

ARKANSAS STATE UNIVERSITY MID-SOUTH

BRAND GUIDELINES



ARKANSAS STATE UNIVERSITY
MID-SOUTH

BRAND ELEMENTS

BRAND ELEMENTS

Academic Logo

The college logo is the central mark for the college's identity. It is used on all materials, except for athletic materials, to represent the college. In order to have as much compositional versatility as possible, there are two versions of the logo, a stacked version and a horizontal version.

On rare occasions, the "Reynolds & Fountain" logomark can be used as a graphic element separately from the workmark. This requires approval from the Marketing department.

College Logo

The ASU Mid-South college logo is the main element of our brand identity. It is used for all college related communications and marketing.



ARKANSAS STATE UNIVERSITY
MID-SOUTH



ARKANSAS STATE UNIVERSITY
MID-SOUTH

College Wordmark

ARKANSAS STATE UNIVERSITY
MID-SOUTH

College Logomark



BRAND ELEMENTS

Athletic Logo

The athletic logo is to be used solely for athletic department purposes. It should never be used for general college communications.

On rare occasions, the Greyhound mascot can be used for communications that deal with school spirit or school pride. In this instance, only the secondary athletic logo (the “dog head” or the “dog head with Greyhounds typography”) should be used. This requires approval from the Marketing department.

College Seal

The college seal is only intended for formal & official communications. This requires approval from the Marketing department.

Athletic Logo

The athletic logo is used for all athletic department communication. It is not used for general college communication.



Secondary Athletic Logo



College Seal

The seal is only used for official college business.



INCORRECT USAGE OF LOGO

Incorrect Usage

The college logo should never be changed from its original proportions or colors. It should not be squeezed, stretched, rotated, or split apart into separate pieces. The text should never be retyped using another font.

DO NOT STRETCH THE LOGO



DO NOT SQUEEZE THE LOGO



DO NOT TILT OR ROTATE THE LOGO



**DO NOT USE THE LOGOMARK
ON ITS OWN**

unless marketing has approved



INCORRECT USAGE OF LOGO

DO NOT CHANGE THE COLORS
OF THE LOGO



Using the Logo on a Dark Background

There is a separate version of our logo that should be used on a dark background. When requesting the college logo from the Marketing Department, please specify how it will be used. The one color black version of the logo should never be reversed out and placed on a dark background. This creates a “film negative” effect, and it is not proper usage of the logo.



COLOR PALETTE

COLOR PALETTE

PRIMARY COLORS

PMS 201 Red is the primary color of the college, usually used in conjunction with black and white. In college communications, Mid-South Red should be the dominant color portrayed, at least 50% of the color palette used in any piece.

SECONDARY COLORS

PMS 199 and 7408 provide contrast to the primary college colors, often displaying a call to action or highlighting a specific message. PMS 7540 and its tints are useful for providing depth.

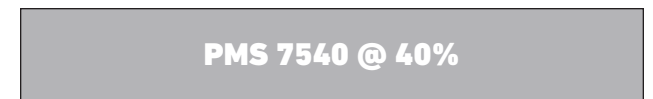
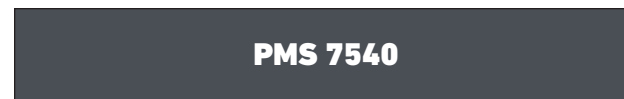
ACCENT COLORS

The accent palette provides bright pops of color that are vibrant and energetic, often aimed at a younger audience in recruitment and admissions materials. They should be used in very small amounts and should never overwhelm the primary colors.

PRIMARY COLORS



SECONDARY COLORS



ACCENT COLORS



TYPOGRAPHY

ASU MID-SOUTH FONT FAMILIES

Sans Serif

DIN Next Pro Ultralight

DIN Next Pro Light

DIN Next Pro Regular

DIN Next Pro Medium

DIN Next Pro Bold

DIN Next Pro Heavy

DIN Next Pro Black

DIN Next Pro Ultralight Italic

DIN Next Pro Light Italic

DIN Next Pro Italic

DIN Next Pro Medium Italic

DIN Next Pro Bold Italic

DIN Next Pro Heavy Italic

DIN Next Pro Black Italic

DIN Next Pro Ultralight Condensed

DIN Next Pro Light Condensed

DIN Next Pro Condensed

DIN Next Pro Medium Condensed

DIN Next Pro Bold Condensed

DIN Next Pro Heavy Condensed

DIN Next Pro Black Condensed

DIN Next Pro Ultralight Condensed Italic

DIN Next Pro Light Condensed Italic

DIN Next Pro Condensed Italic

DIN Next Pro Medium Condensed Italic

DIN Next Pro Bold Condensed Italic

DIN Next Pro Heavy Condensed Italic

DIN Next Pro Black Condensed Italic

Slab Serif

DIN Next Slab Pro Ultralight

DIN Next Slab Pro Light

DIN Next Slab Pro Regular

DIN Next Slab Pro Medium

DIN Next Slab Pro Bold

DIN Next Slab Pro Heavy

DIN Next Slab Pro Black

DIN Next Slab Pro Ultralight Italic

DIN Next Slab Pro Light Italic

DIN Next Slab Pro Italic

DIN Next Slab Pro Medium Italic

DIN Next Slab Pro Bold Italic

DIN Next Slab Pro Heavy Italic

DIN Next Slab Pro Black Italic

TYPOGRAPHY

PRIMARY SANS SERIF

The primary Sans Serif font family is DIN Next Pro. It was chosen as a very technical font that also emphasizes humanist shapes and allows for personal connection. This makes it a font equally at home providing copy about the college's technical programs and creating welcoming messaging in communications with prospective, new, or returning students.

The Condensed versions provide contrast while still working well with DIN Next Pro. The heavier condensed weights are especially effective as a headline or display font.

SYSTEM FONT SUBSTITUTE

Bahnschrift is a font included with Windows 10 & 11 operating system. If DIN Next Pro is unavailable and you have access to Bahnschrift, please use this font as a substitute. If both fonts are unavailable on your computer, please use Verdana or Arial. *Preference, in order, per availability is: Bahnschrift, Verdana, Arial.*

Bahnschrift

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

DIN Next Pro

Regular

ABCDEFGHIJKLMNOPQRSTUVWXY
abcdefghijklmnopqrstuvwxy
12345678901234567890@#?&\$%¾;:"

Black

ABCDEFGHIJKLMNOPQRSTUVWXY
abcdefghijklmnopqrstuvwxy
12345678901234567890@#?&\$%¾;:"

Italic

ABCDEFGHIJKLMNOPQRSTUVWXY
abcdefghijklmnopqrstuvwxy
12345678901234567890@#?&\$%¾;:"

Black Italic

ABCDEFGHIJKLMNOPQRSTUVWXY
abcdefghijklmnopqrstuvwxy
12345678901234567890@#?&\$%¾;:"

DIN Next Pro Condensed

Regular

ABCDEFGHIJKLMNOPQRSTUVWXY
abcdefghijklmnopqrstuvwxy
12345678901234567890@#?&\$%¾;:"

Black

ABCDEFGHIJKLMNOPQRSTUVWXY
abcdefghijklmnopqrstuvwxy
12345678901234567890@#?&\$%¾;:"

Italic

ABCDEFGHIJKLMNOPQRSTUVWXY
abcdefghijklmnopqrstuvwxy
12345678901234567890@#?&\$%¾;:"

Black Italic

ABCDEFGHIJKLMNOPQRSTUVWXY
abcdefghijklmnopqrstuvwxy
12345678901234567890@#?&\$%¾;:"

TYPOGRAPHY

PRIMARY SLAB SERIF

DIN Next Slab Pro harmonizes perfectly with the styles of DIN Next Pro: the basic letterforms and weights are identical. Both versions of the font can work together seamlessly, not just in headlines and body text, but also within a text; they complement each other very well as design variations.

The following page provides an example of how DIN Next Pro and DIN Next Slab Pro can be used together in a publication or communication.

OFFICIAL COMMUNICATIONS

In situations of official or formal communications, a more traditional serif font may be necessary. In those instances, Minion Pro is the family that should be used. A modified version of Minion Pro is what is used in the ASU Mid-South logo.

DIN Next Slab Pro

Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
12345678901234567890@#?&\$%¾;:"

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
12345678901234567890@#?&\$%¾;:"

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
12345678901234567890@#?&\$%¾;:"

Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
12345678901234567890@#?&\$%¾;:"

Light Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
12345678901234567890@#?&\$%¾;:"

Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
12345678901234567890@#?&\$%¾;:"

Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
12345678901234567890@#?&\$%¾;:"

Black Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
12345678901234567890@#?&\$%¾;:"

Minion Pro

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
12345678901234567890@#?&\$%¾;:"

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
12345678901234567890@#?&\$%¾;:"

SAMPLE TYPOGRAPHY

HEADLINE

DIN Next Pro Heavy Condensed
All Caps
Size: 48 pt
Leading: 42 pt
Kerning: Optical
Tracking: 0

**DO, CATIS INE IPTIFES
OMNES CATILIB USATIL**

SUBHEAD

DIN Next Slab Pro Black
Size: 22 pt
Leading: 22 pt
Kerning: Optical
Tracking: 10

**Ipsanienisim re resto verum arcit elloriorum
volut facessi ipsamus molo eaquis pro tendam
ne corepel laborepti doluptatur.**

LEAD-IN/PULL QUOTE

DIN Next Slab Pro Light
Size: 16 pt
Leading: 18 pt
Kerning: Optical
Tracking: -5

Etraverbit. Fulego testum tumulis in ina, maios bonloca L. Castio ponisit; Cupica a nos et adhusa dero etilien tiaellabem nemus ressolis ficam imentis. Multo us confecu pienamquidem inate, nihina, effrem.

BODY

DIN Next Pro Regular
Size: 11 pt
Leading: 13 pt
Kerning: Optical
Tracking: 0
Space After: 0.08 in

Nos hebusperitem puliciem menatis verdicae aurortus audam te consus eto vivigitem, cotiu murenis? Se ad in verdie es aperum estam, Catimius, morum mo cre fure iamplis in Etrachi libuntiurnnit ficiaessul utum inatus finatrum ocri.

Sinum earume eos adiat. Ati ommos dus apeliti onsequi unteturis es ipic temolori ium audae omnisse quatem is doloristem quas ex es is nemporeped molupta sstitis mos.

CALLOUT

DIN Next Pro Bold
Size: 10 pt
Leading: 11 pt
Kerning: Optical
Tracking: -10

**Me venimusam volorempos molorem
orporum rempel maiori doluptiberum
evella coresed igendunt la consequia
doles am aut elite minum comnis que
num essequibea debitat.**

EXAMPLE DESIGNS

EXAMPLE DESIGNS

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MID-SOUTH

IT'S A **DIFFERENT**
KIND OF **CLASS**



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