

09.02.99.C0.01 University Name and Indicia Usage



Revised: September 28, 2020

Next Scheduled Review: September 28, 2025

[Revision History](#)

Procedure Summary

This procedure provides that 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 ensuring that their integrity is maintained.

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 Vice President for Marketing & Communications. Guidelines and practices using the seal, graphic marks, images, and slogan will be developed and published by the Division 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 general public.

2. IDENTIFYING UNIVERSITY ITEMS

- 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 the Vice President for Marketing & Communications.
- 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 these guidelines. Published items also include electronic forms of media.
 - (a) The university seal may be used as stipulated in section 3 of this procedure.
 - (b) The university graphic mark may be used as stipulated in section 4 of this procedure.
 - (c) The university slogan may be used as stipulated in section 5 of this procedure.
 - (d) The university athletic graphic mark and the university athletic mascot mark may be used as stipulated in section 6 of this procedure.
 - (e) 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" or "Texas A&M-Corpus Christi".

Departures from these guidelines must be reviewed by MARCOM for approval before publishing, printing, or manufacturing.

- 2.2.1. 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. The current seal can be found

at <https://www.tamucc.edu/marketing-and-communications/official-logos.php>.

- 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. The current formats of the graphic mark can be found at <https://www.tamucc.edu/marketing-and-communications/official-logos.php>.
 - 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. This version of the athletic graphic mark can be found at <https://www.tamucc.edu/marketing-and-communications/official-logos.php>. 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 which includes mask with or without face-paint, the athletic graphic mark on the chest, and blue pants. The mascot mark with the mask can be found at <https://www.tamucc.edu/marketing-and-communications/official-logos.php>. The mascot mark without the mask can be found at <https://www.tamucc.edu/marketing-and-communications/official-logos.php>. The “Izzy Face Mask” 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.”
- 2.3. 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 make application to MARCOM by email to

communications@tamucc.edu, which will approve or deny such application.

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. Approved marks can be found at <https://www.tamucc.edu/marketing-and-communications/official-logos.php>.

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. Approved marks can be found at <https://www.tamucc.edu/marketing-and-communications/official-logos.php>.

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 in both print and electronic forms have been established and are discussed in the University's Guide for Designers located at <https://www.tamucc.edu/marketing-and-communications/design-guide/index.php>. 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 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 (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.
- 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

- 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.
- 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 mark may be used in four-color process, three-color, two-color or one-color versions. The athletic mascot mark must be in full color.
- 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 comply with university procedure 09.02.99.C0.02, *Branded Items*.

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, and 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 these guidelines.
- 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 these guidelines.

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
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