TEXAS A&M
FORT WORTH

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PURPOSE OF THESE LOGO GUIDELINES

As The Texas A&M University System unveils our Texas A&M-Fort Worth logo, it is important to maintain the integrity of communications across all media—print, digital signage, collateral and more.

The consistent use of the logo, typography and color will ensure our communications efforts are both memorable and recognizable as distinctively ours.

These guidelines will ensure that our team members, vendors and agency-partners express our brand identity effectively across all advertising and marketing communications executions.

USAGE GUIDELINES

The Texas A&M-Fort Worth logo is a critical component of our brand identity. Strict adherence to the guidelines for logo usage ensures we project a strong and consistent persona across every platform.

- Always use original artwork for the logo; poor-quality reproductions are unacceptable.
- The logo may often appear on a dark background color. To ensure optimum legibility, reversed-out logos should not appear on backgrounds with a tint lighter than 50%.

Full-Color Logo

Single-Color Logo

Reversed-Out Logo

USAGE PROHIBITIONS

DO NOT:
- Alter the logo in any way.
- Use any part of the logo as part of another word.
- Redesign, redraw, modify, distort or alter the proportions of the logo.
- Surround the logo with—or place in the foreground over—a pattern or design.
- Rotate or render the logo three-dimensionally.
- Add words, images or any other new elements to the logo.
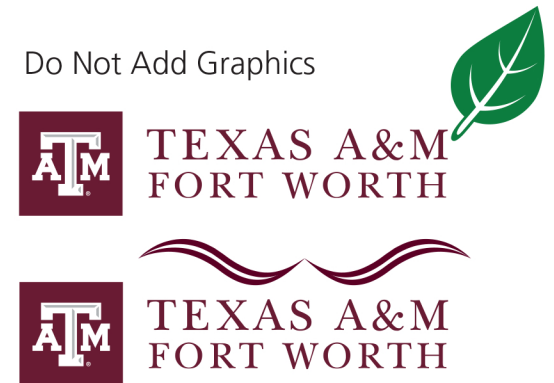- Replace the approved typeface with any other typeface.

Do Not Stretch or Compress

Do Not Alter Color

Do Not Add Graphics

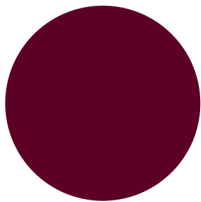

Do Not Distort

Do Not Add Shadow

LOGO SIZING

The minimum print and digital sizes of the logo are listed below.

TEXAS A&M
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Print: .38"
Digital: 27px

TEXAS A&M
FORT WORTH

Print: .76"
Digital: 55px

LOGO COLORS

The Texas A&M-Fort Worth logo includes the following colors. To ensure consistent color usage, adhere to the Pantone, CMYK, hex and RGB formulas as outlined below.
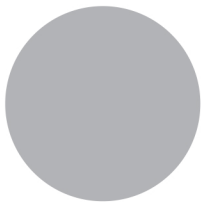
Maroon

R 80	**C** 15
G 0	**M** 100
B 0	**Y** 39
HEX 500000	**K** 69

COATED PMS 7421C
UNCOATED PMS 7421U

Bevel Color (35% black)

R 177	**C** 0
G 179	**M** 0
B 182	**Y** 0
HEX b1b3b6	**K** 35

LOGO TYPEFACES

The Texas A&M-Fort Worth logo uses New Baskerville Roman as the typeface.

Use of any other typefaces, in any other relative proportions, with any modifications (italics, bold, etc.), is strictly prohibited.

TEXAS A&M
FORT WORTH

New Baskerville Roman

BRAND GUARDIANS

If you have any questions regarding these logo guidelines, or if you need help addressing an issue not covered herein, please contact our brand guardians:

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