

TEXAS A&M UNIVERSITY-KINGSVILLE®



## Porky Brand Guide

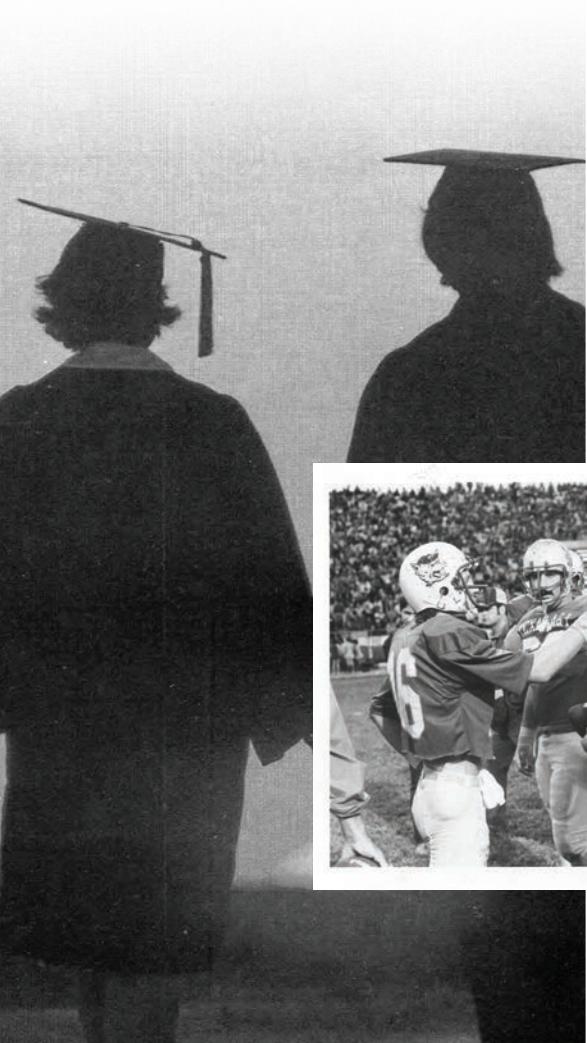
Updated October 2024

Porky's Story .....	2
Primary Usage .....	3
Promotional Items .....	3
Approved Wording .....	4
Official Colors .....	5
Contact Info .....	Back Cover

# PORKY'S STORY

PORKY is a unifying logo that builds upon the university's tradition and pride.

The Porky image is a nod to that tenacious, indomitable spirit that has defined Javelinas for generations. The illustration first emerged in the 1960s and was designed by Javelina Alum Amado Pena. It includes a beanie atop Porky's head—a tribute to a long-standing tradition during the Texas A&I years in which freshmen were encouraged to wear blue or gold beanies to identify themselves as freshman and to unite the new class. The freshman beanie tradition ended in the 1970s.



# GUIDANCE ON LOGO USAGE

## PRIMARY USAGE

As a recognition mark, Porky is to be used to celebrate our history and accomplishments. Porky does not replace the Bell Tower or Javelina logos as the primary mark of the university.

All uses of the Porky logo will need approval and will be reviewed on a case-by-case basis. Send requests to [licensing@tamuk.edu](mailto:licensing@tamuk.edu).

**Porky may not represent  
any College, Department,  
Program or Student  
Organization.**



## PROMOTIONAL ITEMS

The preferred use of Porky on promotional items is the full color version. The logo may only be used alone or with the approved wording found on page 4.



# APPROVED WORDING

## APPROVED WORDING WITH PORKY LOGO

Javelinas® or Go Javelinas®

Javelinas® Forever

Hogs or Go Hogs

Only Brush Script font may be used with approved wording.

## BRUSH SCRIPT MT ITALIC

A B C D E F G H I J K L M  
N O P Z R S T U V W X Y Z

a b c d e f g h i j k l m  
n o p q r s t u v w x y z  
1 2 3 4 5 6 7 8 9 0

## BRUSH SCRIPT MT ITALIC

Go Hogs



## BRUSH SCRIPT MT ITALIC

Go Javelinas



# OFFICIAL COLORS

## PRIMARY COLORS

Blue and Gold are the official colors for the Porky logo. It is very important to match these colors faithfully when reproducing.



### BLUE

Use Pantone® 286

### CMYK

100C = 66M = 0Y = 2K

### RGB

0R = 93G = 170B

### HEX (HTML)

#003399

### GOLD

Use Pantone® 123

### CMYK

0C = 24M = 94Y = 0K

### RGB

255R = 196G = 7B

### HEX (HTML)

#FCC10F

## Contact Info

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Trademarks and Licensing Program

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