



A&M TEXARKANA

VISUAL IDENTITY GUIDELINES

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INTRODUCTION

The A&M Texarkana brand is more than a logo, a color palette, or a collection of design standards. It is the expression of who we are as an institution—our mission, our values, and our commitment to transforming lives through education. Our identity is built on a clear and consistent story that reflects academic excellence, the unique character of our community, and our ascendancy as an institution.

This guide serves as a shared framework for communicating that story. It provides strategic standards that help every message, publication, campaign, and experience reflect the A&M Texarkana brand with clarity and confidence. Consistency across all touchpoints strengthens recognition, builds trust, and ensures that our audiences—students, alumni, faculty, staff, partners, and the broader community—experience a unified and authentic representation of our University.

We are all ambassadors for A&M Texarkana, and each of us plays a role in shaping how the University is perceived. By following these guidelines, we reinforce a brand that honors our Texas A&M System heritage, celebrates our distinct identity, and positions us for continued growth and impact in the region, state, and beyond.

Ross C. Alexander, Ph.D.
President/CEO

LICENSING INFORMATION

The Texas A&M University Texarkana trademark licensing program protects and promotes the University's identity by ensuring that all uses of its names, logos, and marks reflect the institution's standards of quality, integrity, and reputation. Any individual, organization, or business seeking to produce merchandise or provide services bearing University marks must obtain prior authorization through a formal licensing agreement.

Only officially licensed vendors are permitted to manufacture or distribute items featuring A&M Texarkana trademarks, including but not limited to apparel, promotional items, uniforms, and branded materials. All designs must be submitted for review and approval before production to ensure compliance with brand standards.

Unauthorized use of University marks is strictly prohibited and may be subject to enforcement actions under applicable trademark laws. Vendors who fail to adhere to licensing requirements or approval processes risk revocation of licensing privileges.

For more information on licensing, applications, and approved brand assets, please contact the Office of Marketing or visit the University's official licensing and trademarks webpage.

NOMENCLATURE

Updated University nomenclature is as follows. All communications, both written and verbal, are affected by this update.

OLD:	NEW:
Texas A&M University-Texarkana	Texas A&M University Texarkana
Texas A&M-Texarkana	A&M Texarkana
A&M-Texarkana	A&M TXK
Texas A&M-Texarkana Eagles	A&M Texarkana Eagles
TAMUT Eagles	A&M TXK Eagles
TAMUT	

COLOR INFORMATION

The primary colors of the A&M Texarkana visual identity are shown here. The dominant color should always be Pantone 2767c complimented by Pantone 542c.

To add contrast or visual depth, Pantone 428c or white is recommended.

NOTE: Pantone® is a registered trademark of Pantone, Inc. Due to the inconsistent nature of monitors, screens, and desktop printers, please refer to the specific Pantone number when specifying or proofing color. All CMYK, RGB and HTML values shown here are provided by the Pantone color manager and may not match Adobe or other alternate ways to specify such color values.

Pantone 2767c	C: 100	R: 19	HTML: 13294e
	M: 71	G: 41	
	Y: 0	B: 78	
	K: 66		

Pantone 542c	C: 51	R: 123	HTML: 7bb0e2
	M: 16	G: 176	
	Y: 0	B: 226	
	K: 0		

Pantone 428c	C: 21	R: 192	HTML: c0c6d6
	M: 13	G: 198	
	Y: 8	B: 214	
	K: 0		

White	R: 255	HTML: ffffff
	G: 255	
	B: 255	

INSTITUTIONAL LOGO: Ligature

The cornerstone of the A&M Texarkana visual identity is the AMT Ligature. All acceptable full-color rotations of the ligature are shown here. Do not modify color placement under any circumstance.

One-color ligatures may appear in any color in the primary palette. See page 6 for color details.



Ligature_FulClr_LtBG



Ligature_1Clr_LtBG



Ligature_FulClr_DkBG



Ligature_1Clr_DkBG



Ligature_1Clr_DkBG

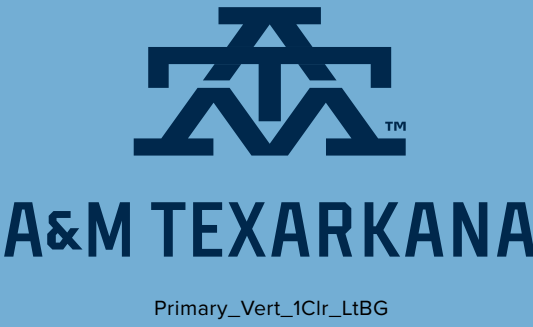
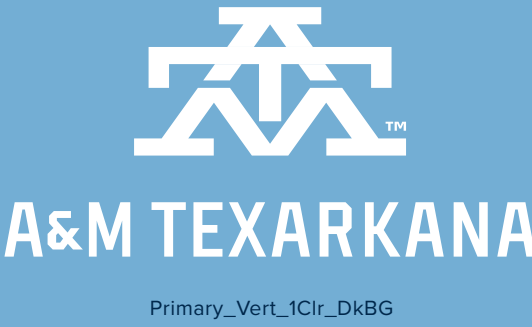
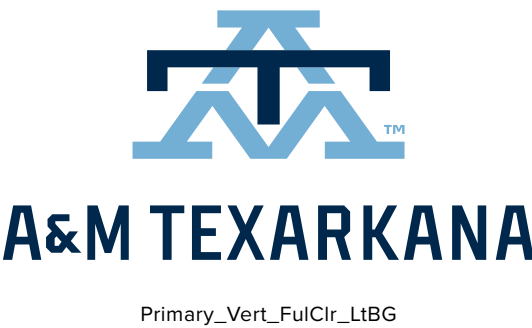


Ligature_1Clr_LtBG

INSTITUTIONAL LOGO: Vertical

All acceptable color rotations of the Vertical Institutional Logo are shown here. Do not modify color placement under any circumstance.

One-color logos may appear in any color in the primary palette. See page 6 for color details.



INSTITUTIONAL LOGO: Horizontal

All acceptable color rotations of the Horizontal Institutional Logo are shown here. Do not modify color placement under any circumstance.

One-color logos may appear in any color in the primary palette. See page 6 for color details.



Primary_Horiz_FulClr_LtBG



Primary_Horiz_1Clr_LtBG



Primary_Horiz_FulClr_DkBG



Primary_Horiz_1Clr_DkBG



Primary_Horiz_1Clr_DkBG



Primary_Horiz_1Clr_LtBG

INSTITUTIONAL WORDMARK

The Institutional Wordmark may appear in any color in the primary palette. See page 6 for color details.

A&M TEXARKANA

Word_AM_Texarkana_1Clr_LtBG

A&M TEXARKANA

Word_AM_Texarkana_1Clr_DkBG

A&M TEXARKANA

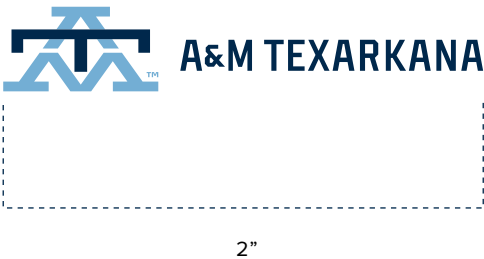
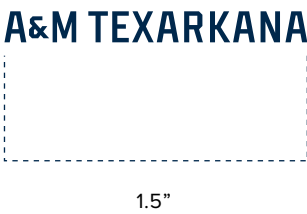
Word_AM_Texarkana_1Clr_LtBG

A&M TEXARKANA

Word_AM_Texarkana_1Clr_DkBG

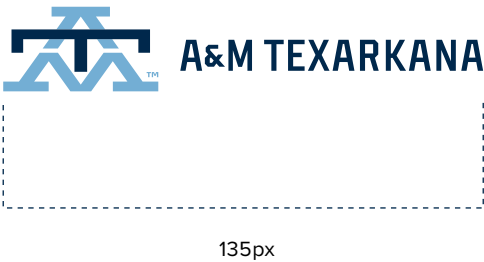
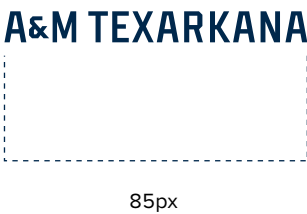
MINIMUM SIZE REQUIREMENTS: PRINT APPLICATIONS

To ensure the Institutional Logos are clearly legible, it is recommended that they not appear smaller than the minimum size requirements shown here.



MINIMUM SIZE REQUIREMENTS: DIGITAL APPLICATIONS

To ensure the Institutional Logos are clearly legible, it is recommended that they not appear smaller than the minimum size requirements shown here.



AREA OF ISOLATION

To ensure the logos are clearly visible, they should always have a minimum amount of clear space isolating them from other elements. This area of isolation, or minimum required clear space, is equal to 1/2 the height of the AMT Icon, as shown here.



TYPOGRAPHY: PROXIMA NOVA

The A&M Texarkana visual identity is supported by a commercially available font called Proxima Nova. It is available in four widths and multiple weights as shown here.

Proxima Nova	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz Light, Regular, Medium, Semibold , Bold , Extra Bold
Proxima Nova Condensed	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz Light, Regular, Medium, Semibold , Bold , Extra Bold
Proxima Nova Extra Condensed	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz Light, Regular, Medium, Semibold , Bold , Extra Bold
Proxima Nova Wide	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz Light, Regular, Medium, Semibold , Bold , Extra Bold
Proxima Nova Extra Wide	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz Light, Regular, Medium, Semibold , Bold , Extra Bold

SUB-BRANDING: External Facing, Horizontal

Sub-branded Logos are available to all academic divisions and administrative departments. These sub-branded marks may appear in full-color or one-color.

Metrics for external sub-brands in a horizontal configuration are detailed here.



A&M TEXARKANA

College of Engineering
& Computing

James C. Morriss Division of Engineering

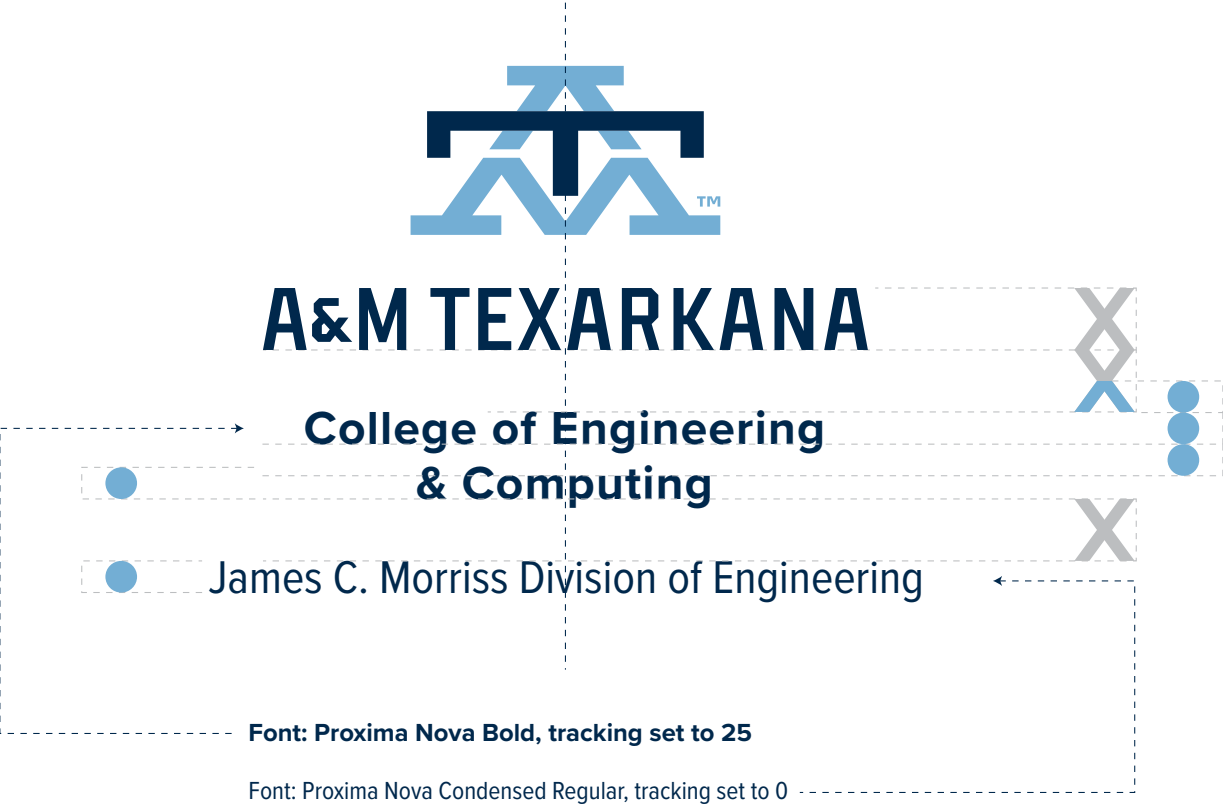
Font: Proxima Nova Bold, tracking set to 25

Font: Proxima Nova Condensed Regular, tracking set to 0

SUB-BRANDING: External Facing, Vertical

Sub-branded Logos are available to all academic divisions and administrative departments. These sub-branded marks may appear in full-color or one-color.

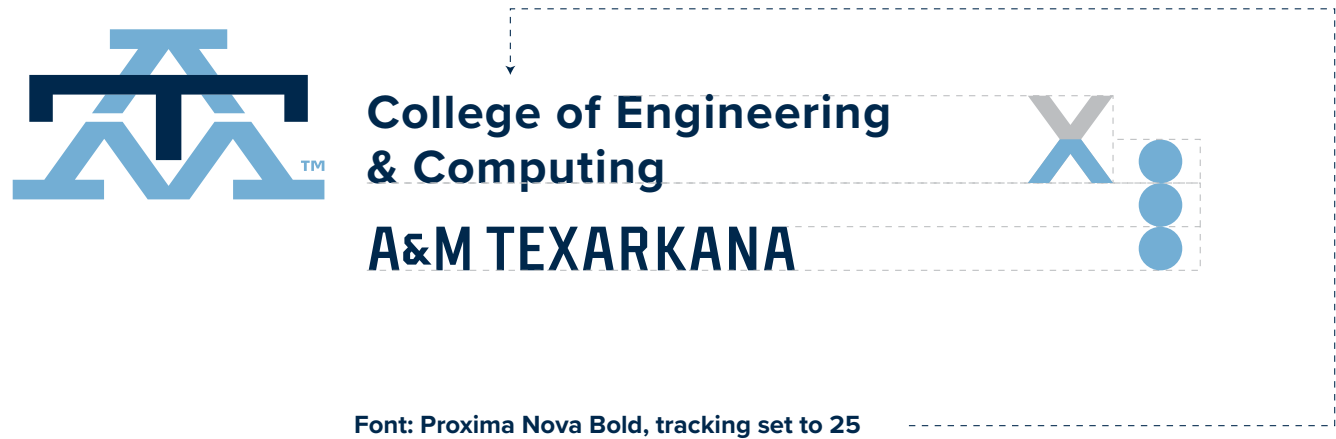
Metrics for external sub-brands in a vertical configuration are detailed here.



SUB-BRANDING: Internal Facing, Horizontal

Sub-branded Logos are available to all academic divisions and administrative departments. These sub-branded marks may appear in full-color or one-color.

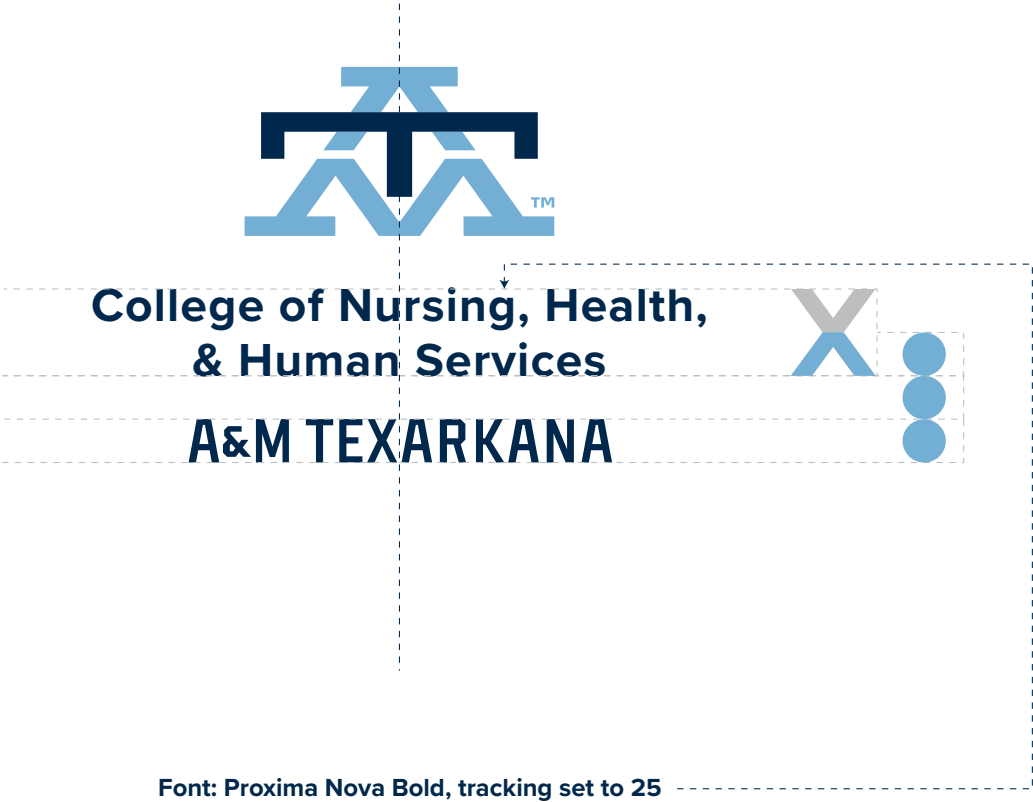
Metrics for internal sub-brands in a horizontal configuration are detailed here.



SUB-BRANDING: Internal Facing, Vertical

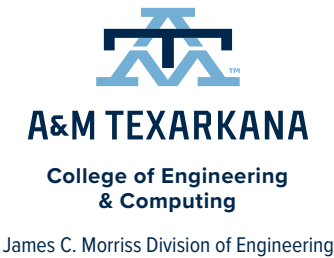
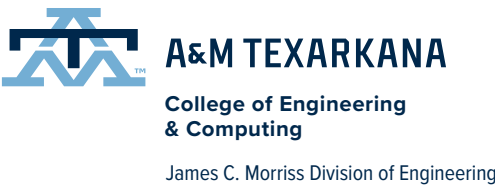
Sub-branded Logos are available to all academic divisions and administrative departments. These sub-branded marks may appear in full-color or one-color.

Metrics for internal sub-brands in a vertical configuration are detailed here.



SUB-BRANDING: Examples

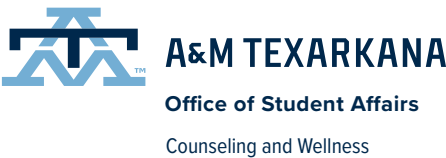
Academic Sub-branding: External Facing



Academic Sub-branding: Internal Facing



Administrative Sub-branding: External Facing



Administrative Sub-branding: Internal Facing



High Level Affiliations: External Facing



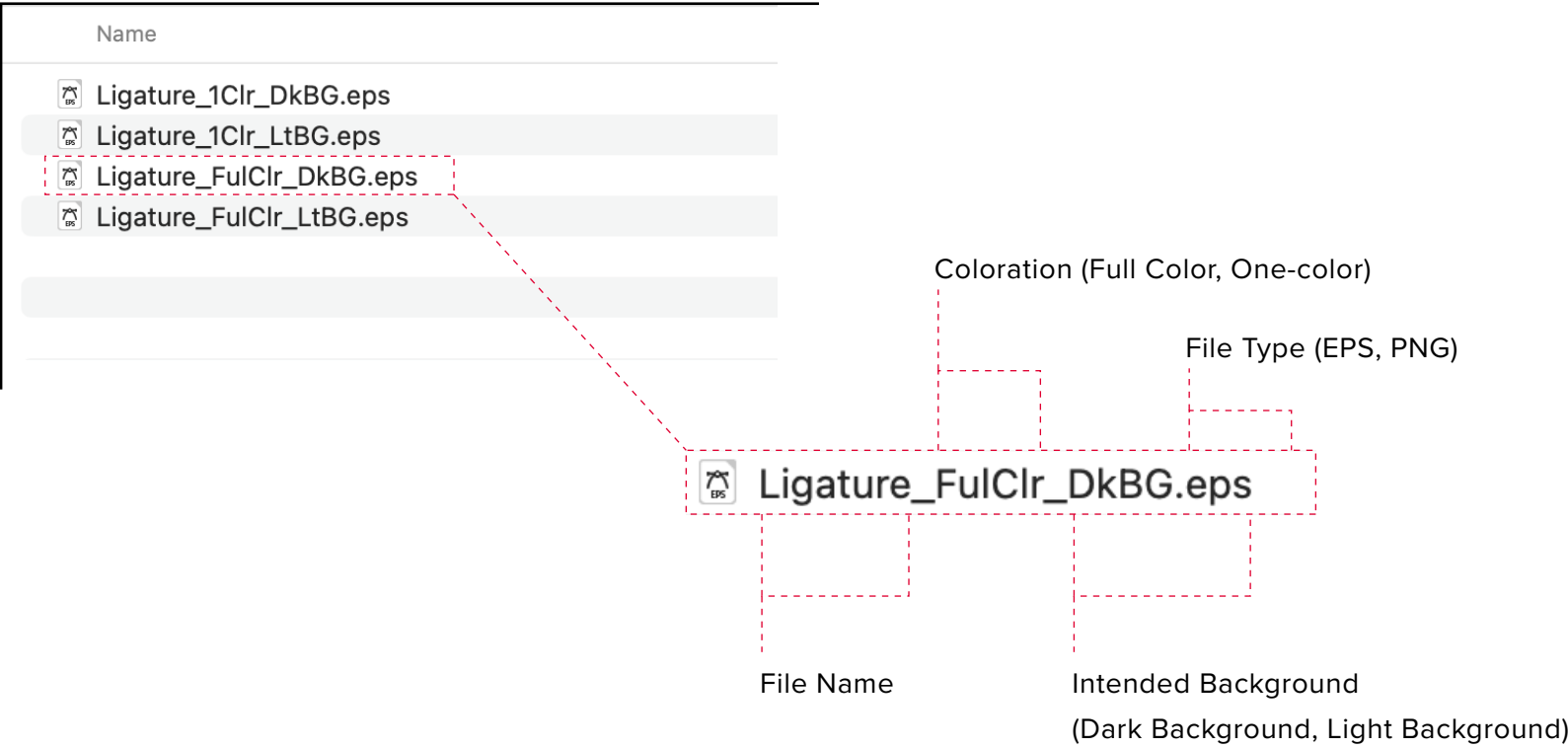
High Level Affiliations: Internal Facing



FILE NOMENCLATURE

A file nomenclature system has been implemented for all logos shown in this guide and is captioned below each logo. This is intended to allow the end user to quickly identify and find the appropriate files for their specific needs.

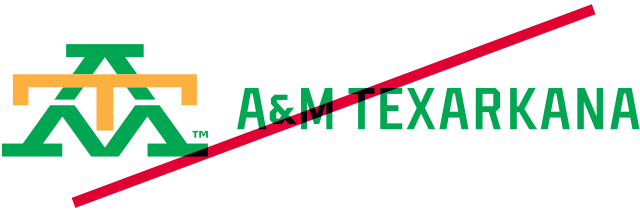
The title of each file includes its name, coloration, intended background, and file type. All logos are available as EPS and transparent background PNG file formats.



COMMON MISUSE



Do not distort the logo



Do not use unapproved colors



Do not rearrange elements



Do not alter the proportions



Do not alter the typography



Do not rotate the logo

ATHLETICS



ATHLETICS: Primary Logo

The Primary Athletics Logo is comprised of the Eagle Icon over the A&M TEXARKANA Wordmark. It is permissible to separate these two elements as outlined in this guide.

All acceptable color rotations of the primary logo are shown here. Do not modify color placement under any circumstance.

One-color logos may appear in any color in the primary palette. See page 6 for color details.



ATHLETICS: Icon

All acceptable color rotations of the Icon are shown here. Do not modify color placement under any circumstance.

One-color logos may appear in any color in the primary palette. See page 6 for color details.



Athletics_Icon_FullClr_LtBG



Athletics_Icon_1Clr_LtBG



Athletics_Icon_FullClr_DkBG



Athletics_Icon_1Clr_DkBG



Athletics_Icon_1Clr_DkBG



Athletics_Icon_1Clr_LtBG

ATHLETICS WORDMARK: A&M Over Texarkana

All acceptable color rotations of the A&M Over Texarkana Wordmark are shown here. Do not modify color placement under any circumstance.

One-color logos may appear in any color in the primary palette. See page 6 for color details.



Word_AM_Over_Texarkana_FulClr_LtBG



Word_AM_Over_Texarkana_1Clr_LtBG



Word_AM_Over_Texarkana_FulClr_DkBG



Word_AM_Over_Texarkana_1Clr_DkBG



Word_AM_Over_Texarkana_1Clr_DkBG



Word_AM_Over_Texarkana_1Clr_LtBG

ATHLETICS WORDMARK: Eagles

The Eagles Wordmark may appear in any color in the primary palette. See page 6 for color details.

EAGLES

Word_Eagles_1Clr_LtBG

EAGLES

Word_Eagles_1Clr_DkBG

EAGLES

Word_Eagles_1Clr_DkBG

EAGLES

Word_Eagles_1Clr_LtBG

ATHLETICS WORDMARK: A&M TXK

The A&M TXK Wordmark may appear in any color in the primary palette. See page 6 for color details.

A&M TXK

Word_AM_TXK_1Clr_LtBG

A&M TXK

Word_AM_TXK_1Clr_DkBG

A&M TXK

Word_AM_TXK_1Clr_DkBG

A&M TXK

Word_AM_TXK_1Clr_LtBG

SPORT-SPECIFIC WORDMARKS: Light Backgrounds, Full-Color

Sport-Specific Wordmarks have been developed for all sports. Full-color light-background versions are shown here.



SPORT-SPECIFIC WORDMARKS: Light Backgrounds, One-Color

Sport-Specific Wordmarks have been developed for all sports. One-color light-background versions are shown here.

One-color logos may appear in any color in the primary palette. See page 6 for color details.



SPORT-SPECIFIC WORDMARKS: Dark Backgrounds, Full-Color

Sport-Specific Wordmarks have been developed for all sports. Full-color dark-background versions are shown here.



SPORT-SPECIFIC WORDMARKS: Dark Backgrounds, One-Color

Sport-Specific Wordmarks have been developed for all sports. One-color dark-background versions are shown here.

One-color logos may appear in any color in the primary palette. See page 6 for color details.



SPORT-SPECIFIC MARKS: Light Backgrounds, Full-Color

Sport-Specific Marks have been developed for all sports. Full-color light-background versions are shown here.



SPORT-SPECIFIC MARKS: Light Backgrounds, One-Color

Sport-Specific Marks have been developed for all sports. One-color light-background versions are shown here.

One-color logos may appear in any color in the primary palette. See page 6 for color details.



SPORT-SPECIFIC MARKS: Dark Backgrounds, Full-Color

Sport-Specific Marks have been developed for all sports. Full-color dark-background versions are shown here.



SPORT-SPECIFIC MARKS: Dark Backgrounds, One-Color

Sport-Specific Marks have been developed for all sports. One-color dark-background versions are shown here.

One-color logos may appear in any color in the primary palette. See page 6 for color details.



SPORT-SPECIFIC EAGLES WORDMARKS: Light Backgrounds, Full-Color

Sport-Specific Wordmarks have been developed for all sports. Full-color light-background versions are shown here.



SPORT-SPECIFIC EAGLES WORDMARKS: Light Backgrounds, One-Color

Sport-Specific Wordmarks have been developed for all sports. One-color light-background versions are shown here.

One-color logos may appear in any color in the primary palette. See page 6 for color details.



SPORT-SPECIFIC EAGLES WORDMARKS: Dark Backgrounds, Full-Color

Sport-Specific Wordmarks have been developed for all sports. Full-color dark-background versions are shown here.



SPORT-SPECIFIC EAGLES WORDMARKS: Dark Backgrounds, One-Color

Sport-Specific Wordmarks have been developed for all sports. One-color dark-background versions are shown here.

One-color logos may appear in any color in the primary palette. See page 6 for color details.



UNIFORM COLOR STRATEGY

The primary colors associated with A&M Texarkana Athletics are white, dark blue, and light blue. These colors should be dominant on uniforms.

On-field headwear (baseball caps, helmets, visors) should only be ordered in white, dark blue, light blue or a combination of any of the three. Bottoms (pants, shorts, skirts) should only be ordered in dark blue, light blue, gray, or white. Uniform shirts and tops must be dark blue, light blue, gray, or white.

Black and special event uniforms (breast cancer pink, military appreciation camo, etc.) must be approved prior to ordering.

HEADWEAR



BOTTOMS



TOPS



UNIFORM ASSETS: White Uniforms

All approved assets for use on white athletic uniforms are shown here.

The AMT Monogram and the A&M Texarkana/TXK Wordmarks are the preferred choices for primary placement. The Eagle Head Icon is the preferred choice for secondary/alternate applications.

Use the color rotations shown here for white uniforms.

NOTE: TMs are not required when using logos on uniforms.



UNIFORMS: White Uniform Examples



UNIFORM ASSETS: Dark Blue Uniforms

All approved assets for use on dark blue athletic uniforms are shown here.

The AMT Monogram and the A&M Texarkana/TXK Wordmarks are the preferred choices for primary placement. The Eagle Head Icon is the preferred choice for secondary/alternate applications.

Use the color rotations shown here for dark blue uniforms.

NOTE: TMs are not required when using logos on uniforms.



UNIFORMS: Dark Blue Uniform Examples



UNIFORM ASSETS: Light Blue Uniforms

All approved assets for use on light blue athletic uniforms are shown here.

The AMT Monogram and the A&M Texarkana/TXK Wordmarks are the preferred choices for primary placement. The Eagle Head Icon is the preferred choice for secondary/alternate applications.

Use the color rotations shown here for light blue uniforms.

NOTE: TMs are not required when using logos on uniforms.



UNIFORMS: Light Blue Uniform Examples



UNIFORM ASSETS: Gray Uniforms

All approved assets for use on gray athletic uniforms are shown here.

The AMT Monogram and the A&M Texarkana/TXK Wordmarks are the preferred choices for primary placement. The Eagle Head Icon is the preferred choice for secondary/alternate applications.

Use the color rotations shown here for gray uniforms.

NOTE: TMs are not required when using logos on uniforms.



UNIFORMS: Gray Uniform Examples



UNIFORMS: Number Style

Consistent use of number style across all uniforms will help build brand equity and deliver a unified presentation throughout the entire program.

Two fonts have been specified for numbers. If ordering through the Nike catalog, use Nike “Full Block” number style. If embellishing uniforms locally, or outside of the Nike ordering process, use Octin Sports, which is available through the Adobe Creative Suite.

Note: Nike Full Block is a proprietary font only available through the Nike Team Builder or official Nike suppliers.

NIKE FULL BLOCK
0123456789

OCTIN COLLEGE REGULAR
1234567890
OCTIN COLLEGE SEMIBOLD
1234567890
OCTIN COLLEGE BOLD
1234567890

COMMON MISUSE



Do not alter color placement



Do not use retired logos



Do not use unapproved colors



Do not add graphic components, i.e. drop shadow



Do not modify the logo



Do not dissect the logo

