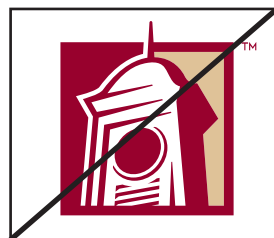


LOGO USE VIOLATIONS



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.



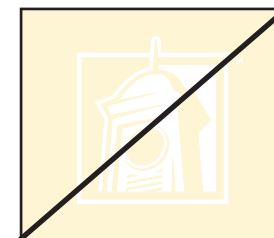
Never use Arkansas Tech academic logos with non Arkansas Tech colors



Never change the descriptor typeface in any Arkansas Tech academic logo



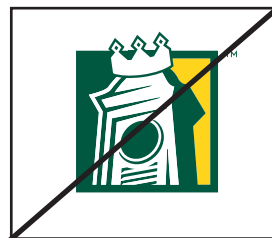
Never add unapproved wording to any Arkansas Tech academic logo



Never use a white logo on a background with insufficient contrast



Never stretch or reportion any Arkansas Tech academic logo



Never add any element to an Arkansas Tech academic logo



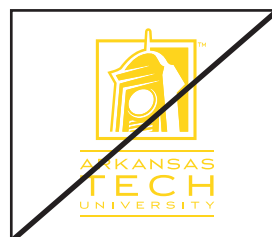
Never distort any Arkansas Tech academic logo



Never reverse any Arkansas Tech academic logo



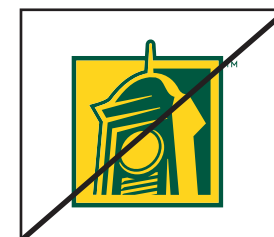
Never re-size the elements in any Arkansas Tech academic logo



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



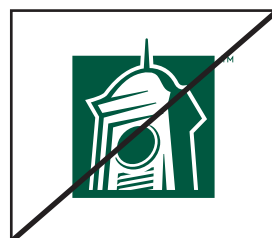
Never use any logo without its outline on any dark background



Never switch colors on any Arkansas Tech academic logo



Never angle or rotate any Arkansas Tech academic logo



Never fill in 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