

09.02.99.C1.01 University Identification Guidelines

Approved December 16, 2008

Supplements University Rule 09.02.99.C1

1. GENERAL

- 1.1 The University seal, graphic marks and slogan perform instrumental roles for establishing and maintaining institutional identity and public recognition. Guidelines for best practices in their use are essential for ensuring that the integrity of these marks, images and messages are maintained.
- 1.2 Procedures and practices using the seal, graphic marks, images and slogan will be developed and published by the Division of Institutional Advancement.

2. IDENTIFYING UNIVERSITY ITEMS

- 2.1 All published, printed, or manufactured items prepared by or for a University office, department, division, or recognized student organization for distribution to internal and/or external audiences will contain identification which follows these guidelines. Published items also include electronic forms of media.
 - (1) The University seal may be used as stipulated below.
 - (2) The University graphic mark may be used as stipulated below.
 - (3) The University slogan may be used as stipulated below.
 - (4) The University athletic graphic mark and the University athletic mascot mark may be used as stipulated below.
 - (5) Where it is not possible to use either the seal, the graphic mark, the slogan, or the athletic graphic mark, the full name of the University should appear: Texas A&M University-Corpus Christi.

Departures from these guidelines must be reviewed by the Division of Institutional Advancement for approval before publishing, printing or manufacturing.

- 2.1.1 The University seal is the emblem originally created in 1977 and revised in 1993, consisting of the name of the University creating a circle enclosing an outline star and a graphic representation of a gull, with the year "1947" centered below the star.
 - 2.1.2 The University graphic mark, launched in fall 2008, includes a thematic composite of the campus entryway sculpture "Momentum" and is accompanied by the wordmark crafted of serif type of the institution's name. It is created in several formats to support design development for ensuring the integrity of the graphic mark.
-

- 2.1.3 The University slogan consists of the words “The Island University” and is used in promotional materials, stationery and other communication forms for identifying Texas A&M University-Corpus Christi.
 - 2.1.4 The University athletic graphic mark is the emblem originally created in 2000, consisting of a stylized wave with a connecting background shape around the word “Islanders” in block letters with “Texas A&M-Corpus Christi” in san serif type on the top. The athletic graphic mark may appear as the complete mark, the wave image alone, or the “Islanders” wordmark alone.
 - 2.1.5 Internal audiences are defined as those persons or groups within the University community, including current students, faculty and staff.
 - 2.1.6 External audiences are defined as those persons or groups outside the University community, including prospective students, alumni, donors, regents, elected officials and other officers of the State, members of the media, and the general public.
- 2.2 Institutes or major divisions of the University that are able to demonstrate a need for a distinguishing identity apart from the University’s may seek approval for the use of a customized graphic mark to identify materials and publications representing those entities. Divisions or institutes seeking such approval will make application to the Division of Institutional Advancement, which will approve or deny such application.
- 2.2.1 Any customized graphic mark approved for institute or division use must include the full name of the University (Texas A&M University-Corpus Christi) and components of the University’s mark as part of the design.
 - 2.2.2 Divisions or institutes approved for the use of a customized graphic mark must use the standardized University stationery (letterhead, business card, envelope, mailing label, etc.).
 - 2.2.3 Use of the University graphic mark and a customized divisional graphic mark on the same surface of a printed piece is discouraged, and must be reviewed for approval on a case-by-case basis by the Division of Institutional Advancement.
- 2.3 No other insignia, emblem or device may be used to represent the University without the prior approval of the Division of Institutional Advancement.

3. USE OF PRESIDENT’S SEAL AND COMMERCIAL SEAL

- 3.1 The President’s Seal is one of two forms of the University seal for Texas A&M University-Corpus Christi and is restricted to such documents and materials as:
 - (1) diplomas
 - (2) class rings
 - (3) transcript forms
 - (4) official reports to government agencies
-

- (5) other official forms and documents
- (6) other purposes as authorized by the University President

3.2 Use of the University seal on products for sale, on materials used for decoration and for presentations where the University is identified through its brand utilizes the “Commercial Seal” following design guidelines developed by the Division of Institutional Advancement.

3.3 Use of the Commercial Seal on any other printed piece, publication, presentation or product must be approved prior to production on a case-by-case basis by the Division of Institutional Advancement.

4. USE OF UNIVERSITY GRAPHIC MARK

4.1 The official University graphic mark may be used on printed, published, or manufactured items prepared by or for the University.

4.2 The words "Texas A&M University-Corpus Christi" should appear in Garamond or a similar serif typeface. The full graphic mark includes the wordmark component which can be used separately for identifying the University.

4.3 Proposed uses of the graphic mark must be reviewed for approval on a case-by-case basis by the Division of Institutional Advancement.

4.4 The colors to be utilized in production in both print and electronic forms have been established and are discussed in the University’s Guide for Designers. The primary colors, based on the Pantone Matching System (PMS) are: Blue--PMS 300; Green--PMS 348; and Silver--PMS 877. Blue is the dominant color for the University. When using the four-color process for printing, the PMS colors should be matched as closely as the technology allows.

4.5 Official University letterheads, envelopes, and business cards are produced through Printing Services, a part of University Services, using templates authorized by the Division of Institutional Advancement. All stationery materials follow specified paper and ink color selections.

4.6 Uses of the graphic mark on specialty items (T-shirts, cups, pens, etc.) must follow previously stated guidelines.

5. USE OF UNIVERSITY SLOGAN

5.1. The University slogan “The Island University” is used in promoting the unique geography of the campus. It is used for promotional purposes and usually accompanies the full name of the institution within materials produced and language developed. In most cases, such as on stationery items, the slogan is created in a sans serif typeface, however, because the slogan is used for promoting the geographical brand of the University it is often seen in many typeface formats for clothing and other merchandise.

- 5.2 The University slogan may be used on printed, published, or manufactured items intended for distribution to external audiences to support the University's identity branding efforts.
- 5.3 The University slogan may be used on printed, published, or manufactured items intended for distribution to internal audiences to support the University's identity branding efforts.

6. USE OF UNIVERSITY ATHLETIC GRAPHIC MARK

- 6.1 The official University athletic graphic mark must be used on any printed, published, or manufactured items prepared by or for the University's Intercollegiate Athletics Office. The athletic mascot mark may be used on any printed, published, or manufactured items prepared by or for the University's Intercollegiate Athletics Office.
- 6.2 The official University athletic graphic mark or the athletic mascot mark may be used on printed, published, or manufactured items prepared by or for other University offices intended for internal audiences.
- 6.3 Use of the official University athletic graphic mark or the athletic mascot mark on printed, published, or manufactured items prepared by or for other University offices intended for external audiences must be reviewed and approved by the Division of Institutional Advancement.
- 6.4 The official University athletic graphic mark or the athletic mascot mark may be used in four-color process, three-color, two-color or one-color versions.
- 6.5 Uses of the athletic graphic mark or the athletic mascot mark on specialty items (T-shirts, cups, pens, etc.) and in videos, slides, overhead transparencies, etc. must follow previously stated guidelines.

7. ADMINISTRATION

- 7.1 Departments preparing materials for printing that fall under the above guidelines will work with the Division of Institutional Advancement to ensure their projects are completed in adherence with these guidelines.
- 7.2 Departments procuring manufactured items that fall under the above guidelines will work with the Division of Institutional Advancement to ensure their projects are completed in adherence with these guidelines.

Contact for Interpretation: Vice President for Institutional Advancement.
