



## Salutatory Lighting of University Facilities

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With the addition of programmable LED lighting within and on exteriors of Arkansas State University facilities, the following procedure is used to schedule and approve variances from standard illumination of buildings.

Requests are made to the Chancellor's Office, the Office of Marketing and Communication or the Office of Facilities Management. Coordination of exterior lighting requests is managed by the Chief Communications Officer and the Assistant Vice Chancellor for Facilities Management.

Requests for honorary or salutatory lighting of university facilities should be made in writing at least one week in advance of the regularly scheduled events. An exception to this general rule are posthumous salutes.

In general, lighting of the Dean B. Ellis tower is reserved for:

- Significant achievements of Arkansas State students, faculty or staff.
- Official university recognition of groups or activities in which the university is an official participant
- University promotion of significant public awareness campaigns
- Posthumous memorials

In general, Scarlet is reserved for saluting the significant achievements for direct members of the A-State community. For example:

- The tower is illuminated with the university color of Scarlet following home football victories
- In recognition of a national achievement by a student group
- In recognition of a milestone academic achievement by a faculty member or department
- And in salute to an alumnus for an achievement that has brought significant honor to the alma mater or service to A-State

Requests to illuminate the tower in other colors must be made one week in advance and vetted by the Chief Communications Officer and the Assistant Vice Chancellor for Facilities Management.

The amount of time allotted to salutatory lighting is one evening, unless the event is more than one day or it determined to be at the convenience of the institutional personnel responsible for lighting.

Examples of special salutatory lighting include:

- Pink to raise awareness of Arkansas State's hosting role for the Komen Race for the Cure
- Purple for A-State's participation in Alzheimer Walk or March of Dimes Walk
- Teal for the university's Pack Pact related to sexual assault awareness week
- Graduation regalia colors associated with academic disciplines as part of a faculty memorial

Special lighting of the tower is also conducted for state and national holidays as appropriate.

- Alternating green and red during the holiday break
- Red, white and blue for Fourth of July
- Green to salute Veterans Day

Special lighting in colors other than Scarlet are generally reserved for groups or specific causes, not for individuals

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