



**Branding  
Standards  
and  
Graphic Identity  
Tool Kit**

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# Contact Information

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## Branding Standards and Graphic Identity

For questions related to Texas State branding standards and graphic identity, contact the Office of University Marketing – 512.245.1555

## Licensing

For questions related to licensing, contact Ryan Prowell, Licensing Coordinator at Collegiate Licensing Company (CLC) – 770.956.0520  
290 Interstate North, Suite 200, Atlanta, GA 30339

## Athletic Identity Elements

For questions related to athletic marks, contact the Associate Athletic Director – External Affairs.  
512.245.2114

## Web Site Design

For questions related to Web site design, contact the Office of University Marketing – 512.245.1555

## University Web Site

For problems associated with the Texas State Web site, contact the Web master.  
webmaster@txstate.edu

## University Stationery and Business Cards

For questions related to or placing orders for university stationery and business cards, contact the University Print Shop – 512.245.2160

While the Tool Kit guidelines should be simple to follow, please do not hesitate to contact the Office of University Marketing if you have any questions regarding graphic style issues.  
512.245.1555.

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# Introduction

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A consistent brand that is understood and internalized within an organization is also better understood by external audiences. A strong and consistent visual identity helps shape the way key constituents view Texas State, now and in the future. Integration and consistency maximize every opportunity to share our values, mission and promise. This Branding Standards and Graphic Identity Tool Kit provides a guide to everyone responsible for creating communications and marketing materials for the university. The guidelines are to be applied to all uses of Texas State marks, whether for advertising, signage, stationery, uniforms, vehicles, Web content or the countless other items that carry the Texas State brand to the world. The goal of this document is to ensure that Texas State is represented consistently and optimally through all communications that we have with our many audiences, internal and external.

## University Mission

Texas State University-San Marcos is a public, student-centered, doctorate-granting institution dedicated to excellence in serving the educational needs of the diverse population of Texas and the world beyond.

## Shared Values

In pursuing our mission as a premier institution, we, the faculty, staff and students of Texas State University-San Marcos, are guided by a shared collection of values. Specifically, we value:

- An exceptional undergraduate experience as the heart of what we do;
- Graduate education as a means of intellectual growth and professional development;
- A diversity of people and ideas, a spirit of inclusiveness, a global perspective, and a sense of community as essential conditions for campus life;

## Introduction, continued

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- The cultivation of character and the modeling of honesty, integrity, compassion, fairness, respect and ethical behavior, both in the classroom and beyond;
- Engaged teaching and learning based in dialogue, student involvement and the free exchange of ideas;
- Research, scholarship and creative activity as fundamental sources of new knowledge and as expressions of the human spirit;
- A commitment to public service as a resource for personal, educational, cultural and economic development;
- Thoughtful reflection, collaboration, planning and evaluation as essential for meeting the changing needs of those we serve.

# Branding

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## What is a Brand?

The term brand *only* once referred to what a rancher did to his cattle. To keep others from confusing his cattle from other cattle on the range, the rancher would sear a cow's hide with red-hot irons that left distinctive marks, or brands. Like cattle brands, the purpose of a brand in business is to identify goods and services with their owner or producer, and most importantly, distinguish these goods and services from others in the marketplace.

The Dictionary of Business and Management defines a brand as: "a name, sign or symbol used to identify items or services of the seller(s) and to differentiate them from goods of competitors." This popular definition of branding focuses almost exclusively on a brand's visual interpretation—look and logo—in the marketplace.

While this is an important part of branding, it is not the whole of branding. More than a look, a brand is a trustmark, a warrant, a collection of feelings. Feelings are created by the accumulation of experiences with the brand, both directly relating to its use, and through the influence of advertising, design and media. A brand serves to create associations and expectations. A brand often includes a logo, fonts and color schemes that are developed to represent values, ideas and even personality.

**The Texas State brand is the personality we want to convey in all communications; it is how we want to be perceived; it is the promise that we pledge.**

*excerpts from Building a Brand That Matters by Bob Seviere*

### *Why Brand?*

If you can't define what you are  
and what makes you different, who can?

If you don't tell people what you are  
and what makes you different,  
they will make it up.

And if they make it up,  
they may not get it right.

### *Simply Stated:*

Branding is deciding how you want to be  
perceived by your target audiences  
and actively managing that position  
to achieve your goals.

# Graphic Identity

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## Introduction

An impression is made each time someone at Texas State communicates with the public. Visual communications such as newsletters, brochures, Web sites and other marketing materials impact Texas State's brand.

An institution's visual identity externally reflects not only its style and character, but also its traditions, strengths and values. Internally, the visual identity of an institution conveys a sense of pride and commitment to a common mission.

Conforming to comprehensive visual standards can unify and strengthen communications by projecting a message of order and consistency. The elements of such an initiative identified in this guide include the appropriate use of the Texas State logo, an established color palette, and preferred typefaces.

The guidelines that follow will help you apply visual elements within an established system to ensure consistency in style and message.

Of course, no guide can cover all possible situations. If you have questions about the material included here, please contact the director of the Office of University Marketing. If you have suggestions on items to be included in future issues of this guide, please send them to Office of University Marketing at [umktg@txstate.edu](mailto:umktg@txstate.edu) or call 245.1555.

## Official University Colors

### Primary Palette

The official Texas State gold and maroon are key components of the Graphic Identity Program, and they are the primary colors for use in principal print and electronic communications. Accent or secondary colors are used in addition to gold and maroon, but they cannot be used as primary, stand-alone colors. Consistent use and careful matching are essential in establishing and maintaining a unified image.

The Pantone® colors should be used when printing one-, two- and three-color publications (spot color). When full-color printing (four-color process) is used, the CMYK mix is applied. The RGB values are for screen display only and the HEX values are for Web design.

	spot color	four-color process	RGB	HEX
• Metallic Gold	PMS 872	CMYK 20–30–70–20	180–152–90	b4985a
• Maroon	PMS 504	CMYK 65–100–100–35	80–18–20	501214

Using the formulas specified will ensure the best color match on all computers. Do not rely on the output produced by a desktop color printer for matching the color when a project is to be printed on a printing press. The color calibration of desktop printers typically does not match the Pantone Matching System colors used by offset printers.

The primary color palette spot and four-color process specifications may be used on both coated and uncoated paper stock.



**PANTONE**  
872  
Metallic

**CMYK**  
20-30-70-20

**RGB**  
180-152-90

**HEX**  
b4985a



**PANTONE**  
504

**CMYK**  
65-100-100-35

**RGB**  
80-18-20

**HEX**  
501214
















Pantone® and Pantone Matching System® (PMS) are registered trademarks of Pantone, Inc.

## Secondary Palette

The secondary palette color options were selected to compliment the primary palette of metallic gold and maroon. The secondary palette provides complementary color options that may be used in combination with the primary palette, but should not be used as a substitute for the primary palette.

Because spot and four-color process inks may look different when printed on coated versus uncoated paper, the secondary pallet includes color options that compensate for this printing variance. Please use the coated paper ink options when printing on coated paper stock. The uncoated paper ink options should be used when printing on uncoated paper.

### Coated Paper Inks

									
<b>PANTONE</b> 415 ••	<b>PANTONE</b> 5565 ••	<b>PANTONE</b> 302 ••	<b>PANTONE</b> 3278	<b>PANTONE</b> 575 ••	<b>PANTONE</b> 117	<b>PANTONE</b> 464 ••	<b>PANTONE</b> 467 ••	<b>PANTONE</b> 667 ••	<b>PANTONE</b> 1807 ••
<b>CMYK</b> 0-0-12-41	<b>CMYK</b> 30-0-24-26	<b>CMYK</b> 100-25-0-50	<b>CMYK</b> 100-0-55-5	<b>CMYK</b> 48-0-100-53	<b>CMYK</b> 0-18-100-15	<b>CMYK</b> 10-49-100-35	<b>CMYK</b> 9-15-34-0	<b>CMYK</b> 52-49-0-14	<b>CMYK</b> 0-100-96-28
<b>RGB</b> 166-166-152	<b>RGB</b> 140-175-161	<b>RGB</b> 0-84-128	<b>RGB</b> 0-160-142	<b>RGB</b> 76-114-29	<b>RGB</b> 222-180-7	<b>RGB</b> 158-102-20	<b>RGB</b> 231-210-173	<b>RGB</b> 115-115-168	<b>RGB</b> 181-18-27
<b>HEX</b> a6a699	<b>HEX</b> 8baea1	<b>HEX</b> 005481	<b>HEX</b> 00a08e	<b>HEX</b> 4b721d	<b>HEX</b> deb407	<b>HEX</b> 9e6614	<b>HEX</b> e7d2ad	<b>HEX</b> 7473a8	<b>HEX</b> b5111b
									

## Uncoated Paper Inks



**PANTONE**  
414  
••

**CMYK**  
0-0-10-30

**RGB**  
190-189-176

**HEX**  
bdbdb0



**PANTONE**  
5565  
••

**CMYK**  
30-0-24-26

**RGB**  
140-175-161

**HEX**  
8baea1



**PANTONE**  
302  
••

**CMYK**  
100-25-0-50

**RGB**  
0-84-128

**HEX**  
005481



**PANTONE**  
3278

**CMYK**  
100-0-55-5

**RGB**  
0-160-142

**HEX**  
00a08e



**PANTONE**  
575  
••

**CMYK**  
48-0-100-53

**RGB**  
76-114-29

**HEX**  
4b721d



**PANTONE**  
110

**CMYK**  
0-12-100-7

**RGB**  
240-202-0

**HEX**  
f1cb00



**PANTONE**  
146  
••

**CMYK**  
0-43-100-33

**RGB**  
178-115-14

**HEX**  
b2730d



**PANTONE**  
468  
••

**CMYK**  
6-9-23-0

**RGB**  
238-225-197

**HEX**  
eee1c5



**PANTONE**  
669  
••

**CMYK**  
76-78-0-47

**RGB**  
53-44-102

**HEX**  
362c66



**PANTONE**  
1807  
••

**CMYK**  
0-100-96-28

**RGB**  
181-18-27

**HEX**  
b5111b

## Texas State Logo

A logo is one visual element in the identity scheme. Though it is the cornerstone, only the consistent application of the logo, coupled with a family of colors and selected type styles, gives constituents a memorable vision of the university. Inconsistent messages are confusing. Consistency, the spirit of effective communication, cannot be overdone. Effective communications begin with the correct use of the logo.

The Texas State logo is the appropriate symbol for all forms of visual communications. Visual communications include, but are not limited to:

- stationery (letterhead, envelopes, business cards, note pads and fax cover sheets)
- publications (brochures, catalogs, invitations, newsletters, posters and so on)
- presentations and displays
- promotional items and advertisements
- signage on buildings and vehicles
- videotapes and CD-ROMs
- photocopied materials
- Web sites

The Texas State logo should be clearly and prominently displayed on all visual communications, may not be incorporated into or combined with any other mark, symbol or graphic to create a new mark, and should only be used with the registration symbol ®. In this reference, prominently displayed means placing the logo on the cover/at the beginning of visual communication, providing clear space around the logo to ensure readability and ensuring the logo is not smaller than the minimum size allowed.

# Graphic Identity, continued

The Texas State logo is registered with the Patent and Trademark Office of the United States and the state of Texas. As a registered trademark, the logo may be used only according to the guidelines contained within this guide or by expressed permission of the Director of the Office of University Marketing, the Texas State Associate Athletic Director – External Affairs, or Ryan Prowell, Licensing Coordinator at the Collegiate Licensing Company. The logo should be used only for approved purposes and cannot be altered in any way other than to adjust its size (while maintaining its proportions). The Texas State logo should always be reproduced with the federal registration mark ® included.

The logo has three components: the star icon, a black rule and the wordmark (*exactly as shown at the right*). The tagline appears centered below the logo. The logo and tagline should be downloaded as one piece, not typeset. The official logo is three colors: metallic gold, maroon and black.

Please note that the creation of other logos for colleges, divisions, departments, units, etc. within Texas State is not allowed.



## Usage

Correct use of the Texas State logo is critical. To identify how and when to use one of the accepted variations of the logo, use the standards presented below.

The Texas State logo is available in two versions, primary and secondary.

Each version is configured in a horizontal or vertical alignment. The horizontal alignment of the logo is the primary format. In applications in which the integrity of the horizontal logo would be degraded due to limitations of size, process or quality standards, it is recommended that the vertical logo be used.

The **primary logo** must appear prominently on the cover/front of all visual communications including, but not limited to, brochures, fliers, ads, direct-mail pieces, booklets, newsletters, posters and Web sites intended for internal and external audiences.

### *Exception:*

The primary logo may be included on the inside and/or on the back of:

- postcards, greeting cards, invitations, calendars and exhibit announcements/promotions that use an artist's work on the cover
- presidential event announcements displaying the University Seal

The **secondary logo** is used on merchandising and promotional items. There is no preferred alignment. The alignment is often determined by the imprint area available on the merchandising or promotional product.

## Primary

horizontal



vertical



## Secondary

horizontal



vertical



## Color Scheme

In terms of consistency and identity, color plays a key role in building recognition. Use of Texas State official colors are critical when reproducing the university logo. The preferred way to reproduce the university logo is in three-colors, metallic gold (Pantone® 872), maroon (Pantone® 504) and black. The color scheme for the three-color logo consists of the words “Texas State University San Marcos” in black, the dimensional star is gold and maroon and has a maroon outline. The line that runs between the words “Texas” and “State” and in back of the dimensional star is black. When budget or context prevent the use of the official three-color scheme, black is the preferred alternative.

The Texas State logo is available in the following color schemes:

- three-color (preferred)
  - spot color: metallic gold, PMS 872 | maroon, PMS 504 | black
  - four-color process (CMYK): gold 20, 30, 70, 20 | maroon 65, 100, 100, 35 | black 0, 0, 0, 100
- two-color
  - metallic gold, PMS 872 | maroon, PMS 504
- one-color
  - metallic gold, PMS 872
  - maroon, PMS 504
  - black (preferred)

All requests to reproduce the logo in any other color must be approved by the Office of University Marketing.

### Three-color



### Two-color



### One-color



# Graphic Identity, continued

Please be aware that the dimensional star should always display the metallic gold color on the right side of the star point and the maroon color on the left side. When reproducing the dimensional star, please ensure that the correct ink color is on the appropriate side of the star point.

The use of foil stamping is recommended for formal or ceremonial purposes only. Please consult the Office of University Marketing for approval.



### Minimum Size

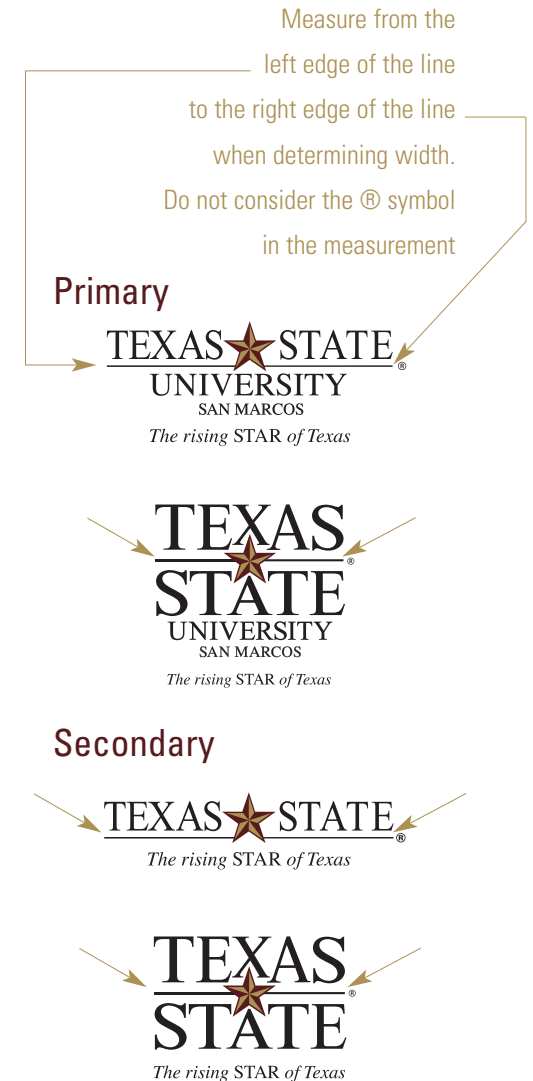
To ensure the logo is recognizable as well as to maintain readability, the minimum size the **primary logo** should be used is:

- horizontal
  - no less than 1 1/2 inches in width
- vertical
  - no less than 1 inch in width

The tagline should appear centered directly under the primary logo and should never appear smaller than 1 1/16 inches in width.

To accommodate the use of the secondary logo on all types of promotional items, the minimum size the **secondary logo** should be used is:

- horizontal
  - no less than 1 1/2 inches in width
- vertical
  - no less than 1 inch in width



## Clear Space Allowance

To allow for maximum legibility, the Texas State logo and tagline must be kept clear from conflicting visual elements. The "area of isolation" is the minimum amount of clear space that must surround the logo. No elements such as typography, other logos or graphics should intrude into the clear space.

For logos sized from:

- 1 1/2 inches to just under 2 1/2 inches - clear space = 1/4 inch on all sides
- 2 1/2 inches and above - clear space - the height of the letter "T" in the logo on all sides

If you have questions concerning the clear space allowance, please contact the Office of University Marketing.

## Logos sized

1 1/2 to 2 1/2 inches in width



1/4" inch clear space.

Larger than 2 1/2 inches in width



The height of the "T" clear space

## Background Colors

The Texas State logo should be as prominent as possible. Make sure background colors provide enough contrast with it. The logo may be placed on different colored backgrounds or photographs as long as the logo is clearly distinguishable from the background. Contact the Office of University Marketing if you want to use a white logo and reverse it out of a colored dark background or photograph or if you are unsure about logo size, background, position or placement.

### White Background

White is the preferred background for the three-color logo and two-color logo. Please refrain from placing the maroon one-color logo on a white background.

### Light Backgrounds

On light-colored backgrounds, use the three-color, two-color, or one-color logo. Make sure the background color is sufficiently light and contrasting. On light photographic backgrounds, make sure the photograph is light and neutral enough so that the logo is easy to see.

## File Formats

The Texas State logo is available for both Macintosh computers and PCs from the Office of University Marketing in the following formats:

- Adobe Illustrator eps file for print and silkscreening  
This file may be imported into a document and enlarged or reduced in size proportionally, but not otherwise altered.
- JPG file for office printing  
This file may be imported into a word-processing program, reduced in size and placed on a white background.  
Note: JPGs may be reduced but should not be enlarged. The JPG reproduces poorly when enlarged.
- PNG file for the Web  
This file should be used as is, without rotation or resizing.

If you need a version to use on another background color, or if you need a size other than what is offered, please contact the Office of University Marketing.

# Approved Logo

## Primary Logo

### Horizontal

three-color (preferred)  
*metallic gold | maroon | black*



two-color  
*metallic gold | maroon*



one-color  
*black (preferred)*



*maroon*



*metallic gold*



### Vertical

three-color (preferred)  
*metallic gold | maroon | black*



two-color  
*metallic gold | maroon*



one-color  
*black (preferred)*



*maroon*



*metallic gold*



# Approved Logo

## Secondary Logo

### Horizontal

three-color (preferred)  
*metallic gold | maroon | black*



two-color  
*metallic gold | maroon*



one-color  
*black (preferred)*



*maroon*



*metallic gold*



### Vertical

three-color (preferred)  
*metallic gold | maroon | black*



two-color  
*metallic gold | maroon*



one-color  
*black (preferred)*



*maroon*



*metallic gold*



## Unapproved Logo Styles and Uses

A logo accrues value only through consistent use in a variety of contexts. The logo may vary within closely prescribed limits, but not so much that it loses any of the qualities that make it instantly recognizable. Unauthorized alterations dilute the power of the logo and waste the resources Texas State spends on promoting our visual identity. No matter how well meant, changes in the logo distract from our efforts to build the Texas State brand. By avoiding unwarranted changes, you will help protect the integrity of our university symbol. Guard against variations such as:

- removing the words "San Marcos"
- applying an embossing effect to the logo
- resizing the logo without maintaining the proportions
- placing a drop shadow behind the logo
- using the logo in place of the words "Texas State" in a sentence or headline

Does not include the words "San Marcos"



Embossed logo



Resized without maintaining proportions

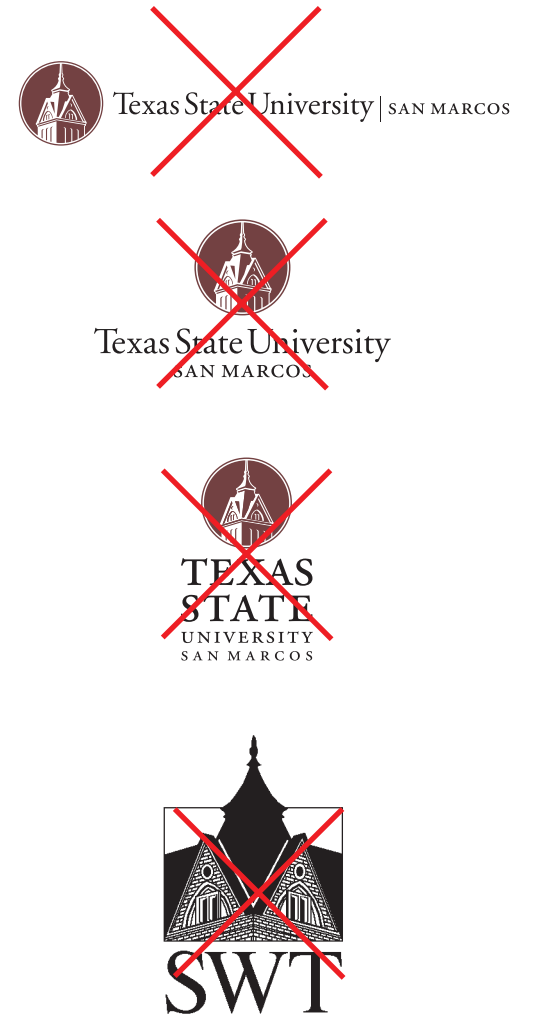


Drop shadow applied.



## Expired Logos

No other logos or marks should be used to represent Texas State other than those described in this tool kit. The logos on the right have been used in the past but are no longer used. Any use of these logos is no longer permitted. Use of any other previous logo, not in the examples on the right, is prohibited.



### Tagline

A tagline is a frequently repeated phrase or statement that helps describe the organization and captures the essence of a brand's promise to its stakeholders. It is typically configured with the organization's identity and presented in a consistent manner. Given the importance of the star in Texas history and culture, the tagline, *The rising STAR of Texas*®, offers a natural connection with Texas and presents the impression of an institution that is moving toward greatness.

The tagline is registered with the Patent and Trademark Office of the United States and the state of Texas. As a registered trademark, the tagline may only be used according to the guidelines contained within this guide or by expressed permission of the Director of the Office of University Marketing, the Texas State Associate Athletic Director – External Affairs, or Ryan Prowell, Licensing Coordinator at the Collegiate Licensing Company. The tagline should be used only for approved purposes and cannot be altered in any way other than to adjust its size (while maintaining its proportions).

Any time the primary logo is used, the tagline should also be included and should appear centered below the logo. The tagline should never be retypeset. If you see the need to use the tagline without the primary logo, or if you want to use the tagline by itself in an additional location in the document, please contact the Office of University Marketing .

The secondary logo may appear with or without the tagline; however, it is recommended that the tagline be included when ever possible.

### *The rising STAR of Texas*®

The words "The rising" are upper and lower case and set in Times New Roman italic.

The word "STAR" is all capitals and set in Times New Roman.

The words "of Texas" are upper and lower case and set in Times New Roman italic.

Primary, horizontal logo  
with tagline



## Graphic

The tagline graphic is registered with the Patent and Trademark Office of the United States and the state of Texas. As a registered trademark, the tagline may only be used according to the guidelines contained within this guide or by expressed permission of the Director of the Office of University Marketing, the Texas State Associate Athletic Director – External Affairs, or Ryan Prowell, Licensing Coordinator at the Collegiate Licensing Company. The tagline should be used only for approved purposes, must always appear with the ® symbol and cannot be altered in any way other than to adjust its size (while maintaining its proportions).

### Color Scheme

The tagline graphic is available in:

- three-color: black, metallic gold and maroon
- two-color: metallic gold and maroon
- one-color: *three options* - black, maroon or metallic gold

### Usage

The graphic representation of the tagline may be used on merchandise, advertising and promotional materials, Web sites, PowerPoint presentations, videos and DVDs, and may be included on the back of invitations, programs or covers as a design element. The tagline graphic should never be substituted for the Texas State logo. Please refrain from placing the one-color maroon logo on a white background.

### Minimum Size

To ensure the graphic is recognizable and to maintain readability, the minimum size the graphic should be used is no less than 1 inch in width.

three-color



two-color



one-color



black

maroon



metallic gold

### Color Specifications

color	spot	process
Metallic Gold	PMS 872	c20m30y70k20
Maroon	PMS 504	c35m100y100k65
Black	Black	c0m0y0k100

*Note: Metallic gold cannot be achieved using process colors.*

### Typography

As with other graphic elements, consistency with type is necessary to help establish a strong brand identity. The official Texas State typefaces include a serif font, Adobe Garamond, and a sans serif font, Univers.

Adobe Garamond was selected to impart a feeling of history and academia. Univers has a modern, efficient feel that balances out the more traditional Garamond. These two fonts—along with their complete families of light and bold, Roman and italic—are recommended for all publications.

Our Web/PC-friendly fonts are Times and Arial. Use Times as a replacement for Adobe Garamond and Arial as a replacement for Univers.

It is possible that your PC does not have Adobe Garamond or Univers. Approved substitute fonts are: Times for Garamond and Arial for Univers.

The new computers distributed in the refresh program have Garamond loaded into the system but do not have Univers.

Adobe  
Garamond  
Font Family

Regular	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 12345678910!@#\$%^&*()[]{}~'-+=
<i>Italic</i>	<i>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 12345678910!@#\$%^&amp;*()[]{}~'-+=</i>
SMALL CAPS	ABCDEFGHIJKLMNOPQRSTUVWXYZ ABCDEFGHIJKLMNOPQRSTUVWXYZ 12345678910!@#\$%^&*()[]{}~'-+=
SEMI BOLD	<b>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 12345678910!@#\$%^&amp;*()[]{}~'-+=</b>
BOLD	<b>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 12345678910!@#\$%^&amp;*()[]{}~'-+=</b>
EXPERT	12345678910IIII2I3I4I5I6I7I8I920

Univers Font Family	55	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 12345678910!@#\$%^&*()[ ]{}~'-+=
	<i>Italic</i>	<i>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 12345678910!@#\$%^&amp;*()[ ]{}~'-+=</i>
	57 condensed	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 12345678910!@#\$%^&*()[ ]{}~'-+=
	<b>67 condensed bold</b>	<b>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 12345678910!@#\$%^&amp;*()[ ]{}~'-+=</b>
	<b>75 black</b>	<b>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 12345678910!@#\$%^&amp;*()[ ]{}~'-+=</b>
	47 condensed light	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 12345678910!@#\$%^&*()[ ]{}~'-+=
	45 light	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 12345678910!@#\$%^&*()[ ]{}~'-+=

### University Seal

The University Seal is produced in two colors (metallic gold, PMS 872 and maroon, PMS 504). The seal is used to authenticate the highest official university documents and to communicate the official significance of certain special occasions and events. As such, its use is reserved for communications and other materials produced for or by:

- the Office of the President
- the executive officers of the university
- for special communications and events

### Usage

The University Seal may be used on:

- university flags
- watermarks for university letterhead
- official academic or university related material such as:
  - diplomas
  - certificates
  - legal documents
- Texas State materials of an official or historical nature
- high-end commemorative gift items and jewelry

The seal should not be used in daily communications by departments or programs. Please contact the Office of University Marketing to request usage exceptions.



## Brand Architecture

An identity system must accurately express important relationships. Texas State has developed a simple yet sophisticated hierarchical information system that allows for appropriate identification while permitting variation, all without compromising the overall cohesiveness of the Texas State graphic identity. The system allows individual departments, divisions and units to customize information according to their needs.

## Typesetting for Print and Signage

The hierarchical relationship is distinguished by the typography used to identify the individual department, division and unit. Names of colleges, schools, centers, institutes, divisions, departments and units are typeset using Adobe Garamond Regular Small Caps. Chartered student organizations' names are typeset using the Adobe Garamond Regular upper and lower case.

### Colleges

**TEXAS**  **STATE**®  
COLLEGE OF FINE ARTS  
& COMMUNICATION

### Divisions

**TEXAS**  **STATE**®  
ACADEMIC AFFAIRS

## Schools, Centers and Institutes



## Departments and Units



## Chartered Student Organizations



## Typesetting for Embroidery and Promotional Products

To accommodate the reproduction of departmental logos on apparel and promotional products, the identity has been modified to include the unit name typeset using Univers 55 Roman.

### Divisions



### Departments and Units



# Statements and Inclusions

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## Introduction

All Texas State publications should include a statement that identifies our system membership and may require statements that identify our commitment to equal opportunity, access and accommodations. These three statements include:

- System Statement
- Equal Opportunity Statement
- Accommodation Statement

In certain cases, a list of the Texas State Board of Regents members, including the Chancellor, and their home cities must also be included in off-campus publications. See the section on each statement for usage requirements.

## Texas State University System Statement

The system statement declares Texas State's affiliation with The Texas State University System.

### Statement

A member of The Texas State University System

### Requirements

The system affiliation statement must:

- appear on the front or cover of a document or publication  
*Exception: When using an artist's work on the cover, the system statement may be included on the back of exhibit announcements and promotions, postcards, greeting cards, internal note cards, invitations and calendars.*
- also appear on the first page, in addition to the front or cover, of Texas State documents and publications that contains more than six pages.
- be clearly displayed on all types of off-campus advertisements and signage
- appear on a single line
- be printed at a minimum size of 9 point Garamond or 8 point Univers
- be typeset using the font Adobe Garamond or Univers

### Format

- capitalize the "A" at the beginning of the statement and the "T" in the word "the"
- do not include a period at the end of the statement

## List of Board of Regents and Chancellor

The names and home cities of the current members of The Texas State University System Board of Regents, the student regent and the Chancellor must be included in all multi-page publications containing more than six pages.

*Exception:* class/course syllabus

### Requirements

The list must:

- include the names and home cities of the current members as well as the student regent and Chancellor
- be presented in the following order:
  - a. Chairman
  - b. Vice Chairman
  - c. the remaining member names are listed in alphabetical order by the members' last names
  - d. the student regent
  - e. the Chancellor

The list must **not** be displayed in type smaller than eight point.

### Placement

The list may be displayed in one column, multiple columns or line listed. It may appear:

- in the "staff box" of a publication. The staff box is often found on the second page and includes staff names, contributors, contact information, logo, etc.
- on the inside-front cover, page one or two of the document, the inside back cover, or the back cover of the publication

The current list of the Texas State Board of Regents, student Regent and Chancellor may be found at:  
[www.tsus.org](http://www.tsus.org)

### Equal Opportunity Statement

To express Texas State's commitment to providing equal opportunities to all people, the equal opportunity statement in its short or long form shall be included in the following publications:

- the Texas State home page and all printed material to be used for recruitment purposes  
**Texas State University-San Marcos is an equal opportunity educational institution.**
- catalogs and legal publications

**No person shall be excluded from participation in, denied the benefits of, or be subject to discrimination under any program or activity sponsored or conducted by Texas State University-San Marcos on any basis prohibited by applicable law, including, but not limited to, race, color, age, national origin, religion, sex, sexual orientation, or disability.**

Both statements must **not** be displayed in type smaller than eight point.

### Placement

The equal opportunity statement may be placed in any location within the publication. It is suggested that the statement be in a location that is easily seen.

### Accommodation Statement

The Americans with Disabilities Act (ADA) of 1990, signed into law July 26, 1990, prohibits discrimination on the basis of disability in employment, programs and services provided by state and local governments, goods and services provided by private companies and in commercial facilities.

### Requirements

To indicate Texas State's compliance with the ADA, the following accommodation statement will be included in the following publications:

- catalogs, class schedules, handbooks, brochures, magazines, newsletters and the like

**This information is available in alternate format upon request from the Office of Disability Services.**

- printed material announcing university-sponsored events

**If you require accommodations due to a disability in order to participate, please contact (sponsoring event phone number) at least 72 hours in advance of the event.**

### Placement

The equal opportunity statement may be placed in any location within the publication. It is suggested that the statement be in a location that is easily seen.

### Letterhead

Business stationery is the largest, most frequent use of the Texas State identity. Consistent and coordinated use of the Texas State identity elements on letterhead provides an opportunity to visibly solidify the university brand and is a vital part of preserving and enhancing the value of the brand.

Texas State has three official types of letterhead:

- administrative and academic format using the Texas State logo
- presidential format using the Texas State seal
- athletic format using the athletic wordmark (see the Athletics section)

Personal use of any Texas State letterhead or use by individuals not affiliated with the university is not permitted. Use of the Texas State seal on stationery is restricted to the presidential letterhead.

Three-color letterhead and #10 business envelopes shells are available from the University Print Shop. Contact information is printed in black on the shells, upon request from departments. Because of quality variation caused by computers, printers and software, use of computer-generated letterhead is not allowed.



All Texas State letterhead is printed on an 8 1/2 x 11 inch, watermarked 24-pound Nenah Classic Cotton, solar white paper with 25% cotton content. The watermark paper bears the official university seal in the center of the page.

Standard #10 business envelopes are produced using 24-pound Nenah Classic Cotton, solar white paper with 25% cotton content. Envelopes do not bear the custom watermark. All other business envelopes (window, catalog, etc.) are industry stock materials. As these envelopes are purchased in bulk and are not custom-made, they may not match the color and brightness of the letterhead and standard #10 business envelopes.

## Business Cards

Business cards are printed on 100-pound Atlas bond. Atlas matches the color and paper brightness of Nenah Classic Cotton, the paper used for Texas State letterhead, and it is more economical in cost. Three-color business card shells are available from the University Print Shop. Departmental contact information is printed on the cards in black as follows:

Centered beneath the primary horizontal logo  
on the left side of the card *(totaling a maximum of three lines)*

Item	Font	Size
Name	Adobe Garamond Regular	11
Title	Adobe Garamond Italic	8
Department	Adobe Garamond Italic	8

Right-aligned on the right side of the card  
*(totaling a maximum of seven lines)*

Item	Font	Size
Phone	letters	Adobe Garamond Italic
	numbers	Adobe Garamond Regular Small Caps
Fax	letters	Adobe Garamond Italic
	numbers	Adobe Garamond Regular Small Caps
E-mail	Adobe Garamond	8
Address 1	numbers	Adobe Garamond Regular Small Caps
	letters	Adobe Garamond
Address 2	numbers	Adobe Garamond Regular Small Caps
	letters	Adobe Garamond
Address 3	numbers	Adobe Garamond Regular Small Caps
	letters	Adobe Garamond
URL	Adobe Garamond	8

## Business Card Sample



Uniforms shall, whenever practical, display the Texas State secondary vertical logo. The garments may be in any color or combination of colors as designated by the department or unit and as appropriate to the assigned duties. The logo shall be displayed in gold, maroon and/or black, always in contrast to the color of the uniform. Univers (or Arial) is the preferred font for use of the name and department information.

### Shirts, Blouses, Jackets and Coats

The preferred placement of the Texas State identity is on the right shoulder. The secondary vertical or horizontal logo shall be centered directly above the right breast pocket (or that location if there is not a pocket). The logo may be in three-, two- or one-color. The logo may be placed by itself or with the department name centered directly beneath the logo. Univers (or Arial) is the preferred font for use of the name and department information.

### Shoulder Patches, Appliqués or Embroidery

Patches, appliqués or embroidery may be used with the secondary vertical or horizontal logo and unit name as identification on a uniform. The patch, appliqué or embroidery may be reproduced in:

- gold and maroon thread on a white background
- gold on a maroon background
- maroon on a gold background

Notes:

- Tan thread may be substituted for gold, if gold is not available.
- Individual employee name patches now in use shall continue to be used until such time as contract renewal enables the change.

# Uniforms, continued

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## Name Badges

Name badges for university-affiliated individuals should bear the primary vertical logo placed on the left side of the badge and the individual's name, title and department affiliation on the right side. The background color of the name badge should be metallic gold with the lettering in maroon. See sample to the right for placement of type and type suggestions.

### Left-aligned on the right side of the primary vertical logo

Item	Font	Size
Name	Adobe Univers 55 Roman	12
Title	Adobe Univers 55 Roman	11.5
Department	Adobe Univers 55 Roman	10

## Name Badge Sample



# Environmental Applications

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## Exterior and Interior Paint Color

In compliance with the Texas State Design Guidelines and Construction Standards document produced by the Office of Facilities Planning, Design and Construction (OFPDC), all interior and exterior paint selections must be approved through the OFPDC at 512.245.2202. In addition to providing approval services for exterior and interior paint colors, the OFPDC also offers interior design and furniture design assistance and construction management services.

## Exhibits and Displays

Texas State's internal and external exhibits and displays should prominently feature the primary logo (horizontal or vertical, depending on space) within the top third of the display. Branding standards and graphic identity guidelines on typeface, size, configuration, clear space and color apply.

## Signage

The primary horizontal logo is printed on vinyl in three-color, black, gold and maroon, against a cream/tan background and affixed to a maroon metal frame. The printing is four-color process.

Questions regarding university signage shall be directed to OFPDC.

# Environmental Applications, continued

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## Lecterns

The primary vertical logo shall be used on a Texas State lectern, centered and presented in gold against a black background, so it can be viewed easily by the audience. The black metal plate shall be outlined in gold and be adhered to a maroon (cherry finish) wooden plaque with a piano-finish.

## University Flag

The official university seal is positioned in the center of the flag against an equally divided gold (top) and maroon (bottom) background.



# Athletics

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## Spirit Marks

The Texas State athletic identity elements — or “spirit” marks — are for use by the Texas State’s Athletic Department, university divisions, departments and units, and university-sanctioned sports, spirit and student organizations. Texas State spirit marks include:

- athletic wordmark
- SuperCat logo
- interlocking letters “TS” with the star graphic
- Bobby Cat

## Usage

While the Texas State logo is to be used for all university units, events or activities, the SuperCat logo, the Texas State athletic wordmark and the interlocking letters “TS” with the star graphic are the preferred marks for athletics. The athletic logos should never be used in place of the Texas State logo in any academic application. To ensure a strong, consistent and clear message, please follow these guidelines when using the spirit marks:

- All official athletic material of any kind must display the primary or secondary spirit mark.
- All spirit marks must be reproduced from official artwork available from two sources:
  - On-campus use: Don Coryell, Texas State Associate Athletic Director - External Affairs
  - For profit use: Ryan Prowell, Licensing Coordinator, Collegiate Licensing Company
- The spirit marks must be displayed using the official colors. No other colors may be used.

The athletic wordmark is the **primary spirit mark** and should be used on the front of publications, at the start of presentation materials and on the main page of athletic Web sites. The **secondary spirit**

### Primary



Athletic Wordmark

### Secondary



SuperCat

# Athletics

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**mark** is for use on apparel and merchandising products. It may also be used as a graphic element in printed and presentation materials.

The two **additional spirit marks** are available and may be used as follows:

- The interlocking “TS” with star graphic
- The Bobby Cat spirit mark is used only for clubs, organizations or corporations that sponsor youth programming.

If you have any questions or wish to request an exception to these guidelines, please contact Don Coryell, Associate Athletic Director - External Affairs at 512.245.2114.

## Color Schemes

The official gold and maroon are key components of the athletics identity, and they are the primary colors for use in print and electronic communications as well as apparel and merchandising products. Accent or secondary colors are used in addition to gold and maroon, but they cannot be used as primary, stand-alone colors. Consistent use and careful matching are essential in establishing and maintaining a unified image.

## Additional Marks



Interlocking “TS”  
with star graphic



Bobby Cat

# Athletics, continued

The SuperCat logo and the Texas State athletic wordmark are available in the following color combinations:

- two-color option
  - metallic gold fill and maroon outline
  - maroon fill and metallic gold outline
  - maroon fill and black outline
- one-color option
  - metallic gold, solid fill or outline
  - maroon, solid fill or outline
  - black, solid fill or outline

The Interlocking letter “TS” with the star graphic is available only as a two-color graphic.

- metallic gold and maroon

Bobby Cat is a two-color graphic

- yellow (PMS 135) and black

## Minimum Size

To ensure the spirit mark is recognizable as well as to maintain readability, the minimum reproduction size is:

- 3/4 inch in width - Athletic Wordmark and SuperCat
- 1 inch in height - Interlocking “TS”

## Color Specifications

color	spot	process
Metallic Gold	PMS 872	c20m30y70k20
Maroon	PMS 504	c35m100y100k65
Black	Black	c0m0y0k100

*Note: Metallic gold cannot be achieved using process colors.*



**PANTONE**  
872  
Metallic

**CMYK**  
20-30-70-20

**RGB**  
180-152-90

**HEX**  
b4985a



**PANTONE**  
504

**CMYK**  
65-100-100-35

**RGB**  
80-18-20

**HEX**  
501214

Pantone® and Pantone Matching System® (PMS) are registered trademarks of Pantone, Inc.

# Athletics, continued

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## Clear Space Allowance

To allow for maximum legibility, the athletic spirit marks must be kept clear from conflicting visual elements. The “area of isolation” is the minimum amount of clear space that must surround the logo.

No elements such as typography, other logos or graphics should intrude into the clear space.

- Athletic Wordmark sized:
  - from 3/4 inch wide to 2 inches wide - clear space = 1/4 inch on all sides
  - over 2 inches wide - clear space = height of the letter “T” in the wordmark
- SuperCat logo
  - from 3/4 inch wide to 2 inches wide - clear space = 1/4 inch from all edges
  - over 2 inches wide - clear space =
- Interlocking “TS” with star graphic sized:
  - 1 inch wide to 2 inches wide - clear space = 1/4 inch on all sides
  - over 2 inches wide - clear space = height of the letter “T” in the graphic
- Bobby Cat

## Background Colors

The spirit marks should be as prominent as possible. Make sure background colors provide enough contrast with them. The marks may be placed on different colored backgrounds or photographs as long as the marks are clearly distinguishable from the background.

### SuperCat Logo Two-color



maroon fill,  
metallic gold outline



metallic gold fill,  
maroon outline



maroon fill,  
black outline

### One-color



maroon fill



metallic gold fill



black fill



maroon outline



metallic gold outline



black outline

**For on-campus approvals and waivers** for university divisions, departments, units and university-sanctioned sport, spirit and student organizations, contact Don Coryell, Associate Athletic Director - External Affairs 512.245.2114 or [dc32@txstate.edu](mailto:dc32@txstate.edu).

**For licensing approvals** for using the spirit mark on for-profit apparel or merchandise, contact Ryan Prowell, Licensing Coordinator at the Collegiate Licensing Company (CLC). 770.956.0520 or 290 Interstate North, Suite 200 Atlanta, GA 30339.

Wordmark  
Two-color



maroon fill,  
metallic gold outline



metallic gold fill,  
gold outline



maroon fill,  
black outline

One-color



maroon fill



metallic gold fill



maroon fill



maroon outline



metallic gold outline



black outline

### Unapproved Spirit Mark Styles and Uses

Please following these guidelines when reproducing the athletic spirit marks:

- Never alter or change the proportions of the individual elements.
- Do not use the logo as a filler in a headline or sentence.
- The face of the Bobcat in the SuperCat logo must always face to the right.
- Never rotate or change the angle of the spirit marks.
- Do not reverse the spirit marks from a background (i.e., spirit marks should not be reproduced in white fill or white outline.)

### Incorrect Usage Examples



proportions are not maintained



logos are rotated



SuperCat logo facing left instead of right

### Marketing Message

“The Gold Standard” is the marketing message for Texas State Athletics. It refers to the high standard of entertainment and competition found at Texas State athletic events.

### Color

Always reproduce the marketing message in gold.

- spot color – PMS 872
- process color – c20m30y70k20

### Font

The words “The” and “Standard” should always be set in all capitals using the font Myriad Pro Semi Bold.

The word “Gold” should always be set in upper/lower case using the font Zapfino.

### Usage

Use the marketing message when graphically referencing Texas State Athletics as a whole.



## Typography

The font used to create the Texas State athletic wordmark is a custom typeface. Please do not try to duplicate or copy the wordmark typeface or alter it in any way. To use the athletic typeface, please contact the Athletics department.

***A B C D E F G H I J K L M***  
***N O P Q R S T U V W X Y Z***  
***1 2 3 4 5 6 7 8 9 0***  
***- & ,***

# Trademark Policy

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The University Attorney, on behalf of Texas State University-San Marcos, has registered the Texas State logo and the tagline with the Patent and Trademark Office of the United States and the state of Texas. Registration enables the university to prevent others from using the Texas State marks and tagline in an unauthorized manner. The Texas State logo and tagline may only be used according to the guidelines contained within this guide or by expressed permission of the Office of University Marketing, Associate Athletic Director - External Affairs, or from the Licensing Coordinator at the Collegiate Licensing Company (CLC). The logo should be used only for approved purposes and cannot be altered in any way other than to adjust its size (while maintaining its proportions).

This policy is designed to assist the Texas State Associate Athletic Director – External Affairs and the CLC Licensing Coordinator to:

- protect the Texas State’s reputation, good name and image by ensuring proper use of all Texas State marks
- generate unrestricted income to support the operational goals of the university
- assure that only quality products bear Texas State marks

## Definitions

### Texas State Marks

Any and all names, logos, trademarks, service marks, wordmarks, insignias or other images, whether or not registered, utilized by Texas State University-San Marcos.

# Trademark Policy, continued

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## Officially Licensed Vendor

Any vendor who obtains from either the Texas State Associate Athletic Director – External Affairs and the CLC Licensing Coordinator a license to sell merchandise bearing the Texas State marks.

## Authority

State and federal law permit all trademark holders to exercise control over the use and quality of its marks. The university has delegated the responsibility for all Texas State marks to the Texas State Associate Athletic Director – External Affairs and the CLC Licensing Coordinator.

## Applicability

To maintain consistency in the use of the Texas State marks, this policy applies to all who wish to sell, market or give away merchandise, or to publish materials bearing Texas State marks including individuals, campus organizations, Texas State departments, businesses and advertisers.

## Policy

No Texas State mark may be used without the prior written authorization of Texas State University-San Marcos. All products bearing Texas State marks and distributed for resale or other promotional purposes are subject to the university's licensing policies.

The university requires that any custom imprinted product produced for the university (including departments and recognized clubs and organizations) be manufactured by only those companies appropriately licensed to use the Texas State marks, and comply with the Collegiate Licensing Company's Code of Conduct.

## Trademark Policy, continued

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Only an officially licensed vendor is approved to produce emblematic merchandise bearing the Texas State marks. The Texas State Associate Athletic Director – External Affairs and CLC Licensing Coordinator shall maintain a list of all officially licensed vendors.

Texas State marks may be used to endorse or promote a private group or business only if authorized by a written contract or sponsorship agreement signed by an official representative from Texas State.

Texas State marks shall not be used in the promotion of alcohol, tobacco or recreational drug products. All uses of Texas State marks are subject to approval by the university. The university's approval of the use of the Texas State marks is within the university's sole discretion.

Texas State marks shall be used as registered, include the appropriate trademark designation, and may not be otherwise altered without the written authorization of the Texas State Associate Athletic Director – External Affairs and the CLC Licensing Coordinator.

### Procedure

Request Submission:

All requests for use of the Texas State marks shall be submitted in writing to the Texas State Associate Athletic Director – External Affairs or the CLC Licensing Coordinator. The requester must complete and submit an approval form with design work.

# Trademark Policy, continued

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## Processing Request:

Texas State Associate Athletic Director – External Affairs and the CLC Licensing Coordinator shall respond to all requests for use of Texas State marks within seven working days.

## Licensing:

If the party seeking permission to utilize a Texas State mark is an entity outside of the university, whether an individual or a business, the party must sign a license authorizing its use of the requested Texas State marks.

## Official Publications:

Departments requesting authorization for use of the Texas State marks within official university publications should direct their requests to the Office of University Marketing (512.245.1555).

## Responsibilities

The Texas State Associate Athletic Director – External Affairs works with the Collegiate Licensing Company, or any other outside licensing company hired by the university, to ensure proper use, maintenance and license of Texas State marks.

The Office of University Marketing evaluates, responds to and processes requests by university divisions, departments and units and university sanctioned sport, spirit and student organizations to use Texas State marks, excluding the spirit marks, on publications and not-for-profit promotional items.

## Trademark Policy, continued

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The University Print Shop evaluates, responds to and processes requests by university departments to use Texas State marks on letterhead and business cards.

The Texas State Associate Athletic Director – External Affairs evaluates, responds to and processes requests by university divisions, departments, units, and university-sanctioned sport, spirit and student organizations to use the athletic spirit marks on publications.

The CLC Licensing Coordinator evaluates, responds to and processes requests to use the Texas State marks on for profit items.

The University Attorney's office assists the Texas State Athletic Director – External Affairs in the preparation of all licenses and in reviewing and evaluating any extraordinary request to use Texas State marks.

### **Labor Practices/Code of Conduct**

Texas State University-San Marcos is committed to the concept that all merchandise bearing reference to the university (including each university divisions, departments and units and university-sanctioned sport, spirit and student organizations) will be manufactured by companies whose labor policies ensure their employees are safe from abusive labor conditions, including physical abuse, sexual discrimination and harassment, child labor and environmental contaminations. In order to ensure the broadest

# Trademark Policy, continued

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interpretation of this policy, the university requires that any custom imprinted product produced for the university (including university divisions, departments and units and university-sanctioned sport, spirit and student organizations) be manufactured by those companies that are appropriately licensed to use university trademarks (licensees), and comply with The Collegiate Licensing Company's Code of Conduct.

## Sanctions

Merchandise produced without written authorization may be considered counterfeit and subject to all available legal remedies, including seizure of the merchandise.

## Registered Texas State Marks:

- Texas State primary and secondary logo, both the horizontal and vertical configurations
- *The rising STAR of Texas*.® tagline and graphic
- Texas State seal
- SuperCat logo
- Athletic wordmark
- Interlocking "TS" with star graphic
- Bobby Cat