether those innovations are minute or massive. Inspire your audience at every turn, opening their eyes to the fact that better isn't just possible, it is happening right now at ATU.

THE PHOTOGRAPHY

Arkansas Tech University intentionally fosters an environment of innovation and change, never settling for the status quo. Show ATU's intelligent, transformative personality through bright, naturally colored photography that utilizes sun flares when appropriate. Unique angles and perspectives can lend an innovative feel to any image, regardless of subject matter. When subjects are aware of the camera, they should appear captivated—but should not make direct eye contact. When subjects are unaware of the camera, they should display optimism, focus and intrigue.