

**ASU**<sup>TM</sup>

The logo consists of the letters 'ASU' in a bold, maroon, serif font. A stylized yellow sunburst graphic is integrated into the letters 'S' and 'U'. The sunburst has a central yellow shape that resembles a sun or a stylized 'S' with radiating lines extending outwards. The 'A' is a simple, bold, maroon letter. The 'S' and 'U' are also bold and maroon, with the yellow sunburst graphic overlapping them. A small 'TM' trademark symbol is located at the top right of the 'U'.

**W E S T**