A&M-COMMERCE

BRAND GUIDELINES

QUICK GUIDE

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Didn't find what you were looking for?

This document is a quick reference guide for the most common topics regarding our brand. For more in-depth information, please refer to our comprehensive Brand Guidelines at tamuc.edu/Brand.

CONTACT INFORMATION

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Requests

DESIGN: tamuc.edu/design

PHOTO: tamuc.edu/photography

PRESS RELEASE: tamuc.edu/submitnews

VIDEO: tamuc.edu/video

CULVER SIGN: tamuc.edu/culversign

LOGO: tamuc.edu/logos

UNIVERSITY LOGOS

① TEXAS A&M UNIVERSITY
COMMERCE

② **A&M·COMMERCE**

③ **TAMUC**

④ **TEXAS A&M UNIVERSITY-COMMERCE**

⑤

⑥

A&M COMMERCE

TAMUC

Additional Two-Color Options

TEXAS A&M UNIVERSITY
COMMERCE

TEXAS A&M UNIVERSITY
COMMERCE

One-Color Options

TEXAS A&M UNIVERSITY
COMMERCE

TEXAS A&M UNIVERSITY
COMMERCE

TEXAS A&M UNIVERSITY
COMMERCE

TEXAS A&M UNIVERSITY
COMMERCE

WHICH VERSION SHOULD YOU CHOOSE? ① **Stacked full name:** most versatile; works for a variety of situations and audiences ② **One line A&M-Commerce:** great for applications where space is thin and long such as pens and banners ③ **Horizontal TAMUC:** best for informal uses such as student organizations ④ **One line full name:** great for applications where space is thin and long such as pens and banners ⑤ **Vertical A&M-Commerce:** most versatile; works for a variety of situations and audiences ⑥ **Vertical TAMUC:** best for informal uses such as student organizations

COLOR CHOICES: Refer to page six for more guidance.

APPROVAL: The Department of Marketing and Communications must review the proper use of all items that include the university logo. Please send the artwork to marcomm@tamuc.edu.

DOWNLOAD: tamuc.edu/logos

LOGO USE

Backgrounds and Photography

Do not place the identity over busy images, patterns or backgrounds. If you need to use a photographic background, find a calm or neutral area to position the logo. If it's hard to find a neutral area, create an area of clear space or color where the logo can sit.

Clear Space

Clear space is necessary to provide breathing room around the logo. Leave a clear space around the top, bottom, left and right of the logo that is <u>at least</u> one-fourth the width of the circle.

Retired Logos

All previous logos, including the following, are no longer in use and should never be used to represent the A&M-Commerce brand in print, promotion or any other format. They are officially retired. Please use the options on page 1.

Minimum Size

Digital: For screen displays, logos should never appear smaller than 120 pixels wide (stacked full name) and 60 pixels wide (vertical A&M-Commerce).
Print: Logos should not be printed smaller than the following:

Common Mistakes

Do not typeset, alter or replace the typefaces .

Do not add, remove or rearrange the elements which includes removing the entire lion head and circle.

Do not stretch, condense or change its dimensions or relative scale.

Do not skew, warp or rotate the identity.

Do not attach the university name to alternate symbols or create your own logo. (Refer to page 4 regarding unit logos.)

Do not apply your own outline or effects to the logo or change the colors.

UNIT LOCKUPS

A "lockup" is a formal combination of the department's name, A&M-Commerce logotype and lion head. Lockups are meant to identify departments while also aligning with the university's primary logo system. In doing so, the department leverages the value and power associated with the A&M-Commerce brand and benefits from immediate recognition and credibility. **Unique and divergent department logos create confusion with our audiences and undermine the university's visual identity.** While we all seek to communicate, celebrate and differentiate the value of the university organization where we work, there can be no graphic identity more powerful than our parent brand.

Special Logos

The unit lockup format should be utilized whenever possible. **Special or unique logos should be limited to events and student organizations.** Do not include the university logo or name in your unique logo, but feel free to incorporate it into the advertising.

For all other categories, such as new initiatives, the Department of Marketing and Communications can work with you to decide the best strategy and solution for your needs.

COLLEGES, SCHOOLS, DIVISIONS AND CENTERS

THREE-LINE Unit Names

COLLEGE OF
Education and Human Services
A&M-COMMERCE

COLLEGE OF
Education and Human Services
A&M-COMMERCE

TWO-LINE Unit Name

SCHOOL OF
Social Work
A&M-COMMERCE

SCHOOL OF
Social Work
A&M-COMMERCE

CENTER FOR
Professional Development
A&M-COMMERCE

CENTER FOR
Professional Development
A&M-COMMERCE

DEPARTMENTS, ASSOCIATIONS AND INITIATIVES

TWO-LINE Unit Name

WHICH VERSION SHOULD YOU CHOOSE? Horizontal lockup: most versatile; works for a variety of situations and audiences **Vertical lockup:** great for apparel or applications where space is thin and long, such as pens and banners. Contact the Department of Marketing and Communications if your merchandise requires a variation of this layout.

SHORT TWO-LINE Unit Name

Since this version of the logo is short, it works in both horizontal and vertical spaces. If you feel your project needs an alternative version, please contact the Department of Marketing and Communications.

REQUEST A LOCKUP: tamuc.edu/design

APPROVAL: The Department of Marketing and Communications must review the proper use of all items that include unit lockups. Please send the artwork to marcomm@tamuc.edu.

ONE-LINE Unit Name

Two-Color Options

One-Color Options

WHICH COLOR SHOULD I CHOOSE?

- Use the two-color version whenever possible.
- Choose the version that creates the most contrast between the background and the logo.
- The lion head should always be lighter than its background.

- **Printing in color:** Use the two-color CMYK version.
- **Printing in black and white:** Use the one-color version in black or white depending on the background color.
- **Limited budget:** Use the one-color PMS logo.

LOGO USE AND CREATION

In order to create a cohesive set of unit lockups, we designed a template that works for the entire university. Apply the do's and don'ts shown on page 3 to these logos as well.

Multiple Unit Logos

If you need to identify more than one university entity equally on a communication, use the following guideline:

❌ Sponsored By:

Career Development
A&M-COMMERCE

Fraternity and Sorority Life
A&M-COMMERCE

✅

TEXAS A&M UNIVERSITY
COMMERCE

Sponsored By:
Career Development
Fraternity and Sorority Life

Creation Guidelines

Remove unnecessary additions such as office, office of, department and department of.

❌ **Nursing Department**
A&M-COMMERCE

✅ **Nursing**
A&M-COMMERCE

Do not use an ampersand in the unit name.

❌ **Marketing & Business Analytics**
A&M-COMMERCE

✅ **Marketing and Business Analytics**
A&M-COMMERCE

The gold line should be as long as the longest line of text.

❌ **Undergraduate Admissions**
A&M-COMMERCE

✅ **Undergraduate Admissions**
A&M-COMMERCE

The gold line should not be shorter than the length of A&M-Commerce.

❌ **University College**
A&M-COMMERCE

✅ **University College**
A&M-COMMERCE

LION HEAD LOGO

How should the lion head be displayed?

The lion head must always be lighter than its background. See page 9 for more details.

APPROVAL: The Department of Marketing and Communications must review the proper use of all items that include the lion head logo. Please send the artwork to marcomm@tamuc.edu.

⬇ **DOWNLOAD:** tamuc.edu/logos

One- and Two-Color Options

LOGO USE

Do not use a gold lion head on a white background.

Doing so causes eye, nose, mouth, ear and jawline to become highlights instead of shadows ①. This isn't how actual lions look ②. These areas have a natural darkness which forms the curves and dimensions of the face ③. It creates a lack of definition and contrast leading to a glow-like effect ④. This can also cause the lion to appear like a serpent.

① ②

③ ④
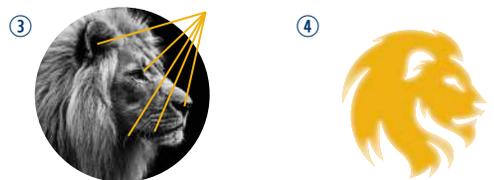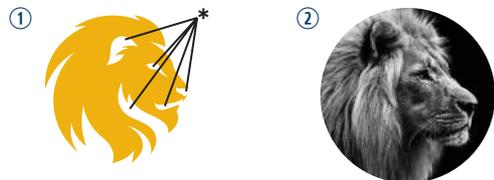
Do not use a blue lion head.

Do not flip the lion head.

Do not add your own outline to the circle.

Do not replace letters with the logo.

The only exception to this is in the word "Lion(s)."

Do not over use the logo.

UNIVERSITY NAME

Referencing the university name

- ❌ Texas A&M Commerce
- ❌ Texas A&M University Commerce
- ❌ Texas A&M-Commerce
- ❌ A&M Commerce
- ❌ TAMU-C

- ❌ Texas A & M Commerce
- ❌ Texas A & M University Commerce
- ❌ Texas A & M-Commerce
- ❌ A & M Commerce
- ❌ TAM-U-C (verbal)

- ✅ Texas A&M University-Commerce
- ✅ A&M-Commerce

- ✅ TAMUC (informal)
- ✅ T-A-M-U-C (verbal)

In publications for external audiences, always use "Texas A&M University-Commerce" on first reference and "A&M-Commerce" on second reference.

In publications for internal audiences, "A&M-Commerce" may be used on first reference.

Referencing the A&M System

- ❌ TAMUS
- ❌ TAMU System

- ❌ The Texas A & M University System
- ❌ Texas A & M System

- ✅ **First reference:** The Texas A&M University System
- ✅ **Second reference:** A&M System or Texas A&M System

To prevent confusion in publications for external audiences, always use "the A&M System" or "Texas A&M System" on second reference, not just "system" alone.

In publications for internal audiences, the word "system" can be used alone on second reference. Lowercase "system" unless beginning a sentence.

LICENSING

Why is licensing important?

Licensing protects, promotes and helps the university profit from our brand. In order to do this, **all apparel and promotional items using the university name or logo(s) must be produced by a licensed vendor.** This includes royalty-bearing and non-royalty-bearing items that are for external or internal use.

Protection

Licensing prevents unlicensed vendors, who aren't paying royalty fees, from using our logos. Approving vendors means we have the chance to review their products and artwork to prevent the sale of low-quality, offensive, vulgar or incorrectly branded products featuring TAMUC name or marks.

Promotion

Working with outside vendors and retailers allows us to promote our brand outside of Commerce. It helps to raise our brand awareness and create a consistent image so that we are constantly at the top of our audience's minds. Each product worn or used by a consumer is additional exposure for the university.

Profits

Licensed vendors who are selling products with our name must pay royalty fees to the university. This money directly supports programs and initiatives on campus. Support the university and use a licensed vendor.

FIND AN APPROVED VENDOR: clc.com/Client-License-List

BECOME A LICENSED VENDOR: clc.com/Licensing-Info

LOGO EXAMPLES

Special Application Techniques

Etching on Metal
Etchings on metal are lighter than their surface, so the lion head must always be etched and not the filled circle.

Debossing and Embossing
Light catches on the raised edges allowing both versions of the lion head (with or without the circle) to work with this technique.

Etching on Glass
The lion head must always be etched. Doing so allows the lion head to be lighter than whatever is in or behind the glass.

FONTS

Follow these guidelines when using fonts:

- **HEADLINE FONTS** can be used in publications for primary titles, headlines and subheads. If you choose a bold headline weight, balance it out with a subhead in a lighter weight and vice versa.

- **BODY FONTS** are used for the main copy of a publication. This can include bullets, paragraphs and other detailed information.

Headline and Body

Din Non-Condensed Family

ABCDEFGHIJKLMNOPQR
STUVWXYZ

abcdefghijklmnopqrstuv
wxyz

Additional Weights a a a **a** **a**

Headline

Bree Serif Family

ABCDEFGHIJKLMNOP
QRSTUVWXYZ

abcdefghijklmnopqrst
uvwxyz

Additional Weights a a a **a** **a**

COLOR PALETTE

Ratios of Color

Although we have a secondary color palette, blue and white should be the predominant colors used in most designs. Gold is one of our primary colors, but because it can become quickly overwhelming, use it sparingly, like an accent color. Utilize these ratios as a guide for balancing our blue, negative space and the rest of our palette.

40% 5% 40% 8% 5% 2%

DOWNLOAD: tamuc.edu/toolkit
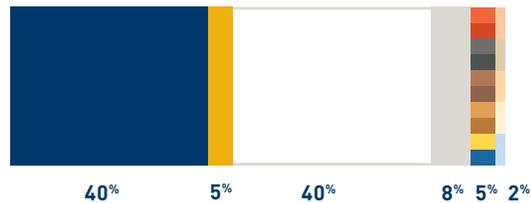
Primary Palette

CMYK: 100/60/0/50
PMS: 2955
RGB: 0/56/108
HEX: 00386C

CMYK: 0/28/100/6
PMS: 124C/7406U
RGB: 241/178/15
HEX: F1B20F

Secondary Palette

CMYK: 80/42/0/25
PMS: 646
RGB: 32/103/157
HEX: 20679D

CMYK: 20/7/0/0
PMS: 9421
RGB: 199/219/242
HEX: C7DBF2

CMYK: 0/14/82/0
PMS: 121
RGB: 255/215/73
HEX: FFD749

CMYK: 0/4/20/0
PMS: 7401
RGB: 255/241/208
HEX: FFF1D0

Secondary Palette

CMYK: 23/55/90/7
PMS: 7511
RGB: 187/122/56
HEX: BB7A38

CMYK: 8/40/75/2
PMS: 721
RGB: 225/158/85
HEX: E19E55

CMYK: 0/15/40/0
PMS: 7506
RGB: 255/218/162
HEX: FFDAA2

CMYK: 37/58/71/20
PMS: 7568
RGB: 142/101/76
HEX: 8E654C

CMYK: 28/53/73/8
PMS: 4645
RGB: 175/122/83
HEX: AF7A53

CMYK: 13/16/35/0
PMS: 468
RGB: 222/205/170
HEX: DECDAA

CMYK: 65/54/55/35
PMS: 425
RGB: 79/83/82
HEX: 4F5352

CMYK: 45/40/42/30
PMS: 423
RGB: 113/110/107
HEX: 716E6B

CMYK: 0/2/4/15
PMS: Cool Gray 2
RGB: 220/215/210
HEX: DCD7D2

CMYK: 12/87/100/2
PMS: 173
RGB: 211/71/39
HEX: D34727

CMYK: 0/74/85/0
PMS: 2344
RGB: 242/105/57
HEX: F26839

CMYK: 0/25/40/0
PMS: 712
RGB: 252/199/155
HEX: FCC79B