

LOGO USE VIOLATIONS

To maintain the design integrity of the Arkansas Tech 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.



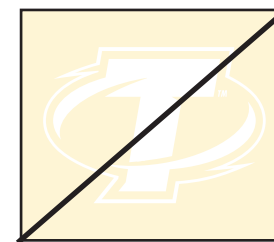
Never use Arkansas Tech athletic logos with non Arkansas Tech colors



Never change the descriptor typeface in any Arkansas Tech athletic logo



Never use unapproved wording in any Arkansas Tech athletic logo



Never use a white logo on a background with insufficient contrast



Never stretch or reportion any Arkansas Tech athletic logo



Never add any element to an Arkansas Tech athletic logo



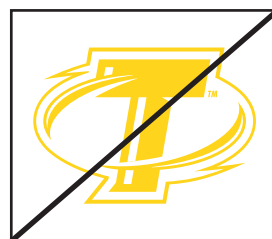
Never distort any Arkansas Tech athletic logo



Never reverse any Arkansas Tech athletic logo



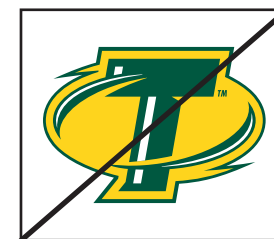
Never re-size the elements in any Arkansas Tech athletic logo



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



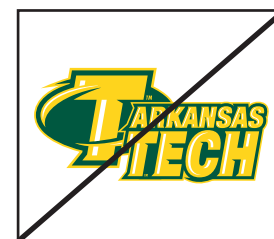
Never switch colors on any Arkansas Tech athletic logo



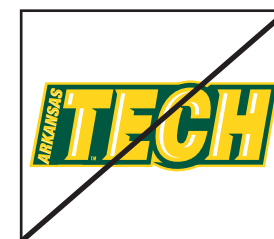
Never angle or rotate any Arkansas Tech athletic logo



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