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COLORS:
PANTONE 208 Maroon
PANTONE 123 Gold

COLOR GUIDELINES:
Maroon: avoid leaning towards brown or purple tones
Gold: avoid leaning towards orange or yellow tones

VERBIAGE:
Arizona State University®
Arizona State®
ASU®
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UNIFORMS:
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Area of Isolation for the Logo and Word Mark

The area surrounding the Logo and Word Mark should be equal to or more than 1/2 X, where X is equal to the total height of the Logo (see example at right).

The Logo and Word Mark should not be placed close to distracting design elements and should not become part of a larger pattern or design element.

The only exception to this area of isolation is the use of secondary type, which should be positioned 1/4 X from baseline of the Logo or Word Mark (see example at right).

The Minimum Reproduction Size of the Logo

The minimum reproduction size of the Logo is 5/16 inch. For use in electronic documents, the recommended size for optimum reproduction is 3/8 to 1/2 inch. Special permission is required to use the Logo at smaller sizes and samples must be submitted for approval prior to printing.

Camera-Ready Artwork and Digital Files

All authorized Logo and Word Mark configurations are available in digital formats as well as official print reproduction masters. The recommended format for using the Logo is digital files in the EPS format. Do not scan or image the Logo or Word Mark from reproduction masters. Digital files containing the official Logo and Word Mark can be easily obtained in Macintosh or DOS/Windows® formats.
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Logo Sheet for Main Campus

All Logo configurations are available in black and white and color digital files for DOS/Windows® and Macintosh formats. The caption below each logo refers to the digital file names.
Logo Sheet for West Campus

All logo configurations are available in black and white and color digital files for DOS/Windows® and Macintosh formats. The caption below each logo refers to the digital file names.
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Logo Sheet for East Campus

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