

PROMOTIONAL ITEMS GUIDELINES



TRADEMARK AND LICENSING PROGRAM PROMOTIONAL ITEMS

Office of Marketing & Communications, Texas A&M University-Kingsville® Updated May 2026

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



MISSION

The mission of the trademark and licensing program is to positively promote the university's image while protecting its trademark rights and to ensure that the public can properly identify and associate quality products and services bearing the word marks, logos, trademarks and/or symbols associated with the university.

Therefore, the university trademarks should be used consistently and correctly in all marketing, promotional items, branding, advertising, publications, printed materials, social media, web communications and other strategic communications.

PROMOTIONAL ITEMS

Plan ahead. Promotional items should be one tactic in a larger, thoughtfully planned campaign to promote your objective.

Give yourself plenty of time. It takes longer than most people think to select an item, obtain internal unit and trademark approvals, then purchase, produce and ship the item. Keep in mind, most items are shipped from overseas, which can further delay the order.

Budget appropriately. Never purchase a promotional item just because it is the end of the year and money is left in the budget.

Follow university graphic standards. When our brand's identity is cohesive, our brand's perceived value increases. Visual consistency will give our brand a professional and reliable appearance. By employing graphic standards, it is easier to maintain the quality of our university's image. Visit <https://www.tamuk.edu/marcomm/branding/standards.html> to review.

Keep the message clear and concise. Limiting the information on your item to a logo and a short call to action such as a URL or phone number will more effectively communicate with the audience.

Think about sustainability. When selecting an item, consider the impact it will have on the environment if the recipient doesn't find it useful and discards it.

Select an item based on the recipient. Choosing a product that is likely to succeed and leave a positive impression means it should be useful and relevant to the audience receiving it.

PRODUCT RESTRICTIONS:

University marks are prohibited for use on tobacco products, alcoholic beverages, sexually explicit graphics or descriptions.



IMPORTANT MESSAGE

All promotional purchases will have a year-end deadline. Departmental requisitions must be submitted by **June 1** with appropriate pre-approval documentation attached. Requisitions received after the specified date will be processed on new fiscal year funds.



Promotional Items Ordering Checklist

Scan QR code to submit documentation. The quote from licensed vendor must be signed by your manager and submitted with promo item proof for approval.

Promotional Checklist Exceptions

Items below do not require a checklist submission.

- Name Badges • Awards • Tableclothes
- Polos (For internal office use)

LICENSED VENDORS

Licensed vendors are vetted by the university, familiar with graphic standards and have access to approved logos and approved templates. Additionally, they carry appropriate liability insurance for various products and formally agree to abide by the university's code of conduct, which requires the company to conduct business in a socially responsible manner—important to the university's mission.

PLACING AN ORDER

- 1 Select a licensed vendor.** Only licensed vendors may be used by the campus community. Please note that some vendors listed in **Javelina Buy** may have contracts to conduct business with the university but may not be licensed. To obtain a list of licensed vendors, go to <https://clc.com/license-search/>.
- 2 Develop artwork.** Work with vendor to develop artwork that follows graphic standards.
- 3 Art approval.** Vendor will provide customer with proof for approval.
- 4 MARCOM approval.** Once approved by customer, vendor will submit artwork to the Office of Marketing and Communications via **BrandManager 360**.

If there are any issues with artwork (logo use/design, etc) , MARCOMM will request changes that meet **University Graphic Standards**. The vendor will contact the customer regarding any issues. If there are no issues, artwork will be approved and vendor will process order.

- 5 Customer receives items ordered.** If the customer is dissatisfied with the product purchased, please contact licensing@tamuk.edu to report.

EXAMPLES OF LOGO APPLICATIONS



UNIVERSITY NAMES

Variations of the University name approved for promotionals.

- Texas A&M University-Kingsville®
- Texas A&M-Kingsville™
- Javelinas®
- TAMUK®

OFFICIAL TAGLINES

- Javelina Nation™
- Javelinas Forever
- Javelina Pride
- Always a Javelina

PORKY TAGLINES

- Javelinas® or Go Javelinas®
- Javelinas Forever
- Hogs or Go Hogs

SPECIAL USE LOGOS



President's Seal



Porky

- The **President's Seal** may **ONLY** be used by the Office of the President.
- The **Porky** logo is a stand-alone asset that must only be paired with the approved wording, see "**Official Taglines**". No college, department, program, or student organization may add their name to it.



Scan to review
Porky Brand
Guide.

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.



COLLEGE OF ARTS
& SCIENCES

← (Trajan Pro Font)

College, department or program name centered under logo.
Only the official name of area may be used.

Please email graphicdesign@tamuk.edu for your areas bell tower logo.

THE JAVELINA

The **Javelina** is the "Spirit" logo for the university and should be used on items that are informal in nature.

Below are examples of the official use of the Javelina for all colleges, departments, programs and student organizations.

TEXAS A&M-KINGSVILLE



MARKETING AND
COMMUNICATIONS

University name,
Javelina logo and
area.

TEXAS A&M-KINGSVILLE



University name
and Javelina logo.



MARKETING AND
COMMUNICATIONS

Javelina logo
and area.



Javelina logo
alone.

Promotional items may feature either the Bell Tower logo or the Javelina logo; however, both graphics may not appear on the same product. Exceptions, such as certain t-shirt designs, may be permitted with prior approval.