09.02.99.C0.01 University Name and Indicia Usage

Revised: June 17, 2024
Next Scheduled Review: June 17, 2029
Revision History

Procedure Summary

Texas A&M University-Corpus Christi (TAMU-CC) may adopt and protect official seals and other identifying marks of the university. The university seals, graphic marks, and slogan perform instrumental roles for establishing and maintaining institutional identity and public recognition. The seals and identifying marks may not be used without the express approval of the university President or designee. Guidelines for best practices in the use of the university seals and identifying marks are essential for maintaining their integrity.

Procedure

1. GENERAL

1.1. TAMU-CC prohibits the use of any of its registered symbols, insignia, or other identifying marks without express written approval. For purposes of this procedure, this prohibition includes but is not necessarily limited to all registered marks of the university's name, abbreviations, symbols, emblems, logos, mascot, slogans, marketing themes, official insignia, uniforms, landmarks, and songs.

1.2. The President of TAMU-CC has delegated the authority to approve the use of university identifying marks for printing, advertising, or other public distribution to the Senior Vice President for Institutional Advancement. Guidelines and practices for using the seal, graphic marks, images, and slogan will be developed and published by the department of Marketing & Communications (MARCOM). The President has delegated the authority to license the commercial use of university identifying marks to MARCOM.

1.3. Internal audiences are defined as those persons or groups within the university community, including current students, faculty, and staff.

1.4. 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 public.

2. IDENTIFYING ITEMS OF THE UNIVERSITY

2.1. The university's marks may be used by all university departments, recognized student organizations, the Texas A&M University-Corpus Christi Alumni Association, and the Texas A&M-Corpus Christi Foundation in support of the university's mission in accordance with guidelines developed by MARCOM. Current approved marks, seals, and other logos can be found at https://www.tamucc.edu/marketing-and-communications/official-logos.php.

2.2. All digital, 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 the guidelines listed below. Departures from these guidelines must be reviewed and approved by MARCOM before publishing, printing, or manufacturing. Published items also include electronic forms of media.

2.2.1. The university seal is the emblem originally created in 1977 and revised in 1993, consisting of the name of the university and leaf design creating a circle enclosing an outline of a star and a graphic representation of a gull, with the year "1947" centered below the star.

2.2.2. 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.

2.2.3. The university slogan consists of the words "The Island University" and is used in promotional materials, stationery, and other communication forms for identifying TAMU-CC. When used, the university slogan must be accompanied by the university name, seal, or graphic mark.

2.2.4. The university athletic graphic mark is the emblem originally created in 2012, consisting of an "I" in block letters outlined in green with a stylized wave in the center and the words "Texas A&M-Corpus Christi" in block letters on top and the word "Islanders" in block letters on the bottom. The athletic graphic mark may appear as the complete mark or the "I" with only the word "Islanders" in block letters on top, with an option of block letters denoting an athletic team below. The "I" image is not to be used as a stand-alone graphic without the written approval from the Director of Marketing prior to production.

2.2.5. The university athletic mascot mark is the emblem consisting of an “Izzy the Islander” stylized graphic of a blue being which includes sunglasses, the athletic graphic mark on the chest, and navy shorts. The “Izzy Head” graphic is permitted for use both on and off campus but must be accompanied by the wording “Islanders” or “Texas A&M University-Corpus Christi.”

2.2.6. The university "Shaka" hand symbol consists of a hand with the palm facing toward the body with the thumb up and pinky down. The “Shaka” hand symbol is permitted for use both on and off campus but must be accompanied by the wording “Islanders,” “Texas A&M University-Corpus Christi," or "Shakas Up!"

2.2.7. Where it is not possible to use the seal, graphic mark, slogan, or athletic graphic mark, the full name of the university should appear as either “Texas A&M University-Corpus Christi” or “Texas A&M-Corpus Christi”.

2.3. Institutes or major divisions of the university that are able to demonstrate a need for a distinguishing identity apart from the university’s identity may seek approval for the use of a customized graphic mark or cobrand to identify materials and publications representing those entities. Divisions or institutes seeking such approval will email MARCOM at marcom@tamucc.edu, which will approve or deny the request.

2.3.1. 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.

2.3.2. 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.).

2.3.3. 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 MARCOM.

2.4. No other insignia, emblem, or device may be used to represent the university without the prior approval of MARCOM.

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 TAMU-CC and is restricted to such documents and materials as:

(a) diplomas

(b) class rings

(c) transcript forms

(d) official reports to government agencies

(e) other official forms and documents

(f) 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 MARCOM.

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 MARCOM.

4. USE OF UNIVERSITY GRAPHIC MARK

4.1. The official university graphic mark may be used on digital, 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 MARCOM.

4.4. The colors to be utilized in production of both print and electronic are established in the University's Brand and Style Guide located at https://www.tamucc.edu/marketing-and-communications/style-guide/index.php. The primary colors, based on the Pantone Matching System (PMS), are: Blue--PMS 300; Green--PMS 348; and Silver--PMS 422. Blue is the dominant color for the university. When using the four-color process for printing, the PMS colors should match as closely as the technology allows.

4.5. Official university letterheads, envelopes, and business cards are produced through Printing Services, a part of the office of University Services, using templates authorized by MARCOM. All stationery materials are for university employees only and must follow specified paper and ink color selections.

4.6. Uses of the graphic mark on specialty items (e.g., T-shirts, cups, pens, etc.) must follow university procedure *09.02.99.C0.02, Branded Items*.

5. USE OF UNIVERSITY NAME AND SLOGAN

5.1. The official university name is Texas A&M University-Corpus Christi. If the name must be abbreviated due to space constraints, then TAMU-CC is the appropriate abbreviation. Note the use of the dash with no spaces on either side of the dash.

5.2. The university slogan "The Island University" is used in promoting the unique geography of the campus. It is used for promotional purposes and when used must be accompanied by 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.

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

6. USE OF UNIVERSITY ATHLETIC GRAPHIC MARK, ATHLETIC MASCOT MARK, AND "SHAKA" HAND SYMBOL

6.1. The official university athletic graphic mark must be used on any digital, printed, published, or manufactured items prepared by or for the university's Intercollegiate Athletics Office. The athletic mascot mark may be used on any digital, 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 digital, printed, published, or manufactured items prepared by or for other university offices intended for internal audiences. Athletic graphic marks are not to be used with a department name as a department co-brand outside of the Intercollegiate Athletics Office except for Recreational Sports.

6.3. Use of the official university athletic graphic mark or the athletic mascot mark on digital, printed, published, or manufactured items prepared by or for other university offices intended for external audiences must be reviewed and approved by MARCOM.

6.4. The official university athletic graphic and mascot marks 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 (e.g., T- shirts, cups, pens, etc.) must comply with university procedure *09.02.99.C0.02, Branded Items*.

6.6. The official "Shaka" hand symbol may be used on digital, printed, published, or manufactured items prepared by or for the university. The "Shaka" hand symbol may be used in one-color versions (black, white, silver, or Islander Blue).

7. PROHIBITED USE

7.1. The university prohibits the use of any of its marks in any form in connection with partisan political activity of any kind, or for the endorsement, support, or promotion of political candidates or legislative initiatives.

7.2. The university prohibits the use of any of its marks in the name of a commercial business, in advertising commercial services, or on periodic commercial publications without a proper licensing agreement as administered by MARCOM (commercial services) or the Division of Institutional Advancement (other businesses that involve logo use).

7.3. The university prohibits the use of any of its marks by non-university entities or volunteers in such a way that implies university ownership or endorsement.

8. ADMINISTRATION

8.1. Departments preparing internet postings or materials for printing that fall under the above guidelines will work with MARCOM to ensure their projects are completed in adherence with this procedure.

8.2. Departments procuring manufactured items that fall under the above guidelines will work with MARCOM to ensure their projects are completed in adherence with this procedure.

Related Statutes, Policies, or Requirements

Tex. Educ. Code § 85.16
System Policy *09.02, Use of System Names and Indicia*
University Procedure *09.02.99.C0.02, Branded Items*
University Procedure *09.02.99.C0.03, Commercial Filming, Videography, and Photography*

This procedure supersedes:

- *09.02.99.C1, Use of University Name and Indicia*
- *09.02.99.C1.01, University Identification Guidelines*

Contact Office

Contact for interpretation and clarification:	Director of Marketing 361.825.3020