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 proportion 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 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.