

# TEXAS A&M UNIVERSITY-KINGSVILLE® GRAPHIC STANDARDS

UPDATED 6/2025



The information within this guide is subject to change and will increase in scope as the university brand is developed and documented.

## **UNAUTHORIZED USE OF UNIVERSITY NAME**

The use of the name or likeness of the university must be approved in writing by the Texas A&M-Kingsville Office of Marketing and Communications. Unauthorized use constitutes misrepresentation of the university and may equate to fraud.

## THE BELL TOWER

The **Bell Tower** logo is the primary symbol of the university. The logo must be the dominant logo on all publications, websites and other forms of communication for easy recognition and branding. The Bell Tower is the only logo used to represent academic areas on campus in an official capacity.

## COLOR

Use official colors at 100% saturation and check printer proofs for accurate color matching.

For print: Blue (PMS 286), Gold (PMS 123).  
For web: Blue #003399, Gold #ffcc00.

PMS 286

PMS 123

## MINIMUM SIZE

1.375" W x 1/2" H\*

Note: The logo should be reproduced at a size where it is clearly legible. The logo must be reproduced larger than the minimum size above when reproduced in low-resolution media to maintain design integrity and legibility.

## AREA OF ISOLATION

Allow a reasonable amount of space around the logo clear of text or other logos, to ensure prominence and high visibility.



This space should be clear of text or other logos

## VERTICAL APPLICATION OF THE LOGO

A vertical logo is available for use only when the application does not allow for using the horizontal version of logo. Unit names are not allowed on the vertical logo.



## ADDING UNIT NAMES TO THE LOGO

Artwork for all colleges may be obtained from the Office of Marketing and Communications. *Unit names may be used in conjunction with only the horizontal version of the logo.*



COLLEGE OF ARTS  
& SCIENCES

The official typefaces for the Bell Tower logo are **Trajan Pro** and **Trajan Pro Bold**, available only in upper case.

College, department or program name is centered under line. *Only official name of area may be used with bell tower.*

Please email [graphicdesign@tamuk.edu](mailto:graphicdesign@tamuk.edu) to request your areas bell tower logo. **Vendors may not add area name to bell tower logo.**



BELL TOWER MAY NOT  
BE USED ALONE.

## DO NOT:

- attempt to recreate the logo.
- rearrange, stretch, crop, outline, underline, embellish or alter logo in any way.
- add words, graphics or any other new elements to the logos.
- surround the mark with, or place in the foreground over, a pattern or design.
- remove registered trademark ®.
- separate the tower image from the wording of logo.

## APPROVED LOGO FORMATS

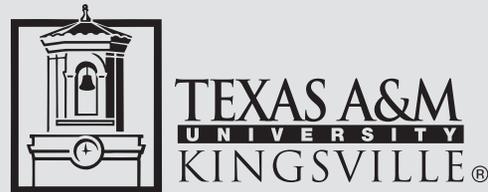
Other colors are not approved for use.



**Preferred use:** Bell Tower gradient



A solid gold background logo is available for use only when the application does not allow for using the gradient version. (Ex: Embroidery on polo, etc.)



## BUSINESS CARDS AND STATIONARY

One of the primary applications of the logo is for letterhead, envelopes and business cards. These templates should not be altered or manipulated.



College of Arts & Sciences  
Texas A&M University-Kingsville  
975 W. Avenue B • MSC 117  
Kingsville, Texas 78363



College of Arts & Sciences  
975 W. Avenue B • MSC 117  
Kingsville, Texas 78363

### PAPER

Solar White Classic Crest



Office of  
Enrollment Management

JOHN P. JAVELINA  
Assistant Vice-President

Office: 361.593.2220  
700 University Blvd. • MSC 114  
Kingsville, Texas 78363  
john.javelina@tamuk.edu

 tamuk.edu

### DO NOT:

- Add other logos
- Add QR codes, personal emails or websites
- Add graphics or text to back side of business card

## ORDERING

The approved vendor for ordering business cards and stationery is **Promo Universal** at <https://tamuk.goepower.com>.

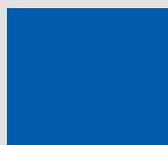


*Samples (not actual size)*

## THE UNIVERSITY BRAND

The purpose of branding is to be consistent in the visual and written representation of the university so that all materials have a uniform and recognizable appearance, message and tone.

### COLORS



**Blue**  
**PMS 286**



**Gold**  
**PMS 123**

### Pantone

Blue: PMS 286

Gold: PMS 123

### RGB

R = 0 G = 93 B = 170

R = 255 G = 196 B = 37

### CMYK

C = 100 M = 66 Y = 0 K = 2

C = 0 M = 24 Y = 94 K = 0

### HEX (HTML)

Blue: #003399

Gold: #FCC10F

*Texas A&M University-Kingsville's official colors are **PMS 123** (gold) and **PMS 286** (blue). Values in RGB and HEX are provided for instances where official colors will be needed for screen presentations, such as slide presentations and websites.*

## OUR NAME IS TRADEMARKED

**JAVELINAS**®

TEXAS A&M UNIVERSITY-KINGSVILLE®  
TEXAS A&M-KINGSVILLE™

**TAMUK**®

The university name and Javelinas are registered trademarks (®) and all occurrences on promotional items must have the appropriate symbol.



## THE JAVELINA SPIRIT LOGO

The **Javelina Spirit Logo** is the secondary logo for the university. The spirit logo is used when a more informal look is desired and should never be used with other university logos. The mark should **NOT** be used in place of the Bell Tower or in communications representing the university's academic areas, research centers, departments or institutes in an official capacity. The mark can be used in blue, gold, white or black. Other colors will be reviewed by the Office of Marketing and Communications on a case by case basis.

## AREA OF ISOLATION

Allow a reasonable amount of space around the logo clear of text, graphics or other logos to ensure prominence and high visibility.



This space should be clear of text or other logos



## THE PRESIDENT'S SEAL

**Use of the Texas A&M University-Kingsville Presidential seal is highly restricted.** Its use is confined to the following documents: diplomas and certificates evidencing completion of degree requirements and/or courses of study; all transcripts of grades earned for completion of course work; and all contracts and documents that require the signature of the president and/or other responsible university officer which involve legal or financial transactions, as required. Its use in conjunction with the seal of another institution on a diploma in which both institutions grant the degree is permitted. Use of the seal as a design element on pamphlets, posters, brochures, other printed pieces, and on novelty items and wearing apparel is not permitted.

## CONTACT

Questions regarding use of the seal should be directed to the Office of Marketing and Communications to:

**Adriana Garza-Flores**

Chief Marketing and Communications Officer

361-593-4979

[adriana.garza@tamuk.edu](mailto:adriana.garza@tamuk.edu)



## THE ATHLETICS JAVELINAS SPIRIT LOGO

The **Javelinas Spirit Logo** is reserved for use by the athletics department and is its primary identity. The Javelinas Spirit Logo should never be used in place of the Texas A&M University-Kingsville logo or in communications representing the university's academic areas, research centers, or institutes. **The Javelinas Spirit Logo may not be altered in any way.**

*\*Variations of this mark are used to represent specific athletic programs.*

## MISUSE OF LOGOS



**⊘ JAVELINAS GRAPHIC  
MAY NOT STAND ALONE**



**⊘ MAY NOT FACE EACH  
OTHER**



**⊘ DO NOT FLIP**



The Javelina logo **MUST** always face to the right, per federal trademark guidelines.

## CONTACT

*To request the bell tower logo for your area or if you need further information regarding university graphic standards, contact **Jesse Carreon** at [graphicdesign@tamuk.edu](mailto:graphicdesign@tamuk.edu).*