

## Policy on Branding and Logo Usage

This policy governs the use of all Texas A&M University-Texarkana trademarks for any purpose.

### General

Campuses, colleges, departments and individuals may only use university trademarked logos as permitted by this policy and in accordance with requirements on the website.



**Block Logo**



**Sports Logo**



**Seal**

The following applies to all uses of university trademarks:

- A logo (block, athletic, seal) is required on all official internal and external communications, and must follow guidelines (see below for usage).
- University colors and branded elements must appear prominently on all official communication and marketing materials.
- The use of taglines, icons or graphics as logos or in logos for university units is prohibited.
- A unit must use its name with the university's block logo with the name of the unit listed below the logo. It is not necessary to trademark the unit logo, as they should include the main logo and are internal units of the university.
- No university trademark may be altered.
- Use of university trademarks in print and electronic materials including email and social media must conform to brand requirements.
- The use of official university letterhead and business cards is required in all matters of official university business.
- Any use of university trademarks on commercial merchandise is prohibited unless produced through an appropriately licensed vendor.

## Texas A&M University-Texarkana Seal

The seal is reserved for use on official documents bearing the signature of the president, provost, a vice president, or dean; on official university awards; in connection with events involving the president, provost, a vice president, or dean; or affixed to monuments or facilities that are frequently used by or have a unique connection to the university.

## University Brand

“The Eagle Experience” is the official slogan of the university, and the use of a logo with the maroon, navy, and gold stripes is the official brand. If using the slogan or logo for any purpose, including printed materials or promotional items, approval must go through the marketing office. All university units should use the logo on all university business. Business requiring the use of slogans should go through the marketing office.

## Use of University Trademarks and Logos

- **By University Colleges, Schools, Departments, and Other Units**

Units are required to use an official logo on anything considered official university business, and if using their unit name, must be either the athletic or the block logo with the name of the unit listed below the logo. Each unit has unique attributes that contribute to the university brand. When developing individual marketing programs to highlight their unique attributes, units are required to work with the marketing office to ensure the successful integration of such programs with the university brand.



- When preparing advertising, promotional items, or other projects involving the logo, some variations of the logo are allowed, as long as the parameters of name and color usage are used. For example, the block logo can be used in all gold if PMS 117 is the

color used in the design. All variations of the logo within parameters still need to be approved by the marketing office.

- **By Faculty, Staff, and Students**

No individual faculty, staff, student, or group may use any university trademark, or refer to his or her affiliation with the university, in any manner that suggests or implies university support or endorsement of a point of view or personal or political opinion, business, activity, movement, or program that is not official university business.

- **By Persons and/or Entities Outside the University**

University trademarks may be used by persons or entities outside the university only pursuant to a license, memorandum of understanding, or sponsorship agreement stating the terms and conditions of such use. All memoranda of understanding and sponsorship agreements are subject to approval.

- **For Email Communications**

A consistent email signature is required on all internal and external communications.

The seal, block logo, or athletic logo may be used with name, location, and contact information, as shown in the samples below. Additional verbiage, quotes, or marketing



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statements are prohibited; colored backgrounds or stationery templates are also prohibited. Email signatures use the standard Calibri font as follows:

- 12pt Bold for name; name in navy/dark blue
- 11pt bold for title; title in maroon/dark red
- 11pt italics for slogan; slogan in black text
- 9pt regular for information; all information in navy/dark blue

## Prohibited Uses of University Trademarks

- **No Endorsements**

Neither the name of the university nor any trademark, including university colors, may be used in any way that gives a false impression, is misleading, or could cause confusion regarding the university's relationship with any person or entity, including but not limited to unofficial websites, social channels, unofficial clubs and organizations, articles or advertisements for publications, etc. Statements that convey or imply the endorsement of a commercial product or service are prohibited.

- **General Prohibition**

Neither the name of the university nor any trademark may be used in connection with any person, entity, product, or service if the association could adversely affect the university's image or standing or would for any other reason be inappropriate.

- **Violations**

If a violation of this policy is identified, units will be required to work with the marketing office to determine the action needed, which may include redesign of print and/or electronic materials. If units have old or outdated marks that do not meet the new branding guidelines, those marks will need to be reviewed and changed to comply.

### Approved logos:



### Approved Name Usage:

- Texas A&M University-Texarkana™
- Texas A&M-Texarkana™
- A&M-Texarkana™
- TAMUT (no dash)™
- Texas A&M University Eagles™
- Texas A&M-Texarkana Eagles™

- TAMUT Eagles™
- Eagles™

\*The trademark has to be used when using the names above on printed materials or promotional items. When writing an article or story, no trademark is necessary, and use “Texas A&M University-Texarkana” in the first instance; any other approved name can be used for the remainder of the piece.

**PMS Colors:**

- PMS Black
- White
- PMS 117 – Gold
- PMS 282 – Navy
- PMS 195 – Maroon

**Thread Colors:**

- Black
- White
- Madeira 1159 - Gold
- Madeira 1043 - Navy
- Madeira 1374 - Maroon