

Arkansas State University - Jonesboro

Effective Date: 07/01/91

Number: 06-25

Section: University Advancement

Subject: Logos

The Arkansas State University seal, logo and logotype are the property of the University and are available for use on a number of items, including printed materials, promotional items, signs, souvenirs, etc.

The purpose of these graphic symbols is one of identification for the University and, as much, their use is encouraged. The more often the symbols are used, the greater degree of identification they achieve.

There are, however, some guidelines concerning their use and purpose. Because the symbols become representative of the University when placed in the public view, their use must be consistent and in proper taste.

THE UNIVERSITY Logo



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 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 the mark is prohibited.

Components of the University Logo



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 athletics manager from Monticello, Arkansas. His drawings were placed in a desk drawer and seemingly forgotten 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 almost everyone.

Though designed and used as an athletic mark, it has been used in recent years as the mark that represents the Arkansas State experience. It's recognition throughout the state and region elevated the mark to its current usage as the primary element in the university mark. It truly is the university mark.

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.

Note: The "A" is never to be removed from the Primary State Mark and used independently or in combination with any other design elements

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 font 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 be larger or modified in any way as to attract more attention than the word "STATE" in any configuration.

ATHLETIC MARKS



The STATE Red Wolf Mark

This mark is composed of the Red Wolf Mark the STATE logo. "Arkansas State" can be incorporated into the logo using the font City Compressed Medium. This font has been specifically chosen and may not be substituted. See standards manual.

A white stroke encompasses the mark allowing it to be reproduced on multiple color backgrounds while maintaining a consistent appearance.

The Red Wolf Mark



The Red Wolf Mark of Arkansas State University Athletics is a wolf head with white eyes. The main characteristic of this mark is the white eyes that extend to the outside of the wolf head. The eyes are designed to add mystique to the mark, and along with the teeth, are vital elements to give the iconic mark a menacing appearance.

The athletic marks of Arkansas State University are designed so they appear the same regardless of color background, when visually using three colors.

The Primary Visual Mark is never to be slanted, tilted or distorted in any way. The eyes are never to be enclosed by connecting the black outline of the face and nothing is to appear behind the eyes.

The Red Wolves Mark



The Red Wolves Mark is composed of the Primary Visual Mark and “Red Wolves” Word Mark in a typeface derived from the STATE mark. “Arkansas State” is incorporated into the logo using the font City Compressed Medium. This font has been specifically chosen and may not be substituted.

Other variations of this mark are available. See standards manual.

THE SEAL



The Arkansas State University seal was adopted by the ASU Board of Trustees. The design incorporates the concepts and goals of the University. Integrity is fundamental to the authority and authenticity of any institution of higher education, and the symbols that help convey this are equally important.

The official seal of the University has been designed for the purpose of authentication, and to both represent and build on the impact of an education at ASU.

Usage is strictly limited, and should be protected above all other marks as exclusive.

The seal has three distinguishable characteristics:

1. The laurel wreath, symbolizing achievement and service.
2. The iconized form of the Memorial Arch, symbolizing a portal or entrance to new life, balance in form and University tradition.
3. The inset date, 1909, which is the date of establishment for ASU.

These three features represent qualities of tradition, authority and the integrity of the University.

The specific visual relationship of the letterforms of the seal are fixed and may not be altered in any way.

The seal may never be redrawn, reconstructed or altered in any way, nor may any other letterforms or styles be substituted. Special photographic or distortion treatments such as outlines, italicizing, curving, rotating, tapering and perspectives may not be utilized, and the seal may not be reproduced in a Benday screen, such as line or dot patterns or other textures. The seal may not be used in a step-and-repeat pattern or multiple use application.

The seal may not be reproduced in any usage without the written consent of the Office of Publications and Creative Services.

Revised 06/30/13.