

LOGO USAGE

CHEAT SHEET

All units at Arizona State University are receiving new logos to stay current with brand standards, including our college, our academic units and most of our centers.

Still using a previous version of our logo? Now's the time to phase it out. The university has given us until July 1, 2017 to replace all print and digital versions of the old logo.

How do I get the new logo?

- Visit <https://brandguide.asu.edu/downloads/endorsed-branding-logos>.
- Make sure you're logged in (click sign in at the top right if you aren't prompted).
- Navigate to our college and select download all files.

When and where should you use the new logo?

- The new logo should be used on all print and electronic materials intended for audiences outside our office.
- The endorsed logo is an official ASU logo, which will be acceptable in place of the university logo on all materials.
- NOTE: Do not use multiple endorsed logos in a singular publication. If two or more university units are represented in the same document, the university logo should be used in place of the two individual unit logos.

Ok, I downloaded all the files. Which logo should I use?

- Well, it depends. But for most uses, the horizontal maroon and gold logo is preferred.
 - Use the "RGB for MS Office, video PNG" for use in Microsoft Office.
- NOTE: Do not modify the logo file.

See examples on back of page. 



LOGO ALIGNMENT

(LEFT JUSTIFIED, NOT CENTERED OR TO THE RIGHT)



YES



NO



YES



NO

NO COLOR MODIFICATION

OF ASU AND APPROVED DEPARTMENTAL LOGOS

THESE ARE YOUR ONLY OPTIONS



NONE OF THESE
COLOR MODIFICATIONS ARE ALLOWED



YOU MAY NOT SCREEN/TINT THE LOGO



MINIMUM LOGO SIZE

MINIMUM ASU LOGO MARK IS 5/16 INCH



LOGO MUST BE STRAIGHT

IT CANNOT BE CROOKED OR SKEWED



YES →



WHITE SPACE PADDING

1/2 THE HEIGHT OF THE ASU LOGO MARK



NO DROP SHADOW

ON ASU AND APPROVED DEPARTMENTAL LOGOS

NO →



YES →



NO ALTERING TEXT

OF ASU AND APPROVED DEPARTMENTAL LOGOS

