



QUICK REFERENCE GUIDE

GRAPHIC STANDARDS

Office of Marketing & Communications, Texas A&M University-Kingsville®
Updated March 2022

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.



TEXAS A&M
UNIVERSITY
KINGSVILLE®

A Member of The Texas A&M University System

MARKETING & COMMUNICATIONS

OFFICIAL UNIVERSITY LOGOS



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The official university logos are major building blocks of Texas A&M University-Kingsville's brand. A&M-Kingsville is the core brand under which all divisions, schools, departments, offices, programs and units are marketed. The purpose of branding is to be consistent in the visual representation of the university so that all materials have a uniform and recognizable appearance. Therefore, the university logos should be used consistently and correctly in all marketing, branding, advertising, publications, printed materials, web communications and other strategic communications. Our official logos are registered trademarks and cannot be altered.



THE BELL TOWER – P4

The **Bell Tower** logo is the primary symbol of the university and must be used on official units stationery. The logo must be the dominant mark on all publications, websites and other forms of communication for easy recognition.



JAVELINA SPIRIT LOGO – P6

The **Javelina Spirit Logo** is the secondary logo for the university. It does not replace the Bell Tower, but may be used on merchandise and promotional items.



UNIVERSITY SEAL – P9

The university seal is used **ONLY** for formal academic ceremonies, legal applications, diplomas and official certificates typically issued by the Office of the President. It is not for usage in publicizing, marketing, advertising or branding the university or any university programs or activities.



JAVELINA HERITAGE COLLECTION – P10

Heritage marks are a link to the university's past. They are a link for alumni and offer a glimpse of our historic past for future generations of Javelinas. To honor our heritage appropriately, these marks are protected. Usage is reserved for special events and campaigns that directly link back to the university's proud history. These marks may not be used on printed collateral or for promotional items by departments, units, divisions or programs. Any usage must be approved and designed by the Office of Marketing and Communications and the Office of the President.



ATHLETICS LOGO – P12

The Javelinas Spirit Logo is reserved strictly for use by the athletics department. It cannot be used in place of the Texas A&M University-Kingsville logo or in communications representing the university's academic areas, research centers, institutes or student organizations.

Sport-specific variations of this logo are used to represent individual athletic teams. The assistant athletics director is the keeper of these variations of the logo.



STUDENT ORGS – P13

The Javelina Spirit logo, along with a student organization name, is the OFFICIALLY RECOGNIZED mark for student organizations. No alterations are allowed.



OFFICIAL COLORS AND TYPEFACES – P14



UNIVERSITY NAMES AND TAGLINES – P15

MARKETING & COMMUNICATIONS

THE BELL TOWER LOGO USE



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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

*See Color section for more details

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

For print: Blue (PMS 286), Gold (PMS 123) and Terra Cotta (PMS 186).

For web: Blue #003399, Gold #ffcc00 and Terra Cotta #cc0000.

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. Use the ampersand within the logo as a guide to visualize the area of isolation as shown below.



This space should be clear of text or other logos



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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.



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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.



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FRANK H. DOTTERWEICH
COLLEGE OF ENGINEERING

COLLEGE OF ARTS
AND SCIENCES

DEPARTMENT OF HEALTH
AND KINESIOLOGY



TEXAS A&M
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DEPARTMENT OF LANGUAGE
AND LITERATURE

Blue Bar
1/8"

Space
between logo
and divider,
sub-head
and divider is
same as
solid blue bar
in logo

Name of college, department or program
covers the entire length of logo

DO NOT

- use a likeness of the bell tower (drawing, illustration, etc) to take the place of the official logo
- attempt to recreate the logo by typing it.
- rearrange, stretch, crop, outline, underline, embellish or alter logo in any way.
- use colors other than Blue (PMS 286), Gold (PMS 123) and Terra Cotta (PMS 186) and black.
- use the low resolution JPG for printing.
- add words, images or any other new elements to the marks.
- surround the marks with, or place in the foreground over, a pattern or design.
- remove registered trademark ®.
- remove the tower from rest of mark.



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.

COLOR

*See Color section for more details

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

For print: Blue (PMS 286)

For web: Blue #0033999

MINIMUM SIZE

7/8" W x 5/8" 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, graphics or other logos to ensure prominence and high visibility.



This space should be clear of text or other logos



WATERMARK USAGE

The Javelina Spirit Logo may not be used as a watermark. The logo **MAY NOT** be used as a decorative or graphic design element. The Area of Isolation (See page 7) must always be maintained.



DO NOT

- attempt to recreate the logo
- rearrange, stretch, crop, outline, underline, embellish or alter logo in any way.
- use colors other than Blue (PMS 286), Gold (PMS 123) and Terra Cotta (PMS 186) and black.
- use the low resolution JPG for printing.
- surround the marks with, or place in the foreground over, a pattern or design.
- remove registered trademark ®.

RETIRED MARK

This mark can no longer be used to represent the university at large.



MARKETING & COMMUNICATIONS

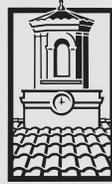
LOGO FORMATS



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MARKETING & COMMUNICATIONS

UNIVERSITY SEAL USE



Use of the Texas A&M University-Kingsville 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, if such documents require a seal. 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, brochures, other printed pieces, and on novelty items and wearing apparel is not permitted. Questions regarding use of the seal should be directed to the Office of Marketing and Communications. The Office of the President has final authority for decisions regarding the use of the seal.

MINIMUM SIZE

3/4" W x 3/4" H*

Note: The seal should be reproduced at a size where it is clearly legible. The seal must be reproduced larger than the minimum size when reproduced in a 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 within a design. Use the capital "M" as a visual guide as shown to the right.



DO NOT

- Use other seals to represent the university.
- Attempt to recreate the seal.
- Rearrange, stretch, crop, outline, underline, embellish or alter the logo in any way.

CONTACT

To request approval for use of seal, please contact:

Raquel Garcia

Senior Executive Assistant | Office of the President

361-593-3209

raquel.garcia@tamuk.edu



HERITAGE MARKS

Heritage marks are a link to the university's past. They are a link for alumni and offer a glimpse of our historic past for future generations of Javelinas. To honor our heritage appropriately, these marks are protected. Usage is reserved for special events and campaigns that directly link back to the university's proud history. These marks **MAY NOT** be used on the university website, printed collateral, or for promotional items by departments, units, divisions, programs, student organizations or individuals. Any usage must be approved and designed by the Office of Marketing and Communications.

Selected merchandise bearing these marks is part of an official Javelina Heritage Collection line available through the campus bookstore. This ensures that our heritage marks are used by officially licensed vendors who produce top-quality products befitting our history.

MARKETING & COMMUNICATIONS

EXAMPLES OF MISUSING OUR LOGOS



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⊘ DO NOT STRETCH



⊘ DO NOT COMBINE LOGOS



⊘ DO NOT ALTER COLOR



⊘ DO NOT RETYPE TEXT



⊘ DO NOT ADD GRAPHICS



⊘ PORKY IS RESTRICTED AND MAY NOT REPRESENT ANY DEPARTMENT, PROGRAM OR ORGANIZATION



Criminal Justice Department

⊘ DO NOT ADD TEXT



⊘ DO NOT ADD UNIVERSITY LOGO/S TO ANOTHER LOGO.



⊘ DO NOT REMOVE BELL TOWER



⊘ DO NOT FLIP





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, institutes or student groups. *Variations of this mark are used to represent specific athletic teams.

For detailed information regarding the use of Athletics logos, please review the Athletics Branding Guide at <https://www.tamuk.edu/marcomm/branding/standards.html>

RETIRED ATHLETIC LOGOS



These marks can no longer be used to represent the athletics department or the university at large. The new spirit logo replaces all previous marks.

MISUSE OF LOGOS



⊘ JAVELINAS GRAPHIC
MAY NOT STAND ALONE



⊘ MAY NOT FACE EACH
OTHER

The Javelinas Spirit Logo may not be altered in any way. The Javelinas graphic and Javelina head **MUST NOT** be separated.

⊘ DO NOT FLIP



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



MARKETING & COMMUNICATIONS

STUDENT ORGANIZATIONS



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LOGOS

Student organizations recognized by the university are free to create their own unique logos. However, registered university marks and logos **MAY NOT** be used — in part or whole — to create the logo.



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ACCOUNTING
SOCIETY



OFFICIAL STUDENT MARKS

The Javelina Spirit Mark with student organization name is the **OFFICIALLY RECOGNIZED MARK** for student organizations. Contact the Office of Marketing and Communications to request this mark.

Student organizations **MAY NOT** add their organization name to the university Bell Tower logo. EX:



CAN I HAVE A CUSTOM DESIGN?

If you are **NOT** a college, department, program or research center and want to create a mark that does not include any registered logos, you may submit a request to our creative team. Approvals are made on a case by case basis. Designs must be approved by the Office of Marketing and Communications.

See pages 4-7 to review guidelines on official university logos.

EXAMPLES:



FIRST YEAR JAVELINAS

Previously approved student organization logos are subject to review and **MUST** follow updated graphic standards.

MARKETING & COMMUNICATIONS

OFFICIAL COLORS & TYPEFACES



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OFFICIAL COLORS

Pantone

Blue: PMS 286

Gold: PMS 123

Terra Cotta: PMS 186

CMYK

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

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

C = 11 M = 100 Y = 85 K = 2

RGB

R = 0 G = 93 B = 170

R = 255 G = 196 B = 37

R = 210 G = 16 B = 52

HEX (HTML)

Blue: #003399

Gold: #FCC10F

Terra Cotta: #AF001D



Blue
PMS 286



Gold
PMS 123



Terra Cotta
PMS 186

Texas A&M University-Kingsville's official colors are PMS 123 (gold) and PMS 286 (blue). PMS 186 (terra cotta) is the designation for the tile color and the word Kingsville in the three-color version of the logo.

Values in RGB and HEX are provided for instances where official colors will be needed for screen presentations, such as slide presentations and websites.

ACCOMPANYING TYPEFACES

The primary typefaces are **Trajan Pro** and **Trajan Pro Bold**, available only in upper case. **Times New Roman Regular** and **Times New Roman Bold** have been selected as the standard fonts to accompany the logo in printed pieces, including stationery and business cards. Questions concerning compatibility of typefaces should be directed to the Office of Marketing and Communications.

TRAJAN PRO REGULAR
TRAJAN PRO BOLD

Times New Roman Regular
Times New Roman Bold



TREATMENT OF THE UNIVERSITY NAME AND ABBREVIATION IN TYPE

There will be instances when the university's name is set in type but not used in the logo format. The formal, full name of the university must appear on all legal documents and university print and electronic publications. The Texas A&M University System and Texas A&M University-Kingsville have established standards for how the university's name and acronym are to be displayed in such instances. No exceptions are permitted. The preferred usage, space permitting, is the full name of the university on one line as shown:

Texas A&M University-Kingsville

There is never any space between the A, the ampersand, and the M in the acronym A&M. When the full name of the university is used, there is no space between the "y" in university, the hyphen, and the "K" in Kingsville. Note that the separating element is a hyphen, not a dash.

In body copy (the text of a manuscript), the first reference to the university is by the full name: Texas A&M University-Kingsville (using the hyphen as shown). Subsequent references may use Texas A&M-Kingsville or A&M-Kingsville (again with a hyphen). The university name should not be abbreviated as TAMUK in formal publications.

OUR NAME IS TRADEMARKED

JAVELINAS®

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

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

TAMUK™

The usage of "TAMUK" is permitted on apparel or promotional items and other merchandise when the full name does not fit easily. It may be used on posters and flyers only if it is part of an official organization name, ex. TAMUK Trumpets.

TAGLINES AND SLOGANS

#JAVELINANATION

#JAVELINAPRIDE

#JAVELINASFOREVER

THIS IS OUR TIME

THIS IS YOUR TIME

The official tagline is typically used for communications that market the university. No other slogans, phrases or quotes should be used to market the university. The tagline should not be rephrased or paraphrased.

DO NOT

- Use the tagline on materials without the A&M-Kingsville logo or wordmark
- Use when the communication is not intended to publicize the university or university programs/activities.