

# Texas A&M International University

## Athletics Style Guide



# Contents

- Introduction 3
- Graphic Standards Policy 4
- Marks 4
- Proper Logo Use 5
- Color Variations 6
- Common Mistakes 7

As symbols of a thriving university athletics program, the logos and logotype for Texas A&M International University Athletics must be used appropriately in both print and electronic publications. When used correctly, the result is a strong, consistent graphic program which inspires confidence in players and staff and enhances the reputation of the program and the University.

This **Athletics Style Guide** outlines the use by Athletics Department staff, merchandising and printing vendors, and the media of TAMIU Athletics logos and logotypes. This Guide covers most, but not all examples of acceptable usage. For clarification on the appropriateness of other usages, please consult the TAMIU Office of Public Relations, Marketing and Information Services (PRMIS).

## Note

The information contained in this Guide is intended as a primer to the graphic standards followed by the TAMIU Athletics Department and PRMIS. PRMIS staff members have been authorized and directed to review all logo applications, including those complying with the guidelines listed here.

If you have any questions regarding this Guide, please contact the PRMIS design and brand manager or the director at 956.326.2180 or email [prmis@tamiu.edu](mailto:prmis@tamiu.edu)

Extra copies of the Guide are available from TAMIU Athletics, or you may print the electronic version found on the Athletics website, [www.GoDustdevils.com](http://www.GoDustdevils.com).

All material printed or produced by PRMIS in the name of the TAMIU Dustdevils will adhere to the guidelines of this **TAMIU Athletics Style Guide**.

There are three distinct TAMIU logos. This Guide outlines how to use the logos properly. All logos are for print, electronic and signage use. Specific instructions regarding apparel and merchandise are included with each logo. Requests for uniforms and practice/travel gear and all use of athletic brands must be approved by PRMIS.

Under no circumstance should any of the TAMIU logos be manipulated in any way (i.e., color, proportion, image adjustments, edits, etc.).

“Texas A&M International University” or “TAMIU” is always the first reference in all usages.

## Marks

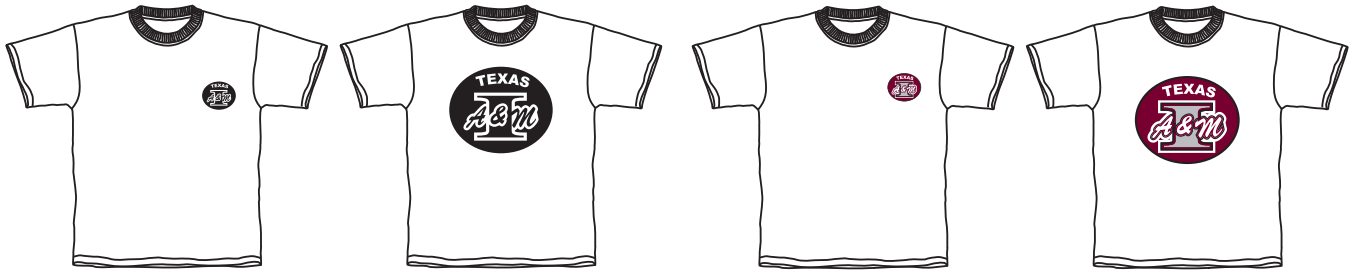


# TAMIU

# Dustdevils

## Standards:

- Logos should not exceed three inches in width when embroidered on polo-style shirts on the side chest area.
- The words “Texas A&M International University” or “TAMIU” should appear somewhere on the item, especially when those items are used outside Laredo. You are encouraged to include the full name of the University or the acronym, even on items destined for on-campus use, for branding purposes (e.g., training gear).
- The official TAMIU Athletics logo is preferred for most standard uses.
- The logo must be reproduced using authorized, electronic files sized and obtained from PRMIS.
- Always maintain the designed proportions for the logo.



## Restrictions

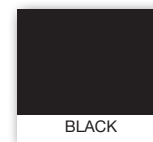
1. Logos cannot be modified
2. Logos cannot be used as a watermark
3. Logos cannot be combined or positioned with other logos
4. Minimum reproduction size for logos/brands is 2 inches.
5. The Athletics mark can include the name of a particular sport, or special event/initiative beneath it.

The TAMU logos and logotypes should be printed in full color (see below).

The proper ink colors are PMS 7421 maroon and PMS 877 silver. It is acceptable to reproduce a logo in one color of ink, either in PMS 7421 maroon, PMS 877 silver or black. Any other colors must be approved by PRMIS before printing.

The logo may “reverse,” meaning the logo may be reproduced in white on a colored or black background.

The logo may be reduced or enlarged proportionally, but it should never be printed smaller than 1.25 inches wide.



## Unacceptable Use

- The size relationship among the various elements in the logo should not change.
- The position of the elements in the logo should not be moved.
- The elements of the logo should not be distorted or extracted.
- The elements of the logo should not contain shadows.
- The TM logos should not be combined with other graphics or symbols.
- The logos should not be line screened under normal circumstances. Exceptions must be approved, and the appropriate artwork supplied, by PRMIS.
- The integrity of the logos must not be compromised by placing lettering or graphic images directly behind or on top of the graphics. There should be no competing artwork or text in close proximity to the logos.
- Do not manipulate or distort the logo for use as a watermark.
- The logo should never be reproduced from a website or previously printed publication. Request artwork for promotional items or gear from PRMIS so it can be sized appropriately and prepared for ideal, planned production.
- The logo cannot be redrawn, re-set, re-proportioned or distorted, nor can it be printed from an unapproved or unenhanced electronic output (for example, laser printer, fax or copy machine).
- The logo should never be printed within a border or other type of artwork.
- To ensure legibility, the logo is best used on a solid background, rather than over-printed on a photograph, on a heavily textured design or on top of other words.
- The words “TAMU Dustdevils” cannot be set in another typeface and used in place of the official logotype.
- The Dustdevil should not be reversed; the lasso must appear to the right side.
- The logo should not be reproduced at an angle other than horizontal.
- Colors should be printed exactly as shown in the color breaks on page 6 of the Guide.

