

ARKANSAS

the natural state

STYLE GUIDE







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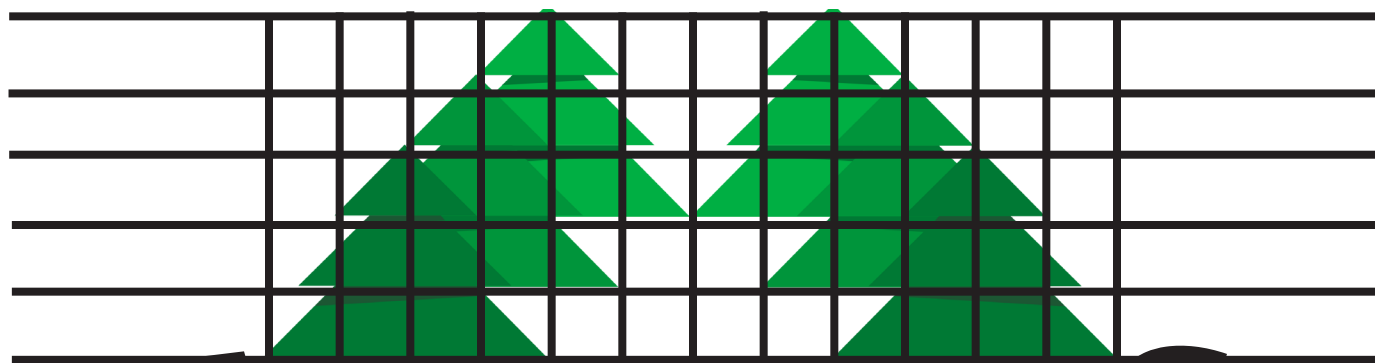
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CONSTRUCTION OF LOGOTYPE



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PAGE ONE

VECTOR GRAPHIC:

When creating the graphic of the Arkansas logo, it is important that the grid is replicated. The trees are set up to where they are equally distributed into sections of the grid. The grid should be 6 lines horizontally and 13 lines vertically. The center where the trees split should be on the 7th line. The top smallest part of the tree should fit into 2 squares of the grid. The middle part of the tree should fit into 2 as well but the tip of the tree should be ending at about half of the next square. The bottom largest part of the tree should fit into four squares. The graphic needs to be centered in the middle of the word Arkansas with the center vertical line 7 splitting in between the “an” in Arkansas. The easiest way to do this is to create each tree for the left or right side and make them into 3 layers by labeling them with their corresponding colors. Then arrange them to where the bottom darkest tree is on top, the middle color tree is in the middle of the lightest and darkest and that the lightest tree is behind the other two trees. Once this is done make a copy of those three layers so you should have two. Then flip the new group horizontally and line them up to where they are vertically and horizontally equal when splitting the middle line.

TYPE:

The word Arkansas needs to be all capital letters. It needs to be at font size 60 with the exception of the “A” at the beginning of the word and the “S” at the end of the word. Those two letters should be at font size 72. So, if needed to be shrunk then the difference in font sizes between the “A” and “S” versus the rest of the word is 12 points. The words “the natural state” should be 12 points less than 60 points which would make it 48 points. The three font sizes should all be 12 points apart.

OTHER TIPS FOR RECONSTRUCTING THE LOGOTYPE:

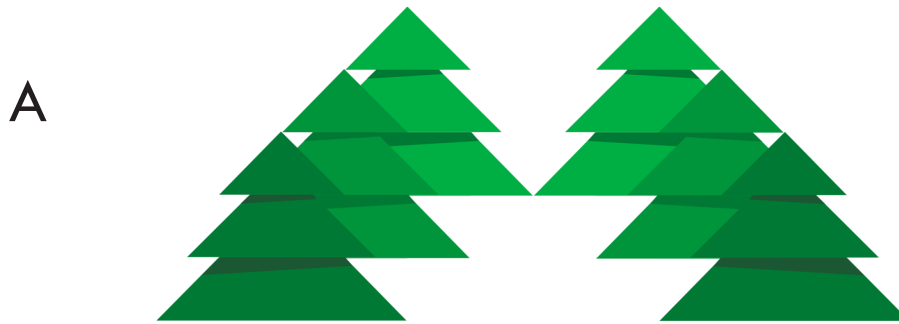
- Use Adobe Illustrator or Photoshop to easily construct the vector graphics. Use the “shift” key to make the straight lines and the 45 degree angles on the triangles.
- To create the small shadows under the top and middle triangles create a line running along the above triangle and make the widest side a half of an inch and the smallest size a quarter of an inch. Then it can be re-sizable.

DISPLAYING CORRECTLY



The logo type must be displayed one of these four ways and no exceptions otherwise. The graphic can be to the left or right (figure B and C) of the type but must be replicated in these ways. The original logo (figure A) must be replicated as shown. If no graphic is needed then it is allowed to use just text only (figure D).

DISPLAYING INCORRECTLY

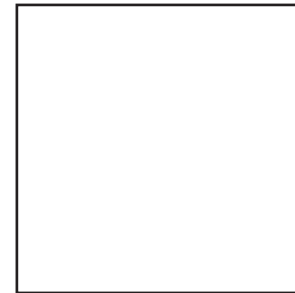


The Arkansas logotype should never be displayed just as the graphics itself (figure A). The logo should also never have the type placed on top and the graphic placed on the bottom (figure B). And lastly the logotype should never have the same size “A” and “S” at the beginning and end of the word Arkansas (figure C).

COLOR USAGE



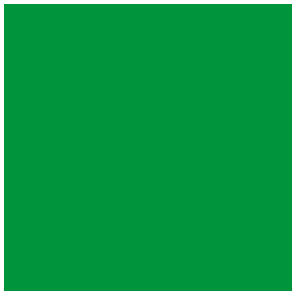
Pantone + Solid Coated: 357 C
L=32, a=-27, b=15
Pantone + Solid Uncoated: 357 U
L-44, a=-15, b=7
RGB: r28 g86 b50



White



Pantone + Solid Coated: 356 C
L=43, a=-51, b-27
Pantone + Solid Uncoated: 356 U
L-47, a=-31, b=13
RGB: r2 g212 b51



Pantone + Solid Coated: 355 C
L=52, a=-67, b=32
Pantone + Solid Uncoated: 355 U
L--55, a=-45, b=19
RGB: r4 g150 b59

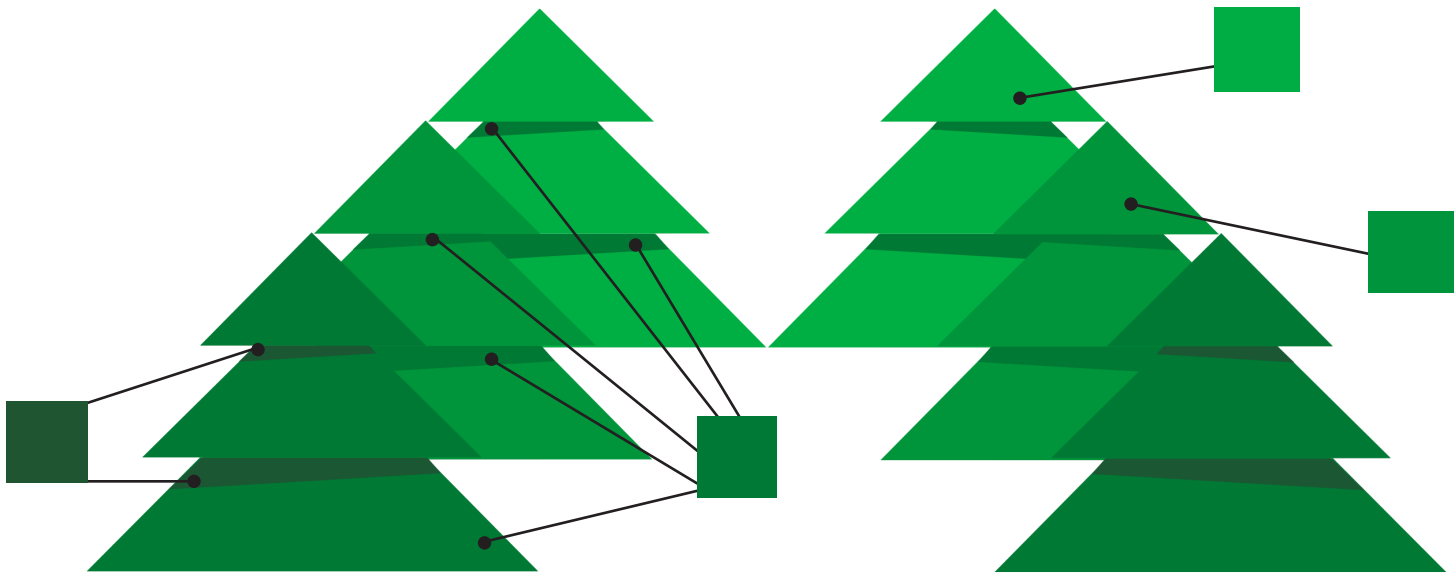


Black



Pantone + Solid Coated: 354 C
L=60, a=-77, b=40
Pantone + Solid Uncoated: 354 U
l=60, a=-59, b=26
RGB: r7 g175 b65

These swatches shown below are to be used in achieving a visual match for the Arkansas Logotype to represent the state of Arkansas in any medium of production. The Pantone Solid Coated and Uncoated colors are listed as well as the rGB. These colors must be replicated exactly.



This dark green color is used only for the shadows of the third tree.



This green is used for the shadows of the first and second tree as well as the color of the third tree.



This green is used for the color of the first tree.



This green is used for the color of the middle tree.



APPROPRIATE FONTS

Primary Font

KG Summer Storm Sr

**ABCDEFGHIJKLMN
OPQRSTUVWXYZ
1234567890
.,/';[]!@#\$%&'()*_+<>?:"{}|**

“KG Summer Storm Sr” is suggested for many reasons. This font is only available in capital letters. It is very legible on mostly any surface because of the thickness of the letters. The uneven curves and boldness of the letters is what was appealing for the Arkansas logo. It gave off a natural feeling as well as bold and readable. It is also only offered in “regular” and does not offer a bold or light version. This avoids any complications on which font weight to use when recreating the logotype. This font is download-able from www.dafont.com.

Secondary Font

KG The Fighter

*ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmnopqrstuwxysz
1234567890
.,/';[]!@#\$%&'()*_+<>?:"{}|*

“KG The Fighter” is recommended for a number of reasons. This font is a mix of natural and dainty. It really blends well with “KG Summer Storm Sr” cause of the contrast of the weight in each font. This font flows very well and continues with a natural feel that Arkansas needs to have. This font is download-able from www.dafont.com.

ACCEPTABLE BACKGROUNDS

A



B



C



The logotype is acceptable on almost any solid color minus the ones listed on page nine. The type must be changed to white for readability issues. In figures A, B, and C, there is a demonstration of what black, red and blue would look like if the logotype were added onto that solid color background.

UNACCEPTABLE BACKGROUNDS

A



B

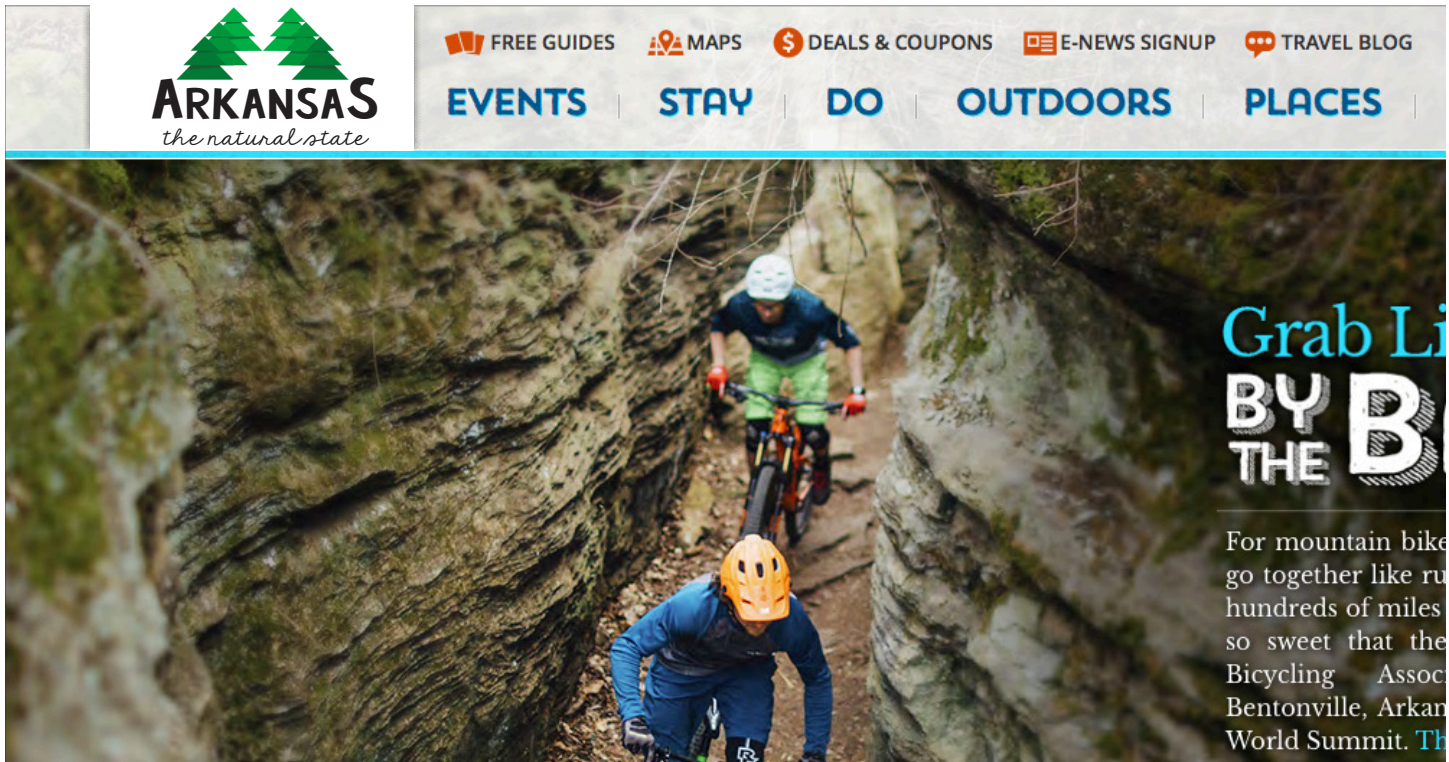


C



The Arkansas Logotype should not appear on a striped patterned background (figure A). The Arkansas Logotype should not appear on a polka dotted background (figure B). Nor should the Arkansas Logotype appear on any of the official Arkansas Logotype colors (figure C).

LOGOTYPE APPLICATION



This is what the Arkansas Logotype should look like if it were applied to these items. It should be in the top left corner on a website such as how it is displayed in the top image. On an airplane, it should only have the Logotypes words, not the graphic. On a t-shirt it may have both graphic and type as long as it is in the guidelines.