PURPOSE OF THESE GUIDELINES

The Texas A&M brand is conveyed through the use of its logo, photography, typography and color.

Consistent usage of these brand elements is vital to ensure the integrity of the Texas A&M School of Law brand.

These guidelines will ensure Texas A&M School of Law employees and partners express the company’s brand consistently and effectively across advertising, collateral, event graphics and more.

Some of these guidelines may change over time, in which case this document will be updated accordingly.

Please contact the Office of Marketing & External Affairs at 817.212.4000 with any questions regarding these guidelines.
Texas A&M University School of Law requires student organizations to have advance approval before using A&M trademarks and logos. Licensed vendors (screen printers for apparel, for example) will handle the licensing work directly with the licensing office. If you are a non-A&M licensed vendor or need other licensing assistance, please contact the Office of Trademark Licensing at 979.845.4621. All products that are officially licensed must include a label or sticker featuring the Collegiate Licensed Product (CLP) logo.

**Word trademarks of the University include:**
- Aggie
- Aggies
- Texas Aggies
- Texas A&M
- Texas A&M University
- TAMU
- Twelfth Man
- 12th Man
- 12th Mania
- Gig ‘Em
- Texas Aggie Bonfire
- Wrecking Crew
- Old Sarge
- Fightin’ Texas Aggie Band

**Design trademarks of the University include:**
- Block ATM
- A&M (stylized)
- University Seal
- University Ring Crest
- Ring Design
- Corps Insignia
- Gun and Sword
- Bugle with Banner
- Star
- T Star (with design)
- Bonfire (with flames)
- Reveille
- Ol’ Sarge Head
- Gig ‘Em

The Office of Trademark Licensing will only approve art graphics that utilize the following Pantone Monitoring System (PMS) colors to depict the University trademarks: Maroon (PMS 505), Gray (PMS 422), and Gold (PMS 873), and Green (PMS 341) for the University seal. Finally, the registered trademarks of Texas A&M University cannot be utilized in Internet domain names purchased by a student organization.

Please note that you must get all items that include the Texas A&M Law School logos approved by the Office of Business Development. For more information about trademark licensing associated with Texas A&M University, please visit trademarks.tamu.edu, as well as brandguide.tamu.edu.
COLOR PALETTE

Primary Colors
The Texas A&M School of Law primary color palette includes the following colors. To ensure consistent color usage, adhere to the Pantone, CMYK and RGB formulas as outlined below.

Aggie Maroon™ is a custom Pantone® color created to offer a standard hue for all maroon used to promote or represent Texas A&M.

**Primary Colors**

### Aggie Maroon™

<table>
<thead>
<tr>
<th>R 80</th>
<th>C 15</th>
</tr>
</thead>
<tbody>
<tr>
<td>G 0</td>
<td>M 100</td>
</tr>
<tr>
<td>B 0</td>
<td>Y 39</td>
</tr>
<tr>
<td>HEX 500000</td>
<td>K 69</td>
</tr>
</tbody>
</table>

**Secondary/Accent Colors**

<table>
<thead>
<tr>
<th>R 0</th>
<th>C 0</th>
</tr>
</thead>
<tbody>
<tr>
<td>G 0</td>
<td>M 0</td>
</tr>
<tr>
<td>B 0</td>
<td>Y 0</td>
</tr>
<tr>
<td>HEX 000000</td>
<td>K 100</td>
</tr>
</tbody>
</table>

Text box color dropped to a 60% opacity.

**COATED PMS**
Aggie Maroon™

**UNCOATED PMS**
Aggie Maroon™

**COATED PMS**
Black C

**UNCOATED PMS**
Black U

Text box color dropped to a 60% opacity.

**COATED PMS**
Cool Gray 1C

**UNCOATED PMS**
Cool Gray 1U
TEXAS A&M SCHOOL OF LAW LOGO FAMILY

The Texas A&M School of Law logo is a critical component of the organization's identity. Strict adherence to the guidelines for its usage ensures the company projects a strong and consistent persona.

Usage Guidelines
- Always use original artwork for the logo; poor-quality reproductions are unacceptable.
- Never combine the ACVB logo with other figures, words, trademarks or symbols.
- Never use the logo in a headline or copy text.
- The logo may often appear on a dark background color. To ensure optimum legibility, the reversed out logo should not appear on backgrounds with a tint lighter than 50%.

Primary Campaign Logo
Use on all Texas A&M School of Law 2014 campaign communications.

Formal Identity
A combination of the university's primary mark and this type treatment is used by all university colleges, departments and divisions for letterhead, business cards and other stationery items. The primary mark is used when several TAMU entities are visually represented together.

Specific Identity
This is your custom logo lockup (horizontal and stacked versions) for use on marketing/promotional materials and signage. Examples include: brochures, fact sheets, pocket folders and other printed matter; websites, e-newsletters, presentations, and other electronic media; incentive items such as pens, USB drives, shirts, bags, etc.

Departmental Identity
Only the School of Law will appear in the custom logo lockup. Departments, offices and programs will appear in type treatment as shown.

Note: Only the university’s primary mark appears in a rectangle; custom logo lockups may appear in black, maroon, or white (knocked out of a solid-color background).
For details on the university’s branding efforts, visit http://brandguide.tamu.edu
TYPOGRAPHY

Two typefaces have been selected for use in all Texas A&M School of Law related marketing communications materials.

Frutiger 45 Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Frutiger 55 Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Frutiger 65 Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
INTRODUCING THE COUNTRY’S NEAREST LAW SCHOOL
WITH 137 YEARS OF TRADITION.

Texas Wesleyan Law School is now the Texas A&M University School of Law. And with our new name comes the commitment to leadership and academic excellence that Texas A&M University has fostered over a 137 year history. As we open our doors, we stand ready to build upon that tradition and educate a new generation of Aggies who will serve the citizens of Texas and the world.

To learn more or apply, please visit law.tamu.edu.
ELECTRONIC LOGO FILES

A variety of electronic logo files are used when developing brand communications. The following is a brief description of the types of files we use and their appropriateness for various applications.

**JPEG or JPG** (Joint Photographic Experts Group)
Pixel-based; supports only 256 colors.

Best for:
- Website graphics
- Internet banner ads
- HTML e-mails

CAUTION: JPEGs can be distorted when “zipped” or otherwise compressed and transmitted.

**GIF** (Graphical Interchange Format)
Pixel-based but allows for transparent backgrounds, allows for animation, supports only 256 colors.

Best for:
- Animated Website graphics
- Animated Internet banner ads
- HTML e-mails

**PNG** (Portable Network Graphics Format)
Pixel-based that allows for variable transparent backgrounds, has greater compression than GIF, supports only 256 colors.

Best for:
- Static Website graphics
- Static Internet banner ads
- HTML e-mails

**EPS** (Encapsulated Postscript)
Vector art; most versatile format; can be resized indefinitely without losing quality.

Best for:
- Printed collateral
- Print advertising
- Signage
- Truck graphics
- Displays
- Large-scale needs
ELECTRONIC LOGO FILES (CONTINUED)

**TIFF** (Tagged Image File Format)
Pixel-based; high resolution but can’t be enlarged from original size without losing quality.

Best for:
• Printed collateral
• Print advertising

In general, JPEGs and GIFs are used for low-resolution applications, while TIFFs and EPS files are used in cases where high resolution and high quality are required.

HELPFUL TIP: In order to maintain correct proportions while sizing a logo, press the SHIFT key while enlarging or decreasing the size.

About PDFs
The PDF file (Portable Document Format) is an electronic document which is commonly used for reviewing logos, artwork and advertising layouts.

PDFs are designed to allow for easy review of graphical material.

Remember, however, that PDFs are generally low-resolution files and are NOT substitutes for the high-resolution files (such as EPS and TIFF files) needed for final printing.