CONTACT INFORMATION:
For additional information regarding the use of Arkansas Tech University trademarks please contact:

Arkansas Tech University
Office of University Relations
1509 North Boulder Ave., Suite 212
Russellville, AR 72801
479-968-0402

PRIMARY COLORS
Color is one of the most important elements of the Arkansas Tech University brand. The colors below are the official colors for all of the Arkansas Tech logos.

Arkansas Tech Green
(in lieu of which use *Pantone® 343)
Process Equivalent: 94c 41m 77y 39k
RGB Equivalent: 06 85g 62b
Hex Equivalent: 005533

Arkansas Tech Gold
(in lieu of which use *Pantone® 116)
Process Equivalent: 1c 18m 100y 0k
RGB Equivalent: 255r 204g 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.

ACADEMIC LOGOS
Primary Logo

Horizontal Version - Flush Left

Text Only

Horizontal Version - Flush Right

Icon Only

ATHLETIC LOGOS
Full Color

All Arkansas Tech Green

* 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.