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The Importance of Standards

These guidelines have been created to assist you in properly “branding” Arkansas State University-Beebe (including all campuses). It provides an overview of the elements that make up the brand usage 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-Beebe.

By following these guidelines for brand usage, you are helping create a strong, consistent, and identifiable “brand” for Arkansas State University-Beebe.

Anything produced for Arkansas State University-Beebe (including all campuses) must follow these brand usage standards and be approved by the Office of Marketing and Public Relations PRIOR TO implementation.

These guidelines take effect for the offices, departments, campuses and affiliated organizations of the university on March 1, 2015.

Questions about these guidelines?
Contact the Office of Marketing and Public Relations noted below.

Please email or drop off items for approval to:
Arkansas State University-Beebe
Office of Marketing and Public Relations
Nancy Meador
e-mail: nrmeador@asub.edu
501.882.8824

A copy of these university guidelines for brand usage can be found online at www.asub.edu/Marketing-&-PR

Identity gives each one of us at Arkansas State University-Beebe a sense of belonging. It unites us. Identity also gives those outside the university a way to recognize us. 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 identity.
The University Logo

The university logo is the cornerstone of the Arkansas State University-Beebe’s 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 logo consists of an “icon”, “university name” and “campuses”. Each of the individual components maintains a special relationship to the other. Do not create new artwork for the university logo.

Creating variations or making changes to this logo is prohibited.

The university logos can be found at www.asub.edu/Marketing-&-PR
The University Name in Text

When using the university name in text, it is important to be consistent.

Proper ways to use the university name in text:
- Arkansas State University-Beebe
- Arkansas State University-Heber Springs
- Arkansas State University-LRAFB or Arkansas State University-Little Rock AFB
- Arkansas State University-Searcy
- ASU-Beebe
- ASU-Heber Springs
- ASU-LRAFB
- ASU-Searcy

Improper use of the university name in text:
- ASUBB
- ASUB-Heber Springs
- ASUB-LRAFB
- ASUB-Searcy
- Arkansas State University Beebe
- Arkansas State University Beebe-Heber Springs
- Arkansas State University Beebe-LRAFB
- Arkansas State University Beebe-Searcy
- Arkansas State University-Bebee Campus
- Arkansas State University-Heber Springs Campus
- Arkansas State University-LRAFB Campus
- Arkansas State University-Searcy Campus
Clear Space & Minimum Size

Clear Space Requirements

The clear space around the logo 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,” no type or image should be placed closer than the height of the “U” in the word “UNIVERSITY” in the logo. The amount of clear space changes as the size of the logo used changes.

In the example at left, the clear space around the logo at this size is 0.2 inches.

For logo variations on page 5 of this guide that do not have the word “university,” use one-third the height of the “icon” as your clear space guide.

The clear space requirements must be observed.

Minimum Size Requirements

The minimum size requirements for the logo are subject to how and where the logo is being used.

Most importantly is the legibility of the logo....it must be legible when used.

The proportions of the logo must always be maintained. For approved variations on the logo structure, see page 5.

For questions about unique applications of the university logo, contact the Office of Marketing and Public Relations (see page 2 of this guide).
Variations on Main Logo

The main logo should be used where there are multiple campuses represented, such as Admissions, Human Resources, Financial Aid, etc.

The primary layout of the main logo is the vertical version. There are additional, approved variations to the logo (shown below). Depending on where you plan to use the logo, one variation may be better than others. As with the vertical version, color, size, proportions, and clear space rules still apply.

Remember, all use of the university logo must be approved by the Office of Marketing and Public Relations (see page 2 of this guide).

**Vertical Version**
This is the primary logo to use. If this layout does not work in your project, please use one of the variations noted below.

**Horizontal Version**

**Text Only Version**

**Icon Only Version**
Campus Specific Logo System

The campus specific logo system shown below is for use by each campus location and the programs and departments of that campus.

This system is designed for internal and external communication purposes. The main logo (shown on page 6 of this guide) should be used where there are multiple campuses represented, such as Admissions, Human Resources, Financial Aid, etc. Remember, all use of the university logo must be approved by the Office of Marketing and Public Relations (see page 2 of this guide).

ASU-Beebe

ASU-Heber Springs

ASU-LRAFB

ASU-Searcy
Secondary University Logo System

The secondary university logo system shown here is for programs and departments. 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 instance 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 program, department or office will be used in text as a header or art element that is designed specifically for that layout.

Secondary University Logo Signature (Vertical)

Secondary information to be set in a san serif font (Open Sans Bold shown) or similar san serif font such as helvetica bold in the same color as “UNIVERSITY” in the logo.

Remember to maintain the “clear space” as noted on page 4 of this guide. Secondary information to be centered under logo.

Type size for secondary information to be 2/3 the height of the “U” in UNIVERSITY. If secondary information has more words, wrap to a second or third line of copy. If wrapping to a second or third line, keep “Office of,” on its own line.
Mission, Vision & Core Values

**Mission**
Transforming lives through quality learning experiences.

**Vision**
With 10,000 credit and 5,000 non-credit students, Arkansas State University-Beebe will become a comprehensive university of choice that enriches lives and equips students to become life-long learners capable of achieving excellence within an ever-changing global society.

**Core Values**
While strengthening our practice of being student-centered, we will guide our internal conduct as well as our relationships with those we serve by applying values of access, diversity and global awareness, integrity, and excellence.

**Student-Centered:** We value a student-centered culture by focusing on the needs, abilities, interests and education of our students as our highest priority.

**Access:** We value access to educational opportunities by providing multiple locations and diverse programs and delivery methods.

**Diversity & Global Awareness:** We value diversity and global awareness by assisting our students and employees to increase their exposure to and understanding of our diverse local, state and global societies and their impact on cultural and economic well-being.

**Integrity:** We value integrity by having honesty and truthfulness in the consistency of our actions, methods, and principles.

**Excellence:** We value continuous improvement and strive for excellence by accomplishing our tasks with distinction.

Arkansas State University-Beebe Campuses

Beebe

Heber Springs

Little Rock Air Force Base (LRAFB)

Searcy
The University Logo with Clubs, Organizations & Events Branding

Here are some examples of the way you can use the university logo with various university clubs, organizations and events. The key is to keep the university logo separate from the club, organization or event logo or branding. The university logo must be approximately 1/4 to 1/3 the size of the club, organization or event logo or branding. All the previous guidelines still apply to the logo, including using approved variations of the university logo and clear space guidelines.

Correct
Correct use of university logo in relation to club branding (logos are separate, approved variation of university logo used, university logo is approximately 1/3 size of club logo at left & 1/4 size “icon style” at right) & approved color variation used.

Correct
Correct use of university logo in relation to club branding (logos are separate, approved variation of university logo used, university logo is approximately 1/3 size of event logo at left & 1/4 size “icon style” at right) & approved color variation used.
The University Academic Seal

The university academic seal includes the official name of the institution. All diplomas are from ASU-Beebe.

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, such as official transcripts.

The university seal may not be used as a logo. Use of the seal as a design element on brochures and other printed pieces is strongly discouraged.

NOTE: The university academic seal should not be used on apparel or merchandise. Permission from the Office of Marketing and Public Relations is required for use (see page 2 of this guide).
Typography
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.

Logo Typeface
The logo typeface is a heavy and prominent typeface, therefore, it is important to use a complementary secondary typeface to balance the weight and emphasis.

- Merriweather Heavy
  - abcdefghijklmnopqrstuvwxyz
  - ABCDEFGHIJKLMNOPQRSTUVWXYZ
  - 1234567890 $%&()\.;?:#!?

- Open Sans Regular
  - abcdefghijklmnopqrstuvwxyz
  - ABCDEFGHIJKLMNOPQRSTUVWXYZ
  - 1234567890 $%&()\.;?:#!?

- Open Sans Bold
  - abcdefghijklmnopqrstuvwxyz
  - ABCDEFGHIJKLMNOPQRSTUVWXYZ
  - 1234567890 $%&()\.;?:#!?

- Helvetica
  - abcdefghijklmnopqrstuvwxyz
  - ABCDEFGHIJKLMNOPQRSTUVWXYZ
  - 1234567890 $%&()\.;?:#!?

- Helvetica Bold
  - abcdefghijklmnopqrstuvwxyz
  - ABCDEFGHIJKLMNOPQRSTUVWXYZ
  - 1234567890 $%&()\.;?:#!?

If Open Sans Regular is not available to you, Helvetica is acceptable to use.
Colors – The University Logo

Colors play a very important role in the identity of the logo. Colors, in addition to typefaces, set the mood and tone of a logo. Below you will find the approved logo colors as well as approved complementary colors. Page 12 includes details on approved color variations which will maintain the standards set for the university logo as well as lend some flexibility to the use of the logo with regards to color.

Questions regarding the university logo colors? Contact the Office of Marketing and Public Relations (see page 2 of this guide).

Primary Logo Colors

Medium Blue
Spot Color: Pantone PMS 279
CMYK, 4-Color Process
70-33-0-0
RGB 75-146-219
HTML (Web Colors) 4b92db

Medium Gray
Spot Color: Pantone PMS 430
CMYK, 4-Color Process
33-18-13-37
RGB 129-138-143
HTML (Web Colors) 818a8f

Secondary Logo Colors - to be used as accent colors only

Red
Spot Color: Pantone PMS 711
CMYK, 4-Color Process
0-92-56-1
RGB 207-47-68
HTML (Web Colors) cf2f44

Dark Blue
Spot Color: Pantone PMS 280
CMYK, 4-Color Process
100-78-5-18
RGB 0-39-118
HTML (Web Colors) 002776

Complementary Colors

The role of complementary colors is to enhance and support the logo colors (in a neutral way) as a backdrop allowing the logo colors to stand out. These “families” of complementary colors are approved for use. They are just a sampling, not every shade available has been shown, as this is general guideline for complementary colors.

The color you see is dependent on many factors (your monitor and room lighting for digital guidelines), the output device for printing, etc. For the most accurate results, always use/reference the PANTONE® color numbers. Consult current PANTONE® Publications for accurate color. PANTONE® is the property of Pantone, Inc.
Approved Color Variations

Four-Color Variation
Only one four-color variation is approved. Pantone® 279 Medium Blue, 430 Medium Gray, 711 Red, 280 Dark Blue. This color variation applies to all approved logos on page 5 of this guide.

Grayscale Variation
Only one grayscale variation is approved as shown below. This color variation applies to all approved logos on page 5 of this guide.

One-Color Logo Variations
The logo, in one-color, can be white, black, Pantone® 279 Medium Blue, Pantone 280® Dark Blue, or any shade of Gray. Use of the one-color variation is almost limitless (once approved by the Office of Marketing and Public Relations, see page 2 of this guide). This will allow flexibility using the logo within other campaigns, etc...

Questions? Contact the Office of Marketing and Public Relations (see page 2 of this guide).
Unacceptable Logo Usage & Guidelines

Here are some examples of unacceptable logo usage.

Wrong Proportions
The logo proportions must be maintained. Do not stretch or squish the logo.

Wrong Colors
These logos do not use the approved color options.

Missing Elements
It is not ok to use only part of the logo, except as shown on the approved logo variations (on page 5 of this guide).

Do Not Modify Logo
Adding outlines or elements to the approved logo variations is not approved.

Do Not Sacrifice Legibility
The logo must be legible at all times. Make sure when you use the logo there is adequate contrast to the background elements, so that the logo is legible.

Do Not Redesign Logo
Using pieces of the logo or changing typefaces is not approved.
Name Badges

All name badges will be reissued with the new branding (shown below). Once you have your new name badge, if your name changes, you lose your name badge, etc. - please contact the Purchasing Department for a new one (see page 29 of this guide).

Name Badges: In the United States, proper etiquette states the name badge should be worn above the pocket on the right side of your shirt, blouse, or blazer so people you meet are able to make direct eye contact with you and closely see your name as you shake hands.

Lapel Pins: The correct location for a lapel pin is the left side of a jacket, near the heart.

Faculty / Staff Name Badge

- 1.5 in. high x 3.125 in. wide
- Rounded corners
- Gold face / black core
- Magnetic back (or pin back if special circumstances)
- Engraved icon logo stacked on left side, centered vertically
- Name in upper & lower case, first and last name, right aligned, on 1 or 2 lines (dependent on length), font is Merriweather Heavy 19 pt (or equivalent) with 90% horizontal scale
- Title in upper & lower case, right aligned, on 1 to 3 lines (dependent on length), Open Sans Semi-Bold 14 pt (or equivalent)
- All copy at right to be centered vertically with a space between name and title

Full Color Name Badge - Option

- 1.5 in. high x 3 in. wide
- Rounded corners
- White face
- Magnetic back (or pin back if special circumstances)
- Reduce Name to 17 pt and Title to 12.5 pt, all other details as noted above
Stationery – Main Logo

For offices, departments or staff that oversee multiple campuses, such as Admissions, Human Resources, Financial Aid, etc. use this stationery utilizing the main logo.

For consistency, show telephone numbers with periods (ex: 501.882.3600), use the website domain without the www. (ex: asub.edu), and email addresses @asub.edu (ex: name@asub.edu). Limit complete email addresses to 32 characters in order to fit on business card.
Stationery - Campus Specific

The campus specific stationery shown below is for use by each campus location and the programs and departments of that campus. Logo and specifics change for each campus. For consistency, show telephone numbers with periods (ex: 501.882.3600), use the website domain without the www. (ex: asub.edu), and email addresses specific to your campus (ex: name@asub.edu for Beebe campus or name@hebersprings.asub.edu for Heber Springs campus). Limit complete email addresses to 32 characters in order to fit on business card.

Office or Department Here if Applicable

Business Card 3.5 in x 2 in (double-sided)

#10 Envelope 9.5 in x 4.125 in

Letterhead 8.5 in x 11 in

Transforming Lives Through Quality Learning Experiences

First Name Last Name Here
Title Here, Department Here
###.###.#### • ###.###.#### (fax)
email address here
asub.edu

Address Here • City Here, State (AR) Zip Code Here

Transforming Lives Through Quality Learning Experiences

Asu.edu

Address Here • City Here, State (AR) Zip Code Here

#10 Envelope 9.5 in x 4.125 in

Letterhead 8.5 in x 11 in
Stationery – Letterhead

Letterhead stock should be a bright white, writing weight stock printed in full color process. The letterhead (shown below) is 65% of actual size, but dimensions and type sizes noted are at 100%. Follow these guidelines including location of date, body copy and salutation.

Contact the Purchasing Department to order branded supplies (see page 29). Electronic version available online at www.asub.edu/faculty-staff. Once you login go to the Marketing & Public Relations section to access the electronic version. When printing the electronic version of letterhead, select “Fit to page”.

Office or Department Here if Applicable

Open Sans Regular 8 pt
right-aligned (bold web address)

Merriweather Heavy
11 pt, 60% black

Address Here
City Here, State (AR)
Zip Code Here

Sincerely,

Name Here
Title Here

• letter body copy
Open Sans Regular
or Helvetica 11 pt
• left aligned, no paragraph indents
• 100% black

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Stationery – Envelope

Envelope stock should match the letterhead stock (bright white, writing weight). These guidelines are for a #10 Envelope (with or without a window). Shown at 65% of actual size, but dimensions and type sizes noted are at 100%. Questions on other size envelopes? Contact the Office of Marketing and Public Relations (details on page 2 of this guide).

Stationery – Business Card

Business cards are full color process, double-sided, 2 inches x 3.5 inches with full bleed. Stock is 14 pt C2S (coated 2 sides), preferably with UV or aqueous coating on both sides. The maximum number of lines of copy in the blue area of the card is eight (seven shown), vertically centered in the blue area (allowing small returns/vertical spacing for grouping similar info - ex: space before and after tel/fax/cell) and left aligned.

Postal regulations do change, please consult www.USPS.gov for current postal guidelines.
Advertising & Printed Materials

All print advertising and printed materials should be coordinated and produced by the Office of Marketing and Public Relations (details on page 2 of this guide).

Email Signature

Including all your contact information in your email signature is a great way to clearly explain “who you are,” “where you’re located,” and “how to get in touch with you.” University email signatures should have a consistent look and include the following information:

- First Name Last Name
- Title
- Office or Department
- Campus Name (Ex: Arkansas State University-Beebe)
- Address
- Telephone #
- Fax #
- Email Address
- Web Address

“Transforming Lives Through Quality Learning Experiences”

Social Media

In order to maintain consistency, please contact the Office of Marketing and Public Relations regarding use of any Arkansas State University-Beebe branding on social media. The university branding can only be used for “authorized” events, communications and organizations.
Existing Materials with Previous Logo

On any new projects, signs, plaques, brochures, digital media, etc., the new logo and branding must be used. Please use up remaining inventory, then update with the new logo and branding. **Existing, permanent signage and any previously produced plaques will not be updated. As new signage is produced, please update using these guidelines.**

See examples below:
Facility Signage

Facility signage is all around the university campus. It is important to have a consistent look. The university will update facility signage as needed. Here are examples of where you might find facility signage and what the new branding on that signage might look like.
Vehicles

Keep the branding on the university vehicles simple. In the examples below, all vehicles are white, so the full color logo works best. If the university acquires any dark colored vehicles, then use a one-color logo in white.
**Exhibit Displays & Tablethrows**

Typically exhibit displays and tablethrows are used at events where the target audience is not familiar with Arkansas State University-Beebe. Therefore it is important to make sure to include branding and contact info on each piece. At minimum the logo, web address and telephone number need to be included. It is strongly recommended to only use the “main version” of the logo (either vertical or horizontal), otherwise one of the campus specific logo can be used for events held on or for that campus.

If using the “icon and initials” version of the logo, the full name of the university must be prominent elsewhere on the piece.
Promotional Items

Promotional items are a great way to build brand awareness. Here are examples of approved branding. **Remember, all items must be approved PRIOR to implementation.** Submit items for review and approval to the Office of Marketing and Public Relations (see page 2 of this guide).

Promotional items have additional unique guidelines from each vendor (imprint size, color, minimum font size, minimum line weight, etc.). It will be important when producing promotional items to adhere to these Arkansas State University-Beebe branding usage guidelines as well as each vendor’s guidelines.

**Questions?** Contact the Office of Marketing and Public Relations (see page 2 of this guide).
EMBROIDERY - When ordering embroidery from a vendor for the first time, always ask for a “sewout” proof. This needs to be a “tangible” embroidered sample that you can touch and review closely. A “digital” sewout is not acceptable for review/approval. Always use a “dense” thread count so there is full “dense” coverage on solid areas. Location of embroidery on shirts it typically “left chest”. 

Arkansas State University–Beebe Guidelines for Brand Usage
Establishing & Maintaining Our Identity

The standards set in this guide are for your guidance in establishing and maintaining the unified identity of Arkansas State University-Beebe 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 Marketing and Public Relations, 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 Marketing and Public Relations for any project, publication or promotional piece.

The process of gaining this approval is simply to submit a fair representation of the end usage (pdf, jpg, etc) emailed to nrmeador@asub.edu or hard copy brought by the office. Please call 501.882.8824 to make an appointment if coming in person.

Any usage of identity elements or formal university communication is subject to approval by the Office of Marketing and Public Relations, and at any time may require the usage cease or be improved to meet standards.

INTERNAL COMMUNICATIONS
Printed internal communications including newsletters, newspapers, view books, brochures, postcards, t-shirts, promotional items, etc., should be approved PRIOR TO PRODUCTION. If you do not have the materials you need, you may contact the Office of Marketing and Public Relations 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 Marketing and Public Relations.

Every effort will be made to observe the standards described in this publication. In rare and unique situations, we reserve the right to modify standards. When modifications are adapted, designs must be re-submitted for review and approval.

Thank you for your cooperation and for your efforts to build and maintain the identity of Arkansas State University-Beebe.
Licensing & Contact Information

Licensing & Logo Brand Usage Questions - Contact:
Arkansas State University-Beebe
Office of Marketing and Public Relations
Nancy Meador
email: nrmeador@asub.edu
501.882.8824

Need Logos or Templates? Contact:
Arkansas State University-Beebe
Office of Marketing and Public Relations
Nancy Meador
email: nrmeador@asub.edu
501.882.8824

Questions About Becoming an Approved Vendor or to Order Branded Supplies? Contact:
Arkansas State University-Beebe
Purchasing Department
Robin Lancaster
rglancaster@asub.edu
501.882.4547

Arkansas State University-Beebe is an equal opportunity institution with a strong commitment to the achievement of excellence and diversity among its students, faculty and staff. Arkansas State University-Beebe 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 Office of Human Resources, P.O. Box 1000, Beebe, AR 72012-1000, telephone 501.882.8967.