

# ***How We Strengthen Our Logo Identity***

University Guidelines  
for Brand Usage



***Arkansas State***  
**UNIVERSITY**  
**MOUNTAIN HOME**



How We Strengthen Our Logo Identity  
University Guidelines for Brand Usage  
Arkansas State University-Mountain Home  
First Edition (14-01)

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**Arkansas State University-Mountain Home**  
**1600 South College Street**  
**Mountain Home, Arkansas 72653**  
**870-508-6100**  
**[www.ASUMH.edu](http://www.ASUMH.edu)**

**A copy of these university guidelines for brand usage  
can be found online at [www.asumh.edu/logo](http://www.asumh.edu/logo)**

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# *The Importance of Standards*

These guidelines have been created to assist you in properly “branding” Arkansas State University-Mountain Home. 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-Mountain Home.

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

**Anything produced for Arkansas State University-Mountain Home must follow these brand usage standards and be approved by the Director of Communications & Institutional Advancement (C & IA) PRIOR TO implementation.**

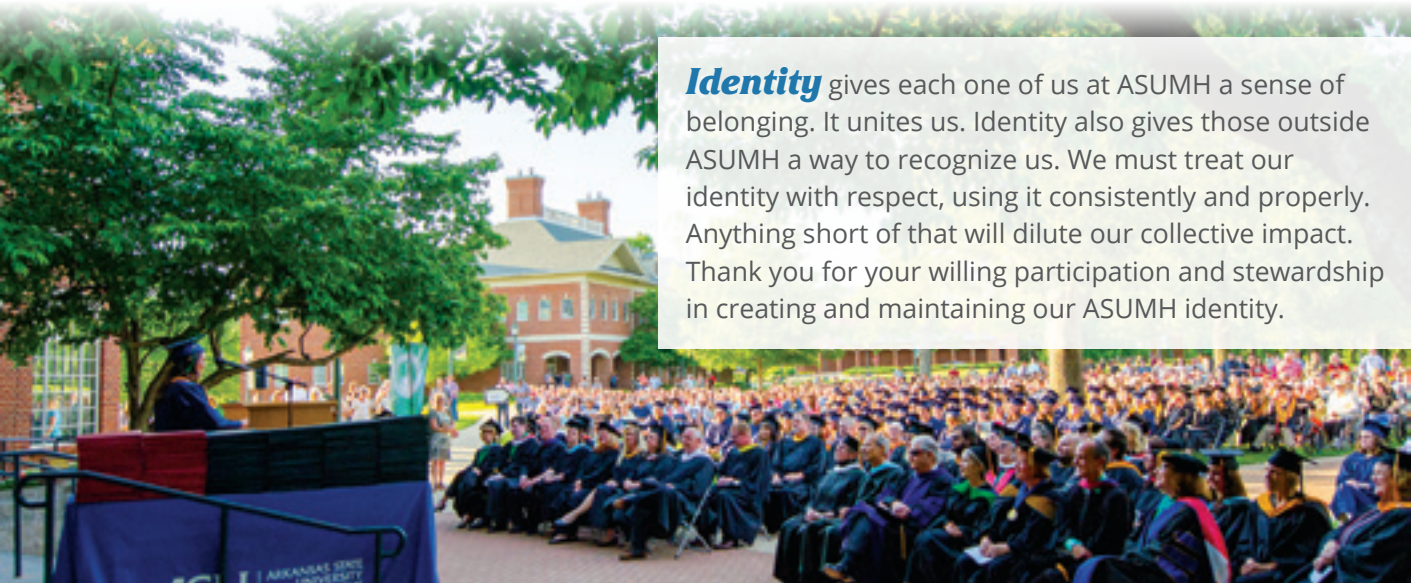
These guidelines take effect for the offices, departments, and affiliated organizations of the university on June 30, 2014.

**Questions about these guidelines?** Contact the Director of C & IA below.

## *Please email or drop off items for approval to:*

Arkansas State University-Mountain Home  
Director of C & IA  
Christy Case Keirn  
email: ckeirn@asumh.edu  
870-508-6109

A copy of these university guidelines for brand usage can be found online at [www.asumh.edu/logo](http://www.asumh.edu/logo)



**Identity** gives each one of us at ASUMH a sense of belonging. It unites us. Identity also gives those outside ASUMH 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 ASUMH identity.



## *The University Logo*

The university logo is the cornerstone of the Arkansas State University-Mountain Home 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” and “words”.** 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.asumh.edu/logo](http://www.asumh.edu/logo)

## *The University Name in Text*

When using the university name in text, it is important to be consistent. There are three proper ways to show the university name in text:

- Arkansas State University-Mountain Home
- ASU-Mountain Home
- ASUMH

When referring to the Jonesboro university campus:

- Arkansas State University (first reference)
- A-State or Arkansas State (second & subsequent references)
- NO LONGER USED are ASU and ASU-Jonesboro

# 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 0.195 inches.

For logo variations on page 5 of this guide that do not have the word "university", use the height of the spine of the book (in the "icon" part of the logo) as your clear space guide.

**The clear space requirements must be observed.**

## Minimum Size Requirements



incorrect  
not legible



correct & legible  
(dependent on use)



incorrect  
proportions



correct  
proportions

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 Director of C & IA (see page 2 of this guide).

## Variations on Logo Structure

Including the “main” logo structure, there are additional, approved variations to the logo. Depending on where you plan to use the logo, one variation may be better than others. As with the main logo version, color, size, proportions, and clear space rules still apply.

Remember, all use of the university logo must be approved by the Director of C & IA (see page 2 of this guide).



### Main Logo - Vertical Version

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



### Horizontal Version



### Icon & Initials Versions



### Initials Version

## 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 "MOUNTAIN HOME" 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.



### Secondary University Logo Signature (Horizontal)

Same rules apply as above.



# Vision & Mission Statements

## Vision of ASUMH

The Vision of Arkansas State University-Mountain Home is:

### Creating Opportunities – Changing Lives

ASUMH will provide expertise and resources to create opportunities and change lives.

## Mission of ASUMH

The Mission of Arkansas State University-Mountain Home is to **LEAD** through educational opportunities:

**L**ifelong Learning

**E**nhanced Quality of Life

**A**cademic Accessibility &

**D**iverse Experiences

### Purposes

Imbedded in the mission statement are the ASUMH Institutional Purposes:

- To provide affordable and accessible educational opportunities
- To create enlightened citizens through diverse experiences
- To provide a foundation for lifelong learning
- To help students achieve personal and career goals to enhance their quality of life



# 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 no less than 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 ASUMH logo used, ASUMH logo is at least 1/3 size of club logo) & approved color variation used.



**CORRECT**

Correct use of university logo in relation to club branding (logos are separate, approved variation of ASUMH logo used, ASUMH logo is at least 1/3 size of club logo) & approved color variation used.

## *The University Academic Seal*



The university academic seal includes the official name of the institution along with a specific campus identifier.

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, and on the business papers of the Chancellor's Office.

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.

**NOTES: The university academic seal should not be used on apparel or merchandise. Permission from the Director of C & IA is required for use.**



# 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.



**Arkansas State**  
**UNIVERSITY**  
**MOUNTAIN HOME**

**Office of the Chancellor**

## ASUMH 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.

### Logo Typeface

Friz Quadrata Bold Italic

### Complementary Typeface

Open Sans Regular

If Open Sans Regular is not available to you, Helvetica is acceptable to use.

Friz Quadrata Bold Italic

***abcdefghijklmnopqrstuvwxyz***  
***ABCDEFGHIJKLMNOPQRSTUVWXYZ***  
***1234567890 \$%&(.,;:#!?)***

Friz Quadrata Bold

**abcdefghijklmnopqrstuvwxyz**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**1234567890 \$%&(.,;:#!?)**

Open Sans Regular

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

Open Sans Bold

**abcdefghijklmnopqrstuvwxyz**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**1234567890 \$%&(.,;:#!?)**

Helvetica

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

Helvetica Bold

**abcdefghijklmnopqrstuvwxyz**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**1234567890 \$%&(.,;:#!?)**

## Colors - The University Logo

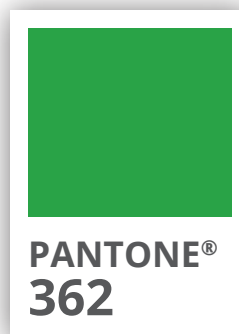
Colors play a very important role in the identity of the logo. Colors, in addition to typefaces, set the mood and tone of a logo. Below you will find the approved logo colors as well as approved complementary colors. Page 15 includes details on approved color variations which will maintain the standards 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 Director of C & IA (see page 2 of this guide).



### ASUMH Medium Blue

Spot Color:  
Pantone PMS 301  
CMYK, 4-Color Process  
100-46-5-18  
RGB  
0-82-147  
HTML (Web Colors)  
005293

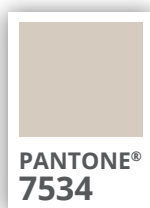
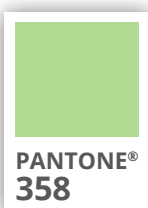
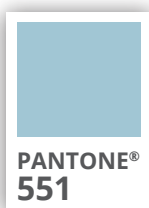
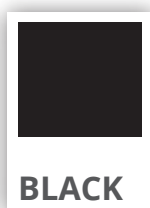


### ASUMH Kelly Green

Spot Color:  
Pantone PMS 362  
CMYK, 4-Color Process  
78-2-98-9  
RGB  
63-156-53  
HTML (Web Colors)  
3f9c35

## 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

## Two-Color Logo Variations

The only two-color logo variations that are approved are Pantone® 301 Medium Blue and 362 Kelly Green and a grayscale version of it.



## One-Color Logo Variations

The logo, in one-color, can be white, black, Pantone® 301 Medium Blue or Pantone 362® Kelly Green. Use of the one-color variation is almost limitless (once approved by the Director of C & IA - details on page 2 of this guide). This will allow flexibility using the logo within other campaigns, etc...



**Questions?** Contact the Director of C & IA (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.

# Namebadges

All namebadges will be reissued with the new branding (shown below). Based on staff input, the new namebadges will be larger and easier to read. Once you have your new namebadge, if your name changes, you lose your namebadge, etc. - please contact the Director of C & IA for a new one (see page 2 of this guide).

**Namebadges:** In the United States, proper etiquette states the namebadge 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.



**First Name Last Name Here**

## Faculty / Staff Namebadge

- 2 in. high x 3.37 in. wide
- rounded corners
- full color
- horizontal logo
- name in upper & lower case, first and last name, in logo blue, Open Sans Bold 15.5 pt.
- magnetic back



**First Name Last Name Here**  
*Type of Student Here*

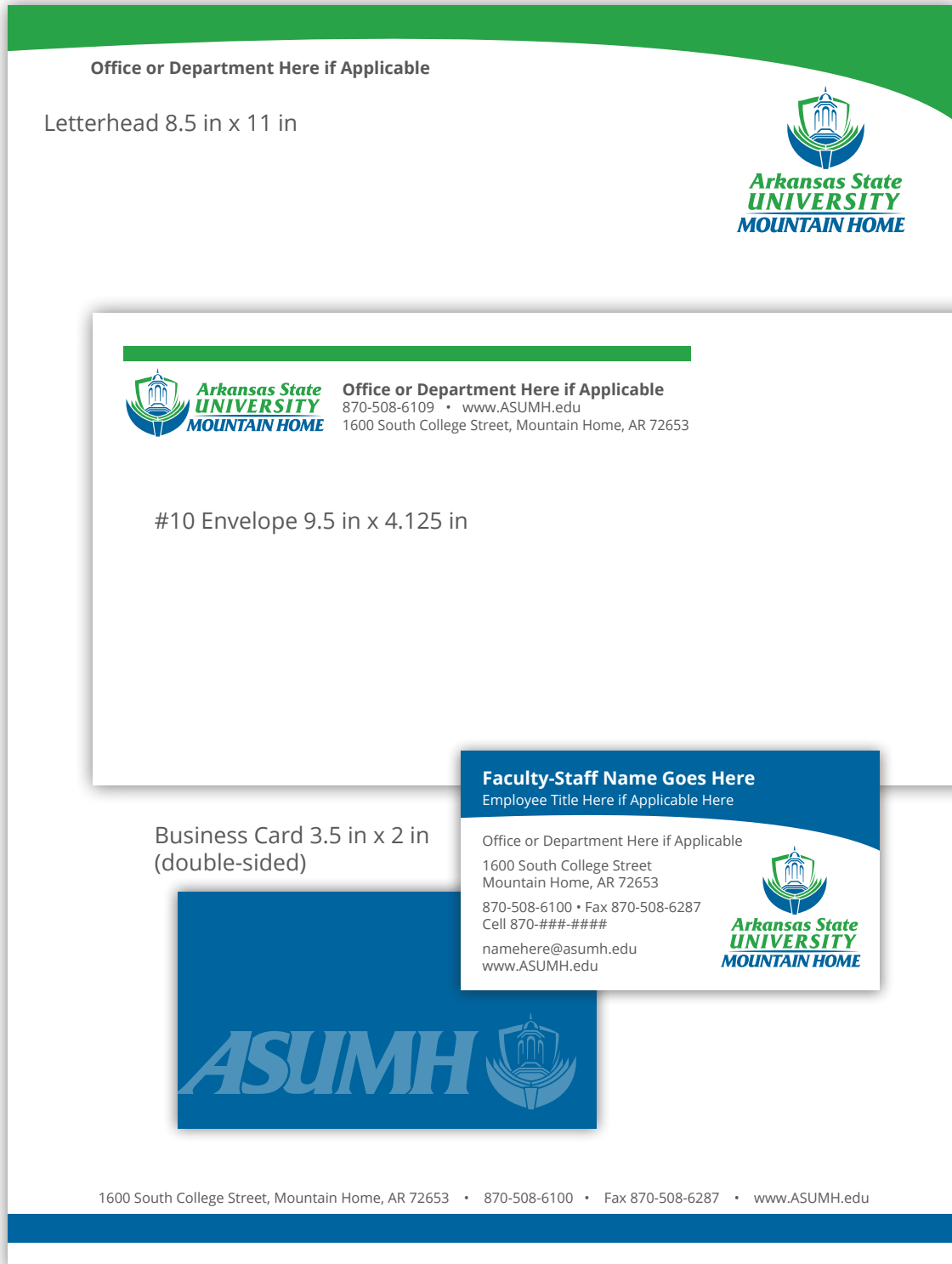
## Student Namebadge

- certain programs, clubs or organizations require namebadges for students
- available for purchase in the bookstore
- 2 in. high x 3.37 in. wide
- rounded corners
- full color
- horizontal logo
- reversed blue area is logo blue, 0.8 in. high
- name in upper & lower case, first and last name on one line in white, Open Sans Bold 15.5 pt.
- second line for "type of student" i.e. Practical Nursing Student, etc., white, Open Sans Bold Italic 14.5 pt.
- magnetic back



## Stationery - Components

For consistency, always show telephone numbers with dashes (ex: 870-508-6100) and the university website as [www.ASUMH.edu](http://www.ASUMH.edu) (or if limited on space, ASUMH.edu is acceptable). Show the address as 1600 South College Street (not 1600 S. College or 1600 S. College St.).



## 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%. Header and footer copy should be 80% black, body copy 100% black. Follow these guidelines including location of date, body copy and salutation.

**Contact the ASUMH Purchasing Department to order branded supplies (see page 29). Electronic version available online at [www.asumh.edu/logo](http://www.asumh.edu/logo). When printing the electronic version, select "Fit to page".**

1.5 inches

Office or Department Here if Applicable

Month 00, 20XX

Address  
Street Address or P.O. Box  
Citytown, ST 00000

Dear Reader,

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Duis luctus pellentesque mi, ut iaculis leo condimentum vel. Duis pretium id tellus id lobortis. Donec eu tortor ut justo lacinia consequat at id libero. Aliquam erat volutpat. Fusce rhoncus ante ut sodales commodo. Pellentesque porttitor varius orci, id convallis massa. Maecenas ultricies tincidunt nisl, id malesuada odio congue sed. Aliquam ornare consectetur ligula. Aenean ut ultrices augue, a mollis leo. Maecenas semper egestas magna, ut cursus mi convallis et. Sed ultrices gravida purus, sit amet sodales risus fringilla ut. Aenean et auctor dui.

Nunc ullamcorper tempus imperdiet. Morbi non mi vulputate, aliquet quam pulvinar, commodo justo. Curabitur sed posuere tellus. Etiam dignissim lorem id aliquam consequat. Maecenas sodales mollis arcu non molestie. In placerat felis in consequat lobortis. Donec elementum placerat orci sed iaculis. Curabitur rhoncus dolor at lacus laoreet feugiat. Integer fermentum porta sagittis. Cras vestibulum vulputate accumsan. Nulla facilisi.

Ut non suscipit justo, ac molestie dolor. Praesent ultricies molestie tortor, vel rutrum dui placerat non. Proin urna arcu, tristique in egestas eu, auctor vitae massa. Nullam faucibus feugiat facilisis. Curabitur lacus dolor, aliquet a felis non, rhoncus viverra diam. Duis luctus porta mollis. Quisque tempus pellentesque molestie. Aliquam placerat ante sagittis scelerisque imperdiet. Praesent at luctus justo. Aenean eu arcu aliquet sem porttitor tincidunt.

Nunc sit amet sapien eget neque rutrum imperdiet sed ac lorem.

3/4 inch

Sincerely,



Name Here  
Title Here

3/4 inch

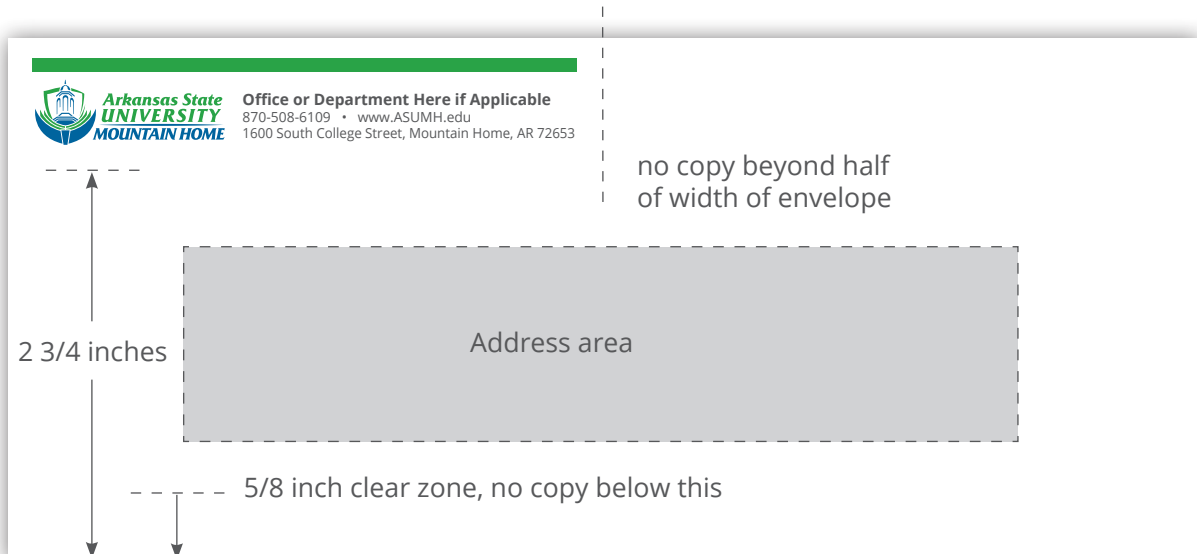
- font Open Sans Regular or Helvetica 11 point type
- left aligned, no paragraph indents

1 inch

1600 South College Street, Mountain Home, AR 72653 • 870-508-6100 • Fax 870-508-6287 • [www.ASUMH.edu](http://www.ASUMH.edu)

## 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%. Return address "Office or Department" copy is 9 point, Open Sans bold, 80% black. Telephone, web address and physical address are 8 point Open Sans, 80% black. **Questions on other size envelopes?** Contact the Director of C & IA (details on page 2 of this guide).



Postal regulations do change, please consult [www.USPS.gov](http://www.USPS.gov) for current postal guidelines.

## 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 coating on both sides. The maximum number of lines of copy in the white area of the card is seven, vertically centered in the white area (allowing small returns/vertical spacing for grouping similar info - ex: space before and after tel/fax/cell) and left aligned. Logo on back of card is 30% opaque white, in the bottom third of the card, with the "A" of ASUMH touching the side of the card.



Contact the ASUMH Purchasing Department to order branded supplies (see page 29).

# Forms

The university uses many forms. In order to maintain a level of consistency with these forms, here are some examples of current university forms and guidelines for updating the headers (tops) of each form, for a more unified look.

## Existing Forms

- lacking a consistent look
- the name of the form is not always clear
- the university name is repeated in the header (even though it is in the logo in the header)

The image shows a stack of four existing university forms. The top form is a 'Withdrawal Form' with a header that includes the ASU logo, the university name, and contact information. The second form is an 'INVOICE' with a header that includes the ASU Mountain Home logo and name. The third form is a 'DEGREE PLAN FOR ASSOCIATE OF ARTS' with a header that includes the ASU logo and name. The bottom form is a 'STUDENT EVALUATION OF TRANSFER CREDIT FOR ACADEMIC ADVISING' with a header that includes the ASU logo and name. The headers are inconsistent in layout and content.

## New Look for Forms

- Consistent header (top) on each form. logo is approx. 1 inch in size and always top left
- the university name is not repeated in the header copy since it is already in the logo (which is prominent)
- Header copy is centered to the left of the logo. Name of form in all caps, 14 pt font, Open Sans Bold (or Helvetica Bold)
- Sub-copy in the header is below the name of the form, upper and lower case, 10 pt font, Open Sans Regular (or Helvetica Regular)
- All body copy on forms Open Sans (or Helvetica)

The image shows a stack of four new university forms. The top form is a 'WITHDRAWAL FORM' with a header that includes the ASU logo, the university name, and contact information. The second form is an 'INVOICE' with a header that includes the ASU Mountain Home logo and name. The third form is a 'DEGREE PLAN - ASSOCIATES OF ARTS' with a header that includes the ASU logo and name. The bottom form is a 'STUDENT EVALUATION OF TRANSFER CREDIT FOR ACADEMIC ADVISING' with a header that includes the ASU logo and name. The headers are consistent in layout and content.

# ***Print Advertising***

On all print advertising some basic guidelines apply (in addition to the branding in this guide).

- Make sure you have a clear focus and/or message (keep it short and to the point).
- Include support info as needed (of secondary importance).
- Close with a call to action, logo and contact info. The logo should be at the bottom right of the ad (a reader's eye reads top right to bottom left) so finish the ad with the university logo. Your message will determine what contact info is required.
- If you are directing your audience to visit you online, then most definitely, your web address is your main contact info.
- The university website is the most important communication means the university has, so all printed materials must include the web address. The "www." before the web address is not mandatory if space is limited.

## Printed Materials

On all print material, it is important to follow the branding guidelines in the guide. In addition, knowing where your printed material will end up determines where to place your branding on that printed piece.

All printed material needs to consistently and prominently include the title of the piece and the logo.

These examples show how inconsistent printed material can become when guidelines are not followed. Each piece can still have their own identity, but they all need to clearly and prominently display the title of the piece and the ASUMH logo.

**For printed materials, use the full versions of the university logo (horizontal or vertical), do not use the ASUMH versions as it is important to brand the full university name.**

The university website is the most important communication means the university has, so all printed materials must include the web address. The “www.” before the web address is not mandatory if space is limited.

All printed materials should be produced / approved by the Office of C & IA (details on page 2 of this guide).



## Postcards

Postcards can be used for many different reasons, from promoting an event or upcoming registration, announcing a new program or degree offering, as a thank you or even wishing someone happy birthday.

While the content of a postcard changes, some basic principles of good postcard design do not change. These principles include:

- a clear and focused message and logo on the postcard front
- staying within the postal regulations with placement for content, return addresses, etc... on the postcard back

Below is an example postcard and postal guidelines to follow. Postal regulations do change, please consult [www.USPS.gov](http://www.USPS.gov) for current postal guidelines.

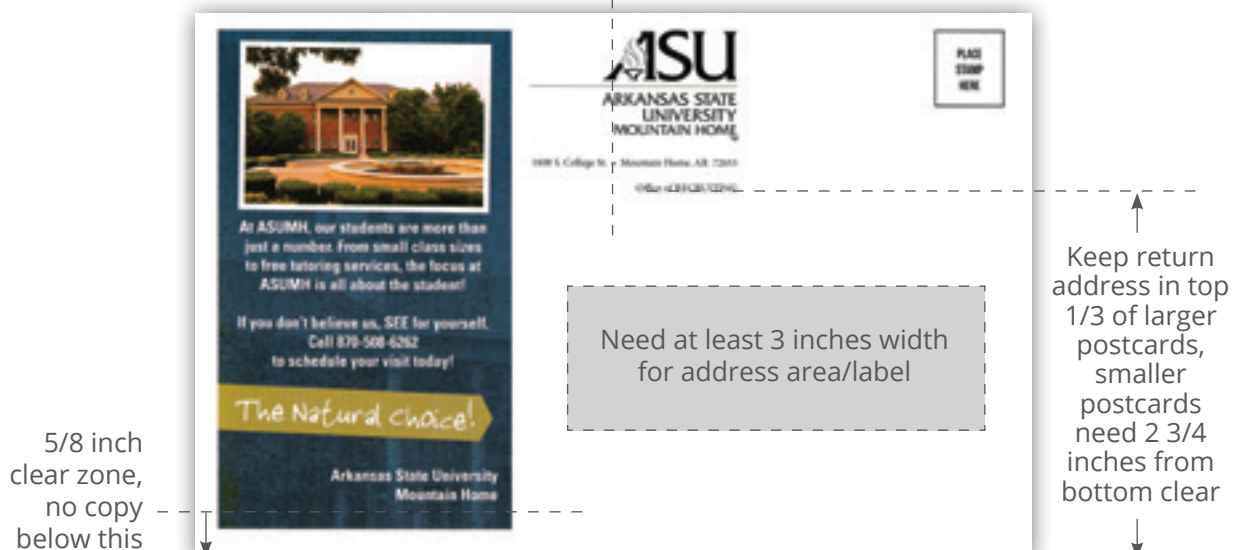
### Questions on postcards?

Contact the Director of C & IA (details on page 2 of this guide).

**Good Example:**  
clear and focused message and logo on postcard front  
(of course use the new logo and branding as well)



5 inch x 7 inch or larger postcards, keep your "message" area less than 1/2 the width. Smaller postcards, base the "message" area by the 3 inch address label width





## 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. ASUMH will update facility signage as needed. Here are examples of where you might find facility signage and what the new branding on that signage would look like.



## Vehicles

Keep the branding on the university vehicles simple. In both these examples, one-color, cut vinyl is applied directly to the vehicles.



## ***Billboards***

In addition to following the guidelines for branding the university, when it comes to billboards, there are additional guidelines to follow. These billboard guidelines are based on viewing a billboard from a moving vehicle.

Keep it simple and to the point and, most importantly, keep the number of words, icons and photos to ten or less.

There should be only two typefaces used, one is the logo typeface (see page 10 for logo typefaces).

---

## ***Exhibit Displays & Tablethrows***

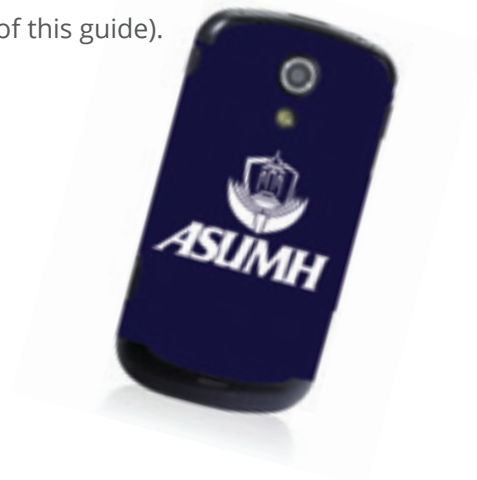
Typically exhibit displays and tablethrows are used at events where the target audience is not familiar with ASUMH. Therefore it is important to make sure to include branding and contact info on each piece. At minimum the logo, web address and telephone number need to be included. If using the ASUMH only logo version, 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 Director of C & IA (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 ASUMH branding usage guidelines as well as each vendor's guidelines.

**Questions?** Contact the Director of C & IA (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” (as shown above).



# ***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-Mountain Home 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 Director of C & IA, 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 Director of C & IA 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 ckeirn@asumh.edu or hard copy brought by the office. Please call 870-508-6109 to make an appointment if coming in person.

Any usage of identity elements or formal university communication is subject to approval by the Director of C & IA, and at any time may require the usage cease or be improved to meet standards.

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## **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 Director of C & IA 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 Director of C & IA.

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-Mountain Home.

# ***Licensing & Contact Information***

## **Licensing & Logo Brand Usage Questions - Contact:**

Arkansas State University-Mountain Home  
Director of Communications & Institutional Advancement (C & IA)  
Christy Case Keirn  
email: ckeirn@asumh.edu  
870-508-6109

## **Need Logos or Templates? Contact:**

Arkansas State University-Mountain Home  
Director of Communications & Institutional Advancement (C & IA)  
Christy Case Keirn  
email: ckeirn@asumh.edu  
870-508-6109

## **Questions About Becoming an Approved Vendor or to Order Branded Supplies? Contact:**

Arkansas State University-Mountain Home  
Purchasing Department  
Craig Estes  
email: cestes@asumh.edu  
870-508-6123

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Arkansas State University-Mountain Home is an equal opportunity institution with a strong commitment to the achievement of excellence and diversity among its students, faculty and staff. ASUMH 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 Affirmative Action Program Coordinator, 1600 South College Street, Mountain Home, AR 72653, telephone 870-508-6100.



***Arkansas State***  
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***MOUNTAIN HOME***

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