

Logos, Colors & Fonts

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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 these guidelines.



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.

1. The STATE Logo

Why 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.

History of the STATE Logo

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 almost everyone.

The STATE logo has seen only a few changes/updates over the last 30 years and is widely considered one of the country's most bold institution marks. It is set in two colors – ASU Red (PANTONE® 186) and Black.

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, 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.

Creating variations or making changes to this mark is prohibited.

The University Seal

The University Seal communicates 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.



What do the seal symbols mean?

The University Seal includes the official name of the institution along with a specific campus identifier. 1909 is the year of the founding. The University 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.

Permission from Publications & Creative Services is required to use the University Seal.

Using the Logo

Approved Logo Versions

Three versions of the University Logo have been approved for general use. Both have positive and reverse versions and can be used in one color or two colors. The positive version is for use on light backgrounds and the reverse is for use on dark backgrounds. **The Stacked version is the preferred version.**

The examples below show the stacked and horizontal formats of the University Logo.

University Logo Stacked



University Logo Horizontal



STATE Mark



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” for details.



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.



Metallic Inks and Foil Stamps

For metallic gold, use PANTONE© 871 and for metallic silver use PANTONE© 877. Gold and silver foil stamps of the University Logo require permission from the Publications & Creative Services staff to ensure proper reproduction and proper quality of materials used.

