



Graphic Standards Manual

INTRODUCTION

The Texas A&M University-Commerce Symbol and Spirit logo are valuable assets that enhance our school name, the integrity of our organization and the professionalism of our faculty, staff, and students. The consistent application of this graphic image will in time increase the awareness of the University.

THE BASICS

The University identity is composed of two distinct but related elements: the “Wordmark” symbol and the “Spirit” logo. Used together, they become our “signature.”

THE “BLOCK” SYMBOL

The “Block” symbol is stylized typography arranged in a stacked format within a rectangular block. The strong, distinctive design enables quick identity. This symbol is designed to be a stand alone graphic image.

THE “EXTENDED” SYMBOL

The Extended Symbol is a typeface treatment specifically developed for use by the University. In some instances, the block symbol will not reproduce well due to size and format constraints. When this occurs, the extended symbol should be used. The Extended symbol is designed for use in horizontal applications only. The Extended symbol should always be reproduced from the artwork supplied. It should never be typeset.

THE “SPIRIT” LOGO.

The spirit logo may be used only by Athletics, Student Enrollment Services, and Student Affairs (including Student Organizations).

SEAL

Texas A&M University-Commerce has a distinctive seal with a rich heritage. But the seal has sometimes been used as a default means of communication and occasionally without the gravity attached to its essential meaning. The seal is reserved for specific ceremonial and executive-level applications, including permanent building insignias; diplomas; university ceremonies; and for stationery, presentations, Web sites, and invitations for the president, vice presidents, and provost.

USING THE IDENTITY SYSTEM

In addition to business cards, stationery and fax sheets, the logo can be applied to collateral, signage, apparel and advertising, to name a few. Careful adherence to the standards listed here will help you execute effective marketing and communications efforts that reflect a professional, successful image for our University.



Block Symbols



Extended Symbol



Spirit Logo

COLOR

When reproducing the Symbols, Spirit logo, and Seal, standard colors are

Pantone 281 and Pantone 124. In instances where Pantone Color cannot be specified, please use the following conversions:

PMS 281 - CMYK = Cyan (100%), Magenta (72%), Yellow (0%), Black (32%)

PMS 124 - CMYK = Cyan (0%), Magenta (28%), Yellow (100%), Black (6%)

REVERSING TO WHITE

The sharper the distinction between the Logo and the background color (light/dark), the more recognizable the mark will be. An alternate version of the logo has been created for reverse applications, or when the background area or other elements are greater in value than 50%. When reversing the Logo from a darker background, it is strongly suggested that the entire Symbol be reproduced in the same color.

USAGE GUIDELINES

Avoid using on medium-toned, photographic, or textured backgrounds that do not allow for proper contrast between the logo and the background color. Allow for adequate white space to surround the logo – do not crowd the logo with other logos of any type, text of any kind, photos or other graphic design elements. When preparing a black and white, one-color, or two-color publication, the logo may be used in solid black, solid white, or solid blue (PMS 281). No other variations may be made. Do not add anything to the logo, and do not subtract anything from the logo.

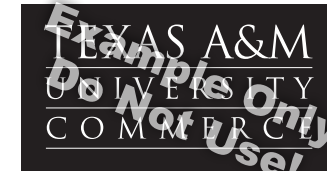
COLOR PRINTING VS. PERSONAL COLOR PRINTERS

It is recommended that whenever reproducing the Logo, that it be printed on a standard printing press using either Pantone Color Inks or CMYK four color process printing. However, in instances where the logo must be output from a desktop PC to a personal color printer, we recommend testing the final output for accuracy. Personal color printers vary widely in terms of color coverage and usage.

Contact Randy Jolly (8175) or Debbie Raney (5706) to obtain logos for use in PC format (Word, Publisher, PowerPoint, etc).



Reverse Block Symbols



Black Block Symbols

TEXAS A&M UNIVERSITY-COMMERCE

Black Extended Symbol