

# How We Strengthen Our Logo Identity

GRAPHIC STANDARDS FOR  
ARKANSAS STATE UNIVERSITY

*UNIVERSITY  
LOGO  
STANDARDS*



ARKANSAS STATE  
UNIVERSITY



How We Strengthen Our Logo Identity  
for Arkansas State University, Second Edition (19-01)  
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**AState.edu**  
**AState.edu/GraphicStandards**

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# How We Strengthen Our Logo Identity

## GRAPHIC STANDARDS FOR ARKANSAS STATE UNIVERSITY

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This graphic standards manual has been created to assist you. It provides an overview of the elements that make up the Arkansas State University identity system and presents guidelines for working with them. Through notes and examples, it demonstrates how these elements combine to communicate a consistent identity that represents Arkansas State University.

This manual can be found online at  
**[AState.edu/GraphicStandards](https://www.astate.edu/GraphicStandards)**

Direct questions about graphic standards to the  
Office of Publications & Creative Services, 870-972-3820



## The Importance of Identity Standards

Picture yourself an alumnus or alumna of Arkansas State University with a teenage son or daughter who plans to go to college. This week, your mailbox fills with materials from Arkansas State. You find a letter from admissions along with a catalog. There's also a newsletter from the Alumni Association and a flier from the specific college you attended. There is an email from a college with a different logo or color scheme. Or a social media post that uses an unusual version of our mascot. Each uses different colors – ranging from green to red to blue. Each has a different logo. Each uses a different font. Some clearly identify the university. Others simply reference the university in the return address. You might have to look closely to realize that it all comes from the same place – Arkansas State University. You might toss one in the recycle bin as junk mail without realizing where it came from. You might wonder how mailings from one university could be so disparate.

This is why visual standards are important. All communications from the university, whether originating from a school or college, or another affiliated office, are reflections of Arkansas State. The logos, typefaces, colors and the treatment of photos and text all project attributes of the institution. Every group the university communicates with is inundated with information competing for attention. Arkansas State commits significant resources and countless hours to creating publications and materials intended to break through the clutter. The goal of these guidelines is to improve the effectiveness of the university's communications in today's crowded environment, while reducing overall design expenditures for individual pieces.

These guidelines were crafted by the Office of Publications & Creative Services. Through consistent use of these guidelines, Arkansas State will enjoy greater awareness and recognition. These guidelines took effect for the colleges, schools, departments and affiliated organizations of the university on August 1, 2013.

The examples used in this identity standards guide have been revised to reflect organizational changes, most recently May 2019.

To learn more about university standards for promotional and publication copy, please reference the University Style Guide found at: [AState.edu/GraphicStandards](http://AState.edu/GraphicStandards)



*Identity gives each one of us  
at Arkansas State University  
a sense of belonging. It unites us.*

*Identity also gives those outside  
A-State a way to recognize us.*

*Therefore, we must treat our identity  
with respect, using it consistently and  
properly. Anything short of that will  
dilute our collective impact.*

*Thank you for your willing  
participation and stewardship in  
creating and maintaining our  
Arkansas State identity.*

# The University Logo



## ARKANSAS STATE UNIVERSITY

The University Logo is the cornerstone of the Arkansas State University identity system. As the primary identifier of the university, the University Logo has been developed to consistently represent the university in all of its communications. Over time, consistent and repeated use of this mark will establish equity and strengthen the greater visual identity of the institution. To ensure consistency, however, it is critical for every user of the University Logo, regardless of personal preference, to use it in accordance with the guidelines that follow.

The STATE Logo and the University Logo are federally registered trademarks. The ® should always appear in conjunction with these two marks to insure proper logo usage and legal protection.

The University Logo consists of two components: the STATE Logo and the University Wordmark. Each of the individual components maintains a special relationship to the others and must not be altered.

***Do not create new artwork for the University Logo.***

Creating variations or making changes to this mark is prohibited.

Arkansas State logos can be accessed online.

***Go to [AState.edu/Logos](http://AState.edu/Logos)*** for instructions.

# Components of the University Logo



**Note:**  
The STATE Logo and the University Logo are federally registered trademarks. The ® should always appear in conjunction with these two marks to insure proper logo usage and legal protection.

**ARKANSAS STATE**  
**UNIVERSITY**

## 1. The STATE Logo

The STATE Logo is our most beloved and visible symbol. It plays a vital role in promoting Arkansas State University by providing a strong and recognizable graphic image that creates a great sense of pride and connection among all generations of the Arkansas State community.

The block STATE logo was sketched/designed in the mid-1970s by Matt Melzer, a student manager from Monticello, Ark. His drawings were placed in a desk drawer and seemingly forgotten about until Head Football Coach Larry Lacewell needed a new logo in the early 1980s. The Melzer logos were stumbled upon and submitted. From the very start this image was readily accepted by most everyone. In 2013, it was adopted as the official mark of the university as the previous “flame” logo was retired.

The STATE logo has seen only a few changes/updates over the last 30 years and is widely considered to be one of the most bold institution marks in the country. It is set in the official university colors: scarlet and black. Scarlet is denoted as PANTONE 186 (A-State Red) for printing purposes. (Web-safe colors are defined later in this manual.)

## 2. The University Wordmark

The words underneath the STATE logo are called the University Wordmark and have been carefully considered to form the University Logo. A simple, clean, condensed sans-serif font in all-caps was selected for its even stroke weights.

This font helps to enhance the STATE mark rather than compete for its attention. Using an approved university typeface (see page 22) the words “ARKANSAS STATE” are keyed in a slightly larger point size and weight than the word “UNIVERSITY.”

Also, the first two words are always kept together on the same line. The word “ARKANSAS” should never attract more attention than the word “STATE” no matter what the configuration.

# Clear Space and Minimum Size

## Clear Space Requirements\*

x = the cap (or x-) height of the top line of the University Wordmark



The clear space is defined as the space that no other element explicit or implicit shall cross in relation to the University Logo. Often referred to as 'runaround,' type, image and/or document edge should not be placed closer than the x-height surrounding university marks. **The clear space requirements must be observed.**



It is permissible to use the University Logo in a box/banner provided the clear space has been observed. However, some usages are inappropriate and should be practiced sparingly. It is best to contact University Marketing & Communications if this usage is being considered.



## Minimum Size Requirements\*

3/8" (.375")

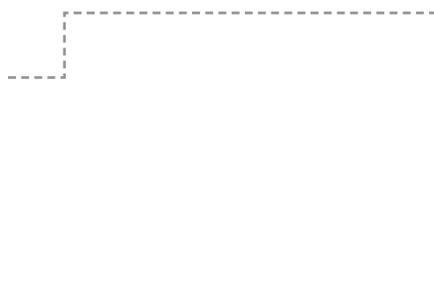


The STATE Logo should never appear smaller than 3/8" (.375") high and thus the proportions of the University Logo (and its components) must be preserved.

\* There may be some cases that require special sizes or clear space allowances. Examples of these unique applications include, but are not limited to, pencils, CD spines, lapel pins, etc.

For questions about unique applications of the University Logo, contact University Marketing & Communications, 870-972-3820.

# Approved Color Variations



## Applying Color to the University Logo

When possible, use of the two-color version of the University Logo (as shown on previous pages) is recommended. Acceptable one-color variations (as shown at left) include: A-State Black, A-State Red (PANTONE® 186), white (and their reversed variations on colored backgrounds) and a special version for specifying metallic inks and foil stamps. See "Approved University Colors" on page 20 for details. All graphic files for the University Logo and acceptable variations can be found at [AState.edu/Logos](http://AState.edu/Logos).

## Metallic Inks and Foil Stamps

When printing the logo in metallic ink, use silver PANTONE® 877. The university preference is to use silver instead gold when representing the University Logo. The same metallic color guidelines apply to foil stamps. Foil stamps of the University Logo require permission from the Publications & Creative Services staff to ensure proper reproduction and proper quality of materials used. If there is a special need, please consult with PCS by calling 870-972-3820.

## Reversing the University Logo

It is acceptable to apply the reversed University Logo (white) to black and other background colors providing adequate contrast.

**Note:** The face of the letters (red in the 2-color version) in 1-color applications will always be the darker color.

## Applying the University Logo to Solid Backgrounds

It is acceptable to apply the black University Logo to a red background, red University Logo to a black background, or a black black University Logo to other background colors providing adequate contrast.

# Variation on the University Logo Structure



## Horizontal Version

While use of the stacked version of the University Logo is encouraged, there may be cases where the horizontal version is preferred for space or size limitations. As with the stacked version the University Logo, color, size and clear space requirements apply (see below).

*Creating variations or making changes to this mark is prohibited.*

## Clear Space Requirements



x = the cap (or x-) height of the top line of the University Wordmark



# Secondary University Logo System

The Secondary University Logo System shown here is for colleges, departments, schools and select units. This system was designed for external marketing purposes only and is not intended for letterhead purposes, but is allowed in certain return address applications. This system can also be used for identifier purposes on banners for instances where multiple entities are in one location – such as career fairs or college recruiting events.

In relation to department brochures and other publications, the secondary system should be used sparingly. When the opportunity is available, the University Logo should be used primarily to assist in strengthening the university brand as a whole. In most cases, the name of the college or department will be used in text as a header or art element that is designed specifically for that layout.

Since the adoption of the Identity Standards, the logos shown on the next few pages are the only logos of the university. With limited exception, no other units of the university maintain separate identity logos.

**Secondary University Logo  
Signature (Stacked)**



**Secondary University Logo  
Signature (Horizontal)**



# Secondary University Logo College Signatures

## Official College Signatures (Stacked and Horizontal Uses)



ARKANSAS STATE UNIVERSITY  
*College of  
Agriculture*



ARKANSAS STATE UNIVERSITY  
*Neil Griffin  
College of Business*



ARKANSAS STATE UNIVERSITY  
*College of  
Education & Behavioral Science*



ARKANSAS STATE UNIVERSITY  
*College of  
Engineering & Computer Science*



ARKANSAS STATE UNIVERSITY  
*College of  
Liberal Arts & Communication*



ARKANSAS STATE UNIVERSITY  
*College of  
Nursing & Health Professions*



ARKANSAS STATE UNIVERSITY  
*College of  
Sciences & Mathematics*



ARKANSAS STATE UNIVERSITY  
Undergraduate Studies



ARKANSAS STATE UNIVERSITY  
The Honors College



ARKANSAS STATE UNIVERSITY  
*College of  
Agriculture*



ARKANSAS STATE UNIVERSITY  
*College of  
Liberal Arts & Communication*



ARKANSAS STATE UNIVERSITY  
*Neil Griffin  
College of Business*



ARKANSAS STATE UNIVERSITY  
*College of  
Nursing & Health Professions*



ARKANSAS STATE UNIVERSITY  
*College of  
Education & Behavioral Science*



ARKANSAS STATE UNIVERSITY  
*College of  
Sciences & Mathematics*



ARKANSAS STATE UNIVERSITY  
*College of  
Engineering & Computer Science*



ARKANSAS STATE UNIVERSITY  
Undergraduate Studies



ARKANSAS STATE UNIVERSITY  
The Honors College

# Secondary University Logo Signatures

## Stacked and Horizontal Samples



ARKANSAS STATE UNIVERSITY  
The Chancellor's Office



ARKANSAS STATE UNIVERSITY  
*Division of*  
Finance & Administration



ARKANSAS STATE UNIVERSITY  
Publications &  
Creative Services



ARKANSAS STATE UNIVERSITY  
*Office of*  
Admissions



ARKANSAS STATE UNIVERSITY  
*Office of*  
Student Affairs



ARKANSAS STATE UNIVERSITY  
A-State Online



ARKANSAS STATE UNIVERSITY  
The Chancellor's Office



ARKANSAS STATE UNIVERSITY  
*Office of*  
Student Affairs



ARKANSAS STATE UNIVERSITY  
*Division of*  
Finance & Administration



ARKANSAS STATE UNIVERSITY  
*Office of*  
Admissions



ARKANSAS STATE UNIVERSITY  
Publications &  
Creative Services



ARKANSAS STATE UNIVERSITY  
A-State Online

# Unacceptable Logo Usage



## **DON'T REASSIGN COLORS TO THE UNIVERSITY LOGO**

The University Logo was designed to consistently represent Arkansas State University. Proper use, including color and stroke order, is necessary to achieve that goal. A proper graphic file of the two-color University Logo can be found at [AState.edu/Logos](http://AState.edu/Logos).



## **DON'T DISTORT (STRETCH OR SQUISH) THE UNIVERSITY LOGO**

It is imperative to maintain the proportions of the University Logo in order to consistently represent the institution. To resize the University Logo, simply hold the 'shift' key to achieve desired size.



## **DON'T REPOSITION, RESIZE, SEPARATE OR IN ANY WAY CHANGE COMPONENTS OF THE UNIVERSITY LOGO**

The University Logo was designed to be used as a unit. Special consideration was given to the various uses of the logo, and the relationships of its components. As such, neither its components nor their relative position or proportional size should be altered in any way.



# Unacceptable Logo Usage



## **DON'T APPLY THE UNIVERSITY LOGO TO A BACKGROUND NOT PROVIDING ENOUGH CONTRAST**

When the University Logo is to be applied to a background color field or colored paper stock, the appropriate version must be used. This will provide greater contrast and improve readability.



## **DON'T SACRIFICE LEGIBILITY**

When the logo is reversed out of a photograph or another background, it must do so in an area of the image that does not compromise its legibility.



## **DON'T CREATE OTHER ONE-COLOR VARIATIONS**

The one-color version of the University Logo must only appear in black, white, red, or in special circumstances, can be produced using metallic inks or foil. See "Approved Color Variations" for details (p. 10). For foil stamping questions call 870-972-3820.



## **DON'T USE THE UNIVERSITY LOGO AS A WALLPAPER BACKGROUND**

Wallpaper patterns are not an acceptable application for the University Logo. Using it as a background design element dilutes its importance and can violate necessary clear space requirements. Applying color, patterns, images or type to the interior or exterior of the university signature is strictly prohibited.



## **DON'T 'GHOST' (SCREEN, WATER-MARK) THE UNIVERSITY LOGO**

Unfortunately, the nature of our red color when water-marked appears pink. Thus, it is unacceptable to use in this manner. It is, however, permissible to watermark a one-color version if a proper request has been made to Publications & Creative Services and it is deemed appropriate.

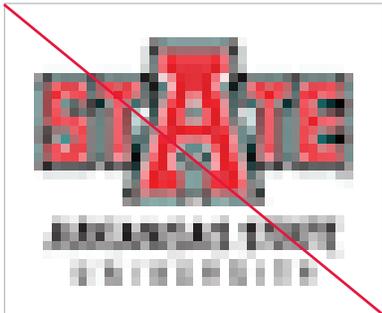
# Additional University Logo Usage Guidelines

The violations mentioned here are not truly structural modifications to the University Logo, but violations nonetheless. Please refrain from these usages.

**If there are any questions concerning anything logo-related, please contact:  
ASU Publications & Creative Services, 870.972.3820.**

**\*NOTE: THE UNIVERSITY LOGO IS NOT THE NAME OF THE UNIVERSITY - IT IS THE SIGNATURE.**

In most cases, the name of the institution should appear in addition to the University Logo in print and digital materials.



**DO NOT USE PIXELATED OR LOW-RESOLUTION FILES OF THE UNIVERSITY LOGO**

Only use the approved versions of the University Logo that you are able to download from [ASUState.edu/Logos](http://ASUState.edu/Logos). Downloading images from other sources may result in files that are poor in quality.

**A**

Not Okay

**I love STATE!**  
My time at STATE was...

---

Okay

**I love A-State!**  
My time at A-State was...

**B**

**MAKE STATEMENT!**

---

**STATE OF AFFAIRS**

**A DON'T KEY THE UNIVERSITY LOGO IN TEXT TO SUBSTITUTE FOR THE INSTITUTION'S NAME**

This usage in its simplest form can only be described as "re-drawing" the University Logo and is therefore not an approved usage. Use the university name "Arkansas State" or "A-State" in body copy as explained in the style guide: [ASUState.edu/WritingStandards](http://ASUState.edu/WritingStandards).

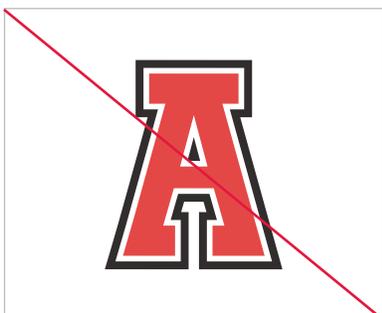


**B DON'T PLACE OBJECTS/ELEMENTS ON TOP OF THE UNIVERSITY LOGO OR ANY OF ITS MARKS**

Overlapping items on top of university marks decreases their readability and is therefore prohibited.

**B DON'T USE THE UNIVERSITY LOGO AS A WORD OR PORTION OF A WORD**

It is not permissible to use any part of the University Logo to substitute for a word, group of words or portion of a word in headlines, theme art or body copy. Some read the STATE logo as the word 'state' and others read it as 'A-State.' Therefore this usage can create confusion in an intended message.



**DO NOT SEPARATE THE 'A' FROM ANY UNIVERSITY MARK**

It is never permissible to separate the 'A' from the logo to use as a graphic. Also, reconstructing the logo and its letters or additional letters to form new words that are meant to resemble the look and proportions of the STATE logo is not allowed.

# Usage Guidelines for Text & Digital Content

## ✘ INCORRECT:

Arkansas State University is a wonderful institution. ASU has a well-equipped faculty and...

## ✘ INCORRECT:

Arkansas State University is a wonderful institution. Astate has a well-equipped faculty and...

## ✘ INCORRECT:

Arkansas State University is a wonderful institution. ASTATE has a well-equipped faculty and...

## ✘ INCORRECT:

Arkansas State University is a wonderful institution. AState has a well-equipped faculty and...

## ✔ CORRECT:

Arkansas State University is a wonderful institution. A-State has a well-equipped faculty and...

## EMAIL ADDRESSES

### ✘ INCORRECT:

xstaff@astate.edu

### ✔ CORRECT:

xstaff@AState.edu

**Along with the change to the STATE mark as the primary logo of the university, Arkansas State University adopted several identity related changes in the way its name is utilized in text and digital content.**

While common usage by community members and others to refer to Arkansas State on second reference as "ASU" is fine, this is not differentiating the university in an increasingly digitally connected world from the literal dozens of other American universities with similar initials. As Arizona State University was assigned ASU.edu in 1982 and Arkansas State claimed AState.edu as its domain name in 1985, any materials created for publication including ASU references are not reinforcing our particular identity. (It's noteworthy to mention at within our own Sun Belt Conference, Appalachian State University also is not "claiming" ASU, but instead uses "App State".)

On second reference, A-State is the preferred abbreviation of the university and its units. Notice the use of a hyphen and capital S. Incorrect usage includes: Astate, ASTATE. The first looks like a typo of the word "estate", the second an acronym which the abbreviation is not.

In digital usage where hyphens are not allowed, the hyphen may be removed but the capital S remains: AState.edu. A prime example is an email address: publications@AState.edu.

During the past, campaigns were utilized to encourage stAte in text as a mirror to our STATE mark. While visually fun, to search engines and other digital applications, this returns the common noun "state". (also referenced visually on page 17.)

All social media content should conform to the university's Social Media Guidelines, available from the Office of Digital Content. Among the primary guidelines is that only the domain-level, main university social media feeds should use the university marks. Any graphics created for these pages may vary from the publication standards, but should not deviate from standard logos, style of name (ie, ASU) or base color schemes.

For more details on other style related issues, go to [AState.edu/GraphicStandards](https://www.astate.edu/GraphicStandards)

**If there are any questions concerning anything logo-related, please contact: A-State Publications & Creative Services, 870.972.3820.**

# The University Seal



The University Seal includes the official name of the institution along with a specific campus identifier. 1909 is the year of the founding. The Memorial Arch, the oldest structure on the campus, was given as a gift by the Class of 1927. This symbol serves as a metaphorical gateway or passage to the next steps students will take in their lives. The University Seal also contains a laurel wreath signifying the high achievement of its attendees.

The University Seal communicates the message that the document on which it appears is an official and formal communication of the institution. The University Seal may be displayed on diplomas and certificates, on printed pieces of highest official rank, and on the business papers of the Chancellor's Office.

**NOTE:** *Permission from Arkansas State Publications & Creative Services is required for use of the University Seal.*

# University Colors - Primary

Scarlet and Black have been the primary identifying colors for Arkansas State University since the mid-1920s. For many of our audiences, these colors are the most identifiable components of the identity program – especially the black in recent years. Of all the schools in the state of Arkansas to use some color of red as one of their primary colors, A-State is the only institution to use black as the other primary color.

The official A-State red is referred as Scarlet and is represented by PANTONE® 186. A-State Black is represented with a 100 percent value of black (K). White is defined as the absence of color and there is no color information – white is white. White is an integral part of the Arkansas State color palette. The University Logo would suffer readability issues on dark colors if it were not for this extremely important color used to stroke the STATE logo.

Address questions about approved university colors to Publications & Creative Services, 870-972-3820.



## **A-STATE RED (SCARLET)**

Spot Color:

**Pantone (PMS) 186**

CMYK, 4-Color Process:

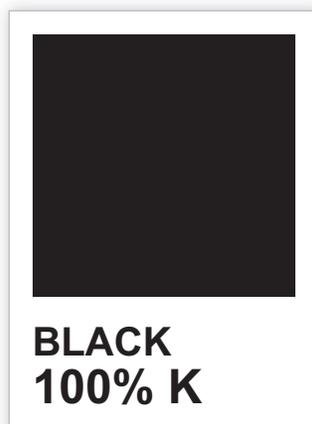
**C 2 - M 100 - Y 85 - K 6**

RGB

**R 204 - G 0 - B 51**

HEX (Web Safe)

**cc092f**



## **A-STATE BLACK**

Spot Color:

**Black (100% K)**

CMYK, 4-Color Process:

**C 0 - M 0 - Y 0 - K 100**

4-Color Process (Rich Black):

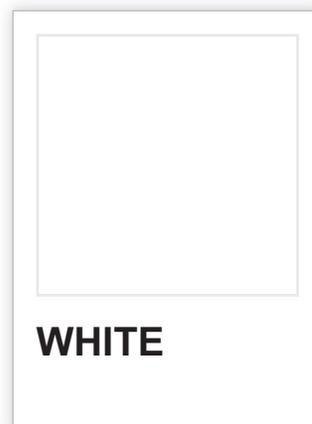
**C 75 - M 55 - Y 85 - K 100**

RGB

**R 0 - G 0 - B 0**

HEX (Web Safe)

**000000**



## **A-STATE WHITE**

Spot Color:

**NONE**

CMYK, 4-Color Process:

**C 0 - M 0 - Y 0 - K 0**

RGB

**R 255 - G 255 - B 255**

HEX (Web Safe)

**ffffff**

The colors shown throughout this guide have not been evaluated by Pantone, Inc., for accuracy and may not match the PANTONE® Color Standards. Consult current PANTONE® Publications for accurate color. PANTONE® is the property of Pantone, Inc.

# University Colors - Complementary

Scarlet and black are the primary identifying colors for Arkansas State. Everything that carries the university's reputation visually should support these two colors. To achieve this goal, several supporting (or complementary) colors have been selected. These colors are warm and cool grays and neutrals such as earthy tones like those in the tan and taupe families. These complementary colors will enhance the university color palette and allow Arkansas State's red and black (and white) to stay the focus so A-State is more readily recognized. The addition of these colors will not compete for attention as some other primary or bright colors might, nor will Arkansas State be confused for any other institution that is not using red, black and white as its school's colors.

Several specific PANTONE® colors have been shown as examples here. Obviously not every acceptable color, tint and shade could be listed here. Most colors related to these shown are acceptable. If you have a questions about colors usage please call Publications & Creative Services, 870-972-3820.



# University Typography - Univers Condensed

Consistent typography is the foundation for a successful identity system. The characteristics of a certain typeface often communicate as much about an organization as the words used to describe it. When used consistently, the typeface becomes synonymous with the organization.

# Aa

UNIVERS 47 CONDENSED LIGHT 18 PT

abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890 \$%&(.,;:#!?)

UNIVERS 47 CONDENSED LIGHT OBLIQUE 18 PT

*abcdefghijklmnopqrstuvwxy*  
*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*1234567890 \$%&(.,;:#!?)*

UNIVERS 57 CONDENSED OBLIQUE 18 PT

abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890 \$%&(.,;:#!?)

UNIVERS 57 CONDENSED OBLIQUE 18 PT

*abcdefghijklmnopqrstuvwxy*  
*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*1234567890 \$%&(.,;:#!?)*

UNIVERS 67 CONDENSED BOLD 18 PT

**abcdefghijklmnopqrstuvwxy**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**1234567890 \$%&(.,;:#!?)**

UNIVERS 67 CONDENSED BOLD OBLIQUE 18 PT

***abcdefghijklmnopqrstuvwxy***  
***ABCDEFGHIJKLMNOPQRSTUVWXYZ***  
***1234567890 \$%&(.,;:#!?)***

Typography selection for the marriage of the STATE logo to the word mark was a primary concern in this. The STATE logo has been an established university mark since the mid-1980s. Selecting an appropriately strong font family to balance with the bold STATE logo was a crucial decision. Univers Condensed, a sans-serif font, was carefully selected for its qualities of distinction, modernism, clean simplicity and legibility.

Univers' even stroke weights create a harmonious relationship with the STATE logo. Its varied weights make it an appropriate solution for functioning as larger text, such as mastheads or headlines, or for smaller text and labels, such as call-outs, cut lines and credits.

# University Typography - Adobe Garamond

Since typography is largely responsible for the general character or appearance of printed material, its coordinated and consistent use is essential to establish and maintain a graphic “look” for all of the university’s internal and external visual communications. A successful typographic style will provide the qualities of consistency, clarity and readability.

Aa

ADOBE GARAMOND 17 PT

abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890 \$%&(.,;:#!?)

Adobe Garamond is an easily readable typeface, ideally suited for copy-intensive documents. Adobe Garamond’s letterforms convey a sense of fluidity and consistency. This typeface is considered to be among the most legible and readable serif typefaces for use in print applications. An excellent solution for the body of newsletters, brochures, or other business applications, Adobe Garamond is the preferred font for all correspondence and publications of Arkansas State University.

ADOBE GARAMOND ITALIC 17 PT

*abcdefghijklmnopqrstuvwxy*  
*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*1234567890 \$%&(.,;:#!?)*

ADOBE GARAMOND SEMI-BOLD 17 PT

**abcdefghijklmnopqrstuvwxy**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**1234567890 \$%&(.,;:#!?)**

ADOBE GARAMOND SEMI-BOLD ITALIC 17 PT

***abcdefghijklmnopqrstuvwxy***  
***ABCDEFGHIJKLMNOPQRSTUVWXYZ***  
***1234567890 \$%&(.,;:#!?)***

In all applications, proper attention paid to line length and leading ensure legibility. In most materials, type should be set flush left. Like all serif faces, be wary of setting Adobe Garamond too small or reversing it out of dense color fields.

ADOBE GARAMOND BOLD 17 PT

***abcdefghijklmnopqrstuvwxy***  
***ABCDEFGHIJKLMNOPQRSTUVWXYZ***  
***1234567890 \$%&(.,;:#!?)***

ADOBE GARAMOND BOLD ITALIC 17 PT

***abcdefghijklmnopqrstuvwxy***  
***ABCDEFGHIJKLMNOPQRSTUVWXYZ***  
***1234567890 \$%&(.,;:#!?)***

To obtain university-licensed copies of the university typefaces for Mac or PC, visit [astate.edu/ulogos](http://astate.edu/ulogos). To confirm special exceptions for usage, contact Publications & Creative Services, 870-972-3820.

# University Stationery System

The University Stationery System is the most widely used communications tool available to the university and presents an opportunity to convey a positive image every time it is used. Each component, from business cards to letterhead and envelopes, represents Arkansas State University and works to strengthen the visual identity of the institution.

The size and diversity of Arkansas State require us to make every effort to represent all of the university's units clearly and consistently. Consistent use of the University Stationery System demonstrates to recipients that each campus, college, school, department or other unit respects and values its affiliation with the university. The two-color stationery system is printed in A-State red, PANTONE® 186 and black. The stationery components – business cards, letterhead and envelopes – are printed on Capitol Bond (Nee Nah brand), 25% Cotton Fiber Content, 24 lb (90 gsm), 30% Post Consumer recycled, Watermarked, archival paper (brightness: 91, opacity: 90, caliper: 5.9, Smoothness: 350.) All paper and paper mill processes, including packaging, are environmentally preferable and aligned with the university's efforts to strive for environmental sustainability.

**To place an order for any of these items, visit [AState.edu/Printing](http://AState.edu/Printing). For assistance, call Printing Services, 870-972-2072.**

Once you have the official A-State letterhead printed by Printing Services, a Microsoft Word template is available at [AState.edu/GraphicStandards/Templates](http://AState.edu/GraphicStandards/Templates) to be used for overprint on your desktop printer. The page margins have been set based on the guidelines and measurements outlined on page 26. It is not permissible to alter the margins in any way. Should your official correspondence require a second page, a template with predetermined margins is also available.

When you intend to deliver your message through e-mail, electronic letterhead is permitted, provided the correct template is used. **Contact Publications & Creative Services by phone: 870-972-3820 or by email at: [pcs@AState.edu](mailto:pcs@AState.edu) for more information on electronic letterhead.** Do not print and distribute paper copies of the electronic letterhead; official university letterhead should be used for all paper-based correspondence.

# University Stationery System - Components

Letterhead 8.5" x 11"



**COLLEGE OR DIVISION NAME**

Department of Office Name | P.O. Box 0000, State University, AR 72467 | o: 870-972-000 | f: 870-972-0000



**ARKANSAS STATE  
UNIVERSITY**

**COLLEGE OR DIVISION NAME**

P.O. Box 0000, State University, AR 72467

Envelope: No.10 9.5" x 4.125"



**ARKANSAS STATE  
UNIVERSITY**

*Faculty-Staff Name*

Employee Title, Office or Department if Applicable

**COLLEGE OR DIVISION NAME**

P.O. Box 0000, State University, AR 72467 | o: 870-972-0000 | f: 870-972-0000  
c: 870-761-0000 | e: hxxxxx@astate.edu | AState.edu

Business Card 3.5" x 2" (2-sided)

educate • enhance • enrich  visit us at: [astate.edu](http://astate.edu)

educate • enhance • enrich  visit us at: [astate.edu](http://astate.edu)

# University Stationery System - Letterhead

2.25"



**ARKANSAS STATE UNIVERSITY**

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**COLLEGE OR DIVISION NAME**  
Department of Office Name | P.O. Box 0000, State University, AR 72467 | o: 870-972-000 | f: 870-972-0000

Month 00, 20XX

Addressee  
Street Address or P.O. Box 0000  
Citytown, ST 00000

Dear Reader:

The letter you are reading is a format drawn for the purpose of helping each person who writes university correspondence to understand Arkansas State University graphic standards. In conjunction with our logo and identity system, we have adopted this style for all A-State correspondence.

On this page you will find measurements for setting margins. These measurements define the space for a letter and show how you may set up your document to fit this format. Consistent approved use requires effort on the part of every stationery user to apply these rules.

The objective of a stationery format or standard is to provide a unified presentation for all Arkansas State communications. Your efforts to stay within the guidelines will not only benefit the user by enhancing the readability and presentation, but will be help achieve the goals of the university.

Thank you for your assistance in upgrading the way we present Arkansas State University.

Sincerely,



Kelly Damphousse, Ph. D.  
Chancellor

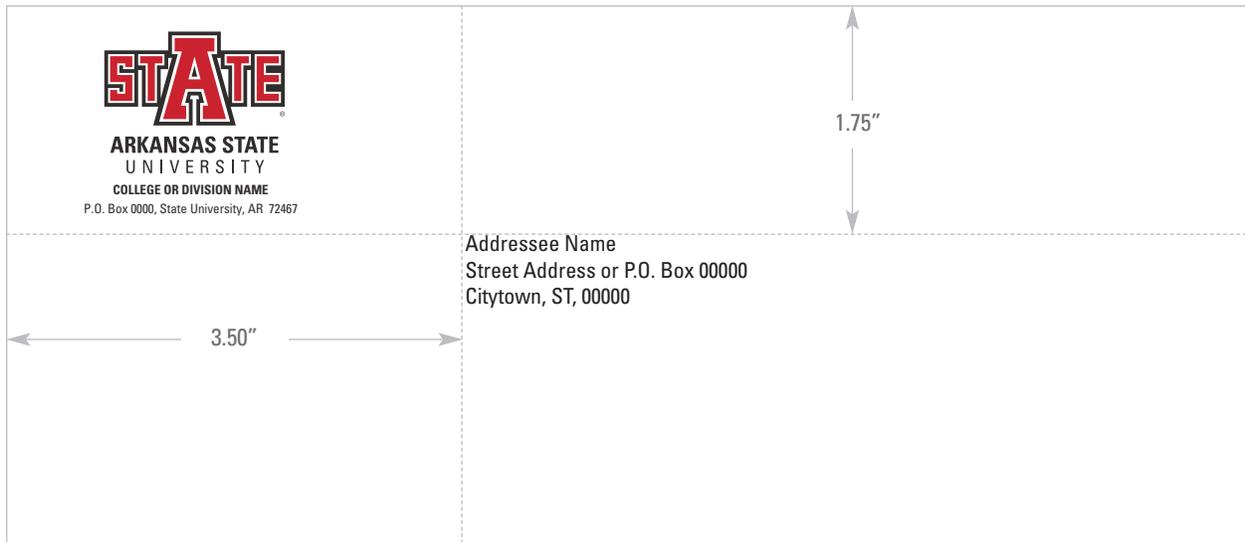
0.75"

0.75"

1.00"

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# University Stationery System - Envelope



The No.10 envelope shown here is approximately 70 percent of actual size. The measurements used to set the addressee's name are based on a No.10 envelope only.

Guidelines for other envelope sizes exist. To acquire specific placement and measurements for a variety of envelopes, please contact Publications & Creative Services, 870-972-3820.

# University Stationery System - Business Card

Option 1:

Option 2:

Here are two business card options (shown at 80 percent of actual size) for A-State faculty and staff. Cell/mobile phone numbers are optional; personal website/email addresses are prohibited. Should a faculty or staff member have an abundance of information, option two will be required; option one will not be available.

# Licensing

## **WHAT IS THE COLLEGIATE LICENSING COMPANY?**

The Collegiate Licensing Company is the licensing representative for the university. As the university's representative, CLC is responsible for administering the licensing program, including processing applications, collecting royalties, enforcing trademarks and pursuing new market opportunities for the university. For more information about CLC, please visit: [www.clc.com](http://www.clc.com)

## **WHY HAVE A LICENSING PROGRAM?**

A **trademark** licensing program gives the university control over its logos and marks, thus ensuring the quality and consistency of all the university's merchandise. It also enables the university to generate revenue from the sale of merchandise bearing its logos and marks.

The revenue is used to support and enhance many programs campus-wide. Outside the university, the trademark licensing program creates a cooperative and positive working relationship with the manufacturers and retailers who work with the university.

## **WHO NEEDS A LICENSE?**

Anyone wishing to use the marks, logos and symbols of the university must obtain a license. **If you have a question about licensing, contact:**

Director of Licensing  
P.O. Box 1000  
State University, AR 72467  
Phone: 870-972-2682  
Fax: 870-972-2449  
[licensing@AState.edu](mailto:licensing@AState.edu)

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## **WHAT QUALIFIES AS A TRADEMARK?**

Any mark, logo, symbol, nickname, letter(s), words or combination of these that can be associated with the university qualifies as a trademark.

## **WHAT ARE THE UNIVERSITY'S TRADEMARKS?**

The university's trademarks are any of its logos, marks, symbols, nicknames, letter(s) or word(s). Any design that could cause public confusion because of similarity is an infringement on the university's trademark rights.



# Establishing & Maintaining Our Identity

*An effort has been made to evaluate, update and simplify both our identity and our standards of usage in order to meet the needs of our progressive university. This edition of the Graphic Standards for Arkansas State University reflects the results of that effort.*

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The purpose of this guide is to define elements that make up our identity program, state the rules for their use and provide references to assist you in their implementation.

The graphic standards manual cannot address every possible use of the elements of the Arkansas State University identity. Examples are shown to serve as models for both existing and new design applications. However, while we considered many options and variations of uses, questions will arise. Please contact the office of Publications & Creative Services for approval.

*Arkansas State University retains all ownership rights associated with the images shown in this publication. This expressly includes the determination of the appropriateness of all usages, such as how and where these images are reproduced and displayed. Products for internal and external consumption must be produced by licensed vendors.*

**The standards described herein must be followed, no matter where the materials are produced or the source of funding.**

# Establishing & Maintaining Our Identity

The standards set in this guide are for your guidance in establishing and maintaining the unified identity of Arkansas State and the ultimate good of the university. While all communications are subject to the standards set in this guide, detailed standards relating to each specific form are beyond its scope and intent. We hope you'll find that great effort has been made to simplify the decision-making process with regard to usage.

While the ultimate responsibility for identity standards rests with the Office of Publications & Creative Services, the reality is that the identity of the university becomes the stewardship of each end user. To that end, it becomes the responsibility of each user to follow standards and defer to these standards as the authority.

Therefore, in an effort to keep strict controls on usage, each user is required to gain approval of usage from the Office of Publications & Creative Services for any project, publication or promotional piece.

The process of gaining this approval is simply to submit a fair representation of the end usage to Publications & Creative Services by email (PDF, JPEG, etc.) or hard copy brought by the office. Please email: pcs@AState.edu or call 870-972-3820 to make an appointment.

Any usage of identity elements or formal university communication is subject to approval by the Office of Publications & Creative Services, and they may at any time require the usage to be ceased or improved to meet standards.

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## INTERNAL COMMUNICATIONS

Printed internal communications including newsletters, newspapers, view books, brochures, postcards, t-shirts, promotional items, etc., should be approved by the Office of Publications & Creative Services **prior to production**. If you do not have the materials you need, you may contact the Office of Publications & Creative Services for assistance and direction.

## EXTERNAL COMMUNICATIONS

The development and production of all university and category-specific brochures, all advertising and its placement, videos, etc. will be managed by the Office of Publications and Creative Services.

Every effort will be made to observe the standards described in this publication. ***In rare and unique situations, the Office of Publications & Creative Services reserves the right to modify standards. When modifications are adapted, designs must be re-submitted to Publications & Creative Services for final approval.***

Thank you for your cooperation and for your efforts to build and maintain the identity of Arkansas State.

# Contact Information

**If you have a question about graphic standards or need original logo materials:**

Publications & Creative Services  
P.O. Box 2220  
State University, AR 72467  
(Physical Address: 2105 E. Aggie Road, Jonesboro, AR 72401)  
Administration Building  
Room 103  
Phone: 870-972-3820  
Fax: 870-972-3693  
pcs@AState.edu

**If you have a question about licensing:**

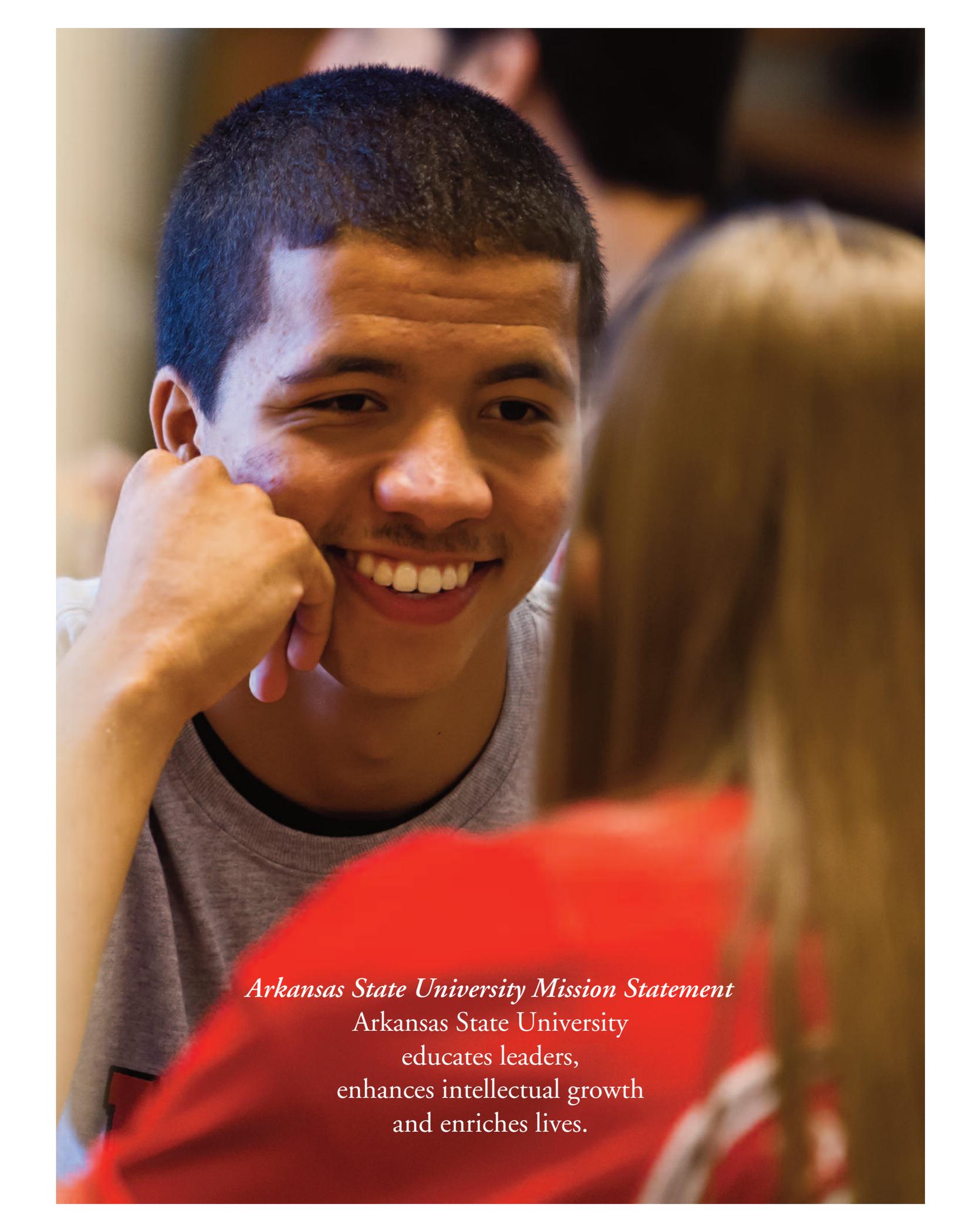
Director of Licensing  
P.O. Box 1000  
State University, AR 72467  
Phone: 870-972-2682  
Fax: 870-972-2449  
licensing@AState.edu

**If you have a question about becoming an approved vendor:**

Procurement & Travel Services  
P.O. Box 1860  
State University, AR 72467-1860  
Phone: 870-972-2028  
Fax: 870-972-3834  
AState.edu/Purchasing

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Arkansas State University is an equal opportunity institution with a strong commitment to the achievement of excellence and diversity among its students, faculty and staff. Arkansas State does not discriminate on the basis of race, color, religion, age, disability, gender or national origin or any other legally protected status. Any questions regarding the university's Affirmative Action policies should be directed to the Affirmative Action Program Coordinator, P.O. Box 1500, State University AR, 72467, telephone 870-972-3658.

A close-up photograph of a young man with short, dark hair, smiling warmly. He is resting his chin on his right hand. He is wearing a grey t-shirt. The background is blurred, showing other people in a crowd. A red object, possibly a flag or banner, is visible in the foreground at the bottom.

*Arkansas State University Mission Statement*  
Arkansas State University  
educates leaders,  
enhances intellectual growth  
and enriches lives.

educate • enhance • enrich



visit us at: [AState.edu](http://AState.edu)



**ARKANSAS STATE**  
UNIVERSITY