

**BRAND
STANDARDS
MANUAL**

TEXAS A&M UNIVERSITY

CENTRAL TEXAS

Department of Marketing *and* Public Relations

2009 | 2010



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BRAND STANDARDS

Texas A&M University–Central Texas has developed this Brand Standards Manual to help all areas of the university present a consistent image inside as well as outside the university.

In order for this graphic design system to be successful, everyone should abide by the standards outlined here. To ensure graphic integrity and consistency, no publications are to be produced or distributed by any individual(s) without prior approval from the Department of Marketing and Public Relations.

The guidelines in this manual are not intended to cover every possible scenario, but to help guide in promoting the university's identity. If you have any questions concerning the proper use for a specific application not outlined in this guide or regarding the usage of the logo, please contact the Department of Marketing and Public Relations. We appreciate your efforts in helping us to create a consistent, recognizable image for Texas A&M University–Central Texas.

GENERAL GUIDELINES

Authorized vendors and organizations that need to utilize the official logo and other official graphics should obtain mechanical or digital source material from the Department of Marketing and Public Relations rather than attempt to recreate graphic material.

Digitally rendered images should not be disproportionately scaled. Stretching digital graphics horizontally or vertically in a computer application results in distortion that denigrates the proportions of the design. Scale graphics proportionately by locking the aspect ratio or holding down the shift key while dragging a corner resize handle. Be aware that scaling graphics can affect the resulting resolution. Graphic elements should always contain enough resolution to image without discernible pixels (the square mosaic-like tiles which make up digital images).

For general writing style guidelines, A&M–Central Texas uses The Associated Press Stylebook as a primary source.

UNIVERSITY IDENTITY

University Name “Texas A&M University–Central Texas” should be spelled out on first reference in publication text. Subsequently, “A&M–Central Texas,” “the university,” “TAMUCT” or “TAMU–CT” may be used.

Texas A&M University–Central Texas should not be referred to or be presented in communications as “Texas A&M University,” “A&M University–Central Texas,” “Texas A&M–Central Texas,” “Central Texas A&M University,” “TAMU,” or “TAMU–Central Texas.”

UNIVERSITY COLORS

The official interim colors of Texas A&M University–Central Texas are maroon (PMS 202) and silver (PMS 877). The A&M–Central Texas interim colors should match PANTONE® Matching System (PMS) solid (spot) as closely as possible. Because PMS solid colors are guides for mixing ink, paint, and other pigments, they can only be approximated in process-color (four-color) printing and on web pages.



UNIVERSITY LOGO

Using the official university logo eliminates the confusion of different visual messages. No other graphic treatments should be presented as logos of the university. Other graphic treatments may be used as elements on web pages, apparel, organizational logos, etc., but should follow the university identity guidelines so that no design supplants the university logo.

The A&M–Central Texas logo may be produced in black and maroon, black, reversed out of a dark color in white, and in some limited cases, gold or silver foil. The logo should be used in its entirety, with no alterations or visual distortions and generally should be no smaller than an inch. Neither the logo nor any of its elements may be combined with any other design to create a new design. If the logo is used in conjunction with another logo or seal, it should be of equal size.

It is important that the area surrounding the logo remains free of other type or imagery so nothing competes with the logo for the viewer's attention. To ensure this, maintain a clear margin around the logo of at least one quarter the height of the logo.

Preferred Logotype, PMS 202

TEXAS A&M UNIVERSITY

CENTRAL TEXAS

Reversed Logotype, White on PMS 202

TEXAS A&M UNIVERSITY

CENTRAL TEXAS

UNIVERSITY LOGO *Continued*

Logotype in Solid Black

TEXAS A&M UNIVERSITY

CENTRAL TEXAS

The university logo should always appear on the following university publications:

- Student Recruitment Material
- Catalogs and Class Schedules
- External Publications
- Department Newsletters
- University Forms
- University Stationery and Business Cards
- Recruitment Materials for Faculty and Staff
- All Advertising
- Press Releases
- Signage and Displays
- Invitations
- Promotional Items
- Staff, Faculty and Department Web Pages
- A/V Presentations

The following are exempt:

- Materials Produced Exclusively for Classroom or Office Use
- Research Presentations and Publications
- Materials for Student Organizations and Clubs
- Student Publications

UNIVERSITY SEAL

Use of the Texas A&M University–Central Texas 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 which require the signature of the president and/or other responsible university officers which involve legal, ceremonial or financial transactions, if such documents require a seal. Use of the seal as a design element on pamphlets, brochures, other printed pieces, and on novelty items and apparel is discouraged and approval from the Office of the President is required for such use.

DIGITAL GRAPHIC FILES

For your convenience, the Office of University Marketing and Public Relations provides logo and graphic element files. We can provide files in other sizes (please do not attempt to enlarge JPEG, TIFF, or other fixed-resolution bitmap files) and formats.

INFORMATION FOR PUBLICATION

The following information is approved for use in publications:

Texas A&M University-Central Texas was born in the spirit of community cooperation on September 1, 1999 as Tarleton-Central Texas and became a stand-alone university on May 27, 2009 as a member of The Texas A&M University System. A&M-Central Texas is an upper-level institution offering bachelor's and master's degrees.

The student population at A&M-Central Texas is diverse and growing, currently serving over 2,000 students. Classes are offered at several convenient sites, including area community colleges and Fort Hood in order to accommodate both full- and part-time students and to serve the entire Central Texas area. The University provides a wide range of flexible course schedules, including on-line, night and weekend classes.

Locations

Main Campus – 1901 S. Clear Creek Road, Killeen, TX 76549

North Campus – 701 Whitlow Drive, Killeen, TX 76541

Academics

Full-time faculty, advisors and support staffs are available to assist students with admission, financial aid, degree plans and career planning, both during the day and during extended evening hours. A&M-Central Texas offers undergraduate degrees in 38 areas and graduate degrees in 26 areas. To encourage a seamless transfer from community colleges to upper-level work at A&M-Central Texas, the university has developed agreements with Central Texas community colleges that enable smooth transfers without a loss of credits for students who begin their community college studies with A&M-Central Texas in mind.

A&M-Central Texas is a member of GoArmyEd, the virtual gateway for soldiers on active duty to request Tuition Assistance (TA) online, anytime for classroom, distance learning, and

INFORMATION FOR PUBLICATION *Continued*

eArmyU online college courses. It offers a one-stop shop for soldiers to manage their college education. GoArmyEd is used by soldiers, to pursue postsecondary educational goals; Army Education Counselors, to provide educational guidance; colleges, to deliver degree and course offerings and to report soldier progress.

A&M-Central Texas offers undergraduate degrees in Applied Arts and Sciences, Applied Science, Accounting, Aviation Science, Business Administration, Computer Information Systems, Computer Science, Criminal Justice, Education, History, Human Resources Management, Interdisciplinary Studies, Liberal Studies, Management, Marketing, Mathematics, Political Science, Psychology, Social Work and Sociology. Graduate degrees are available in Business Administration, Counseling, Counseling Psychology, Criminal Justice, Curriculum and Instruction, Education, Educational Administration, Educational Psychology, History, Human Resources Management, Information Systems, Liberal Studies, Management and Leadership, and Mathematics.

New A&M-Central Texas students are required to complete applications for admission, then make an appointment with an academic advisor to review degree plans. Current students may register on-line.

Student Organizations

A&M-Central Texas offers support to students wishing to form student organizations, whether they are honor societies, pre-professional groups, or social clubs. Current organizations include the National Association of Anorexia Nervosa & Associated Disorders; Association of Texas Professional Educators; Business Professionals of America; Council for Exceptional Children; Delta Mu Delta; Epsilon Delta Pi Omicron Chapter; Gay Straight Alliance of Central Texas; Mid Texas Counseling Association; Phi Alpha Zeta Chapter;

INFORMATION FOR PUBLICATION *Continued*

Psychology Club (The InkBlots); ROTC Club; Student Association of Social Workers; Society for Human Resource Management Student Organization; and Student Government Association.

Programs are available to assist students with academic advising, special needs, tutoring, counseling, medical needs and career services.

Financial Aid and Scholarships

The Office of Financial Aid eliminates or diminishes financial barriers to students seeking an education at the University and informs prospective students, parents and enrolled students of available resources and requirements. The office of scholarships administers over \$3 million worth of scholarships each year.

A&M-Central Texas welcomes visitors to its main campus building at 1901 South Clear Creek Road in Killeen. For more information, log on to TAMUCT.org or call 254-519-5421.

COPYRIGHT INFORMATION

The words “Copyright © 2009 Texas A&M University–Central Texas” should appear on all official university publications.

Texas A&M University – Central Texas

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