



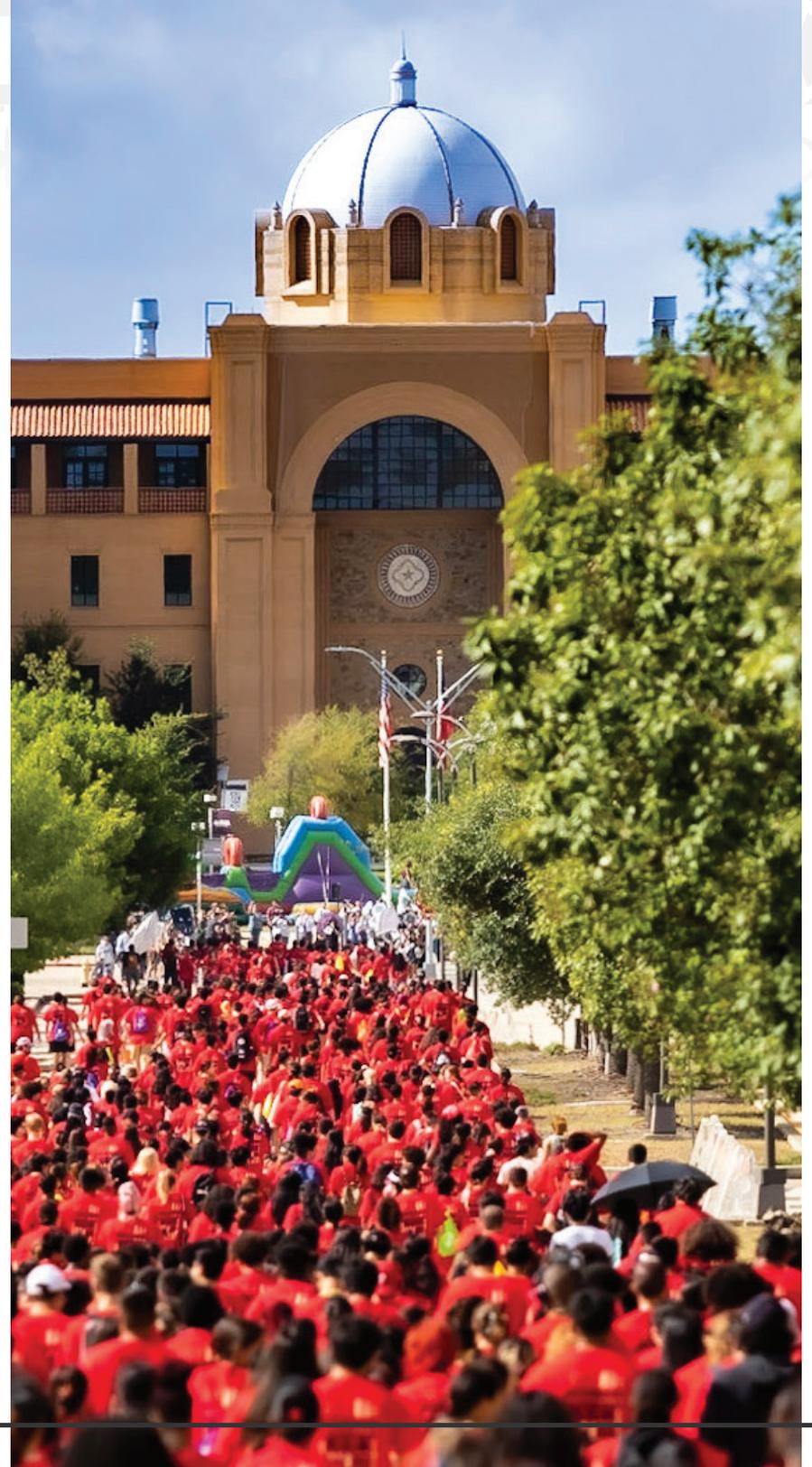
TEXAS A&M UNIVERSITY  
SAN ANTONIO

BRAND GUIDE

# WHAT IS THE A&M-SA BRAND?

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The A&M-SA brand is the sum of everything we say and do. From our great people to our distinct culture, it's the totality of who we are. It's the pride we have as students, alumni, faculty and staff and the impact we make on our community. The A&M-SA brand is all of us.



# WHAT IS OUR BRAND?

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### OUR VISUAL BRAND

# BRAND PILLARS

“

I THINK IT'S IMPORTANT TO MOVE PEOPLE BEYOND JUST

**DREAMING INTO DOING.**

- SONIA SOTOMAYOR



# WHAT ARE BRAND PILLARS?

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Our brand pillars are the building blocks that define who we are. Representing the values and attributes that make A&M-SA special, they support our brand platform to tell our story.

# BRAND PILLARS

## SAN ANTONIO 1

More than just a city, San Antonio is our community and our home; it's what binds us together and sets us apart from other universities.



## 3 THE FUTURE

We are forward-thinking, focused on not only shaping the future, but actively building it in innovative ways that transform individuals and serve a greater good.

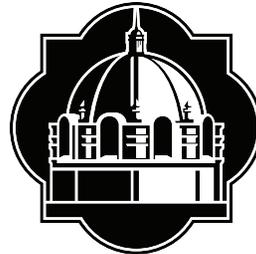
## TEXAS A&M SYSTEM FAMILY 2

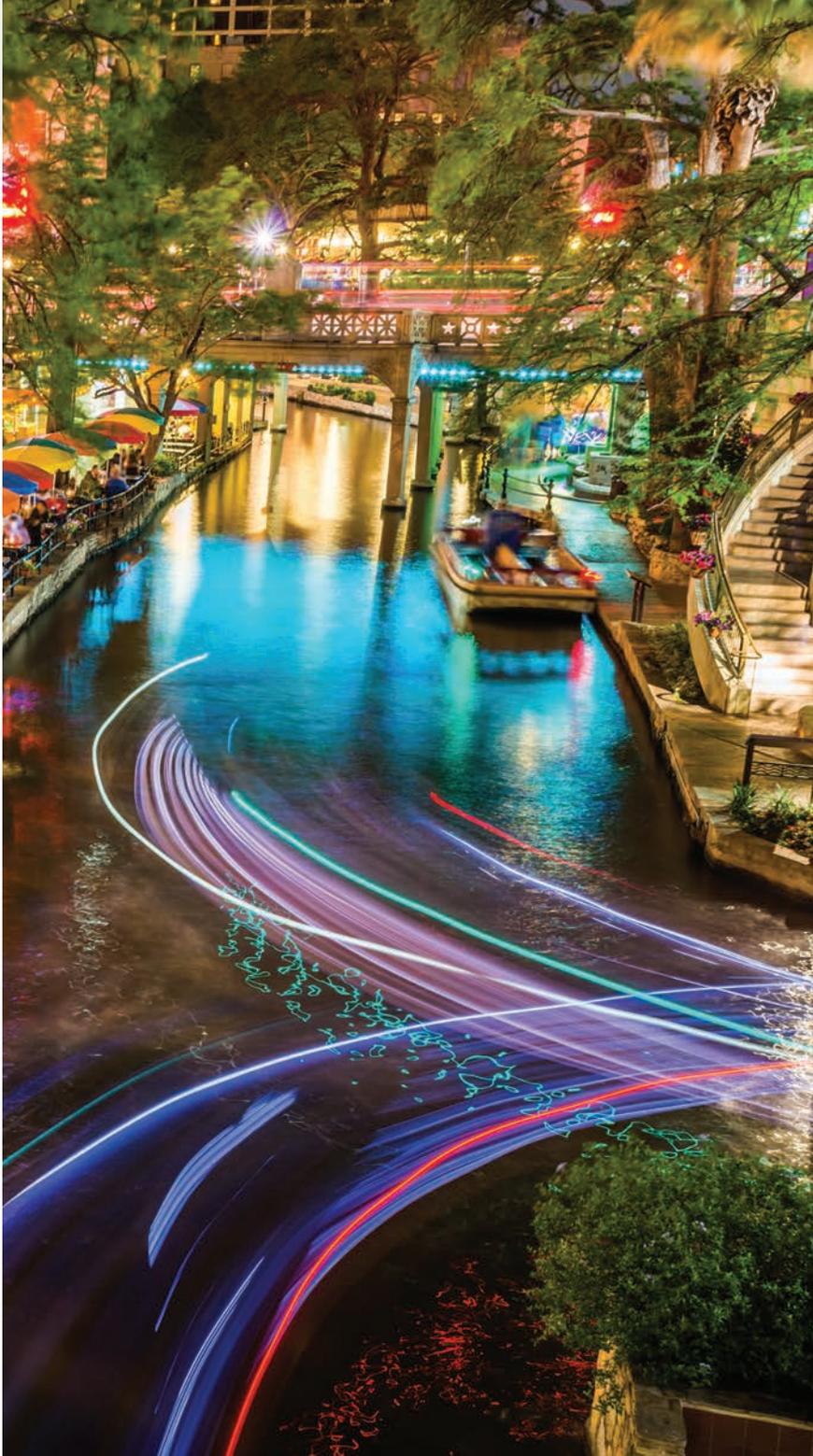
We are part of the A&M System Family, bolstered by its tradition of excellence and enduring core values, forever connected to its global network of alumni, friends and donors.



## 4 BREAKTHROUGH

We open doors, exceed expectations and shatter ceilings through hard work, high-impact learning and a relentless pursuit of our boundless potential.





# WHY SAN ANTONIO?

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- Our close-knit, family culture and big-city/small campus feel are a direct reflection of San Antonio.
- San Antonio's history, celebratory spirit and commitment to patriotism and the military are woven into the fabric of who we are.
- Our roots will forever be implanted into the south side of San Antonio; since our founding, we have served as an economic engine for our community and the city.

# WHY THE TEXAS A&M SYSTEM FAMILY?

- We leverage the prestige, tradition of excellence and achievement, and global connections of the A&M System Family to expand our reach, influence and recognition.
- We are one of only two Texas A&M System universities to be lifelong member of the A&M System Family.
- A sense of community and a distinct student-centered culture are key differentiators that set us apart from other universities. Our students are not numbers, but family members, and we are determined to bring out the best in them.
- Nothing says “Texas” like “Texas A&M,” and we are proud to fly that flag in San Antonio as we serve higher education needs for the great State of Texas.





## WHY THE FUTURE?

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- Our curriculum combines foundational knowledge and critical thinking with practical, in-demand skills that are coveted in today's economy and immediately applicable for the next wave of change.
- As a rapidly-growing institution, we teach and act with purpose. Our hands-on research opportunities and high-impact STEM and technology-focused learning push students to imagine, shape and build the future.
- We continually allocate resources to programs and partnerships that advance our region and build our students' futures.

# WHY BREAKTHROUGH?

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- We firmly believe that the opportunity to attain excellence is not a privilege, but a right, granted to all students who are willing to work hard, persevere and make sacrifices for their success.
- We are boundless and resilient, perpetually embracing challenges and pushing our students to develop their skill-sets and uncover new ways of thinking.
- We are deeply invested in not just the student, but the whole person. We dedicate ourselves to unlocking potential by maximizing the personal, intellectual and emotional development of our students.



# BRAND PLATFORM

“

THE BEST WAY TO PREDICT YOUR FUTURE

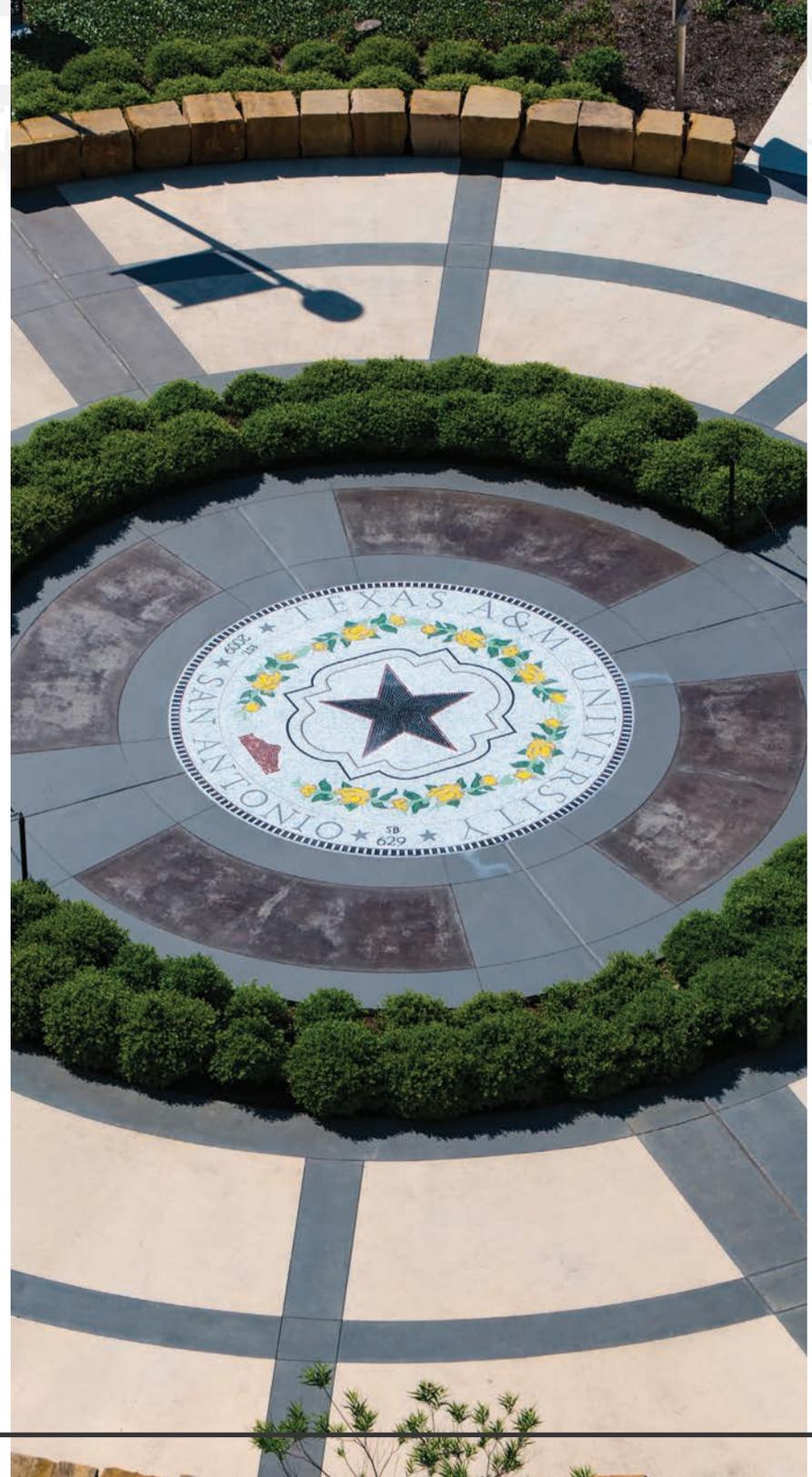
**IS TO CREATE IT.**

- ABRAHAM LINCOLN

# WHAT IS A BRAND PLATFORM?

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Built from our brand pillars, the A&M-SA brand platform is an internal statement that embodies the essence of who we are and what we represent. It is the foundation from which we share our story with the world.



# BRAND PLATFORM

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# BUILD THE FUTURE

## WHY “BUILD”

A strong action verb that serves as a personal call to action for students. It speaks to the individual’s quest to build knowledge and skills, as well as to the University’s collective effort to build students’ lives, families, communities, businesses, new facilities, academic programs, research projects, etc.

## WHY “THE FUTURE”

Speaks to individual students to achieve their dreams and build brighter tomorrows, while also challenging University stakeholders to contribute their unique talents to serving a greater good, imagining and then constructing something that has yet to be defined.

# BRAND PERSONALITY

“

EDUCATION IS THE MOST POWERFUL WEAPON WHICH YOU CAN USE TO

**CHANGE THE WORLD.**

- NELSON MANDELA



TEXAS A&M UNIVERSITY-SAN ANTONIO

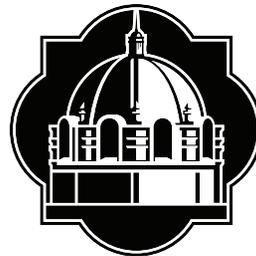
## PERSONALITY & TONE OF VOICE

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Our personality captures the spirit that stems from our promise and pillars. It sets the tone for how we communicate by describing how we want our audiences to think and feel about our brand. The following four personality traits represent the A&M-SA qualities that personify our brand and shape the characteristics that will drive our collective voice and brand image for all communications.

The A&M-SA tone of voice guides how we speak to our various audiences. It dictates the language we use to consistently convey our unique brand personality.

# PERSONALITY



We celebrate diversity and provide equitable opportunities for veterans, military families and people from all backgrounds. We embrace individual thought because we remain committed to the ultimate goal of progress and achievement.

**INCLUSIVE**

**1**

**AUTHENTIC**

**2**

We are genuine, strong-willed and passionate. Our students are not numbers, but unique individuals who seek guidance and inspiration in their quest to achieve personal and career success.

We are resilient, high achievers who are prepared to overcome obstacles, eager to learn from mistakes and determined to attain success and build a brilliant future for our community, region and every one of our students.

**3**

**RESILIENT**

**4**

**AUDACIOUS**

We are big thinkers and hard workers, dedicated to maximizing our boundless potential. We are focused on not only imagining the future, but actively shaping it.

# TONE OF VOICE

We are always intentional and direct. We use clear and concise language backed by firsthand student testimonials (as well as stories of our alumni, donors, faculty and staff), statistics and credible endorsements to prove our impact.

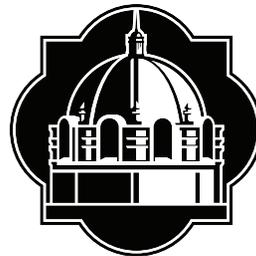
## DELIBERATE

1

## HONEST

2

We are always open and sincere. We say what we do and do what we say. We use personal stories from students, faculty and staff to enliven our transformative capabilities.



We are always engaging and supportive. We welcome and empower every individual, regardless of background, who wants to better their lives and make a difference.

3

## FRIENDLY

4

## PROUD

We are motivated by the opportunity to make a difference. We embrace the success of each other and are proud to share our accomplishments with the world. While grounded and humble, we exude optimism and empower our students by emphasizing the opportunities we provide.

# OUR AUDIENCES

“

DESERVE YOUR  
**DREAM.**

- OCTAVIO PAZ



# HOW DO WE ENGAGE OUR AUDIENCES?

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Great brands build strong bonds with their audiences by being consistent. They are instantly recognizable and immediately stand for something. They speak a common language, despite communicating with very different people from very different places.

A&M-SA means so much to so many. The strength of our core values, commitment to our common mission and loyalty to our shared culture are undeniable. We must express what we already know about our University by maximizing the impact of our communication with each of our unique audiences.



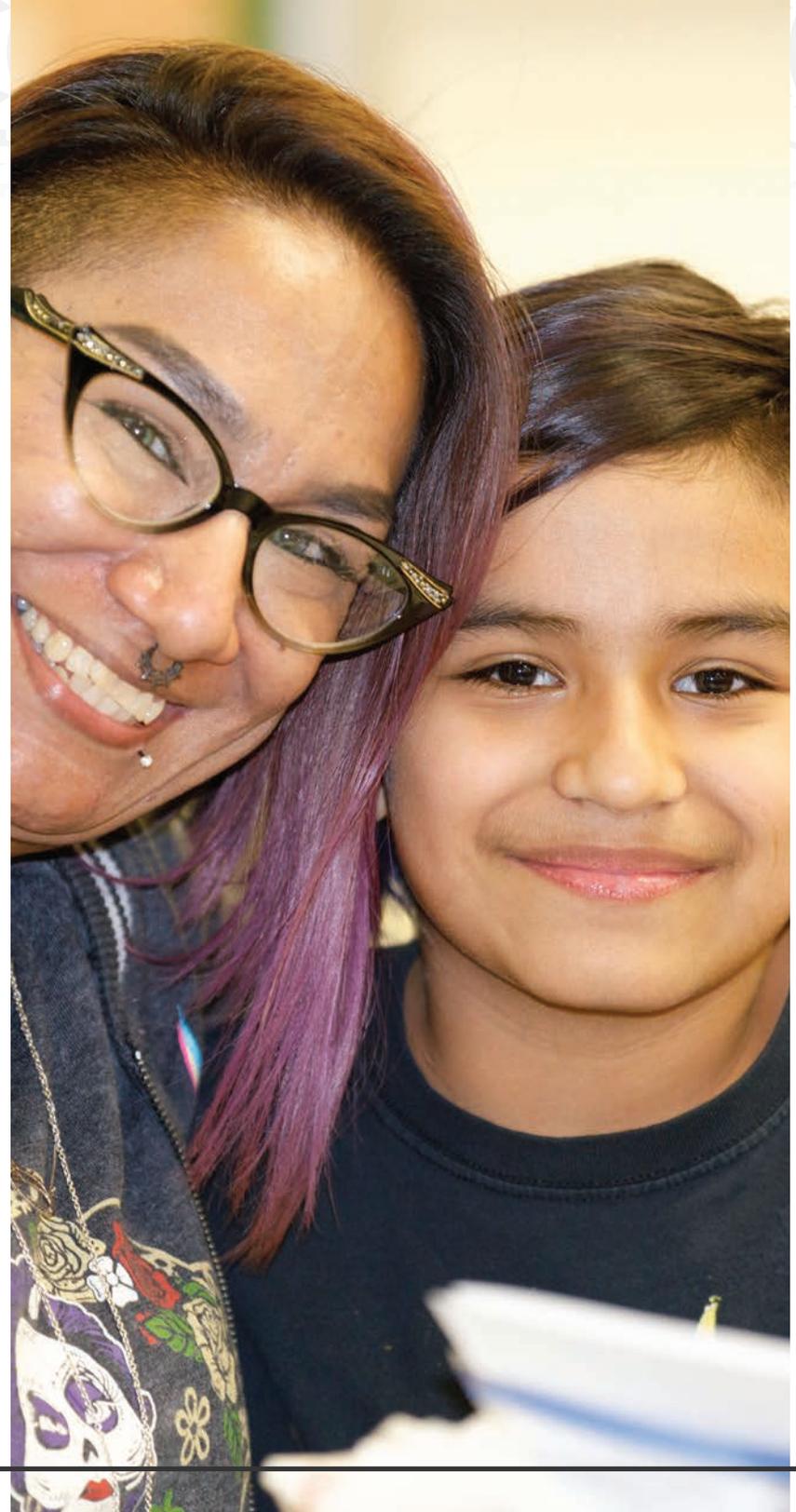
# CURRENT & PROSPECTIVE STUDENTS AUDIENCE BREAKDOWN

- The gateway to civic engagement, personal fulfillment and professional success
- An education that emphasizes in-demand skills and real-world application
- A challenging environment that brings out the very best in you
- A welcoming campus where you will be accepted regardless of your background
- A place to express yourself, feel comfortable and pursue your passions
- Close ties to the community: Internships and professional opportunities
- Big campus opportunities with a small campus feel
- A rapidly growing institution that is invested in your future
- Caring and supportive professors, faculty and staff that will unlock your potential
- A culture built on family, achievement and mutual accountability

# PARENTS OF PROSPECTIVE STUDENTS AUDIENCE BREAKDOWN

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- We are fervently invested in the success of our students
- Our distinguished faculty and staff seek to develop the whole person
- Our caring and supportive professors, faculty and staff challenge students to unlock their potential
- Our curriculum focuses on career preparation and teaching in-demand, professional skills that are highly coveted in today's economy
- Our trusting and caring environment brings out the best in our students
- We are the source of boundless opportunity
- We are committed to uplifting the community
- An education that provides a high return-on-investment
- An ambitious environment filled with students who want to succeed in all aspects of life
- A family culture that treats students as individuals, not numbers





# ALUMNI

## AUDIENCE BREAKDOWN

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- We played a vital role in their success and growth
- We offer lifelong connections to community, tradition and family
- The ability to network with successful alumni and prospective job candidates
- A way to give back and contribute to something greater than oneself
- Members of a growing community and legacy
- We are a source of great pride
- We are connected to who they are as people
- A strong sense of belonging
- The first graduates
- A degree that continues to grow in value
- An opportunity to play a part in uplifting the community and helping others succeed

# COMMUNITY (LOCAL/REGIONAL) AUDIENCE BREAKDOWN

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- We embody the heart and mind of San Antonio
- We are the first institution dedicated to serving the South Side and wider region
- We are a beacon of opportunity
- We develop the next generation of leaders and skilled professionals
- We are an economic engine for the south side, region and state
- We are a source of pride for local families, businesses and schools
- Our curriculum focuses on experiential learning that makes a tangible impact, ranging from hands-on research projects with faculty to internships with local businesses
- We are committed to active learning, community work and social activities
- We are proud members of the Texas A&M System





# FACULTY & STAFF

## AUDIENCE BREAKDOWN

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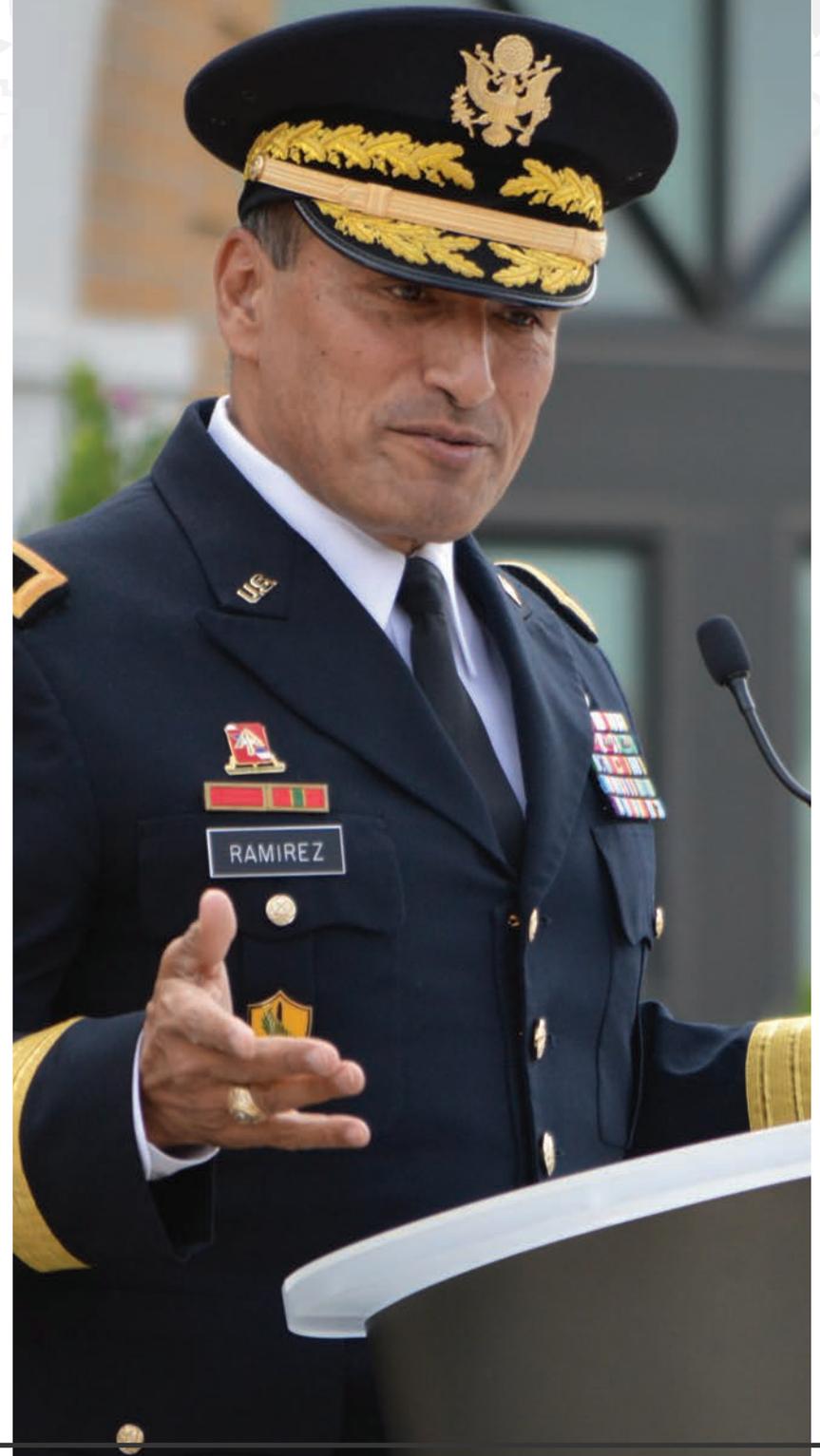
- We are part of the prestigious Texas A&M System Family
- We equip the next generation with the tools to make a difference
- We teach skills that have a direct impact on the community, region and world
- We are more than just teachers; we're mentors
- An opportunity to do what you love
- The ability to change lives and leave a meaningful mark
- We receive the support, resources and opportunities necessary to grow as teachers, researchers and valued members of an academic community

# KEY INFLUENCERS & DONORS

## AUDIENCE BREAKDOWN

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- An investment in us is an investment in the future
- We equip future generations with relevant, 21st century skills
- We are a key economic driver for the community, region and state
- We are committed to supporting military-connected families (veterans, active-duty servicemen and women, military spouses and dependents) and 1st generation college students
- We are dedicated to making an impact and doing what's right for the collective
- A substantial and tangible return on investment



# OUR VISUAL BRAND

“

DESERVE YOUR  
**DREAM.**

- OCTAVIO PAZ

# LOGOS

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## PRIMARY STACKED

Logo usage notes



TEXAS A&M UNIVERSITY  
SAN ANTONIO

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## HORIZONTAL



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SAN ANTONIO

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## WORDMARK

TEXAS A&M UNIVERSITY  
SAN ANTONIO

---

## WIDE



TEXAS A&M UNIVERSITY-SAN ANTONIO

# REVERSED LOGOS

## PRIMARY STACKED

Logo usage notes



TEXAS A&M UNIVERSITY  
SAN ANTONIO

## HORIZONTAL



TEXAS A&M UNIVERSITY  
SAN ANTONIO

## WORDMARK

TEXAS A&M UNIVERSITY  
SAN ANTONIO

## WIDE

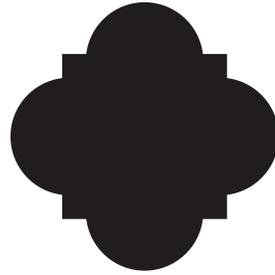


TEXAS A&M UNIVERSITY-SAN ANTONIO

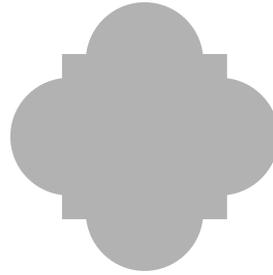
# COLORS

## PRIMARY COLORS

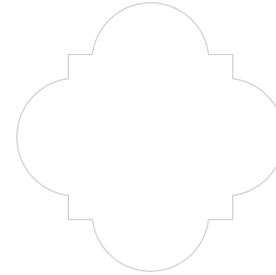
Primary color usage notes



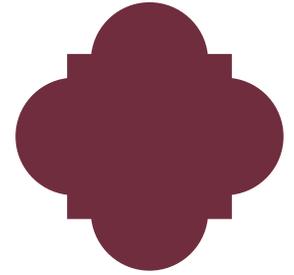
**JAGUAR BLACK**  
PMS Black  
CMYK 73, 68, 67, 89  
RGB 2, 0, 0  
HEX 020000



**GENERAL GRAY**  
PMS Cool Gray 5  
CMYK 31, 25, 25, 0  
RGB 177, 177, 177  
HEX B1B1B1



**ESPERANZA WHITE**  
White  
CMYK 0, 0, 0, 0  
RGB 255, 255, 255  
HEX FFFFFFFF



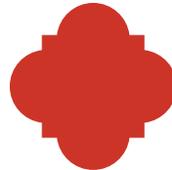
**MADLA MAROON**  
PMS 505 C  
CMYK 40, 86, 58, 38  
RGB 112, 46, 62  
HEX 702E3E

## SECONDARY COLORS

Secondary color usage notes



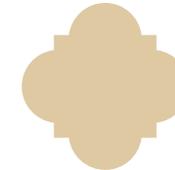
**DESERT WILLOW**  
PMS 7430 C  
CMYK 10, 38, 9, 0  
RGB 223, 168, 190  
HEX DFA8BE



**TEXAS STAR**  
PMS 7626  
CMYK 14, 93, 100, 4  
RGB 202, 54, 37  
HEX CA3625



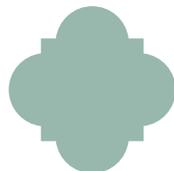
**LANTANA**  
PMS 715 C  
CMYK 0, 54, 94, 0  
RGB 248, 141, 42  
HEX F88D2A



**SANDSTONE**  
PMS 468 C  
CMYK 13, 18, 39, 0  
RGB 221, 201, 163  
HEX DDC9A3



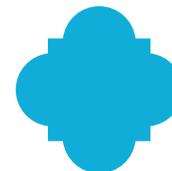
**YELLOW ROSE**  
PMS 116 C  
CMYK 0, 18, 100, 0  
RGB 255, 205, 0  
HEX FFCDD0



**AGAVE**  
PMS 622 C  
CMYK 42, 16, 33, 0  
RGB 152, 184, 173  
HEX 98B8AD



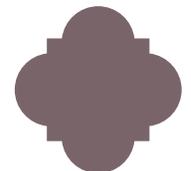
**NOPAL**  
PMS 346 C  
CMYK 57, 0, 53, 0  
RGB 108, 202, 152  
HEX 6CCA98



**CIELO**  
PMS 638 C  
CMYK 82, 7, 9, 0  
RGB 0, 172, 216  
HEX 00ACD8



**PATRIOTS' BLUE**  
PMS 301 C  
CMYK 100, 72, 27, 12  
RGB 0, 73, 135  
HEX 004987



**SHALE**  
PMS 437 C  
CMYK 51, 57, 48, 17  
RGB 122, 101, 105  
HEX 7A6569

# MILITARY EMBRACING™ LOGOS

## STACKED

Logo usage notes



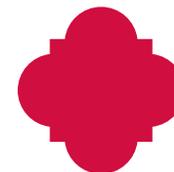
TEXAS A&M UNIVERSITY-SAN ANTONIO  
*Military Embracing*™

## STACKED REVERSED



TEXAS A&M UNIVERSITY-SAN ANTONIO  
*Military Embracing*™

MILITARY EMBRACING™  
REMEMBER EVERYONE DEPLOYED (R.E.D)



**"OLD GLORY RED"**  
PMS 193 C  
CMYK 0, 100, 66, 13  
RGB 196 13 60HEX  
HEX C40D3C

# FONTS

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**OSWALD**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**0123456789**

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Avenir Next

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**0123456789**

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Vollkorn

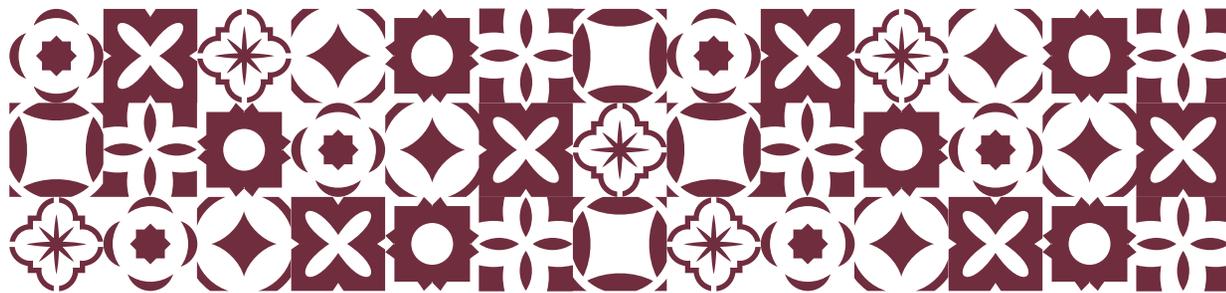
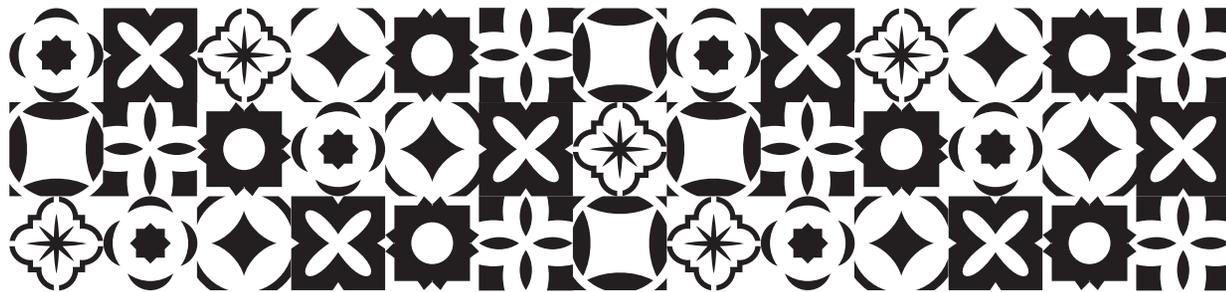
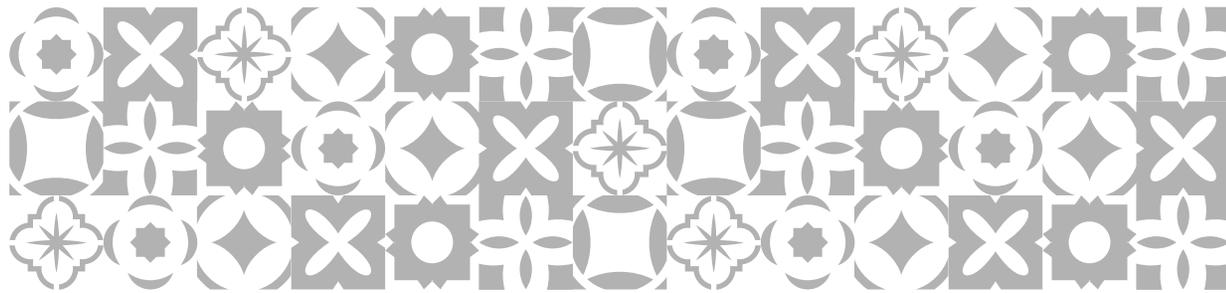
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**0123456789**

# GRAPHIC ELEMENTS

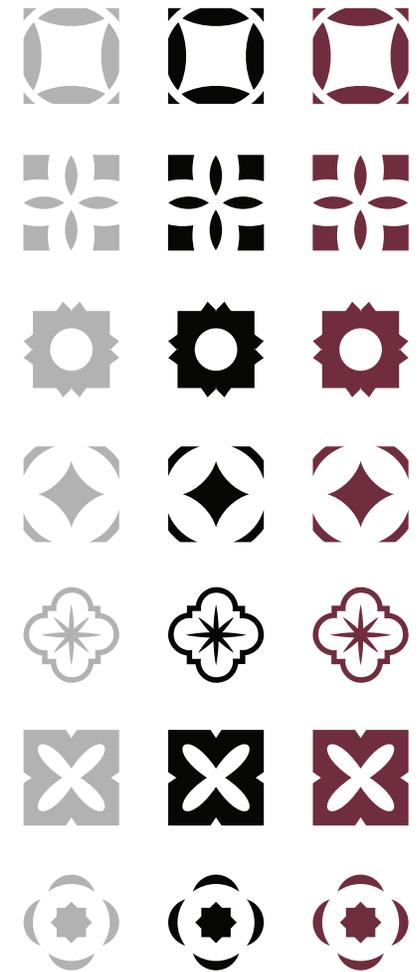
## TILES - COLLECTIVE

Graphic usage notes



## TILES - INDIVIDUAL

Graphic usage notes



# THANK YOU



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