



Arkansas Department of Commerce

BRAND GUIDELINES

FEBRUARY 2020

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In 2019, Governor Asa Hutchinson led the restructuring and transforming of 42 separate cabinet agencies into 15 leaner, more efficient departments. As part of this broader effort, the governor identified the need for a unified identification system for each department. The resulting system endeavors to facilitate better communications with state employees and to enable Arkansas residents to more easily access and understand departments and services.

The Arkansas Department of Commerce is the umbrella department for workforce and economic drivers in the state. Its divisions and regulatory boards include the Division of Aeronautics, Waterways Commission, Wine Producers Council, Division of Workforce Services, Office of Skills Development, State Bank Department, Insurance Department, Securities Department, Economic Development Commission and Development Finance Authority.

In following the state's new visual identity system, Commerce will seek to build recognition and consistency across all Commerce divisions and effectively communicate with citizens, stakeholders and state employees. The following brand guidelines are provided to help ensure consistency across all agencies and departments. Please refer to the standards defined in this guide to foster that consistency in all communications.

This is the logo for the Arkansas Department of Commerce and will be used across primary brand applications.

This logo helps audiences easily identify Commerce and enhances the professionalism of the department and all of its divisions.

It is essential that the logo always be used with care and respect in every application according to these guidelines.



Permission to use the official Arkansas state seal must be granted to divisions by the Office of the Secretary.

LOGO VARIATIONS

The logo can be printed in Commerce Blue, black or white.

The color logo should be used in most applications.

COLOR



FULL



WHITE



OUTLINED

BLACK



FULL



FULL - 35% BLACK



WHITE



OUTLINED

The AR mark can be used in special cases where the full version of the logo will not work or where the full version is already present.

Examples include business cards, embroidered items, signage or other applications as needed.

Permission to use the special logo variations must be granted to divisions by the Office of the Secretary.

AR MARK WITH ARKANSAS TEXT



COLOR



BLACK



WHITE

AR MARK WITH DEPARTMENT NAME



COLOR

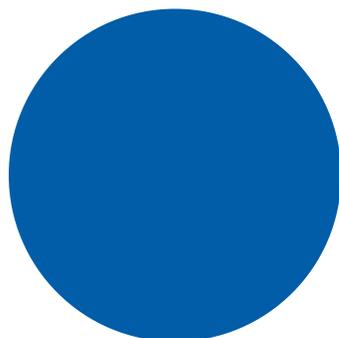


BLACK



WHITE

The following colors are approved for use in Commerce branded communication pieces. These colors are the core of Commerce's brand identity, and should appear prominently on all communication pieces.



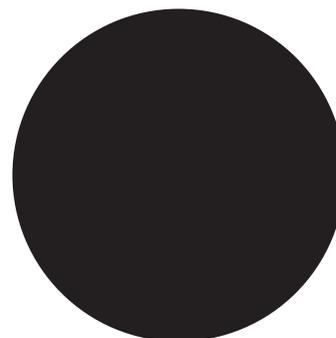
COMMERCE BLUE

PANTONE: 2935

RGB: 0 94 167

HEX: #005EA7

CMYK: 100 68 4 0

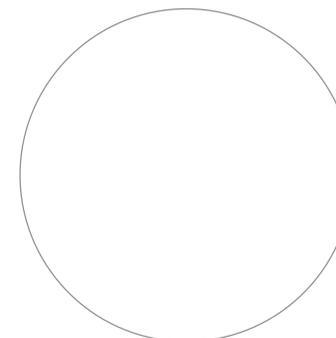


BLACK

RGB: 35 35 35

HEX: #232323

CMYK: 0 0 0 100



WHITE

RGB: 255 255 255

HEX: #FFFFFF

CMYK: 0 0 0 0

CLEAR SPACE + MINIMUM SIZE

A minimum amount of clear space must always surround the Commerce logo and its variations to separate it from other elements, such as headlines, text and imagery.

Proper use of clear space ensures visual impact and legibility of the logo.

When calculating the minimum amount of clear space, please follow the guidelines shown. Additional clear space is preferred whenever possible.



— .75" —



MINIMUM SIZE
IS .75" WIDTH

X = SPACE BETWEEN OUTER RULE AND INNER RULE

The typeface for the Arkansas Department of Commerce is AVENIR.

For the production of professionally designed print and digital materials for distribution to the public, use the Avenir font family.

Choose Avenir font variants with care for maximum readability and impact.



THE AVENIR FONT FAMILY

Avenir Light

Avenir Light Oblique

Avenir Book

Avenir Book Oblique

Avenir Roman

Avenir Oblique

Avenir Medium

Avenir Medium Oblique

Avenir Heavy

Avenir Heavy Oblique

Avenir Black

Avenir Black Oblique

Our primary brand fonts may not always be available for use by non-designers.

Nunito Sans is a free font that can be downloaded from Google Fonts and used in Word documents, e-signatures and other "business uses."

In cases where a serif font is preferred, Minion may be used.

Use these fonts sparingly. They should never replace Avenir in any situation where it can be used.

NUNITO SANS

A **B C D E F G H I J K L M N**
O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n
o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9

MINION

A **B C D E F G H I J K L M N**
O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n
o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9

IMPROPER USAGE



Do not alter the colors.



Do not distort or use effects.



Do not rearrange elements or create compositions that are not provided in this guide.



Do not add additional text over the logo.



Do not use the logo on backgrounds with colors or values similar to the logo.



Do not use the logo on backgrounds that are busy.

COMMERCE DEPARTMENT LETTERHEAD + ENVELOPE

LETTERHEAD

DEPARTMENT NAME AND ADDRESS

Font: Avenir Book

8 pt with 12 pt leading, 25 pt tracking, centered

URL

Font: Avenir Black, all caps

8 pt with 12 pt leading, 75 pt tracking, centered

SUGGESTED BODY COPY

Font: Avenir Book, Nunito Sans or Minion

10 pt with 15 pt leading, left aligned,

1-inch margins left and right

ENVELOPE

DEPARTMENT NAME

Font: Avenir Medium

8 pt with 12 pt leading, 25 pt tracking, left aligned

DEPARTMENT ADDRESS

Font: Avenir Book

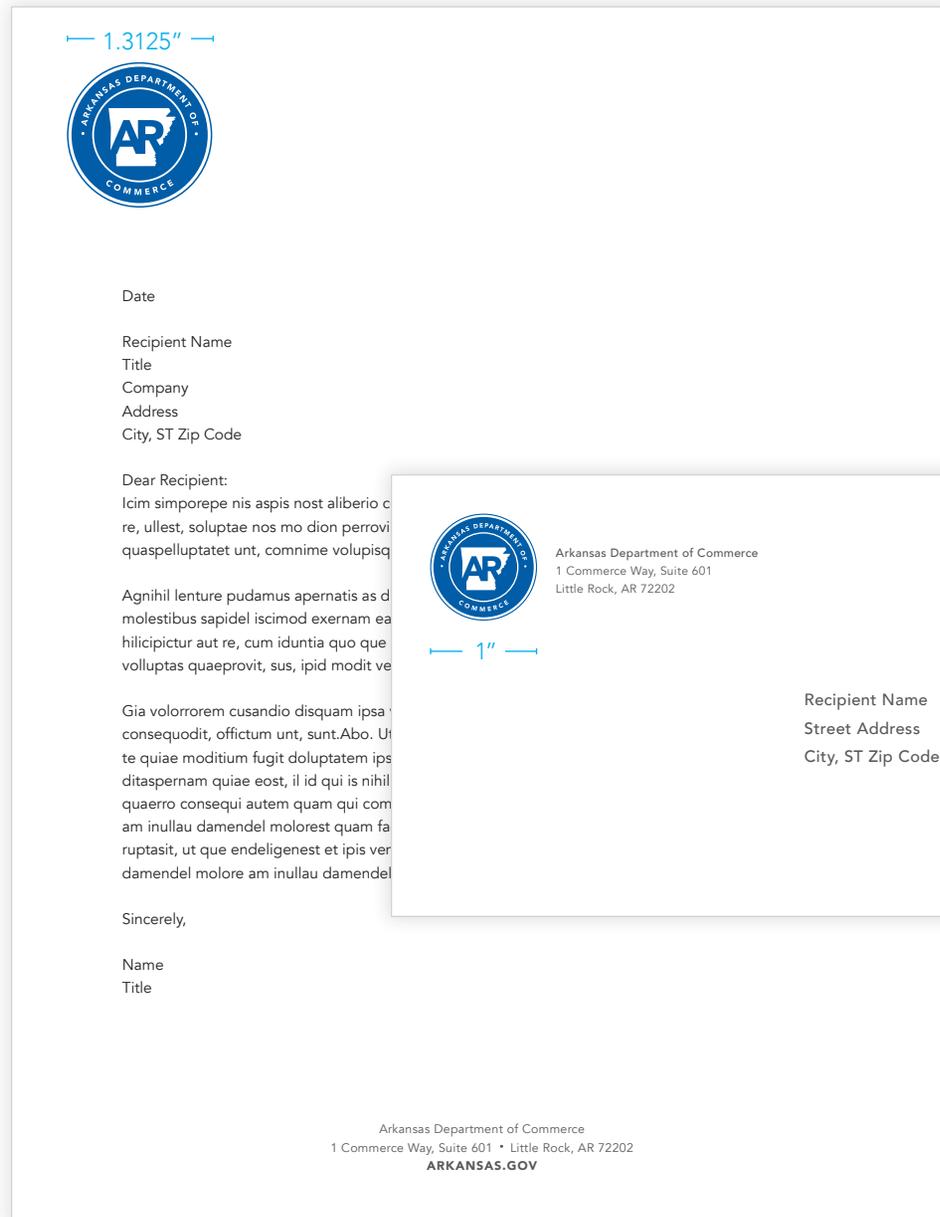
8 pt with 12 pt leading, 25 pt tracking, left aligned

SUGGESTED RECIPIENT ADDRESS

Font: Avenir Book, Nunito Sans or Minion

11 pt with 19 pt leading, 25 pt tracking, left aligned

All text color should be 80% black.



**COMMERCE DEPARTMENT
SECRETARY
LETTERHEAD + ENVELOPE**

LETTERHEAD

GOVERNOR AND SECRETARY NAMES

Font: Avenir Medium

10 pt with 12 pt leading, 15 pt tracking, left aligned, Commerce Blue

GOVERNOR AND SECRETARY TITLES

Font: Avenir Roman

7 pt with 11 pt leading, 75 pt tracking, left aligned, all caps, 80% black

DEPARTMENT NAME AND ADDRESS

See page 12 for specifications

ENVELOPE

SECRETARY NAME

Font: Avenir Medium

11 pt with 12 pt leading, 15 pt tracking, left aligned, Commerce Blue

SECRETARY TITLE

Font: Avenir Roman

8 pt with 11 pt leading, 75 pt tracking, left aligned, all caps, 80% black

DEPARTMENT NAME

Font: Avenir Medium

8 pt with 12 pt leading, 25 pt tracking, left aligned, 80% black

DEPARTMENT ADDRESS

Font: Avenir Book

8 pt with 12 pt leading, 25 pt tracking, left aligned, 80% black



Asa Hutchinson
GOVERNOR

Michael Preston
SECRETARY OF COMMERCE



Michael Preston
SECRETARY OF COMMERCE

Arkansas Department of Commerce
1 Commerce Way, Suite 601
Little Rock, AR 72202

Arkansas Department of Commerce
1 Commerce Way, Suite 601 • Little Rock, AR 72202
ARKANSAS.GOV

COMMERCE DEPARTMENT DIVISION WITH A LOGO LETTERHEAD + ENVELOPE

LETTERHEAD

DIVISION LOGO

.75 inches from top, .5 inches from left; logo should be no larger than 2.5 inches wide.

DEPARTMENT NAME AND ADDRESS

Font: Avenir Book, 8 pt with 12 pt leading, 25 pt tracking, centered, 80% black

URL

Font: Avenir Black, all caps, 8 pt with 12 pt leading, 75 pt tracking, centered, 80% black

Commerce Department logo, secretary name and title and director name and title should be positioned top right at .5 inch margin.

NAMES

Font: Avenir Medium, 10 pt with 12 pt leading, 15 pt tracking, left aligned, 80% black

TITLES

Font: Avenir Book, all caps, 7 pt with 11 pt leading, 75 pt tracking, left aligned, 80% black

ENVELOPE

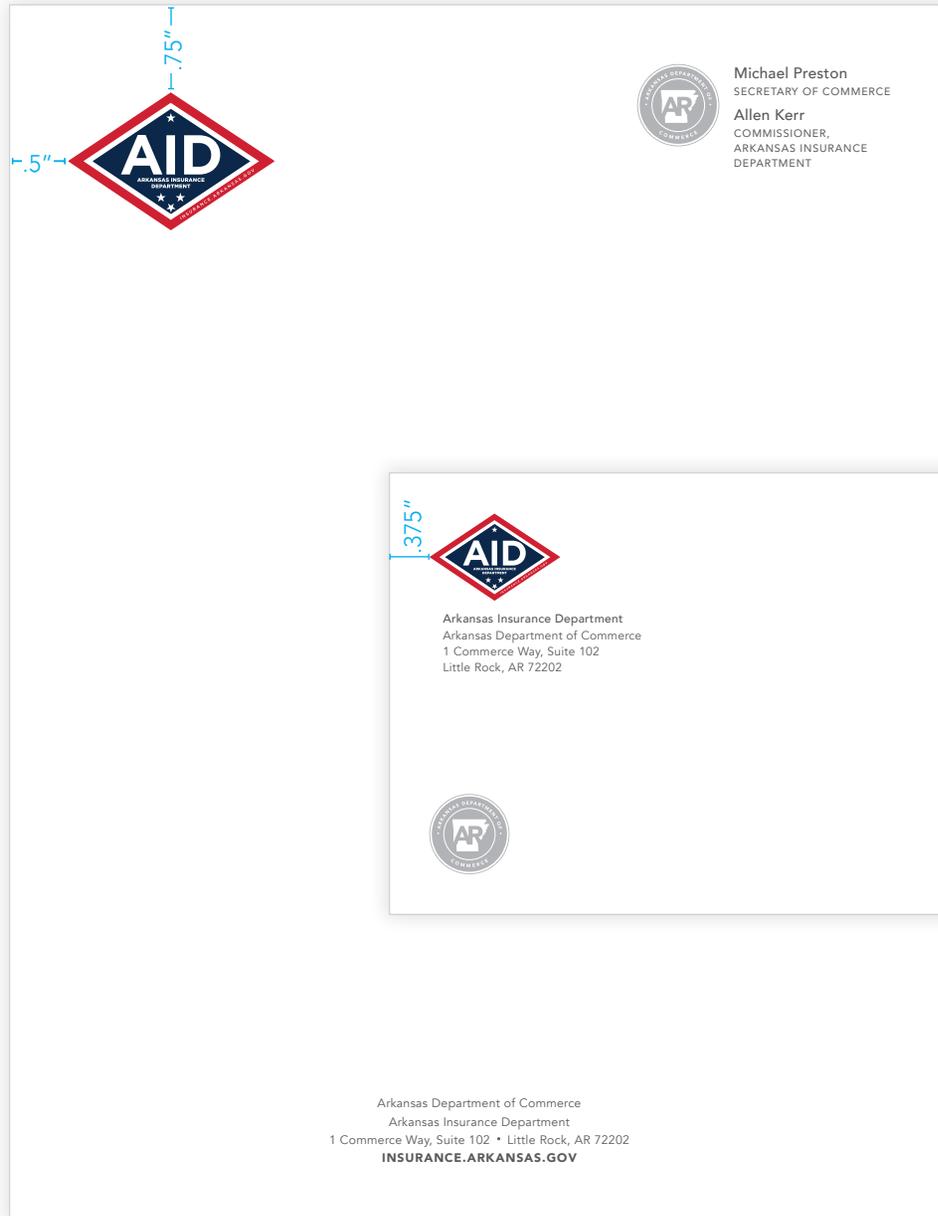
Division logo should be on top left, and Commerce Department logo should be on bottom left of envelope at .375 inch margin.

DEPARTMENT NAME

Font: Avenir Medium, 8 pt with 11 pt leading, 25 pt tracking, left aligned, 80% black

ADDRESS

Font: Avenir Book, 8 pt with 11 pt leading, 25 pt tracking, left aligned, 80% black



COMMERCE DEPARTMENT
DIVISION WITHOUT A LOGO
LETTERHEAD + ENVELOPE

LETTERHEAD

DIVISION NAME

Font: Avenir Black

11 pt with 14 pt leading, 75 pt tracking,
 left aligned, all caps, 80% black

**Secretary name and title and director name and title
 should be positioned top right at .5 inch margin.**

NAMES

Font: Avenir Medium, 10 pt with 12 pt leading,
 15 pt tracking, left aligned, Commerce Blue

TITLES

Font: Avenir Book, 7 pt with 11 pt leading, 75 pt tracking,
 left aligned, all caps, 80% black

ENVELOPE

DIVISION NAME

Font: Avenir Black

11 pt with 14 pt leading, 75 pt tracking,
 left aligned, all caps, 80% black

DEPARTMENT NAME

Font: Avenir Medium

8 pt with 11 pt leading, 25 pt tracking, left aligned,
 80% black

ADDRESS

Font: Avenir Book

8 pt with 11 pt leading, 25 pt tracking, left aligned
 80% black



**ARKANSAS WINE
 PRODUCERS COUNCIL**

Michael Preston
 SECRETARY OF COMMERCE
 Dennis Wiederkehr
 TITLE,
 ARKANSAS WINE
 PRODUCERS COUNCIL



**ARKANSAS WINE
 PRODUCERS COUNCIL**

Arkansas Department of Commerce
 P.O. Box 111 • Altus, AR 72821

Arkansas Department of Commerce
 Arkansas Wine Producers Council
 P.O. Box 111 • Altus, AR 72821
ARKANSAS.GOV

COMMERCE DEPARTMENT

Photography may be used on the back of business cards in relation to industry specific events and other special marketing opportunities.



FRONT



BACK



BACK, PHOTO OPTION: Iconic Arkansas Imagery

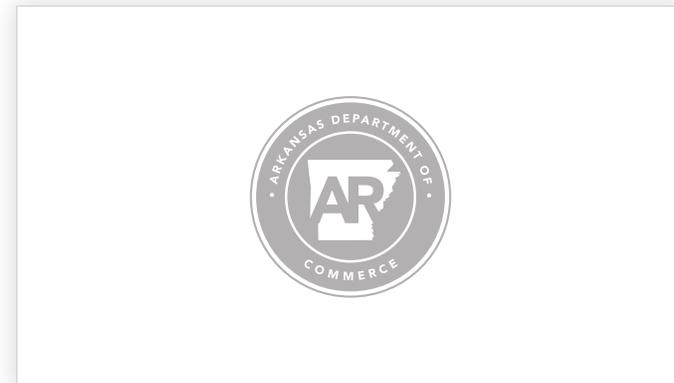


BACK, PHOTO OPTION: Industry Specific; Aerospace

COMMERCE DEPARTMENT: DIVISION WITH A LOGO



FRONT



BACK OPTION 1: GRAY COMMERCE LOGO



BACK OPTION 2: BLUE COMMERCE LOGO

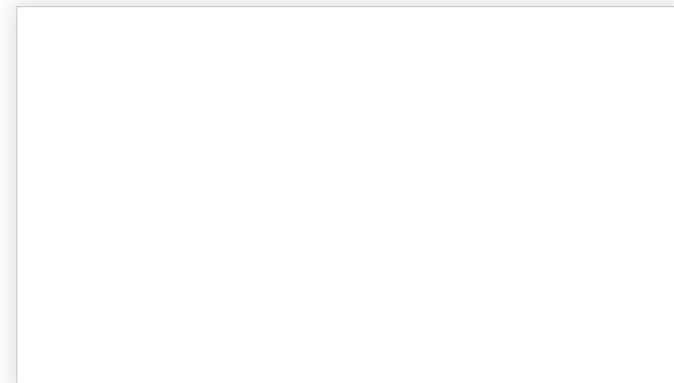
COMMERCE DEPARTMENT: DIVISION WITHOUT A LOGO



FRONT



BACK OPTION 1: BLUE, WITH AR LOGO



BACK OPTION 2: BLANK

DEPARTMENT OF COMMERCE

Masthead text can be edited to say News Release, Media Advisory, etc.

ALL news releases from the Department of Commerce should include the masthead, the blue, black or gray version of the Department’s logo at the bottom and the following:

About the Arkansas Department of Commerce:

The Arkansas Department of Commerce is the umbrella department for workforce and economic development drivers. Its divisions and regulatory boards include Division of Aeronautics, Waterways Commission, Wine Producers Council, Division of Workforce Services, Office of Skills Development, State Bank Department, Insurance Department, Securities Department, Economic Development Commission and Development Finance Authority. It was established July 2019 as part of Governor Asa Hutchinson’s wide-sweeping efficiency and transformation efforts to reduce 42 cabinet agencies to 15 while maintaining services for all Arkansans.

Department of Commerce logo color options for boilerplate:



Blue Black Gray



Date

FOR IMMEDIATE RELEASE

Name – Title
Department or Division
Contact number • Email

Title

Press Release Copy

###



About the Arkansas Department of Commerce:

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DEPARTMENT OF COMMERCE
DIVISION WITH A LOGO

Divisions may use their logo in the masthead of their news release if desired.

ALL news releases from a division within the Department of Commerce should include the blue, black or gray version of the Department’s logo, the division’s logo and the following:

About the Arkansas Department of Commerce:

The Arkansas Department of Commerce is the umbrella department for workforce and economic development drivers. Its divisions and regulatory boards include Division of Aeronautics, Waterways Commission, Wine Producers Council, Division of Workforce Services, Office of Skills Development, State Bank Department, Insurance Department, Securities Department, Economic Development Commission and Development Finance Authority. It was established July 2019 as part of Governor Asa Hutchinson’s wide-sweeping efficiency and transformation efforts to reduce 42 cabinet agencies to 15 while maintaining services for all Arkansans.

About the [Division Name]:

The [Division Name], a division of the Arkansas Department of Commerce, . . .*

*Must be included in all boilerplates.

Department of Commerce logo color options for boilerplate:



Date

FOR IMMEDIATE RELEASE

Name – Title
Department or Division
Contact number • Email

Title

Press Release Copy

###



About the Arkansas Department of Commerce:

The Arkansas Department of Commerce is the umbrella department for workforce and economic development drivers. Its divisions and regulatory boards include Division of Aeronautics, Waterways Commission, Wine Producers Council, Division of Workforce Services, Office of Skills Development, State Bank Department, Insurance Department, Securities Department, Economic Development Commission and Development Finance Authority. It was established July 2019 as part of Governor Asa Hutchinson’s wide-sweeping efficiency and transformation efforts to reduce 42 cabinet agencies to 15 while maintaining services for all Arkansans.



About the [Division Name]:

The [Division Name], a division of the Arkansas Department of Commerce, . . .

DEPARTMENT OF COMMERCE
DIVISION WITH A LOGO

Divisions may customize mastheads if desired.

ALL news releases from a division within the Department of Commerce should include the blue, black or gray version of the Department’s logo, the division’s logo and the following:

About the Arkansas Department of Commerce:

The Arkansas Department of Commerce is the umbrella department for workforce and economic development drivers. Its divisions and regulatory boards include Division of Aeronautics, Waterways Commission, Wine Producers Council, Division of Workforce Services, Office of Skills Development, State Bank Department, Insurance Department, Securities Department, Economic Development Commission and Development Finance Authority. It was established July 2019 as part of Governor Asa Hutchinson’s wide-sweeping efficiency and transformation efforts to reduce 42 cabinet agencies to 15 while maintaining services for all Arkansans.

About the [Division Name]:

The [Division Name], a division of the Arkansas Department of Commerce, . . .*

*Must be included in all boilerplates.

Department of Commerce logo color options for boilerplate:



Date

FOR IMMEDIATE RELEASE

Name – Title
Department or Division
Contact number • Email

Title

Press Release Copy

###

About the Arkansas Department of Commerce:

The Arkansas Department of Commerce is the umbrella department for workforce and economic development drivers. Its divisions and regulatory boards include Division of Aeronautics, Waterways Commission, Wine Producers Council, Division of Workforce Services, Office of Skills Development, State Bank Department, Insurance Department, Securities Department, Economic Development Commission and Development Finance Authority. It was established July 2019 as part of Governor Asa Hutchinson’s wide-sweeping efficiency and transformation efforts to reduce 42 cabinet agencies to 15 while maintaining services for all Arkansans.

About the Arkansas Economic Development Commission:

The Arkansas Economic Development Commission (AEDC), a division of the Arkansas Department of Commerce, seeks to create economic opportunity by attracting higher-paying jobs, expanding and diversifying local economies in the state, increasing incomes and investment, and generating positive growth throughout The Natural State. Arkansas is a pro-business environment operating leaner, faster and more focused through a streamlined state government designed to act on corporate interests quickly and decisively. For more information, visit www.ArkansasEDC.com.

DEPARTMENT OF COMMERCE
DIVISION WITHOUT A LOGO

Divisions without a logo may use the commerce logo and add their name beside it on the masthead.

ALL news releases from a division within the Department of Commerce that do not have a logo should include the blue, black or gray version of the Department’s logo and the following:

About the Arkansas Department of Commerce:

The Arkansas Department of Commerce is the umbrella department for workforce and economic development drivers. Its divisions and regulatory boards include Division of Aeronautics, Waterways Commission, Wine Producers Council, Division of Workforce Services, Office of Skills Development, State Bank Department, Insurance Department, Securities Department, Economic Development Commission and Development Finance Authority. It was established July 2019 as part of Governor Asa Hutchinson’s wide-sweeping efficiency and transformation efforts to reduce 42 cabinet agencies to 15 while maintaining services for all Arkansans.

About the [Division Name]:

The [Division Name], a division of the Arkansas Department of Commerce, . . .*

*Must be included in all boilerplates.

Department of Commerce logo color options for boilerplate:



Date

FOR IMMEDIATE RELEASE

Name – Title
Department or Division
Contact number • Email

Title

Press Release Copy

###



About the Arkansas Department of Commerce:

The Arkansas Department of Commerce is the umbrella department for workforce and economic development drivers. Its divisions and regulatory boards include Division of Aeronautics, Waterways Commission, Wine Producers Council, Division of Workforce Services, Office of Skills Development, State Bank Department, Insurance Department, Securities Department, Economic Development Commission and Development Finance Authority. It was established July 2019 as part of Governor Asa Hutchinson’s wide-sweeping efficiency and transformation efforts to reduce 42 cabinet agencies to 15 while maintaining services for all Arkansans.

About the [Division Name]:

The [Division Name], a division of the Arkansas Department of Commerce, . . .

COMMERCE DEPARTMENT

All e-signatures are required to use the Department of Commerce color logo.

Please do not use quotes, personal or attributed, in an email signature.

Please do not add background imagery or colors to email layout.

The image displays two overlapping 'New message' email signature templates. The top template is for Michael Preston, Secretary of Commerce, and the bottom template is for Alisha Curtis, Chief Communications & Legislative Director. Both templates include the Arkansas Department of Commerce logo, contact information, and a 'Send' button.

New message

To

Subject

 **Michael Preston**
SECRETARY OF COMMERCE
Executive Director, AEDC
O: 123.456.7890 • M: 098.765.4321
first.last@emailaddress.com
ARKANSAS.GOV
[in](#)

Send

New message

To

Subject

 **Alisha Curtis**
CHIEF COMMUNICATIONS
& LEGISLATIVE DIRECTOR
O: 123.456.7890 • M: 098.765.4321
first.last@emailaddress.com
ARKANSAS.GOV
[in](#)

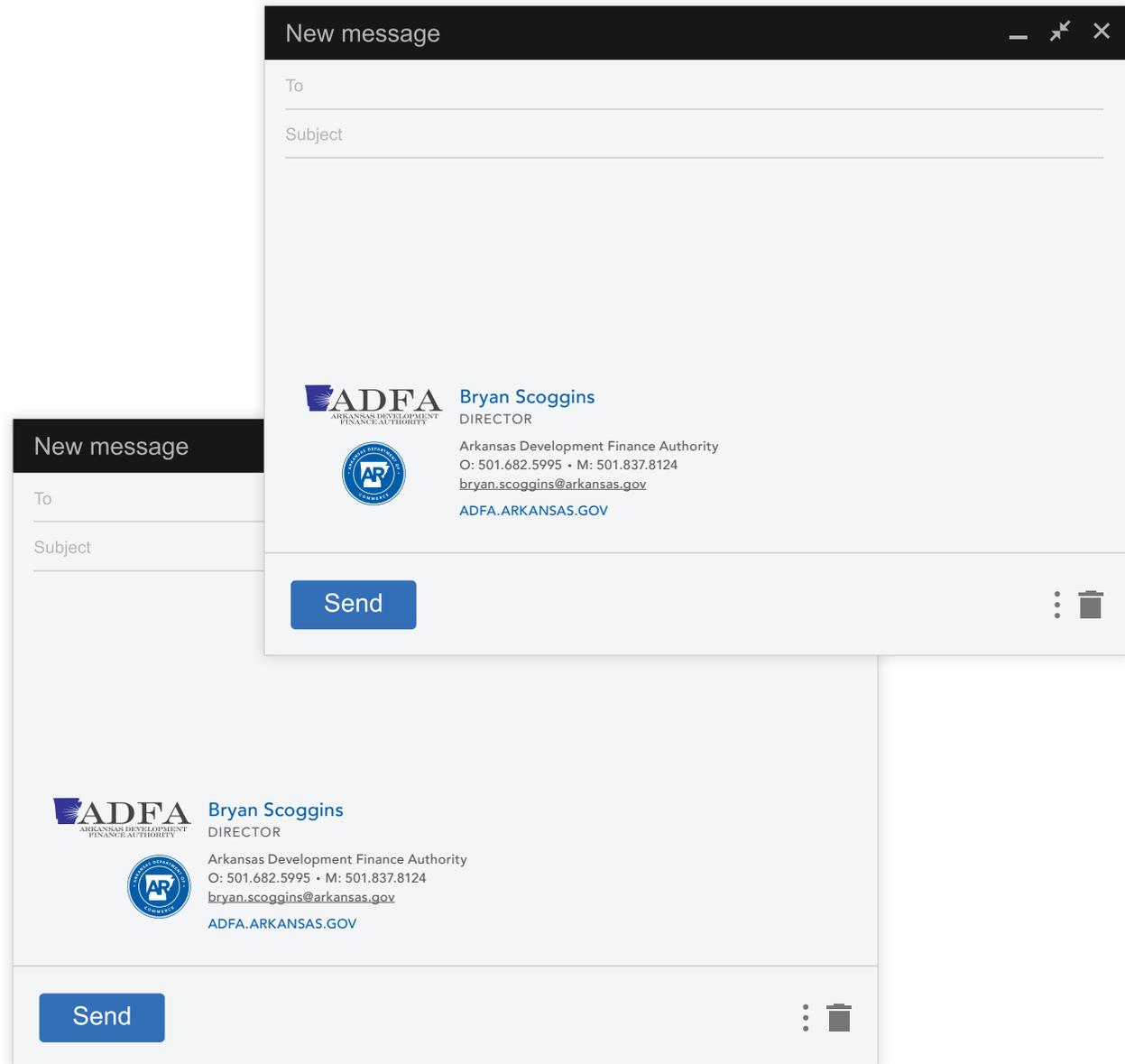
Send

DIVISIONS

All e-signatures are required to use the Department of Commerce color logo. Acceptable layout options are pictured.

Please do not use quotes, personal or attributed, in an email signature.

Please do not add background imagery or colors to email layout.



COMMERCE AND DIVISION EXAMPLES

Name tags should include Commerce logo and personnel name. Division and job title may be added if preferred.

SIZE

3 inches x 1 inch

COLOR

Background should be brushed metal look with blue commerce logo. Names and information may be in black or commerce brand blue type.

TYPOGRAPHY

Name: Avenir Heavy

16 pt or smaller depending on name length with 10 pt tracking

Title and Division: Avenir Medium

7 pt with 10 pt tracking

PLACEMENT

Name and title should be vertically centered with logo.



SECRETARY EXAMPLE



GENERAL COMMERCE EXAMPLE



DIVISION EXAMPLE



DIVISION EXAMPLE WITH TITLE

COMMERCE DEPARTMENT

Embroidered items such as polo shirts and hats require a special version of the logo due to production requirements. The Department of Commerce has these special versions of the logo on file, and they are available by request.

The AR State version of the logo is the recommended option for embroidery due to legibility.

The circle logo should be a minimum of 3 inches in diameter on shirts. Divisions may use the circular Commerce logo and list division name underneath it.



DOOR DECALS

Since there are double doors at the entrance to each division, all doorways will have the Commerce Department logo on left, and the division logo on right. Division logos will be in white, as well as accompanying lettering. Division names should be in all caps, while any sub-divisions should be in title caps.

Signage Font: Avenir Family

The Department of Commerce Office of the Secretary is responsible for all glass decals and placement.



DOOR DECALS

Since there are double doors at the entrance to each division, all doorways will have the Commerce Department logo on left, and the division logo on right. Division logos will be in white, as well as accompanying lettering. Division names should be in all caps, while any sub-divisions should be in title caps.

Signage Font: Avenir Family

The Department of Commerce Office of the Secretary is responsible for all glass decals and placement.



COMMERCE DEPARTMENT

Vehicle decal requests must be submitted
to the Office of the Secretary.





Arkansas Department of Commerce
1 Commerce Way, Suite 601
Little Rock, AR 72202

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