

# ARKANSAS TECH UNIVERSITY

## GRAPHIC IDENTITY BASICS

### 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 79y 39k  
**RGB Equivalent:**  
 0r 83g 62b  
**Hex Equivalent:**  
 00533E



#### Arkansas Tech Gold

(in lieu of which use  
 \*Pantone® 116)  
**Process Equivalent:**  
 1c 18m 100y 0k  
**RGB Equivalent:**  
 255r 206g 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



#### Text Only



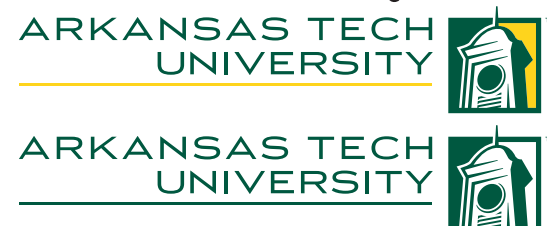
#### Icon Only



#### Horizontal Version - Flush Left



#### Horizontal Version - Flush Right



### 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.