

# Arkansas Better Beginnings Graphic Standards

The Arkansas Better Beginnings logo is available in three formats, both full color or single color. **Do not replace logo type.**

## THREE FORMATS



**better beginnings**  
EVERY CHILD DESERVES OUR BEST  
[ARBetterBeginnings.com](http://ARBetterBeginnings.com)

Horizontal logo



**better beginnings**  
EVERY CHILD DESERVES OUR BEST



[ARBetterBeginnings.com](http://ARBetterBeginnings.com)

Vertical logo



**better beginnings**  
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Thin Horizontal logo

## ONE-COLOR USE



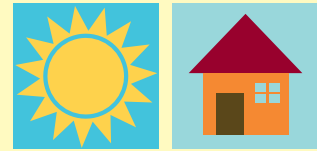
**better beginnings**  
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**DO NOT**  
replace or  
delete  
logo type

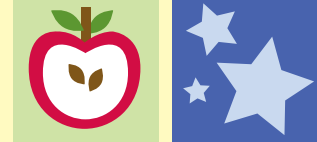
Acceptable colors for one-color usage:

■ Black ■ PMS 2726 ■ PMS 285 ■ PMS 370  
■ PMS 462 ■ PMS 1585 ■ PMS 202 ■ PMS 200

Logos may be used with white  
or 30% Pantone Yellow  
background.



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**DO NOT**  
compress or stretch the logo.



For more information about using  
the Better Beginnings logo or  
for digital files, visit  
[ARBetterBeginnings.com](http://ARBetterBeginnings.com)  
or call 1-501-320-6161.

