



DESIGN & BRAND GUIDELINES

ARKANSAS STATE UNIVERSITY – NEWPORT AVIATORS

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CREATED BY

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INTRODUCTION

The purpose of these guidelines is to explain the use of your brand styles and to help you consistently apply the visual elements in all communications: publications, presentations, and all other marketing materials both online and offline. It is important to maintain brand integrity in all that you do. We've created this guide to provide all the specifications you need to keep your brand consistent. The guidelines set in this document are not meant to inhibit, but to improve the creative process. By following these guidelines, the materials you create will represent your company cohesively to the outside world.

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THE AVIATORS LOGO DESIGN

Your logo is an important and valued graphic element. It is important that it be used consistently and appropriately. Even minor variations can undermine and compromise the integrity of your branding.

THE CONCEPTUAL BACKGROUND

The ASUN – Aviators logo is built around simplicity and timeless design principle. Utilizing a simple blue and pewter color scheme to play to the vibrancy and young energetic innovative feeling created by this color palette. The device has one layout as far as its usage is concerned. The spinning propeller in the mark signify the “N” for Newport.

2 COLOR VERSION

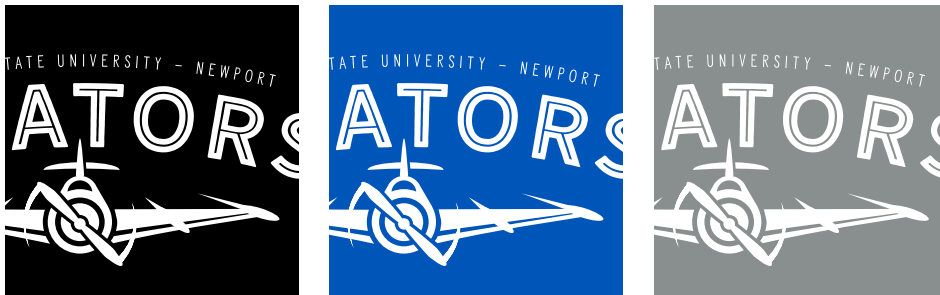


BLACK VERSION



REVERSING OUT THE LOGO

The ASUN – Aviators logo only has two primary colors for its usage, but when appearing on darker backgrounds, or tints greater than 40% opacity, the usage must be converted to white in order to maintain brand integrity and as not to compete with the darker colors in the background its presented in.



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**AVIATORS
LOGO
PLACEMENT**

PROXIMITY TO THE MARK

The ASUN – Aviators logo uses the “T” in AVIATORS to create the spacing necessary to give proper negative space, or minimal breathing room, around the logo. This is in efforts as to not have it compete with any surrounding items, such as text, imagery, or other logo entities. This is the minimum another object can be in proximity to the mark. When possible its preferred to have more room available for visual space between the Aviators logo and other visual designs within a given layout.



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USAGE RULES

Your logo's integrity is crucial to maintaining a strong branding presence. Making sure that it is used properly in every scenario is important in maintaining the strength of its visual identity with your patrons.

NO DARK ON DARK USAGE



NO LIGHT ON LIGHT USAGE



NO COMPETING BACKGROUNDS



NO COLLEGIATE TEXT



NO HORIZONTAL STRETCH



NO VERTICAL STRETCH



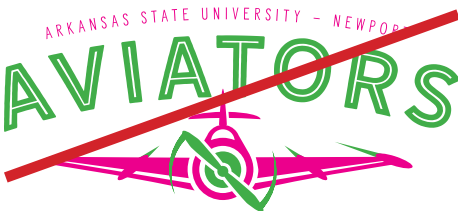
NO ASUN AVIATORS TEXT ONLY



PLANE ONLY



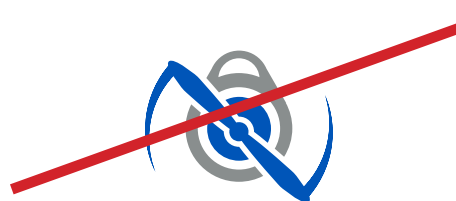
NO COLOR VARIANTS



NO FONT VARIANTS



NO ELEMENTS ONLY



AVIATORS TEXT ONLY



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**AVIATORS
COLOR
PALETTE**

THE COLOR SCHEME

It is important to accurately reproduce your brand color scheme to communicate a clear and consistent message about your brand identity. The Pantone spot colors should be used wherever possible, with CMYK / RGB being matched as closely as possible depending on the materials and print process. Black and white are acceptable as secondary colors only, not as primary.

PANTONE 2935

RGB

0.85.184

CMYK

100.68.4.0

HEX

0055B8

PANTONE 877 METALLIC

RGB

137.140.142

CMYK

49.39.39.3

HEX

898C8E

WHITE SECONDARY

RGB

255.255.255

CMYK

0.0.0.0

HEX

FFFFFF

BLACK SECONDARY

RGB

0.0.0

CMYK

0.0.0.100

HEX

000000

ASUN AVIATORS

BRANDING GUIDELINES – PG. 11

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**SECONDARY
COLOR
PALETTE**

TINTS

As secondary color usages in some cases tinting of the colors are used. Below are some appropriate tinting options. These can be used in watermarking treatments or any variety of branding for documentation or collateral systems.

PANTONE 2935	PANTONE 877 METALLIC
90% TINT	90% TINT
80% TINT	80% TINT
70% TINT	70% TINT
60% TINT	60% TINT
50% TINT	50% TINT
40% TINT	40% TINT
30% TINT	30% TINT
20% TINT	20% TINT
10% TINT	10% TINT

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TYPOGRAPHY

The primary typeface for the logo is Hanley Sans Inline. It is used for the typeface in the logo. Hanley Slim Sans is used for the Arkansas State University – Newport portion of the logo text. These typefaces have been carefully selected to best represent the brand image. Using them will help maintain consistency. When these typefaces are not available, similar modern, sans-serif fonts may be used for copy. However, replacing the logo font with an alternative should not be done under any circumstances.

CONTACT

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FOR LOGO INQUIRIES

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