Identity and Standards Guide

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The purpose of this guide is to establish parameters for appropriate logo usage. This guide will help maintain a consistent presence for Arkansas State University - Newport. While this guide may not be able to address every possible situation, examples are shown to guide the user to the best possible solution.

This guide addresses the following key points:
>Logo Type
>Fonts
>Information Line
>Colors
>Color Usage
>Unacceptable Usage

These key points provide the elements necessary to maintain a singular and easily recognizable identity. The primary factor in developing a consistent identity is maintaining the guides delineated in this *Identity and Standards Guide*.

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If you have any questions regarding the *Identity and Standards Guide* or need original logo materials, please contact:

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The key to a unified visual presence is the logo. The logo has been developed to distinguish Arkansas State University - Newport from others, while recalling the familiar look of the previous logo. The logo, when used as outlined on the following pages, is a singular and easily recognizable identity. The structure and relationship among the shapes have been precisely rendered to promote that singular and easily recognizable identity. The letter forms for ASU recall the association with the Arkansas State University system. The bold 'N' superimposed over the state shows the institution's independence, as well as the statewide appeal.

Maintaining a clear space around the logo is as important as the design of the logo itself. This clear space is based on the 'U' of the logo. This will be referred to as the 'U' space. No graphics, design elements or other visual matter should fall in this area.

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Shannon Standard

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Century Gothic Bold

Century Gothic Regular

This logo makes use of two fonts, specifically chosen for this logo. Century Gothic is a highly legible font comprised of geometric elements. Shannon Standard is a modern sans serif with a slight flare to the letter forms. The logo features a graphic form of the state of Arkansas, with a negative space taken from a stylized Shannon Standard 'N'.

The use of these two fonts will help maintain a consistent look. These fonts are highly recommended for all materials relating to ASU-Newport.

CENTURY GOTHIC - REGULAR
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

CENTURY GOTHIC - BOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

SHANNON STANDARD - BOOK
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

SHANNON STANDARD - BOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

SHANNON STANDARD - EXTRA BOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

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Pantone Colors   **Process Colors**

Pantone 1795

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

Pantone Black

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

Color is a strong element of any logo. Maintaining accurate color is a challenge, but vital to achieving a consistent identity. The primary color usage is black and red. This color combination gives both a strong presence and a familiar feel. General use of the logo should be black and red whenever viable. To the left are specifications for the appropriate colors used in this logo.

The full color logo has been developed for use in digital. This allows for depth and interest in the logo as it is used for our marketing and promotion purposes.

The marks to the left show acceptable options and alterations to the logo. The top option shows the full logo; the middle option shows usage without any text below the horizontal line; the bottom option uses just the state and N as an identifying mark.

The key factors are contrast and spacing. Maintain enough contrast between the logo and background, as this is crucial to the integrity of the logo. For spacing concerns, please refer to the 'U' space shown previously in this guide.

Use of the full color logo option requires permission and approval from the Director of Marketing.

Two Color Usage

The color usage for this logo has been developed to be flexible, yet maintain the singular and easily recognizable identity. The logos to the right show the basic one color and two color approved uses.

The marks to the right show acceptable options and alterations to the logo. The top option shows the full logo; the middle option shows usage without any text below the horizontal line; the bottom option uses just the state and N as an identifying mark.

As with the full color versions, the key factors are contrast and spacing. Maintain enough contrast between the logo and background, as this is crucial to the integrity of the logo. For spacing concerns, please refer to the 'U' space shown previously in this guide.

Use of the two color logo option requires permission and approval from the Director of Marketing.

One color use allows for quite a bit of flexibility. The examples shown to the left show what is acceptable for one color solutions. Please note that the one color black logo is to be used on light backgrounds; the one color white logo is to be used on dark backgrounds. If the logo is to be placed on a non-standard ASUN color, the single color option will be used.

The key factors are contrast and spacing. Maintain enough contrast between the logo and background, as this is crucial to the integrity of the logo. For spacing concerns, please refer to the 'U' space shown previously in this guide.

Use of single color requires permission and approval from the Director of Marketing.

Color Usage on ASUN Colors

The logos below show the approved alternate color options when using the two color and full color logo on standard ASUN colors. (Red, black, white.) These are the only accepted alteration combinations.
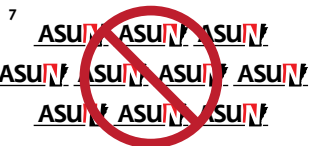
Full Color Options

Two Color Options

While the logo allows for a great amount of freedom and flexibility, certain usage is not allowed. Examples of unacceptable usage are shown below. **Some logo usage situations may be unavoidable and not present in this style guide. For any concerns or questions, please contact the Director of Marketing at ASU-Newport.**

1. Do not outline any part of the logo, as shown or otherwise.

2. Do not 'screen' all or part of the logo.

3. Do not slant, skew or distort the logo.

4. Do not rotate the logo.

5. Do not add embellishments.

6. Do not add shadows or other visual effects.

7. The logo should never be treated as a background pattern.

8. Do not use two color versions on non-ASUN solid color backgrounds.

9. Use a one color version with a sufficient amount of contrast.

10. Only show the logo in two color combinations listed in this guide.

11. Text should never be set over the logo in any circumstances.

12. Do not use the logo on a full color background, unless it has a 'screen' with the appropriate 'U' space, as in figure 12a.