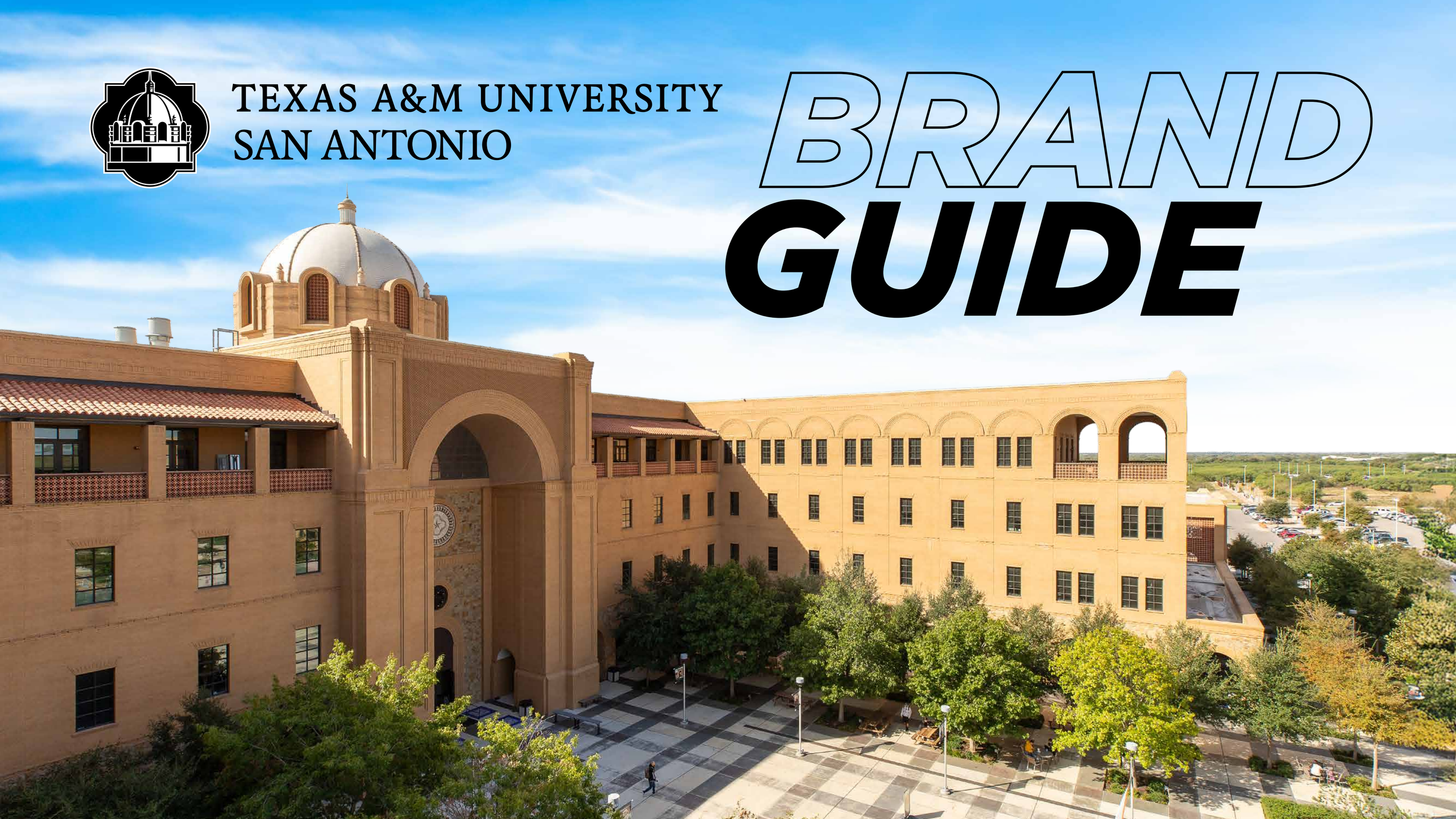
TEXAS A&M UNIVERSITY
SAN ANTONIO

BRAND GUIDE



TEXAS A&M UNIVERSITY-SAN ANTONIO

The A&M-San Antonio brand is one of our community's most valuable assets. It defines who we are, what we do, and how we differ from other universities. This brand guide provides A&M-San Antonio stakeholders with the guidelines, tools, and templates required to present a unified brand to maximize the impact of our University. By maintaining a consistent image and message in our marketing and communications materials, we can communicate our collective vision and capture the spirit of A&M-San Antonio. If you have any questions regarding our brand guidelines, please contact Strategic Communications.

What Is a Brand Guide and Why It Matters

Our brand is the sum of everything we say and do. It's our people, our culture, our traditions, and the pride we feel as students, faculty, staff, and alumni. When we speak with a single, consistent voice, we build trust with our audience. They come to understand what we stand for and the positive impact we make on the world. This unity strengthens the University's reputation, and we all benefit from that shared success.

Your Role in Our Brand

Every Jaguar plays a part in telling our story. These tools are here to help you bring the A&M-San Antonio brand to life in an authentic and impactful way.

These resources are designed to support you, allowing you to focus on what matters most – sharing the stories that show who we are and the difference we make together.

Introduction

Benefits of a Unified Brand

By standardizing our brand efforts, we can achieve a number of key benefits for our University units and our target audience.

For University Units

Reduces workload: Staff can dedicate their time and talent to other projects.

Lowers costs: Coordinated activities are more efficient and cost-effective.

Builds credibility: As a unified brand, our collective voice is stronger and more trustworthy.

Increases loyalty: Consistency fosters greater loyalty among all stakeholders, from students to alumni.

Strengthens our reputation: We can more effectively shape and manage our core brand over time.

For Our Target Audience and Stakeholders

Communicates our values: A unified brand clearly presents our core values and mission.

Builds connection: Our unified brand fosters an emotional connection and a sense of pride.

Enhances understanding: A consistent identity helps audiences understand the full scope of our organization.

Delivers messages faster: A seamless experience across all channels strengthens brand recognition and delivers a consistent, compelling message.

Logo Guidelines

Logo Types

Primary Stacked Mark: Our main logo is ideal for most applications.

Primary Horizontal Mark: Use this version when space is limited and format better accommodates a wide logo layout.

Tertiary Mark: A simplified logo to be used only when the primary and horizontal marks are not suitable.

Wordmark: In some applications there may only be space or print resolution to accommodate copy only. In those situations the wordmark is necessary.

Primary Icon: The most simplified mark, reserved for applications when “Texas A&M University-San Antonio” is unreadable or when used as a motif once brand identity is established.

Primary Stacked

TEXAS A&M UNIVERSITY
SAN ANTONIO

Primary Horizontal

TEXAS A&M UNIVERSITY
SAN ANTONIO

Tertiary

TEXAS A&M UNIVERSITY-SAN ANTONIO

Wordmark

TEXAS A&M UNIVERSITY
SAN ANTONIO

Primary Icon

Logo Guidelines

Logo Sizing

Establishing size limits for our logos will ensure that we maximize the impact of our logo, maintaining readability and clarity. To aid in consistency, we've provided recommended sizes for reproducing the University logo.

Maximum Size
There is no maximum size limit, but use discretion when sizing the logo. It should never be the most dominant element on the page but should instead live comfortably and clearly as an identifying mark.

Minimum Size
To maintain full legibility, never reproduce the logo at widths smaller than outlined here, for print or screen.

TEXAS A&M UNIVERSITY
SAN ANTONIO

TEXAS A&M UNIVERSITY
SAN ANTONIO

Minimum Size

TEXAS A&M UNIVERSITY
SAN ANTONIO

App Icon / Favicon

Logo Guidelines

Logo Spacing

To achieve maximum impact and legibility, clear space must be maintained around the logo. The logo may be placed over images, but no other graphic elements, text, rules, or images should appear inside this clear space.

Maximum Size

There is no maximum size limit, but use discretion when sizing the logo. It should never be the most dominant element on the page but should instead live comfortably and clearly as an identifying mark.

Minimum Size

Never reproduce the logo to a size where you lose legibility.

The height of the text section of the logo is the spacing height for the logo, this is based on ratio and actual dimensions will change based on application.

Logo Guidelines

Incorrect Usage

Here are a few practices to avoid in using the Texas A&M University-San Antonio logo. Adhering to these rules will ensure that our logo is recognizable to all audiences.

Don't modify
Do not skew, stretch, bend or alter the proportion of the logo in any way.

Don't create your own
Do not create your own logo with text or shapes around it. Do not overlay the logo on graphic elements.

Don't crop
Do not crop the logo or place it where it cannot be seen in full. This includes the trademark.

Don't utilize visual effects
Do not use drop shadow, glow, border or other visual effects.

Don't change colors
Do not change the colors of the logo.

Don't rearrange
Do not add, rearrange or truncate the logo's elements. This includes resizing the dimensions of the logo.

Do not change the logo's orientation or rotation

Do not disproportionately scale the logo

Do not change the logo's colors

DO NOT display the logo in a different configuration

Do not attempt to recreate the logo

Do not add special effects to the logo

Do not display the Logo as an outline

DO NOT display the logo with limited legibility

Logo Guidelines

Athletic Marks

The athletic marks (e.g., the Jaguar Head logo and Texas) are distinct symbols used exclusively to represent Intercollegiate Athletics, Recreational Sports, official licensed University merchandise, and targeted University Advancement initiatives.

Restrictions

- The Athletic Mark must be maintained in its original, approved form.
- It must not be altered, customized, distorted, or recreated in any way.
- Do not overlay the logo on any distracting graphic element or background that compromises its visibility or integrity.

JAGUARS

TEXAS A&M UNIVERSITY-SAN ANTONIO

Logo Guidelines

Incorrect Usage

Here are a few practices to avoid in using the Texas A&M University-San Antonio logo. Adhering to these rules will ensure that our logo is recognizable to all audiences.

Don't modify
Do not skew, stretch, bend or alter the proportion of the logo in any way.

Don't create your own
Do not create your own logo with text or shapes around it. Do not overlay the logo on graphic elements.

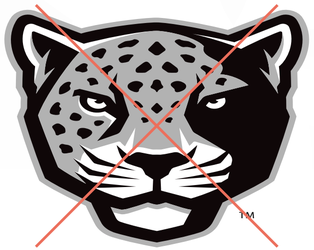
Don't crop
Do not crop the logo or place it where it cannot be seen in full. This includes the trademark.

Don't utilize visual effects
Do not use drop shadow, glow, border or other visual effects.

Don't change colors
Do not change the colors of the logo.

Don't rearrange
Do not add, rearrange or truncate the logo's elements. This includes resizing the dimensions of the logo.

Do not change the logo's orientation or rotation

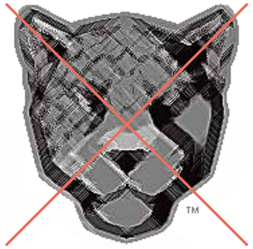


Do not disproportionately scale the logo

Do not change the logo's colors

DO NOT display the logo in a different configuration

Do not attempt to recreate the logo



Do not add special effects to the logo

Do not display the Logo as an outline

DO NOT display the logo with limited legibility

Logo Guidelines

Presidential Seal

The presidential seal is restricted to official use by the president's office and official documents, such as diplomas and some certificates. Use of the seal must be approved by the president or the chief of staff.

TEXAS A&M UNIVERSITY-SAN ANTONIO

Military Embracing™

Military Embracing

The Military Embracing logo is for offical use by Military Affairs. Additional use must be approved by that office.

Department Logos

Naming Conventions

To ensure consistency, readability, and cost efficiency across all University materials, all departments, divisions must adhere to the following naming standards.

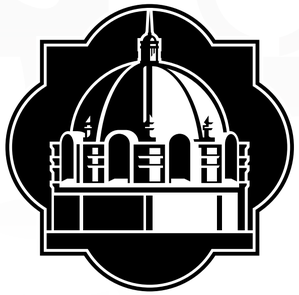
General Naming Structure: The lofo does not use prefixes such as "Department of," "The Office of," or "The Division of" in unit titles. The use of these prefixes is also not standard in other marketing materials

Correct Example: Strategic Communications
Incorrect Example: The Office of Strategic Communications

Exceptions: The only exceptions to the general naming structure are the Office of the President and the Office of the Provost.

Department Logo Format
Department and division logos are secondary marks that must always be paired with the primary university logo.

Department logos feature a dividing line separating the primary University logo from the name of the respective department or division. The name of the respective area must appear underneath the dividing line. These can be stacked or horizontal formats.



TEXAS A&M UNIVERSITY-SAN ANTONIO

College of Arts & Sciences

Computational, Engineering, & Mathematical Sciences

TEXAS A&M UNIVERSITY-SAN ANTONIO

College of Arts & Sciences

Computational, Engineering, & Mathematical Sciences

Logo Guidelines

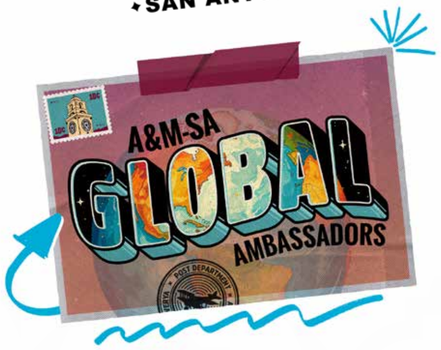
Programming Graphics

Programming graphics represent events and initiatives that are institutional-level in nature, such as annual college events, or cross-departmental initiatives.
Programming graphics are unique, specialized assets and represent the only University-recognized visual identities for these specific initiatives. Their use is highly limited.
All use, development, or alteration of Program Graphics requires approval from Strategic Communications.

Development: Creating new Programming Graphics requires the full consultation and approval of the Strategic Communications team.

Alteration: Any modification to existing Programming Graphics must be approved by Strategic Communications.

Use: Utilizing these graphics in any campaign or material also requires review and approval to ensure they are being applied in the correct, limited context.



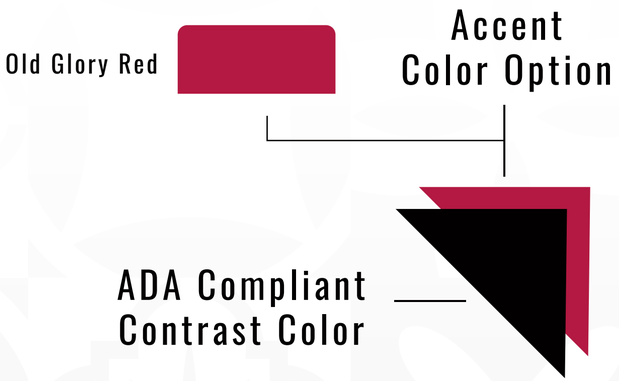
Brand Colors

Primary Colors

Our color palette is the essence of our brand identity, setting the tone for how we are perceived. It is a visual tribute to our University community while defining the unique look of our University. The palette is composed of primary and secondary colors, each with specific guidelines to ensure brand consistency and compliance.

Building a Strong Brand Identity

When reaching an audience with low familiarity with Texas A&M University-San Antonio, our priority is to build a strong initial connection. We achieve this by prominently featuring our primary colors. This bold and immediate use of our core palette establishes a clear and strong brand identity. As the composition progresses and brand recognition is solidified, we can then introduce smaller, balanced applications of our secondary and accent palettes.



Jaguar Black

Esperanza White

Madla Maroon

General Grey

PMS Black
CMYK 73, 68, 67, 89
RGB 2, 0, 0
HEX 020000

PMS White
CMYK 0, 0, 0, 0
RGB 255, 255, 255
HEX FFFFFF

PMS White
CMYK 34, 100, 67, 41
RGB 116, 15, 47
HEX 740f2f

PMS Cool Grey 5
CMYK 31, 25, 25, 0
RGB 177, 177, 177
HEX B1B1B1

Brand Colors

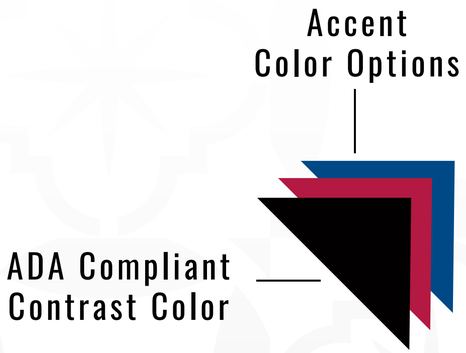
Secondary Colors

Strategic Use of Secondary Colors

Once our primary colors have established a solid identification with the University, our secondary palette becomes available for strategic use. These vibrant colors are inspired by the natural landscapes and scenery of San Antonio. They are designed to add visual interest, and should be used to:

- Break up headlines
- Establish hierarchy
- Ground compositions

Old Glory Red: Texas A&M University-San Antonio is a Military Embracing™ Institution. The color Old Glory Red is a tribute to the R.E.D. (Remember Everyone Deployed) initiative. You are encouraged to use this color for military-connected events, R.E.D. Friday apparel and other materials in collaboration with Military Affairs.



Desert Willow	Old Glory Red	Texas Star	Lantana
80% 50% 35%	80% 50% 35%	80% 50% 35%	80% 50% 35%
CMYK 10, 38, 9, 0 HEX #DFA8BE	CMKY 0, 100, 66, 13 HEX #B31942	CMYK 14, 93, 100, 4 HEX #CA3625	CMYK 0, 54, 94, 0 HEX #F88D2A

Sandstone	Yellow Rose	Agave	Nopal
80% 50% 35%	80% 50% 35%	80% 50% 35%	80% 50% 35%
CMYK 13, 18, 39, 0 HEX #DDC9A3	CMYK 0, 18, 100, 0 HEX #FFCD00	CMYK 42, 16, 33, 0 HEX 98B8AD	CMYK 57, 0, 53, 0 HEX 6CCA98

Patriot's Blue	Cielo	Shale
80% 50% 35%	80% 50% 35%	80% 50% 35%
CMYK 100, 72, 27, 12 HEX 004987	CMYK 82, 7, 9, 0 HEX 00ACD8	CMYK 51, 57, 48, 17 HEX 7A6569

Typography

Typography helps convey our brand's personality, from our impactful headlines to our detailed body copy.

Primary Font: Oswald. This free, open-source sans-serif font pairs well with Vollkorn and is used for headlines and body copy.

Secondary Font: Vollkorn. This free, open-source serif font adds a sense of tradition for embellishment.

Callout Font: Gotham. This font is used for special callouts and emphasis.

Typography Tips

Always use the official brand fonts.

For web-based materials where the primary fonts may not be an option, you can use Georgia, Arial, and Impact, or similar Google/web font equivalents.

Use script or stylized fonts sparingly and only for invitations or formal pieces.

Aa

Oswald

ABCDEFGHIJKLOPQRSTUVWXYZ
abcdefghijklopqrstuvwxyz
0123456789

Aa

Vollkorn

ABCDEFGHIJKLOPQRSTUVWXYZ
abcdefghijklopqrstuvwxyz
0123456789

Aa

Gotham

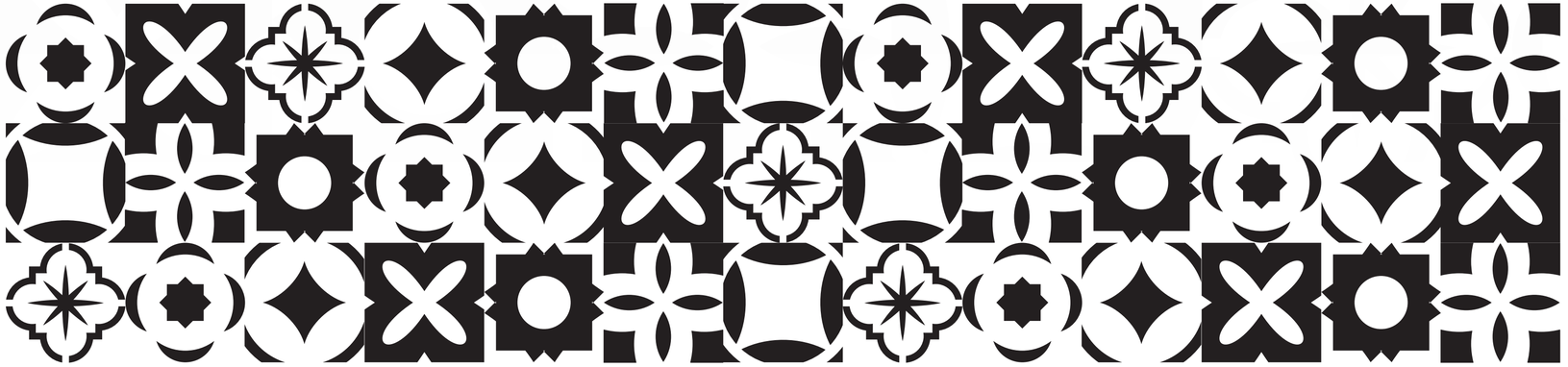
ABCDEFGHIJKLOPQRSTUVWXYZ
abcdefghijklopqrstuvwxyz
0123456789

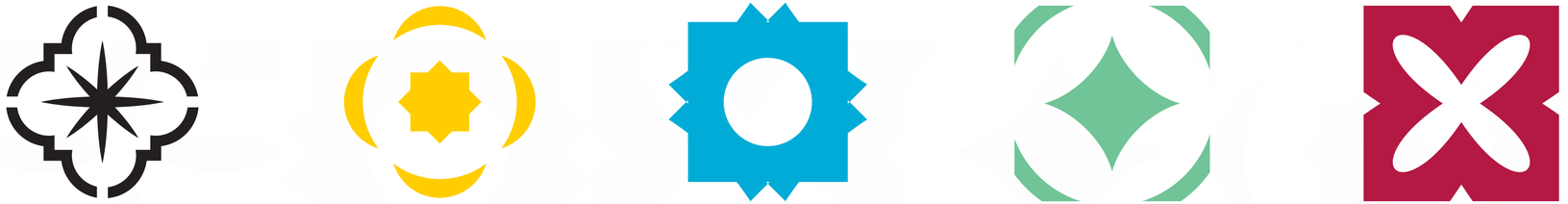
Graphic Elements

Tile Pattern

The tile pattern graphic element is a unique visual representation of our campus's culture and our community's rich heritage. Use this pattern as a design element to add texture and visual interest to your materials.

Tiles as individual elements can be multiple brand colors. The use of the entire tile pattern must be a single brand color.





Photography

Imagery is a powerful tool for connecting with our audience. We use photography to reflect the vibrancy of San Antonio and our University community.

People-Focused Imagery: Emphasize our personal approach and deep community connections by featuring authentic, people-focused photos.

Campus Landscapes: Use bold, expansive shots to showcase the beauty of our campus.

Image Treatment & Best Practices

Framing & Lighting: Good lighting is key. The best light is found outdoors in the morning or evening. Avoid harsh flash and get as close and clear as possible to your subject.

Keep it Clean: Avoid clutter in your photos, such as messy tote bags or cups. Avoid other branded logos or graphic elements on apparel. Your goal is a clean, organized composition. Keep hand gestures natural, if a hand gesture is used restrict it to the University's "Paws Up."

Group Shots: Avoid unposed group shots unless you can properly arrange them so all faces are visible.

Image Quality

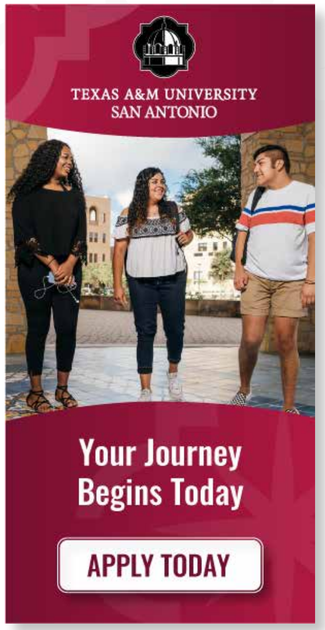
Digital/Web: Images should be at least 300 DPI (1200px) for use on websites and social media. Use photo editing software to optimize images and "save for Web."

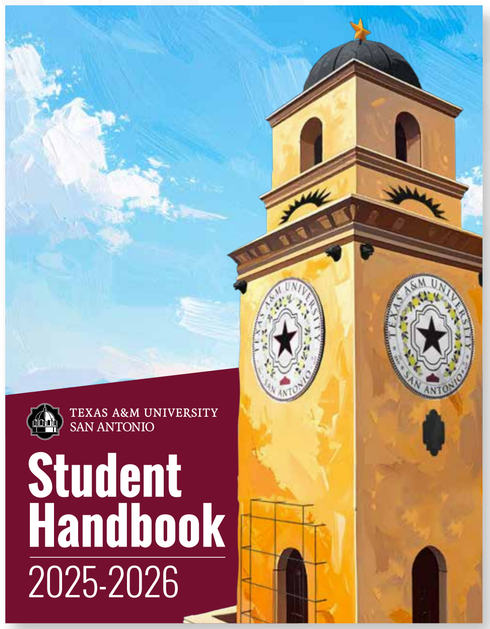
Print: Images must be high-resolution, 300 DPI (1200px) or higher, for print publications. Generally, photos taken directly from a camera without editing are high-resolution.

Background Types:
JPEGs will have a forced white background.
PNGs, GIFs, and EPSs support transparent backgrounds.

Work Samples

Our visual language sets the tone for how people see us initially and how they recognize our brand thereafter. The following examples demonstrate how our visual identity can be applied across a variety of media channels, communications, and formats.





Brand Review Process

To ensure brand integrity, all external and public-facing materials must undergo a review and approval process. This includes, but is not limited to:

- Promotional materials (brochures, flyers, advertisements)
- Non-academic handbooks and guidebooks
- Digital content (websites, social media graphics)
- Videos and multimedia presentations
- Major internal communications that represent the University at large

How to Submit a Request

Complete the Strategic Communications Request Form by selecting “Brand Review,” which can be found in Resources.
Attach all relevant files, including draft copies of the content.
Submit your request at least five (5) business days prior to your desired deadline to allow for a comprehensive review.

Approval and Feedback

You will receive an email confirmation upon submission.
The Strategic Communications team will review your submission and provide feedback or final approval via email.
If revisions are needed, the team will work with you to ensure the final product meets brand standards.

CLC & Copyright

Using our logos consistently is crucial for building trust and recognition. Always use the official logos provided and never alter them. To ensure the logo stands out, maintain the appropriate clear space around it as defined in this Brand Guide. All logos are available in black and white only.

Our logos are for official use by Texas A&M University-San Antonio faculty and staff for marketing and informational purposes. If you are outside of the University and wish to use our marks, you must receive approval from Strategic Communications at stratcomm@tamusa.edu before use or submit the request to the Strategic Communications Request Form.

CLC Additional Guidance

NOTE: The marks of Texas A&M University-San Antonio are controlled under a licensing program administered by Collegiate Licensing Company. Any use of these marks will require written approval from CLC.

TEXAS A&M UNIVERSITY
SAN ANTONIO

Resources

All official brand assets are available for download from our centralized A&M-SA Branding webpage. This portal ensures you have access to the most current and approved files.

Logos
Official University logos, department lockups, and clear space guidelines.

Templates
PowerPoint presentations, letterhead, and brochure templates.

Font Files
Official University fonts for both print and digital use.

Strategic Communications Request Form
Online form to initiate the brand review process.

Contact Information

For any questions about the A&M-San Antonio brand, including usage guidelines, requests for custom assets, or general inquiries, please contact the Strategic Communications team.

Email: stratcomm@tamusa.edu

By following these guidelines and utilizing the provided resources, we can collectively ensure the A&M-San Antonio brand remains strong, consistent, and impactful.