



TARLETON STATE UNIVERSITY™

Member of The Texas A&M University System

GRAPHIC IDENTITY STANDARDS AND GUIDELINES

REV. January 2021



THE TARLETON STORY

At Tarleton State University, we used to say that we were “the best-kept secret” in college education.

But today, we think that the time for secrets has passed. Instead, we’re ready to let the world know who we are and what we can do.

Tarleton is a community where students and faculty connect to cultivate academic and professional relationships that will endure throughout their lifetimes.

And while we are rooted in more than a century of tradition, our eyes have always been on the future.

At our five Texas locations (Stephenville, Fort Worth, Midlothian, Waco and RELLIS) and Global Campus, students build their skills in fields as diverse as digital media, fine arts, criminal justice, nursing, engineering, international business and animal science. Some 115 program options provide educational opportunities that range from certifications to bachelor’s, master’s and doctoral degrees.

As we equip our students with the knowledge, confidence, humility and core values required to become servant leaders in a highly competitive and interconnected world, we also want them to begin their careers without the burden of crushing loan debt.

That is why Tarleton strives to keep our costs highly competitive, and why we provide financial assistance to thousands of qualified students every year.

Tarleton is a school that’s emerging on the state, national and world stages. And if it ever was a secret, it is no longer.



TABLE OF CONTENTS

THE TARLETON STORY	02
PURPOSE OF THESE STANDARDS AND GUIDELINES	04
WHO SHOULD USE THESE GUIDELINES?	05
BRAND TRAITS.....	06
BRAND TONE.....	07
OUR PROPER NAME	09
LOGOS	10
UNIT MARKS.....	17
UNIVERSITY SEAL.....	19
PARTNERSHIPS AND CO-BRANDING.....	20
UNIVERSITY GROUPS WITH EXTERNAL FUNCTIONS.....	22
COLORS.....	23
FONTS.....	25
BUSINESS SUITE.....	26
SOCIAL MEDIA.....	27
LICENSING AND USAGE.....	28
QUESTIONS?.....	29



PURPOSE OF THESE STANDARDS AND GUIDELINES

The Department of Marketing and Communications has created these graphic standards and guidelines to ensure that Tarleton marketing teams, departments, vendors and agency partners express the university branding effectively across all communications.

Maintaining consistent graphic identity standards assures greater recognition and awareness of Tarleton and, subsequently, of its many locations, individual colleges, divisions and enterprises, in addition to establishing a caliber of premium branded presence.

Our logos and trademarks serve as a strong visual identity both internally and externally, establishing a basis for consistency and a framework for the integrity of Tarleton State University's graphic identity.

IMPORTANT NOTE

These standards apply to all visual representations of Tarleton State University, including:

- digital and print assets and publications
- electronic communications
- websites and social platforms
- video assets
- specialty items and merchandise
- signage
- sponsorships



WHO SHOULD USE THESE GUIDELINES?

These graphic identity standards and guidelines apply to all areas of the university, including:

UNIVERSITY COMMUNITY

- students, clubs and organizations
- faculty and staff
- colleges, departments and divisions
- athletics
- all Tarleton locations

PARTNERS OF THE UNIVERSITY

- businesses and nonprofits
- alumni groups
- donors
- community members

CONTRACTED VENDORS

- contractors
- freelancers
- outside printers, vendors and manufacturers

The university has the right and responsibility to monitor every use in order to protect its graphic identity and brand integrity.

These standards apply to any individual or group acting as an official unit or representative of Tarleton State University in any way. This particularly applies to any use of a Tarleton State University logo or mark for any purpose.

IMPORTANT NOTE

These are registered trademarks and may be used only with the university's consent, according to: [Standard Administrative Procedures \(SAP 09.02.99.T0.01\)](#)



BRAND TRAITS

When communicating about the university, it is important to remember who we are and what we can offer.

The brand traits and brand tone outlined on this and the following pages can help shape what we say about ourselves, and how we say it.

TARLETON STATE UNIVERSITY IS...

- student-focused
- energetic and spirited
- right-sized
- pioneering
- welcoming to all

TARLETON STATE UNIVERSITY PROVIDES...

- diverse educational opportunities
- solid career credentials
- an exceptional, accessible education
- global perspective





THE TARLETON TONE IS...

FRIENDLY

FUN

KNOWLEDGEABLE

CONFIDENT

WELCOMING

INCLUSIVE

OPTIMISTIC

THE TARLETON TONE IS NOT...

GOOFY

FLIPPANT

CONDESCENDING

ARROGANT

OVERENTHUSIASTIC

**ALL THINGS
TO ALL PEOPLE**

UNREALISTIC



OUR PROPER NAME

The university's proper name is Tarleton State University.

The proper name (Tarleton State University) should be used in any written or printed first reference to the university. Subsequent references should be Tarleton.

For outreach, Tarleton locations follow a similar protocol:

FIRST REFERENCE

Tarleton State University Fort Worth

Tarleton State University Waco

Tarleton State University Midlothian

Tarleton State University RELLIS-Bryan

Tarleton State University Global Campus

SUBSEQUENT REFERENCES

Tarleton Fort Worth

Tarleton Waco

Tarleton Midlothian

Tarleton RELLIS-Bryan

Tarleton Online

In those marketing communications in which there are severe space constraints or in which more informal language is preferred, the first and subsequent references can be Tarleton, Tarleton Fort Worth, etc.

IMPORTANT NOTE

- The abbreviation TSU should never be used when referring to Tarleton in printed or digital publications. That abbreviation can be interpreted or defined as any number of universities in Texas and throughout the country.
- The name Tarleton State should not be used, with an exception made for social media due to limited character counts.
- When listing out all Tarleton locations in text or in the logo the proper order is as follows: Stephenville, Fort Worth, Waco, Midlothian, RELLIS-Bryan, Global.



UNIVERSITY LOGO

The heart of Tarleton State University's identity system is the university's logomark. It is a beveled "T" on a beveled Texas.

The logomark is an integral component of the Tarleton primary logo, but in certain circumstances may be used alone.

PRIMARY VERTICAL LOGO



PRIMARY HORIZONTAL LOGO



LOGOMARK WITHOUT LOGOTYPE



PRIMARY AND SECONDARY LOGOS

The Tarleton State University logo consists of two components: the logomark (beveled T on beveled Texas) and the logotype (Tarleton State University).

LOGOMARK



LOGOTYPE

These two components always are placed in a fixed relationship and should never be altered, modified or recreated in any way.

The statement “Member of The Texas A&M University System” is also an official part of the logo. All print publications require the use of this statement below the logo.

In some special cases (such as small-space digital ads), the statement may be omitted if it becomes illegible.



PRIMARY VERTICAL LOGO – MINIMUM CLEAR SPACE



PRIMARY HORIZONTAL LOGO – MINIMUM CLEAR SPACE



PRIMARY LOGO WITH LOCATIONS – MINIMUM CLEAR SPACE



Locations must always be listed in the order shown above.



SECONDARY LOGO

This logo may be applied to small promotional items such as pens, lanyards, etc. when the imprint area cannot accommodate the primary mark.



PROTECTING THE INTEGRITY OF THE TARLETON LOGO

Logos are to be used as a whole, never with part of the logo cut off. No other letters, words or images should intrude upon the logo in any way.

TARLETON'S VISUAL IDENTIFIERS AND LOGOS MAY NOT BE:



distorted or altered in any way



combined with any other design to create a new logo



replaced by other artwork



defaced or vandalized



RETIRED LOGOS

The following logos have been retired and should no longer be used.



OUTREACH LOGOS

All logo versions must be created by the Department of Marketing and Communications.

Customized logos for individual Tarleton outreach campuses are created by integrating the name of the unit with the Tarleton State University primary logo using specific templates.

EXAMPLES



Midlothian



Waco



Global Campus



Fort Worth



UNIT MARKS AND USAGE

Unit marks are custom marks that distinguish one campus unit from another. Unit marks are created upon request by the Department of Marketing and Communications.

Unit marks are made up of three elements: the logomark, wordmark and unit name. These elements must be used together and cannot be used in any other form.

Our unit marks follow a standardized and consistent visual hierarchy that supports the Tarleton State University brand while providing a clear and strong unit or group identifier.

COLLEGE UNIT MARK



DIVISION UNIT MARK



SCHOOL UNIT MARK



UNIT MARKS AND USAGE

The logo is the primary visual identity of the university and should be used on all collateral. However, there are certain instances where a unit mark is appropriate.

SCENARIO	APPLY UNIT MARK?
Advertising/Community Partnerships where the purpose of the advertisement or partnership serves a single purpose related to a particular unit. Approval from the Director of Marketing and Branding is required. In these instances only school and college unit marks may be utilized. Program unit marks are not approved on advertising and large marketing campaigns.	YES
Print materials that are distributed internally (to an internal audience and/or distributed on campus only).	YES
Promotional items whose purpose is to distinguish one program from another. For example, items handed out at Texan Tour and other recruitment events.	YES
Event-based apparel or uniforms.	YES



THE UNIVERSITY SEAL

The University Seal is the official representation of the university for legal and official purposes.

The use of the seal, therefore, is limited to the Office of the President and official documents and contracts.

Permission for use of the seal is granted by the President's office.



PARTNERSHIPS AND CO-BRANDING

Co-branding is a partnership between at least two individual brands. The Tarleton State University brand can only be used in tandem with a third-party logo when a license, memorandum of understanding, or sponsorship agreement stating the terms and conditions of such use is established, and when such use does not conflict with other policy.

EXAMPLE



CO-BRANDING WITH MULTIPLE ENTITIES

When more than one university entity is involved in the same partnership, sponsorship, event, etc.—use the primary logo with unit names set separately in text, subordinate to the logo.

Per Associated Press (AP) style, list unit names in alphabetical order beginning with primary academic units: College of Agricultural and Environmental Sciences; College of Business Administration; College of Education, College of Graduate Studies; College of Health Sciences and Human Services, Honors College, College of Liberal and Fine Arts, College of Science and Technology.

To remain consistent across all brand touchpoints, the word “and” will be used in place of the ampersand throughout all communications, unit marks, etc.



PARTNERSHIPS AND CO-BRANDING

CO-BRANDING AMONG MULTIPLE TARLETON UNITS – HORIZONTAL FORMAT



**College of Agricultural and
Environmental Sciences**
College of Education
College of Graduate Studies

CO-BRANDING AMONG MULTIPLE TARLETON UNITS – VERTICAL FORMAT



**College of Agricultural and
Environmental Sciences**
College of Education
College of Graduate Studies

Do not use multiple unit marks together.

EXAMPLE



For further information, contact Natasha Hill, Director of Marketing and Branding,
at nhill@tarleton.edu



UNIVERSITY GROUPS WITH EXTERNAL FUNCTIONS

University groups whose main purpose is to provide a service to an external-facing population are allowed a unique graphic identity. A graphic identity is needed for groups to be able to market and advertise their services to a non-university population. Graphic identities are created by the Department of Marketing and Communications and will follow university brand guidelines. Examples include, but are not limited to:



EXTERNAL AUDIENCES

Groups are classified as external-facing when one (or more) of the following conditions are met:

- The main function of the program is to provide a service to individuals outside of the university setting.
- The program is academic in nature but the program outcomes affect an external population.
- The program generates revenue by providing a service or goods to individuals and groups outside of the university setting.



UNIVERSITY COLORS

The official university colors are purple and white.

Tarleton's Department of Marketing and Communications and most print and specialty advertising vendors have reference copies of PANTONE color books.

Do not choose your own shade of purple. Color gradients are acceptable, but try to keep the main focal purple color as previously described.

To ensure consistent color usage, adhere to the PANTONE, Hex, CMYK and RGB formulas as outlined below.

TARLETON PURPLE

PANTONE 268
CMYK: 86 / 100 / 0 / 12
Hex #4F2D7F
RGB: 79 / 45 / 127

WHITE

CMYK: 0 / 0 / 0 / 0
Hex #FFFFFF
RGB: 255 / 255 / 255



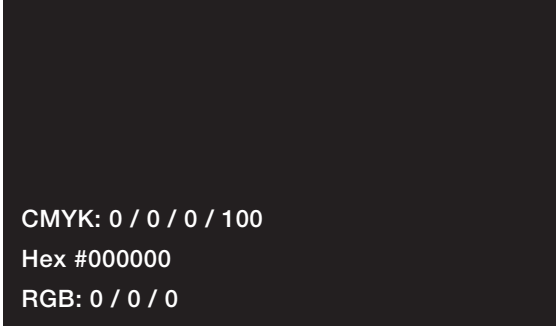
ACCENT AND SECONDARY COLORS

The accent color palette for the Tarleton brand includes the following colors:


To ensure consistent color usage, adhere to the PANTONE, Hex, CMYK and RGB formulas as outlined below.



CMYK: 58 / 49 / 46 / 15
Hex #6D6E71
RGB: 110 / 111 / 114



CMYK: 0 / 0 / 0 / 100
Hex #000000
RGB: 0 / 0 / 0



PANTONE 306
CMYK: 72 / 9 / 3 / 0
Hex #00B1E1
RGB: 0 / 177 / 225



FONTS

The following fonts have been selected for use across Tarleton branded communications and marketing campaign materials.

Recommended fonts include Futura PT Bold, Helvetica Neue and Arial for web.

FUTURA PT BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

HELVETICA NEUE - 65 MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

HELVETICA NEUE - 75 BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

WEB SAFE FONT – ARIAL

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz



BUSINESS SUITE

The business suite consistently represents the university to internal and external audiences. The business suite includes branded stationery and digital assets, which include:

- business cards
- letterhead
- envelopes
- note cards
- presentation folders
- PowerPoint template
- email signatures
- email templates

Please contact Marfield Inc., the contracted vendor to produce the university's stationery assets, for ordering or pricing information. Digital assets can be downloaded directly.

For further information, contact Cecilia Jacobs, AV Marketing and Communications
cjacobs@tarleton.edu



SOCIAL MEDIA

Social media at Tarleton State University is used to provide informational and educational opportunities, connect with our audiences, enhance brand awareness and meet university goals. That’s why it’s imperative to remember that when referring to Tarleton State University, you are representing and speaking on behalf of the university.

In order to ensure a consistent identity across our social presence, please refer to and abide by the following guidelines:

VISUAL IDENTITY

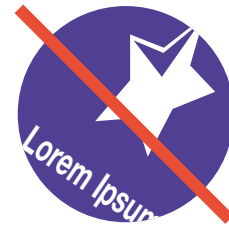
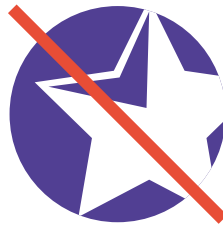
Use appropriate imagery on profile and cover images:

- Profile pictures should be the university logomark. They should not contain text, be cut off when seen as a circle, or be distorted in any way.

CORRECT



INCORRECT



- Cover images should be appropriately sized for the channel, use high resolution photography and contain little to no text.

POLICIES

[The Texas A&M University System Social Media Guidelines](#)

[Texas Department of Information Resources \(DIR\) Social Media Policy](#)

[Texas A&M University System Employee Use & Engagement Guidelines](#)



LICENSING AND USAGE

In accordance with Texas A&M University System Policy 09.02 (Use of System Names and Indicia) and Tarleton Standard Administrative Procedure 09.02.99.T1 (Licensing and Use of University Name, Logos, and Trademarks), Tarleton State University has strict guidelines in place which govern the use of its name, logos, trademarks, seals and other identifying marks.

Tarleton State University has had a collegiate licensing program in place for more than 20 years to manage and protect the use of its names and symbols, and has registered the use of its names, logos and trademarks. Any marks used in reference to Tarleton or anything confusingly similar to those of the university are subject to licensing requirements. Any products bearing the marks must be approved and must display the Collegiate Licensed Product label.

**FOR QUESTIONS ABOUT THE COLLEGIATE LICENSING PROCESS
OR HOW TO BECOME A LICENSED VENDOR, VISIT:**

WWW.TARLETON.EDU/LICENSING



QUESTIONS?

If you have any questions regarding these graphic standards and guidelines, or if you need help addressing an issue not covered in this guide, please contact us:

CECILIA JACOBS

Assistant Vice President for Marketing and Communications

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