



# BRAND GUIDELINES

COMPREHENSIVE GUIDE



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# OUR BRAND

Our brand is more than a logo. It's the feeling we leave behind when a prospective student heads home after their first campus tour or finishes a phone call with a financial aid counselor. It's each email response to a current student who needs help. It's our personality as an institution and the quality and reputation of the educational experience we provide. **Simply put, it's the sum of every individual's perception and experience when they interact with us.** Following the guidelines in this document ensures that all of us in the university community present our brand to the world in a consistent, distinctive and compelling way.

## OUR BRAND

# BRAND PERSONALITY

Brand personality is a look into the true nature of our brand. It refers to how our brand is personified with a set of human traits and characteristics. If our audience likes our brand and identifies with what we stand for, they'll be more drawn to engage with us. The best way to accomplish this is through the use of archetypes.

## Archetypes

Archetypes are an unconscious set of patterns or ideas we use to understand ourselves and the people around us. Anything capable of taking on a persona or personality fits into an archetype. Archetypes are categorization tools. They make character traits relatable by fitting them into universal behavioral categories.

## Archetypes in Branding

Archetypes personify our brand which allows our audience to relate to us in the same way they relate to other people. When consumers connect deeply to a brand, they become more than customers; they become advocates.



## ARCHETYPES



**Personify Our Brand**

— which —

**Makes Us Relatable**

— which —

**Creates Deep Connections**

— which —

**Creates Advocates**



## The Hero Profile

### Environment

- Any place or situation where difficulties or challenges demand action

### Goals

- Restore and make the world a better place
- Be strong and competent
- Prove one's worth
- Pursue lifelong personal growth and transformation
- Leave a legacy
- Protect, inspire, motivate and challenge others

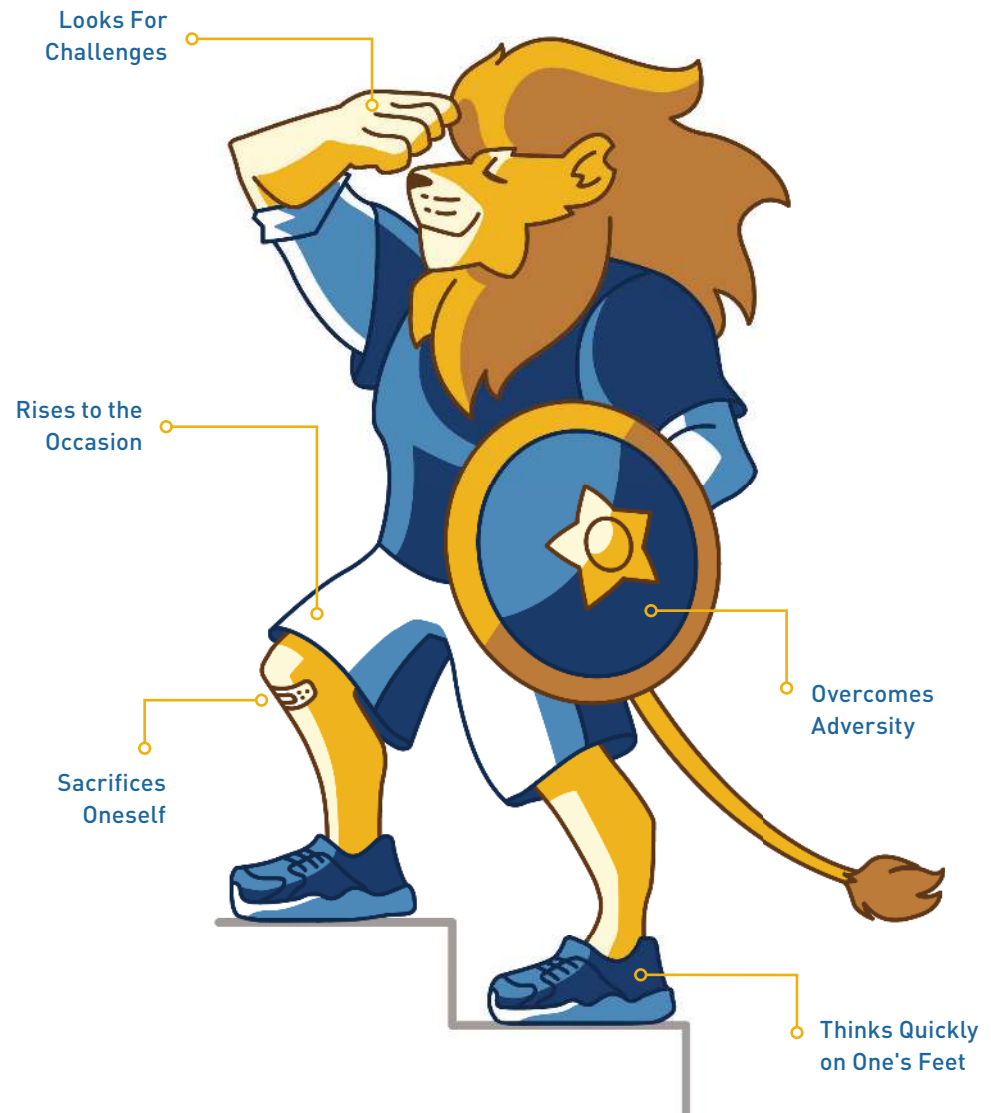
### Fears

- Weakness and vulnerability
- Failing to have what it takes to persevere and prevail

### Characteristics

- Seeks out challenges
- Arises after recognizing an injustice or problem
- Overcomes adversity to accomplish greatness
- Earns respect and accolades along their journey, as an underdog
- Views oneself as an "average Joe"
- Embraces risk and change
- Sacrifices oneself for the cause
- Thinks quickly

## Our Archetype: **THE HERO**



## Hero Consumers

Hero consumers mirror the characteristics of the hero archetype. They consider themselves heroes or desire to become heroes. They often see themselves as good, moral people and are naturally attracted to brands that demonstrate their beliefs. A hero consumer judges a brand not only on its product offering but also on the strength of the brand's character and values.

## Hero Brands

Hero brands bring out the best in people, helping them perform at their upper limits and boost effectiveness.

The education and services we provide are by heroes and for heroes. They help heroes make a difference.

## Hero Characters and Brands



### **Katniss Everdeen**

The Hunger Games Series



### **Harry Potter**

Harry Potter Series



### **Simba**

The Lion King



Nike, Gatorade, Under Armour,  
U.S. Army, FedEx, Red Cross,  
American Cancer Society



## Personality Keywords

Brand personality refers to how our brand is personified with a set of human traits and characteristics.

<b>Determined</b>	+	<b>Heroic</b>	+	<b>Brave</b>
persistent relentless unwavering		self-sacrificing bold protective		courageous selfless fearless

<b>Confident</b>	+	<b>Proud</b>	+	<b>Driven</b>
sure decisive optimistic		independent dignified uplifting		ambitious goal-oriented motivated

<b>Competitive</b>	+	<b>Strong</b>	+	<b>Supportive</b>
achiever self-controlled prepared		powerful tough sturdy		invested compassionate encouraging

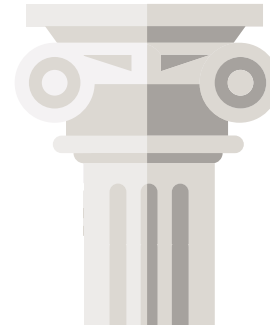
  

<b>Disciplined</b>	+	<b>Focused</b>	+	<b>Ambitious</b>
educated self-controlled prepared		undistracted dedicated alert		aspiring seeking hopeful

## OUR BRAND

# BRAND PILLARS

Brand pillars are guiding principles for our brand. These deep-seated truths go beyond a simple list of adjectives and qualities. They describe the essence of our brand and what we stand for every day. Our pillars should exist in every touchpoint—visually, verbally and culturally—guiding us in all our consumer interactions, communications and decisions. They help us focus on what’s important and are directives we can live by.



## PILLAR

## TRANSFORMATIVE

### What it means to us

### How we are making an impact

A university education should prepare students for a life that is rich with personal and professional successes. We not only equip students with a foundation for success but also real-world knowledge and challenging situations that help them stand out in a crowd. Upon graduation, our students are prepared to promote life-changing social and economic growth in the world around them.

### Pride Points

- **Social Mobility:** Brookings Institute top 20 national university for creating social mobility opportunities for our students
- **Scholarships:** More than \$10 million awarded annually
- **Job Placement:** Eighty-six percent of alumni working full time within six months of graduating
- **Continuing Education:** More than 20 percent of undergraduate students receiving a graduate degree from A&M-Commerce





## INCLUSIVE



## INNOVATIVE



## SUSTAINABILITY

We live in an increasingly interconnected, globalized world, so we all share a responsibility for creating, maintaining and developing a learning environment in which difference is valued, equity is sought and inclusivity is practiced.

### Pride Points

- **Latino American Mentorship Program:** Cultivating supportive learning communities for mentors and mentees
- **Global Cultural Festival:** Creating campus unity by celebrating the heritage and traditions of our international students
- **Office of Intercultural Engagement and Leadership:** Developing strong student leadership skills and advancing a spirit of inclusion and appreciation for diversity on campus.
- **Student Disability Resources and Services:** Promoting an academic, recreational and social experience for students with disabilities that is fully inclusive and accessible.

The transfer of new and impactful knowledge to the communities we serve is an essential element of our identity as an institution. We nimbly deliver teaching, learning and research breakthroughs that directly improve the lives of those we serve.

### Pride Points

- **Biomedical Institute for Regenerative Research:** Pioneering ways to heal cardiac tissue after a heart attack
- **Department of Physics and Astronomy:** Re-inventing how physics is taught in college
- **Department of Nursing:** Addressing local health needs by sharing TAMUC simulation labs with nurses from Hunt Regional Medical Center
- **Texas Affordable Baccalaureate Program:** Meeting students' needs for affordable, high quality and flexible online education

To sustain our legacy as a pillar of quality education in Texas, we work to ensure that the university has the necessary people, financial resources, facilities and environment to serve its students both today and in the future.

### Pride Points

- **Mane Event Preview Day:** Investing in student recruitment and engagement by hosting an annual event that showcases various areas of the university
- **Planned Giving Program:** Helping alumni establish planned gifts to A&M-Commerce that support both current and future students
- **New Nursing and Health Sciences Building:** Promoting and facilitating learning with a new state-of-the-art facility
- **Safe Spaces Ally Project:** Enhancing the campus and community climate in order to create a safer, freer and more welcoming environment for all individuals regardless of sexual orientation, gender identity or gender expression.

## OUR BRAND

# BRAND LANGUAGE

Brand language is the body of words, phrases and terms we use to express our brand and our purpose. When we publish an article, design a billboard or promote ourselves on social media, we should pull from our "brand language." This helps our consumers — current students, prospective students, alumni, community members, donors, etc. — connect these words and ideas to our company and brand.

## Brand Tenets

Any content published in affiliation with the university is part of our brand story. In an effort to tell our story cohesively, we established brand tenets. Tenets are the creative expressions of our values and principles. They are rooted in our pillars and personality traits, and they celebrate the beliefs that unite us. In essence, these values define us. Our tenets reflect our bold, strong, heroic brand. As you create the content for the story you want to tell, approach it with these beliefs in mind.

**Attack Adversity**

**Serve with Strength**

**Service Above Self**

**Examine the Unexamined**

**Forge Your Future**

**Create with Courage**

**Be Comfortable with Fear**

**Pride of Champions**

## How should a tenet be used?

- In the title, headline or subhead of a document or post
- As a working theme for your content
- Social media hashtags
- Event naming
- Marketing materials



## Mantra

Our mantra is one way we share our culture with the community around us. It's a collection of bold thoughts that ignite and inspire us. Revisit this mantra during your pre-writing routine and let its spirit drive your communications.

# WE ARE LIONS



We are

# CHAMPIONS of the DETERMINED

*and a beacon for those  
wanting a life more fulfilling.*

We understand that

# SUCCESS ISN'T BORN

*from a wish and a  
dream but from*

## FINDING THE WILL TO FORGE A WAY.



We believe

# GREATNESS *is something* BIGGER *than ourselves.*



We enter with a

# DRIVE TO SUCCEED

*and leave with lives of  
purpose and meaning.*

We roll up our sleeves.

# WE GET IT DONE.

*Working together with  
courage, with strength,  
with fierce commitment.*



We turn

# GRIT INTO GREATNESS *and* DETERMINATION INTO DEEDS

*- for ourselves, for our  
communities and for  
the world.*



# WE ARE COMMERCE.

WE ARE LIONS.

## OUR BRAND

# BRAND VOICE

Voice is the constant, distinctive personality that projects from our writing. It is consistent throughout every piece of content that we publish. Voice is tied to, but not limited to, the words that we use to express our brand. It's more about how you say something than what you say. It's reflected in the attitude, cadence and style of our written communications. Voice can be compared to a music group's overall sound. When you hear a song, you can identify the band based on the distinctive sound.

## WE SHOULD SOUND:

### DETERMINED, but not stubborn

- ✘ While it is not in great condition, we do plan to keep the building in use.
- ✔ While the building is not in prime condition, we plan to do everything we can to restore its brilliance and historical value.

### BOLD, but not baseless

- ✘ The Lion student experience is unmatched and puts us in a different league.
- ✔ Experience an unmatched student experience with state-of-the-art facilities and equipment, multiple newly built residence halls, daily on-campus events, and more than 140 student organizations at your fingertips.

### PROUD, but not self-absorbed

- ✘ I am proud of my team's success in securing the National Championship title. I have spent my career working toward this.
- ✔ We are proud of our success in securing the National Championship title, but many deserve the credit for our triumph. In a dedicated team effort, the players, the coaching staff and the entire Lion community pulled together to accomplish this victory.



### **CONFIDENT, but not arrogant**

- ✘ There's no question about it – we will be victorious.
- ✔ With grit, determination and drive, our Lions will come out on top once again.

### **AMBITIOUS, but not greedy**

- ✘ On a quest for success and more ample income, she continued to pursue her degree in a race to the finish line.
- ✔ Determined to realize a better life for her children, she continued to learn and grow, taking every impediment head-on.

### **CLEVER, but not complex**

- ✘ Judging by how strong or weak hospital participation is, we will determine the health of the nurse practitioner program.
- ✔ The good health of our nurse practitioner program depends on hospital participation.

### **DIRECT, but not rude**

- ✘ If your application is incomplete, it will not be reviewed.
- ✔ In an effort to create an efficient process, we will review your application only after you have fully completed it.

### **HUMBLE, but not weak**

- ✘ With constant support and encouragement from family, friends and professors, Jones managed to graduate from A&M-Commerce with her bachelor's degree at age 33.
- ✔ With the support of family, friends and professors, Jones conquered college and cancer, graduating from A&M-Commerce with her bachelor's degree at the age of 33.

### **ASSERTIVE, but not pushy**

- ✘ If you are considering attending A&M-Commerce, you need to book a campus tour immediately!
- ✔ Is Lion life calling your name? We can't wait to show you our home. Book a tour today!

### **EMOTIONAL, but not sappy**

- ✘ Bid Day is likely one of the most significant memories from college for its participants. It is a day filled with laughter, love, happiness and excitement as the women begin the journey of a lifetime, entering into their new homes and instantly gaining a family of sisters.
- ✔ Bid Day is likely one of the most significant college memories for its participants. It is a day filled with happiness and excitement as the women begin their lifelong membership in one of the four Panhellenic sororities on campus.

# WRITING WITH PURPOSE

While our writing needs to inform, assist and direct our readers, it serves an even greater purpose: To empower readers and provide them with tools for a better future. When people read our content, we want them to feel moved. We want to spark an emotion inside of them that leads to action.

## When you're writing, refrain from:

- bland or boring messages
- unsupported claims
- long-winded explanations
- unrelatable descriptions

## Be sure to:

- incorporate emotive words in your writing when appropriate
- plug in applicable data to support your statements
- provide tangible resources for readers
- offer real testimonies

Here are some examples of how we can write with purpose.

## WE SHOULD:

### Motivate

- ✗ Don't miss out on the college experience for fear of financial burden. We can help you make your dreams come true. Call us today!
- ✓ Continued education comes at a cost, but we strive to make education accessible to every student. Don't let financial burdens block you from the college experience you desire. We can help! The Office of Financial Aid and Scholarships will guide you toward the best assistance available. We're going to make a great team. Call us today!

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### ACTIVATED TRAITS

**Personality:** Driven, Heroic, Supportive **Voice:** Bold, Determined

### Inspire

- ✗ Sarah overcame adversity and graduated. She is now working on her Ph.D. in physics at A&M-Commerce despite her fear that she will not be able to achieve her goal of becoming a research scientist.
- ✓ Sarah Jones faced daunting adversity, but she'd never backed down from a challenge before, so she channeled the encouragement she received from her professors and peers and courageously crossed the finish line. In fact, she didn't stop with one diploma; she continued her education and is now working toward a Ph.D. in physics. Jones knows the road might be bumpy, but she feels confident that with determination and a strong support system, her dream of becoming a research scientist is absolutely within reach.

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### ACTIVATED TRAITS

**Personality:** Focused, Ambitious, Supportive **Voice:** Determined, Confident, Humble

## Empower

- ✘ Being a first-generation college student can be daunting, but with the right resources and determination, you will succeed.
  - ✔ Rising up and taking your place as a first-generation college student is a notable achievement. You've taken the first steps toward a brighter future, and we are so proud of your commitment. The journey ahead might seem daunting, but with our academic resources, career development and campus community, you'll be an unstoppable force.
- 

### → ACTIVATED TRAITS

**Personality:** Brave, Strong, Heroic **Voice:** Proud, Confident

## Challenge

- ✘ The A&M-Commerce Day of Giving is an opportunity to help the university grow and flourish. Be a part of something bigger; help make the university greater. Give today.
  - ✔ The A&M-Commerce Day of Giving provides an opportunity to impact students' lives in a significant way. Your gift will fund improved residence halls that truly feel like home, scholarships that make the dream of continued education a reality, and cutting-edge educational facilities that provide students with the experience they need. Give generously in support of your Lion family today!
- 

### → ACTIVATED TRAITS

**Personality:** Determined, Focused, Driven **Voice:** Confident, Assertive, Ambitious

# WRITING BEST PRACTICES

## Avoid the thesaurus; stick to everyday language.

While an expansive vocabulary is a great quality, try to rein in the words no one else is likely to know or those that make your writing seem unnatural and non-conversational.

- ✘ We will laud Dr. Smith at the commemorative ceremony next week for his allegiance to higher education, vicissitude in the industry, personal research and student rapport.
- ✔ Dr. Smith will be honored at the ceremony next week for his dedication to higher education, industrious innovation, personal research and student rapport.

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## Write in first and second person points of view. The audience is “you.” TAMUC is “we.”

Because you are publishing content on behalf of the university, refer to yourself as “we” instead of “I.” For example, you might be the only person physically writing the material at hand, but we, as a university, stand behind your message.

- ✘ I want you to join our pride.
- ✘ Students are encouraged to join our pride.
- ✔ We want you to join our pride.

## Put the most important point at the beginning of the piece.

This will ensure that your readers consume the main idea in case you lose their attention before the end of the message.

- ✘ Organizations take it upon themselves to raise money for various charities throughout the year. Alpha Beta Sorority will be raising money in the coming weeks. They will host a car wash, and proceeds will go to Big Brothers Big Sisters. The car wash will take place at 123 Adams Drive October 20 and 21.
- ✔ Alpha Beta Sorority will host a car wash at 123 Adams Drive on October 20 and 21 to benefit Big Brothers Big Sisters.

---

## Avoid “ing” verbs when possible.

- ✘ We will be meeting in the Journalism Building next Tuesday.
- ✔ We will meet in the Journalism Building next Tuesday.
- ✘ Singing to herself, she hurried to class.
- ✔ She sang to herself as she hurried to class.



## Avoid specialty-specific terminology and acronyms.

Your audience may be new to the university experience or may not be experts in your field. Phrase the information so that it is relatable and understandable.

- ✘ In order to prepare for her career in education, Jane studied the standards of the TEA with regard to TEKS.
- ✔ In order to prepare for her career in education, Jane studied the standards of the Texas Education Agency (TEA) and the skills her students would be expected to know in order to master the Texas Essential Knowledge and Skills (TEKS) curriculum.

## Use active language and non-passive sentence structures.

In active voice, the subject performs the action stated by the verb. With passive voice, the subject is acted upon by the verb.

- ✘ A fun time was had by the guests.
- ✔ The guests enjoyed a fun time.

## Address complex issues using smart but clear language.

Sometimes more words can muddle the message you are trying to send. Use a “less is more” approach, keeping the attention of the reader by clearly stating your points.

- ✘ For the study, she researched the psychological state of 30 subjects who believe the moon has an effect on their biology despite multiple studies that scientifically prove otherwise.
- ✔ The study psychoanalyzes people who believe the moon affects human biology when science proves that it doesn't.

## Good copy sounds conversational. Using contractions can help.

Don't write as if you're texting your friend but as if you're conversing with your intended audience. Use correct grammar, yet sound approachable and down to earth.

- ✘ If you are interested in attending Texas A&M University-Commerce, please come to campus for a tour.
- ✔ We want you to join our pride! Schedule a tour online and come see what Lion life is all about. We'll see you soon.

## Break up heavy blocks of text with bullets and subheads.

Heavy blocks of text can be overwhelming, hard to read and intimidating. Keep your audience engaged by using bullets and subheads for easy scanning.

- ✘ To register for the event, please go to tamuc.edu, click on the registration page, open the form, complete all required fields, then send your completed form to Jane Smith. To complete the registration form you need your personal information, two forms of contact information, an emergency contact and your T-shirt size.

### ✔ To register for the event:

- Go to tamuc.edu
- Click on the registration page
- Complete the form
- Send the completed form to Jane Smith

### To complete the form you need:

- Personal information
- Two forms of contact information
- An emergency contact
- T-shirt size

# QUICK REFERENCE AP STYLE GUIDE

## Capitalization

**Only capitalize “university” when it is stated as part of the proper name of an institution.**

- ✘ She walked around the University during her break.
- ✔ She walked around Texas A&M University-Commerce during her break.

**Only capitalize proper nouns (formal name of person, place, thing). Avoid capitalizing random words throughout text.**

- ✘ The University will host Fiesta Night on October 20, featuring Snacks, Games and a Dance Competition.
- ✔ The university will host Fiesta Night on October 20, featuring snacks, games and a dance competition.

**Only capitalize the formal names of departments and colleges.**

- ✘ He works in the Business Department.
- ✔ He works in the Department of Business.

**Only capitalize a professional or academic title when it directly precedes the subject’s name.**

- ✘ Joe Smith is the University President of A&M-Commerce.
- ✔ During my visit to A&M-Commerce, I personally spoke with University President Joe Smith.

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## Oxford Comma

**Do not use the Oxford comma when listing a series. The Oxford comma is the (optional) comma that appears before the conjunction that leads to the last article in a series.**

- ✘ There are football, soccer, and volleyball games this weekend.
- ✔ There are football, soccer and volleyball games this weekend.

**The only exception to this rule is if there is more than one conjunction throughout the series.**

- ✔ Her schedule currently consists of mathematics, science, literature and language, and biology courses.

## Academic Degrees

**Avoid abbreviating academic credentials if possible. Use a phrase instead.**

- ✘ John Snow, Ph.D., a professor in the biology department, visited the campus yesterday.
- ✘ Dr. John Snow, a professor in the biology department, visited the campus yesterday.
- ✔ John Snow, a professor in the biology department, visited campus yesterday.

**When writing degree names, use proper punctuation and capitalization.**

- ✘ masters degree • bachelors degree • M.B.A. • PhD • Bachelor's of Arts • Master's of Science
- ✔ master's degree • bachelor's degree • MBA • Ph.D. • Bachelor of Arts • Master of Science • Doctor of Philosophy

## Doctor

**Because most readers identify “Dr.” only with physicians, make sure the individual’s specialty is mentioned in the first or second reference.**

- ✘ Dr. Dan Harper teaches a First Year TRAC course in the spring.
- ✔ Dr. Dan Harper, a professor of psychology at Texas A&M University-Commerce, teaches a First Year TRAC course in the spring.

**Do not use Dr. on subsequent reference; only use the individual’s last name.**

- ✘ Dr. Sam Smith will be recognized at the ceremony on October 20. Dr. Smith recently received the Lifetime Achievement Award.
- ✔ Dr. Sam Smith will be recognized at the ceremony on October 20. Smith recently received the Lifetime Achievement Award.

## Abbreviations and Acronyms

**Do not use abbreviations or acronyms that the reader would not quickly recognize.**

## Dates

**When listing dates, do not use ordinal numbers (1st, 2nd, 3rd, 4th, etc.).**

- ✘ September 1st
- ✔ September 1

## Time

**When formatting time, use lower case letters with periods after each letter.**

- ✘ 4 am
- ✘ 4 AM
- ✘ 4 A.M.
- ✔ 4 a.m.

## Alumni

**Use the following forms:**

- ✔ **alumnus** (singular male)
- ✔ **alumna** (singular female)
- ✔ **alumnae** (plural female)
- ✔ **alumni** (plural male or female)
- ✔ **alum** (singular male or female)
- ✔ **alums** (plural male or female)

## Phone Numbers

**Use periods instead of dashes:**

- ✘ 903-886-5000
- ✔ 903.886.5000







# VISUAL IDENTITY

## VISUAL IDENTITY

# UNIVERSITY LOGOS

One of the most powerful elements in communicating our brand is our logo. Recognizing that, we want to provide a variety of options that fit within a system. This creates a consistent look while also allowing for flexibility in the orientation, size, color and presentation of our name that may be needed in a range of applications.

While this institution has undergone significant changes over the decades, our identity as Lions has remained for more than 100 years. The inclusion of the lion head in the logo is a visual representation of this fact, creating continuity for past generations and future alumni.

The City of Commerce, Texas, has been our home since 1895, and this enduring connection to our hometown inspired a new logo design that brings Commerce to the forefront. When combined with our strong brand colors and lion imagery, the prominent use of the name differentiates us from other A&M institutions.

 **DOWNLOAD:** [tamuc.edu/logos](https://tamuc.edu/logos)

## One- and Two-Color Options

①



②



③



④

TEXAS A&M UNIVERSITY-COMMERCE

The logo consists of the text "TEXAS A&M UNIVERSITY-COMMERCE" in a blue font, positioned above a thin yellow horizontal line.

⑤



⑥

Two Color

**APPROVAL:** The Department of Marketing and Communications must review the proper use of all items that include the university logo. Please send the artwork to [marcomm@tamuc.edu](mailto:marcomm@tamuc.edu).



TEXAS A&M UNIVERSITY-COMMERCE

TEXAS A&M UNIVERSITY-COMMERCE



Two Color

Two Color

**WHICH VERSION SHOULD I CHOOSE?** ① **Stacked full name:** most versatile; works for a variety of situations and audiences ② **One line A&M-Commerce:** great for applications where space is thin and long, such as pens and banners ③ **Horizontal TAMUC:** best for informal uses such as student organizations ④ **One line full name:** great for applications where space is thin and long, such as pens and banners ⑤ **Vertical A&M-Commerce:** most versatile; works for a variety of situations and audiences ⑥ **Vertical TAMUC:** best for informal uses such as student organizations

①



②



③



④

TEXAS A&M UNIVERSITY-COMMERCE

⑤



⑥

One Color



TEXAS A&M UNIVERSITY-COMMERCE



One Color

**WHICH COLOR SHOULD I CHOOSE?**

- Use the two-color version whenever possible.
- Choose the version that creates the most contrast between the background and the logo.
- The lion head should always be lighter than its background.

- **Printing in color:** Use the two-color CMYK version.
- **Printing in black and white:** Use the one-color version in black or white depending on the background color.
- **Limited budget:** Use the one-color PMS logo.





TEXAS A&M UNIVERSITY-COMMERCE



One Color



TEXAS A&M UNIVERSITY-COMMERCE



One Color

**SPECIAL  
CIRCUMSTANCES**

The Department of Marketing and Communications reserves the right to alter the logo color under special circumstances or for unique situations, such as a breast cancer awareness campaign.

# LOGO USE

**The A&M-Commerce name and logos may only be used:**

- In affiliation with official university programs, groups and organizations
- For university-approved activities
- In association with content that aligns with the university's values. References to drugs, alcohol and other inappropriate content are not permitted.

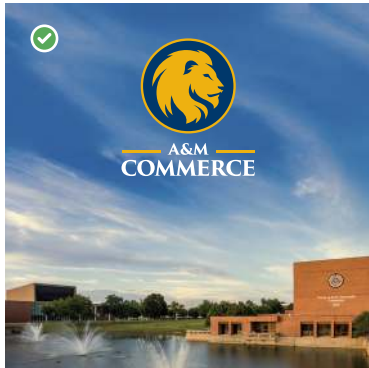
## Clear Space

Clear space is necessary to provide breathing room around the logo. Leave a clear space around the top, bottom, left and right of the logo that is at least one-fourth the width of the circle ①. That's about the width of the bottom section of the mane. ②.



## Backgrounds and Photography

The logo's background should be carefully and thoughtfully chosen. Make sure that it maintains the proper amount of contrast for readability. **Do not place the logo over busy images, patterns or backgrounds.**



If you need to use a photographic background, find a calm or neutral area to position the logo.

If it's hard to find a neutral area, create an area of clear space or color where the logo can sit.

**For special finishes and materials,** refer to page 70.

## Minimum Size

To ensure legibility, logos must not be reduced beyond the following defined minimum size:

**Digital:** For screen displays, logos should never appear smaller than 120 pixels wide (stacked full name) and 60 pixels wide (vertical A&M-Commerce).

**Print:** Logos should not be printed smaller than the following:



## Retired Logos

All previous logos, including the following, are no longer in use and should never be used to represent the A&M-Commerce brand in print, promotion or any other format. They are officially retired. Please use the options on page 20.



## Common Mistakes



Do not typeset, alter or replace the typefaces.



Do not stretch, condense or change its dimensions or relative scale.



Do not attach the university name to alternate symbols or create your own logo.

Refer to page 28 regarding unit logos.







**Do not add, remove or rearrange the elements.**

For example, do not remove the entire lion head and circle.



**Do not skew, warp or rotate the identity.**



**Do not apply your own outline or effects to the logo or change the colors.**



## VISUAL IDENTITY

# UNIT LOCKUPS

A “lockup” is a formal combination of the department’s name, A&M-Commerce logotype and lion head. Lockups are meant to identify departments while also aligning with the university’s primary logo system. In doing so, the department leverages the value and power associated with the A&M-Commerce brand and benefits from immediate recognition and credibility. Unique and divergent department logos create confusion with our audiences and undermine the university’s visual identity. While we all seek to communicate, celebrate and differentiate the value of the university organization where we work, there can be no graphic identity more powerful than our parent brand.

**REQUEST A LOCKUP:** [tamuc.edu/design](http://tamuc.edu/design)



## COLLEGES, SCHOOLS, DIVISIONS AND CENTERS

### Three-Line Unit Names

①



COLLEGE OF  
**Education and  
Human Services**

A&M-COMMERCE

②



COLLEGE OF  
**Education and  
Human Services**

A&M-COMMERCE

**APPROVAL:** The Department of Marketing and Communications must review the proper use of all items that include unit lockups. Please send the artwork to [marcomm@tamuc.edu](mailto:marcomm@tamuc.edu).



**WHICH VERSION SHOULD YOU CHOOSE?** ① **Horizontal lockup:** most versatile; works for a variety of situations and audiences  
② **Vertical lockup:** great for apparel or applications where space is thin and long, such as pens and banners. Contact the Department of Marketing and Communications if your merchandise requires a variation of this layout.



**COLLEGES, SCHOOLS,  
DIVISIONS AND CENTERS**

Two-Line Unit Name





## DEPARTMENTS, ASSOCIATIONS AND INITIATIVES

### Two-Line Unit Name



**WHICH VERSION SHOULD YOU CHOOSE?** ① **Horizontal lockup:** most versatile; works for a variety of situations and audiences  
② **Vertical lockup:** great for apparel or applications where space is thin and long, such as pens and banners. Contact the Department of Marketing and Communications if your merchandise requires a variation of this layout.





## DEPARTMENTS, ASSOCIATIONS AND INITIATIVES

### Short Two-Line Unit Name



**Political  
Science**  
A&M-COMMERCE

If the name of your unit does not extend past the first "E" in "Commerce," it will be converted to the format on the right.



**Political  
Science**  
A&M-COMMERCE

Since this version of the logo is short, it works in both horizontal and vertical spaces. If you feel your project needs an alternative version, please contact the Department of Marketing and Communications.

## One-Line Unit Name



②

If the name of your unit is shorter than "A&M-Commerce" when it is converted to our vertical template, we recommend using the horizontal version if possible. If not, we can provide an alternative version.



**Chemistry**  
A&M-COMMERCE

**WHICH VERSION SHOULD YOU CHOOSE?** ① **Horizontal lockup:** most versatile; works for a variety of situations and audiences  
② **Vertical lockup:** great for apparel or applications where space is thin and long, such as pens and banners. Contact the Department of Marketing and Communications if your merchandise requires a variation of this layout.

## One- and Two-Color Options

①



②



Two Color

Two Color

Two Color

One Color



One Color

One Color

One Color

Two Color

**WHICH COLOR SHOULD I CHOOSE?**

- Use the two-color version whenever possible.
- Choose the version that creates the most contrast between the background and the logo.
- The lion head should always be lighter than its background.

- **Printing in color:** Use the two-color CMYK version.
- **Printing in black and white:** Use the one-color version in black or white depending on the background color.
- **Limited budget:** Use the one-color PMS logo.

# LOGO USE AND CREATION

The university is a complex organization comprised of many groups, offices, departments and colleges. In order to create a cohesive set of unit lockups, we created a template that works for everyone within the organization.

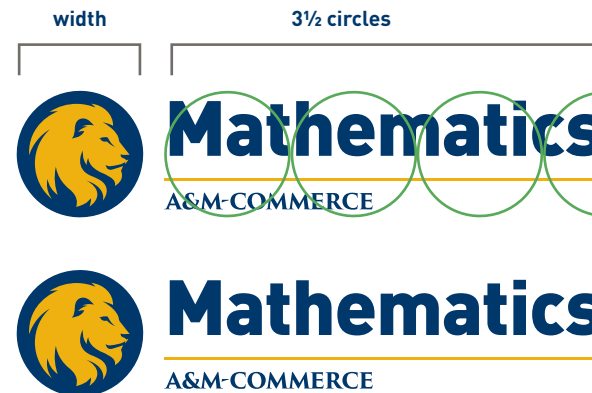
Apply the same do's and don'ts to unit lockups as indicated on pages 24-27.

## The A&M-Commerce name and logos may only be used:

- In affiliation with official university programs, groups and organizations
- For university-approved activities
- In association with content that aligns with the university's values. References to drugs, alcohol and other inappropriate content are not permitted.

## Creation Guidelines

The text in the horizontal logos on page 30 and 33 should not be longer than the width of 3.5 circles in the logo.



If unit name is longer than 3.5 circles, use the logo format on pages 28, 31 or 32.





Remove unnecessary additions such as office, office of, department and department of.



Do not use an ampersand in the unit name.



The gold line should be as long as the longest line of text.



The gold line should not be shorter than the length of A&M-Commerce.



## Multiple Unit Logos

If you need to identify more than one university entity equally on a communication, use the following guideline:

✘ Sponsored By:



✔



Sponsored By:  
Career Development  
Fraternity and Sorority Life

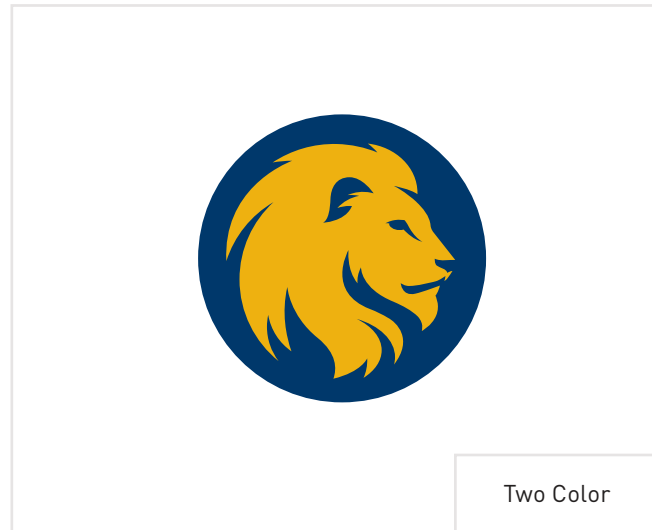
## VISUAL IDENTITY

# LION HEAD LOGO

**APPROVAL:** The Department of Marketing and Communications must review the proper use of all items that include the lion head logo. Please send the artwork to [marcomm@tamuc.edu](mailto:marcomm@tamuc.edu).

 **DOWNLOAD:** [tamuc.edu/logos](http://tamuc.edu/logos)

## One- and Two-Color Options



**HOW SHOULD THE LION HEAD BE DISPLAYED?** The lion head must always be lighter than its background. See page 40 for more details.





One Color



One Color



One Color



One Color



One Color



One Color

# LOGO USE

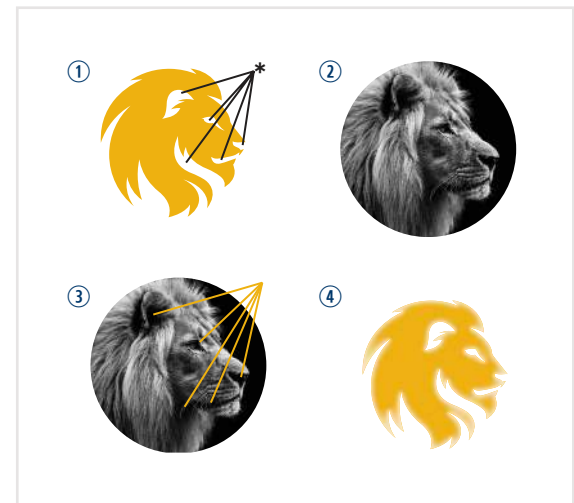
## The A&M-Commerce name and logos may only be used:

- In affiliation with official university programs, groups and organizations
- For university-approved activities
- In association with content that aligns with the university's values. References to drugs, alcohol and other inappropriate content are not permitted.

## Do not use a gold lion head on a white background.

Doing so causes eye, nose, mouth, ear and jawline to become highlights instead of shadows ①. This isn't how actual lions look ②. These areas have a natural darkness which forms the curves and dimensions of the face ③. It creates a lack of definition and contrast leading to a glow-like effect ④. This can also cause the lion to appear like a serpent.

Contrast is a serious issue. For example, ADA compliant text must have a contrast ratio of 4.5:1. The contrast ratio between gold and white is 1.87:1. This lack of contrast could make it hard for those with a visual impairment to see the details of the face.



Do not use a blue lion head.



Do not flip the lion head.



Do not add your own outline to the circle.



Do not replace letters with the logo.

The only exception to this is in the word "Lion(s)."



Do not overuse the logo.





## VISUAL IDENTITY

# ATHLETIC LOGOS

These logos are for use by Lion Athletics and associated merchandise only. Lion Athletics may have a contractual relationship with a sponsor/partner for uniforms and equipment, and as part of this relationship, the university may be obligated to use partner brand logos and imagery in design and photography related to Lion Athletics. Please contact the Associate Athletics Director for Marketing and Communications (903.886.5558) for details.

## One- and Two-Color Options

①



②



③

**A&M-COMMERCE**

④

**LIONS**

⑤



Two Color



**A&M-COMMERCE**

**LIONS**

**LIONS**



One Color



**A&M-COMMERCE**

**LIONS**

**LIONS**



One Color

## VISUAL IDENTITY

# OFFICIAL SEAL

The official Texas A&M University-Commerce seal is to be used for the president's office only. All exceptions must be approved by the Department of Marketing and Communications.

**APPROVAL:** The Department of Marketing and Communications must approve and review the proper use of all items that include the university seal. Please send your request to [marcomm@tamuc.edu](mailto:marcomm@tamuc.edu).

## One- and Two-Color Options

Two Color



One Color

## VISUAL IDENTITY

# SPECIAL LOGOS

The unit lockup format should be utilized whenever possible ①. Special or unique logos should be limited to events ② and student organizations ③. Do not include the university logo or name in your unique logo, but feel free to incorporate it into the advertising.

For all other categories, such as new initiatives ④, the Department of Marketing and Communications can work with you to decide the best strategy and solution for your needs.



## VISUAL IDENTITY

# UNIVERSITY NAME

### The A&M-Commerce name may only be used:

- In affiliation with official university programs, groups and organizations
- For university-approved activities
- In association with content that aligns with the university's values. References to drugs, alcohol and other inappropriate content are not permitted.

## Referencing the university name

- |                                 |                                   |
|---------------------------------|-----------------------------------|
| ✘ Texas A&M Commerce            | ✘ Texas A & M Commerce            |
| ✘ Texas A&M University Commerce | ✘ Texas A & M University Commerce |
| ✘ Texas A&M-Commerce            | ✘ Texas A & M-Commerce            |
| ✘ A&M Commerce                  | ✘ A & M Commerce                  |
| ✘ TAMU-C                        | ✘ TAM-U-C (verbal)                |
| ✔ Texas A&M University-Commerce | ✔ TAMUC (informal)                |
| ✔ A&M-Commerce                  | ✔ T-A-M-U-C (verbal)              |

In publications for external audiences, always use "Texas A&M University-Commerce" on first reference and "A&M-Commerce" on second reference.

In publications for internal audiences, "A&M-Commerce" may be used on first reference.

## Referencing the A&M System

- |   |
|---|
| ✘ TAMUS   |
| ✘ TAMU System   |
| ✘ The Texas A & M University System                       |
| ✘ Texas A & M System                                      |
| ✔ <b>First reference:</b> The Texas A&M University System |
| ✔ <b>Second reference:</b> A&M System or Texas A&M System |

To prevent confusion in publications for external audiences, always use "the A&M System" or "Texas A&M System" on second reference, not just "system" alone.

In publications for internal audiences, the word "system" can be used alone on second reference. Lowercase "system" unless beginning a sentence.

# LICENSING

Licensing protects, promotes and helps the university profit from our brand. In order to do this, **all apparel and promotional items using the university name or logo(s) must be produced by a licensed vendor.** This includes royalty-bearing and non-royalty-bearing items that are for external or internal use.

Additionally, signage or environmental graphics, including the university name or logo(s), must be reviewed by the Department of Marketing and Communications prior to installation.

**FIND AN APPROVED VENDOR:**

[clc.com/Client-License-List](http://clc.com/Client-License-List)

**BECOME A LICENSED VENDOR:**

[clc.com/Licensing-Info](http://clc.com/Licensing-Info)

## Why is licensing important?

### Protection

Licensing prevents unlicensed vendors, who aren't paying royalty fees, from using our logos. Approving vendors means we have the chance to review their products and artwork to prevent the sale of low-quality, offensive, vulgar or incorrectly branded products featuring TAMUC marks.

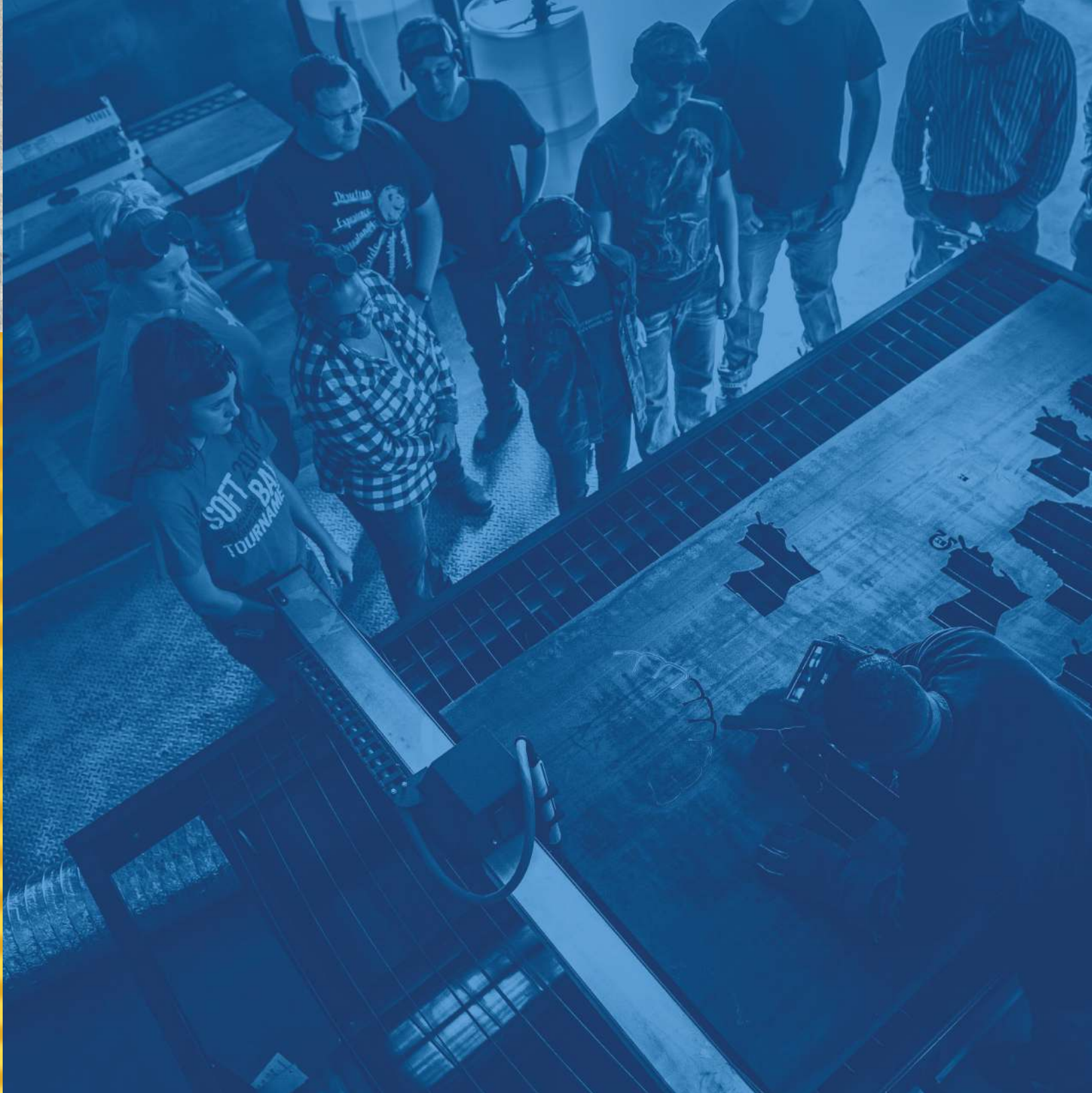
### Promotion

Working with outside vendors and retailers allows us to promote our brand outside of Commerce. It helps to raise our brand awareness and create a consistent image so that we are constantly at the top of our audience's minds. Each product worn or used by a consumer is additional exposure for the university.

### Profits

Licensed vendors who are selling products with our name must pay royalty fees to the university. This money directly supports programs and initiatives on campus. Support the university and use a licensed vendor.







# BRAND TOOLKIT

# FONTS

Typography is an expression of our brand personality and can affect the mood of our communications. The typefaces chosen to represent A&M-Commerce are functional, bold and confident. Follow these guidelines when using them:

- **HEADLINE FONTS** can be used in publications for primary titles, headlines and subheads. If you choose a bold headline weight, balance it out with a subhead in a lighter weight and vice versa.
- **DECORATIVE FONTS** should be used sparingly and are for accent use only. They should not be used on sentences, long phrases, headlines or subheads.
- **BODY FONTS** are used for the main copy of a publication. This can include bullets, paragraphs and other detailed information.

## Headline

### Din Non-Condensed Family

ABCDEFGHIJKLMNO  
PQRSTUVWXYZ

abcdefghijklmnopqrs  
tuvwxyz

Additional Weights



### Bree Serif Family

ABCDEFGHIJKLMNO  
PQRSTUVWXYZ

abcdefghijklmnopqr  
stuvwxyz

Additional Weights



## Decorative

### Archer Pro Family

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
UVWXYZ

abcdefghijklmnopqrstuvwxyz

Additional Weights



### Din Condensed Family

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

Additional Weights



### Magnetron

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

Additional Weights



## Body

### Din Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
NOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz  
qrstuvwxyz

### Minion Regular\*

ABCDEFGHIJKLMN  
OPQRSTUVWXYZ

abcdefghijklmnopqrs  
tuvwxyz

\*Consider the tone, purpose and audience of your message before choosing Minion as your body font. It is best used for formal or more elegant communications.



## BRAND TOOLKIT

# COLOR PALETTE


People recognize great brands by their color as much as their name. The university's colors—blue and gold—have been a part of its history and visual identity for generations. These colors should be used thoughtfully in marketing materials to create a consistent and distinctive visual voice.


 **DOWNLOAD:** [tamuc.edu/toolkit](https://tamuc.edu/toolkit)

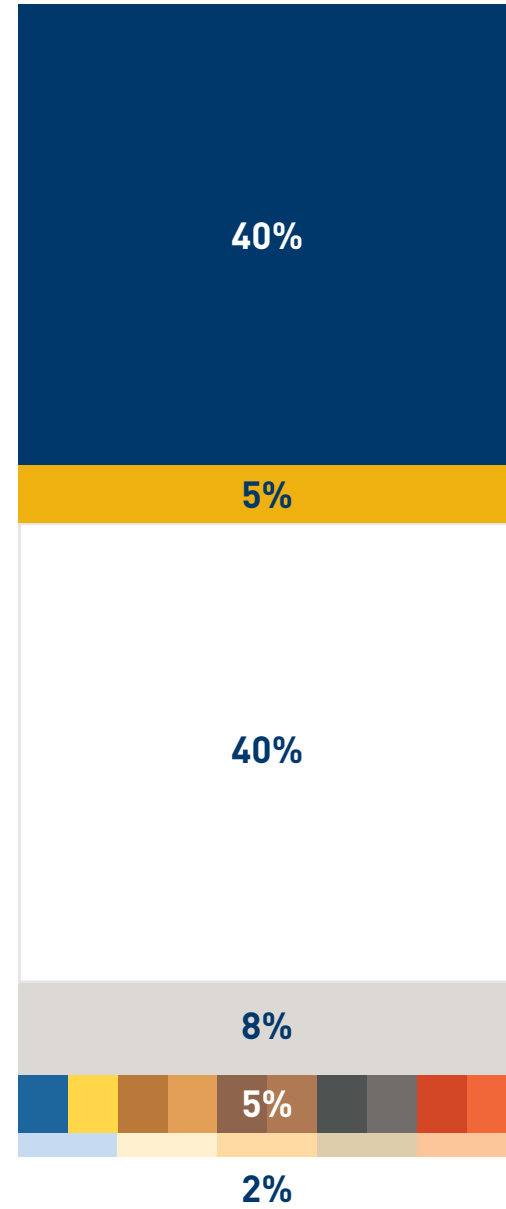
## Ratios of Color

Although we have a secondary color palette, blue and white should be the predominant colors used in most designs. Gold is one of our primary colors, but because it can become quickly overwhelming, use it sparingly like an accent color. Utilize these ratios as a guide for balancing our blue, negative space and the rest of our palette.

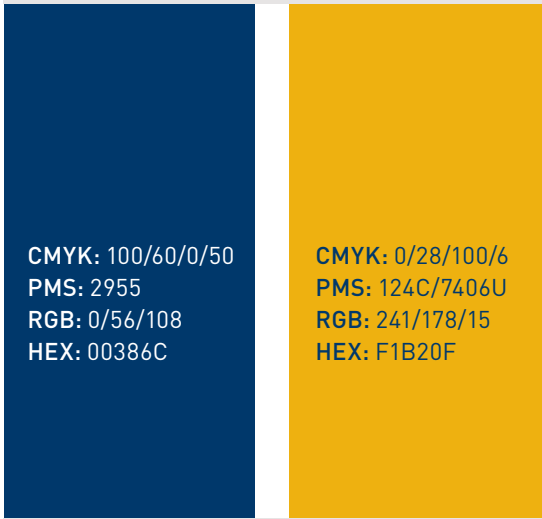
Great for backgrounds 

Perfect for adding variety 

Useful for highlights 



## Primary Palette



CMYK: 100/60/0/50  
PMS: 2955  
RGB: 0/56/108  
HEX: 00386C

CMYK: 0/28/100/6  
PMS: 124C/7406U  
RGB: 241/178/15  
HEX: F1B20F

## Secondary Palette



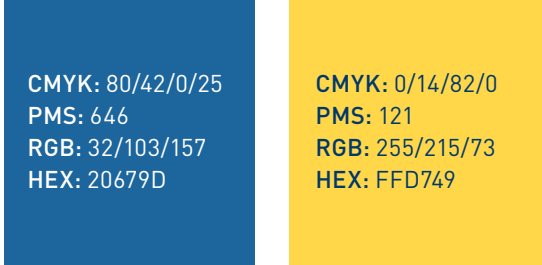
CMYK: 23/55/90/7  
PMS: 7511  
RGB: 187/122/56  
HEX: BB7A38

CMYK: 37/58/71/20  
PMS: 7568  
RGB: 142/101/76  
HEX: 8E654C

CMYK: 65/54/55/35  
PMS: 425  
RGB: 79/83/82  
HEX: 4F5352

CMYK: 12/87/100/2  
PMS: 173  
RGB: 211/71/39  
HEX: D34727

## Secondary Palette



CMYK: 80/42/0/25  
PMS: 646  
RGB: 32/103/157  
HEX: 20679D

CMYK: 0/14/82/0  
PMS: 121  
RGB: 255/215/73  
HEX: FFD749



CMYK: 8/40/75/2  
PMS: 721  
RGB: 225/158/85  
HEX: E19E55



CMYK: 28/53/73/8  
PMS: 4645  
RGB: 175/122/83  
HEX: AF7A53



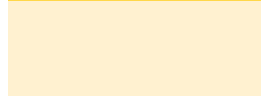
CMYK: 45/40/42/30  
PMS: 423  
RGB: 113/110/107  
HEX: 716E6B



CMYK: 0/74/85/0  
PMS: 2344  
RGB: 242/105/57  
HEX: F26839



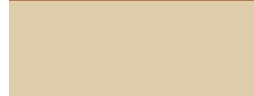
CMYK: 20/7/0/0  
PMS: 9421  
RGB: 199/219/242  
HEX: C7DBF2



CMYK: 0/4/20/0  
PMS: 7401  
RGB: 255/241/208  
HEX: FFF1D0



CMYK: 0/15/40/0  
PMS: 7506  
RGB: 255/218/162  
HEX: FFDA42



CMYK: 13/16/35/0  
PMS: 468  
RGB: 222/205/170  
HEX: DECDAA



CMYK: 0/2/4/15  
PMS: Cool Gray 2  
RGB: 220/215/210  
HEX: DCD7D2



CMYK: 0/25/40/0  
PMS: 712  
RGB: 252/199/155  
HEX: FCC79B



# PHOTOGRAPHY

Photos help to tell our brand story in a visual way. They give our audience a glimpse into our culture and personality as an institution. They portray the life a potential student can anticipate at A&M-Commerce. If you choose the right photo, you have the power to inspire, motivate and engage future Lions.

## Talent Release Policy

Our talent release policy allows us to record and publish content we capture of our subjects through photo, video or audio. It also gives us the creative freedom to choose the best shot or footage that fulfills the goal of the project.

**We require signed talent releases for the following scenarios:**

- Minors (must be signed by a parent or guardian)
- Portraits

 **DOWNLOAD PHOTOS:** [tamuc.edu/photos](https://tamuc.edu/photos)

## Choosing Photos

Knowing what to look for in a photo can be a challenge. Here are some guidelines that will help you choose the right photo.

**For CAREER OPPORTUNITIES, look for:**



- Career outcomes and real scenarios graduates would face in their field

- Moments of greatness. The moments in their jobs when they feel like they are living their dreams or when they think, "This is why I do what I do."

**For ACADEMIC SETTINGS, look for:**



- Candid photos that represent a typical day in their program
- Hands-on activities; avoid typical lecture-style settings

- One-on-one scenarios that show the care and attention a student can receive
- Group activities that capture teamwork and community

**For CAMPUS LIFE, look for:**



- Candid photos that represent the authentic, everyday life of students
- Extracurricular activities and ways to get involved on campus
- Both varsity and intramural sports

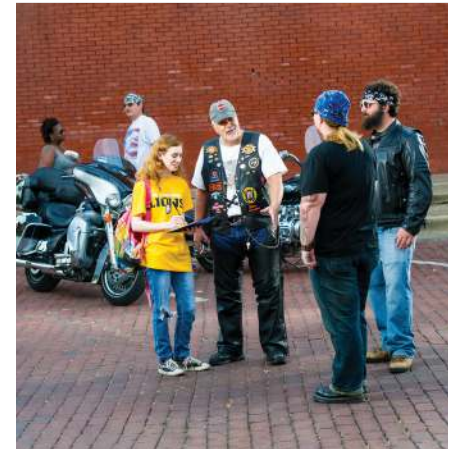
- School spirit, particularly around big games
- Architecture of the buildings, residence and dining halls, etc., preferably including people

# PHOTO BEST PRACTICES



**Avoid harsh on-camera flashes.  
Utilize natural lighting instead.**

When possible, use soft natural lighting from a window or shaded outdoor area. Direct lighting from camera flashes or the mid-day sun can look too bright and create harsh shadows.



**Avoid unnatural or overly staged settings.**

Create an engaging, organic scenario. Expressions should be natural yet right for the situation. Not every shot needs to be happy. Focused or proud is also good.







**Avoid subjects wearing logos from other universities.**

We want to promote our university, not our competitors'. Avoid those individuals or come prepared with shirts they can change into.



**Avoid too much blue and gold and too many logos.**

Unless you're shooting a sporting event, an excessive amount of blue and gold or TAMUC logos can seem unnatural and forced in everyday settings.



**Portray diversity in gender, race and nationality.**

We have a diverse community of students, so we want our photos to reflect that. Plan ahead and be intentional in seeking out multiple representatives.



**Avoid sunspots from trees.**

Light can filter through leaves and create distracting and unflattering patches of light on your subject. Find a different location; or if there's just a few, edit them out.



# STYLISTIC CHOICES

Take your photography to the next level by strategically (and sparingly) using these techniques.



## Enrich blue and gold tones

Turn up the saturation on blue skies or golden lights.



## Embrace natural sun flares

Flares can give a photo a sense of hope and aspiration when done well.



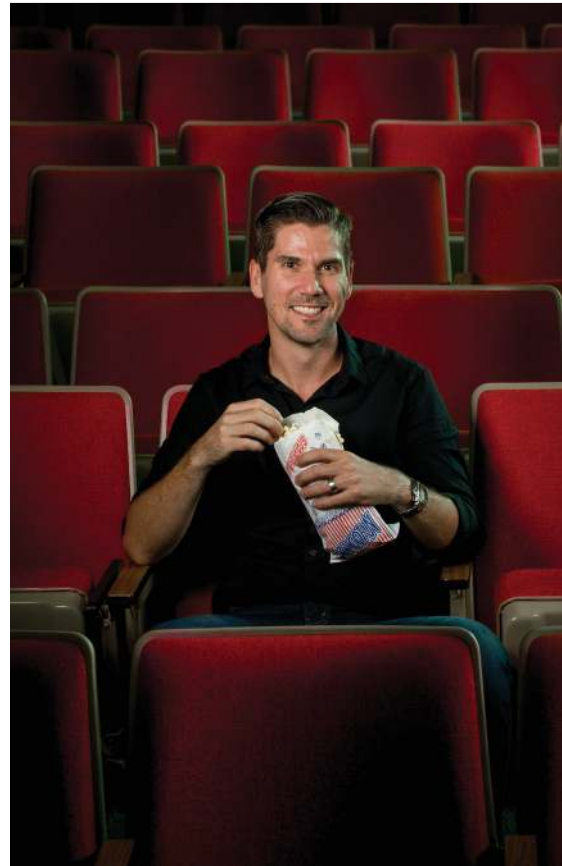
## Add a blue gradient map

Use this technique in a photo grid to maintain your focal point and avoid visual chaos or create a background for headline copy.



# PORTRAIT STYLE

For our standard portrait style, the intent is for the subject to confidently “own” their space. We center our subject with a simple (non-distracting) background. Body positioning and posture should reflect confidence without appearing rigid. If possible, light should be focused on their face to heighten the sense of drama. This should cause the bottom half of the photo to be darker, highlighting the subject’s face. We shoot from a low angle and at an adequate distance to eliminate lens distortion.



# ICONS, BULLETS AND ILLUSTRATIONS

## Icon Style

### Outlined



### Filled

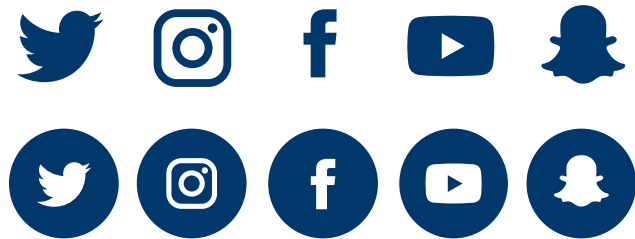


 **DOWNLOAD:** [tamuc.edu/toolkit](https://tamuc.edu/toolkit)



## Social Media Icons

Colors may be altered within the color palette.



## Bullet Style

Best used as a larger bullet. Colors may be altered within the color palette.



## Bulleted Numbers

Bulleted numbers may be created using circles and brand fonts such as Din. CombiNumerals font is an all-in-one option that works well at small sizes.



## Illustration Style

Our illustrations are comprised of simple shapes and a visual balance between light and dark colors.



# TEXTURES AND INFOGRAPHICS

## Textures



**Blue Grit**

Use to add richness.



**Concrete**

Great for adding variety and interest as a background under text or other designs.

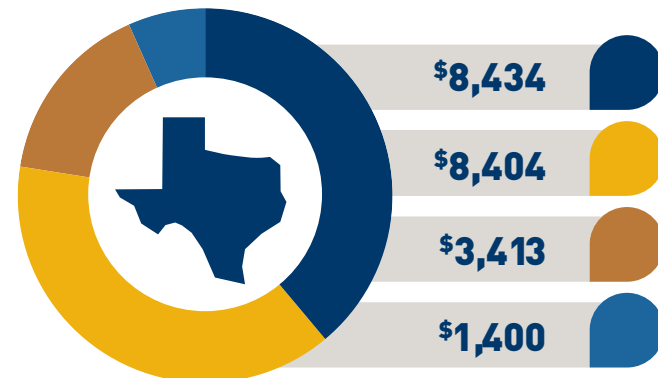
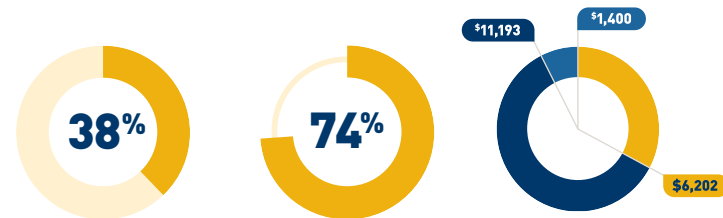
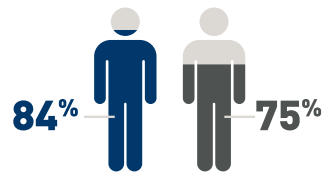
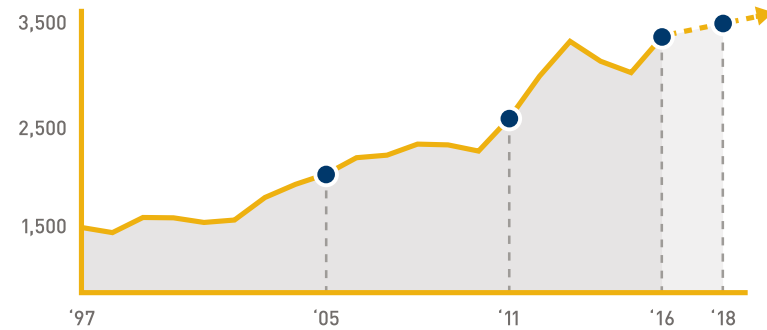


**Golden Lines**

Should only be used as an accent to add a pop of color and dimension. Do not use for large areas where its boldness may be overwhelming.

## Infographic Style

To avoid visual chaos, use a light, neutral tone such as gray as your primary color. Other colors should be used strategically to either make information pop or direct the eye to important facts. Embellish the graphics with elements of light versus dark as described on the next page.







# EXAMPLES

**To evoke the spirit of the hero archetype:**

**① Use definitive lines and shapes**

**② Use high contrasting designs and imagery**

Show things in motion or in progress such as getting things done in the workplace.

**③ Embrace the concept of light versus dark**

Light represents good or goals while dark represents evil or obstacles. This can be executed through shadows and highlights, juxtaposition of a light color next to a dark color or three dimensionality.



EXAMPLES

# LOGO EXAMPLES

## Apparel



# Merchandise





### Display Items



## Vehicles and Signage

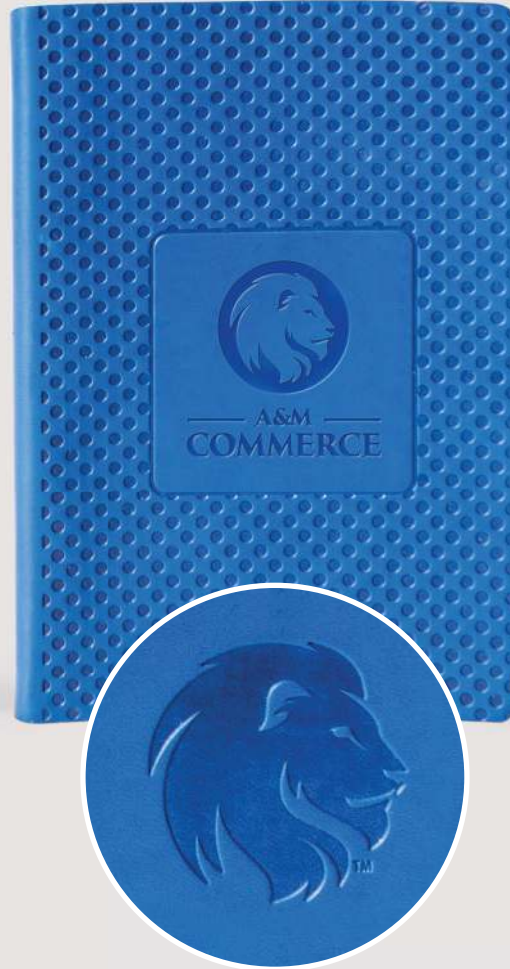


## Special Application Techniques



### Etching on Metal

Etchings on metal are lighter than their surface, so the lion head must always be etched and not the filled circle.



### Debossing and Embossing

Light catches on the raised edges allowing both versions of the lion head (with or without the circle) to work with this technique.



### Etching on Glass

The lion head must always be etched. Doing so allows the lion head to be lighter than whatever is in or behind the glass.

## Print

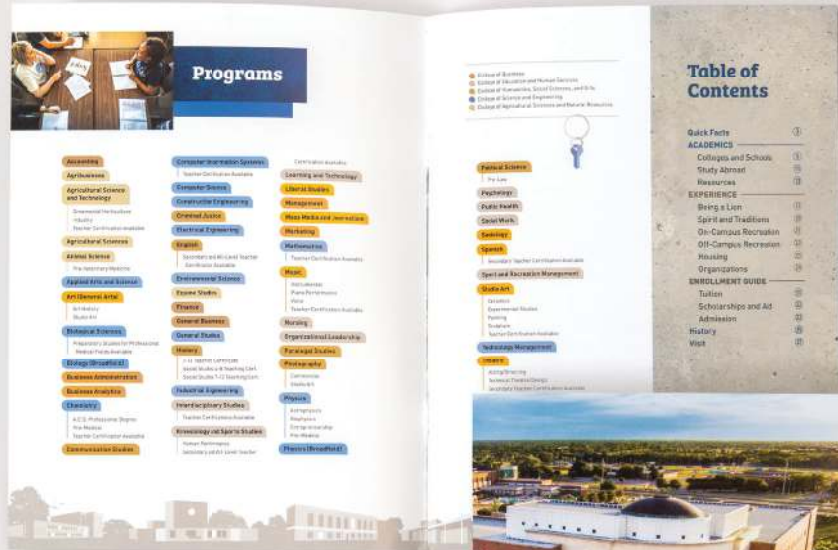
Stationery can be customized to your unit. Contact Latson's or Personalized Printing to get your order started.





EXAMPLES

# BRAND EXAMPLES



Large Brochure

8.5" W x 11" H

Cover: 100# Polar Bear Gloss Cover

Text: 80# Polar Bear Gloss Book

Gloss Book



On-Campus Recreation

At A&M Comerce, there is always something to do, and it's just a short walk from the center of campus and across from the student center. Keep your body, mind, and spirit active and entertained with a variety of activities that ensure you'll never be bored. Whether it's an intramural game, a fitness class, or a performance, the options at Comerce are all over campus.

- Compete for an **intercollegiate championship** in at least 16 sports per semester including Human Hungry, Fraternity, and more.
- **Join back to the community** during Operation Blue & Gold, A&M Comerce's day of service.
- **Take an outdoor or indoor page class.**
- **Play video games or a round of pool** at The Club at the Hayden Student Center.
- **Attend on-campus events** like Lucky's Photo Party, Beer & BBQ, and more.
- **Bring your dog to school** on some weeks.
- **Relax on the lawn** at the weather station, on the grass, or on a **patio** at the Morris Recreation Center.
- **Watch a theater performance.**



Spirit & Traditions

Here, we like to say our pride runs deep. It's a pride built on 160+ years of rich history. Let's make this a memory. We express our pride by raising the Lucky Lion head high. We display it to celebrate victory and to honor our great heritage.

14 NCAA Division II Sports

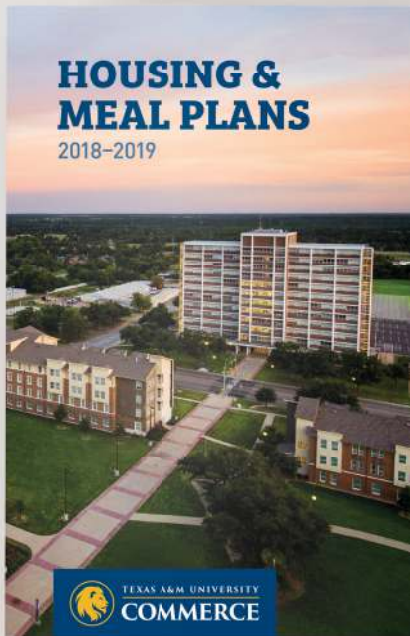
Sport	Men	Women
Baseball	✓	✓
Baseball Softball	✓	✓
Crash Country	✓	✓
Dance	✓	✓
Football	✓	✓
Golf	✓	✓
Water Polo & Field	✓	✓
Wrestling	✓	✓
Baseball Softball	✓	✓
Baseball Softball	✓	✓
Baseball Softball	✓	✓
Baseball Softball	✓	✓

2015 NCAA DII FOOTBALL NATIONAL CHAMPIONS

2015 NCAA DII WRESTLING NATIONAL CHAMPIONS

THREE INDIVIDUAL TRACK NATIONAL CHAMPIONS





**Small Brochure**

5.5" W x 8.5" H

Cover: 80# Polar Bear Gloss Cover

Text: 80# Polar Bear

Gloss Cover

Gloss Cover

## TOP 5 REASONS to live on campus

- 1 Get involved on campus with more than 150 student organizations.
- 2 Make new friends.
- 3 Experience school pride where you live.
- 4 Live close to resources such as labs, technology, tutoring and more.
- 5 Enjoy leadership opportunities, recreation and cultural experiences all in one place.

Research shows that living on campus has an immediate positive effect on academic performance. (Krupa and Murray, 2010)

## HOUSING RATES

Housing is billed by semester. Monthly prices for housing have been included to improve budgeting for prospective and current students.

All full-time, first and second year undergraduate students who enroll at the university within one year of high school graduation are required to live on campus. If a student enters a housing contract during their first year, they will be required to live on campus for their second year, unless they receive an exemption.

1 PHASE III		
Room Type	Price/Sem	Price/Month
Double room, private centralized bathroom	\$2,833*	\$581*
Single room, private centralized bathroom	\$3,245*	\$665*

\*Subject to decrease

2 PRIDE ROCK		
Room Type	Price/Sem	Price/Month
2/1 suite, private room, shared bath	\$3,209*	\$658

3 PHASE II		
Room Type	Price/Sem	Price/Month
2/1 suite, private room, shared bath	\$3,209	\$658

Postcard  
5.5" W x 8.5" H  
100# Polar Bear  
Gloss Cover

**SOCIAL WORK** UNDERGRADUATE PROGRAM



**PREPARE TO MAKE A POSITIVE DIFFERENCE WITH A SOCIAL WORK DEGREE**

A degree in Social Work can be your pathway to one of the most personally rewarding occupations in our society. Professional social workers provide services that can improve the quality of life for children and adults creating a brighter future for the most vulnerable members of society.



**EDUCATIONAL ADMINISTRATION** GRADUATE PROGRAM



**LEADERSHIP IN EDUCATION**

The Master of Education in Educational Administration program is designed for the working practitioner and holds to the highest standards of scholarship and professionalism. Our award-winning program links theory and practice to prepare you for the challenges of school leadership.



Council on Social Work Education  
**Ac Since 1978**



**Face-to-face courses Reinforcing the value of human relationships**

**CARE**

- Social work careers are expected to have faster than average job growth over the next eight years according to the U.S. Bureau of Labor Statistics.
- Social workers can be found in:
  - Schools
  - Hospitals
  - Nursing homes
  - Military bases
  - Prisons
  - Private Practice
- Related careers include:
  - Social and Community Service Managers
  - Social Scientists
  - Social Work Teachers
  - Probation Officers


**DI OPPORT**

- Day classes in a face-to-face venue
- Courses at off-site locations
- Study abroad opportunities
- Internship opportunities allowing students to explore various career choices
- Make a lasting impact on the world with our Bachelor of Social Work degree.




LEARN MORE [TAMUC.EDU/SOCIALWORK](#)  
APPLY TODAY [APPLYTEXAS.ORG](#)  
CONTACT US [903.468.8100](#)

**APPLIED ARTS AND SCIENCES** UNDERGRADUATE PROGRAM  
ONLINE PROGRAM




**BRIDGE THE GAP TO A BACHELOR'S DEGREE AND BEYOND**

The Bachelor of Applied Arts and Sciences (BAAS) degree at A&M-Commerce is a versatile degree that provides a cost-effective path to a bachelor's degree for individuals who worked or earned an Associate of Applied Science degree and are ready to earn a bachelor's degree.



**HONORS COLLEGE & REGENTS SCHOLARS PROGRAM**



**YOU'VE WORKED HARD. GET THE RECOGNITION AND REWARD YOU DESERVE.**

As a member of the Honors Community you will be part of a unique, tightly knit group. Whether it's joining your fellow students for a study session, a game of pool or a late night visit to the cafeteria, you will always feel like part of something bigger than yourself.



**100% ONLINE**

**ONE OF THE LARGEST administrator prep programs in Texas**

*I was thoroughly impressed with the level of support and dedication exhibited by the EDAD faculty and staff. With the unconditional support and guidance offered by EDAD professors and my fellow graduate students, I was able to complete the program that I found to be challenging yet attainable. Thank you, A&M-Commerce, for making my graduate school experience very rewarding!*

Molly Sheen  
Third Grade Teacher, Gary ISD

**AWARD-WINNING PROGRAM**

- One of the top-ranked educational leadership degree programs in the U.S. for 2016 by Teacher.org
- Named to the best online programs by Educational Leadership Degree Programs in 2016
- Best online master's in educational administration for 2015 by BestColleges.com

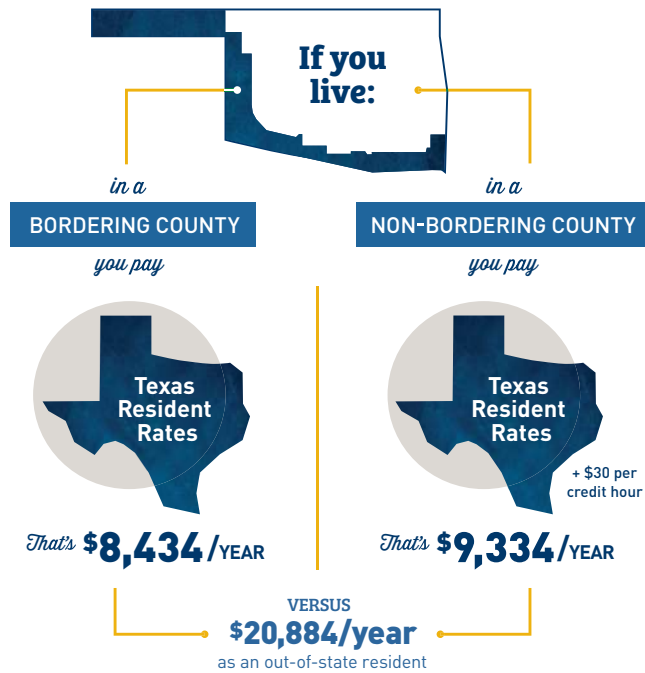
**EXEMPLARY LEARNING OPPORTUNITIES**

- Courses that link theory to practice
- Faculty mentoring
- Flexible online scheduling
- 21-hour Principal Certification only program
- 15-hour Superintendent Certification only program
- Scholarships and financial assistance available as funds allow



LEARN MORE [TAMUC.EDU/EDL](#)  
APPLY TODAY [APPLYTEXAS.ORG](#)  
CONTACT US [EDUCATION@LEADERSHIP.EDU](#)  
[EDUCATION@LEADERSHIP.EDU](#)  
903.886.5520

# Special Tuition Rates *for* Oklahoma Residents



**You're saving up to \$12,450/year!**



18213



Social Media Filter



EXAMPLES | BRAND EXAMPLES

**UNLEASH YOUR ROAR**

**RECEPTION**  
**WEDNESDAY AUG 22**  
 4:00 PM - 5:00 PM  
 North Transportation Center, Open and A&E Level

**REAL TALK**  
**THURSDAY AUG 23**  
 2:00 PM  
 Redburn Student Center Conference Rooms

**CLUB BUNNY**  
**FRIDAY AUG 24**  
 11:00 AM - 1:00 PM  
 Redburn Student Center, The Club

**LUNCH**  
**FRIDAY AUG 24**  
 4:00 PM - 4:00 PM  
 North Transportation Center, The Great Outdoors

**HEADPHONE MUSIC PARTY**  
**SATURDAY AUG 25**  
 7:00 PM - 10:00 PM  
 Redburn Student Center Conference Rooms

**WEE SPORTS**  
**MONDAY AUG 27 - 29**  
 7:00 AM - 1:00 PM  
 Mackay Leadership Center

**MAINE YOUTH CONNECTION**  
**MONDAY AUG 27**  
 4:30 PM - 4:00 PM  
 Redburn Student Center Conference Rooms

**TRANSFORMATION TEE-DAY**  
**TUESDAY AUG 28**  
 12:00 PM - 1:00 PM  
 Redburn Student Center, Atrium

**CLUB BUNNY**  
**TUESDAY AUG 28**  
 7:00 PM - 1:00 PM  
 Redburn Student Center, The Club

**LUCY'S PANDA PARTY**  
**WEDNESDAY AUG 29**  
 11:00 AM - 1:00 PM  
 Redburn Student Center, South Plaza, Wash. Redburn Student Center, 20 room

**WELCOME**  
**WEDNESDAY AUG 29**  
 4:00 PM - 4:00 PM  
 Mackay Leadership Center

**COMMITTEE BREAKFAST**  
**THURSDAY AUG 29**  
 7:30 AM - 9:30 AM  
 LA 1 and LA 20 by the Admin Center

**RESPONSIVE BACK TO LEAD**  
**THURSDAY AUG 29**  
 12:00 PM - 2:00 PM  
 Redburn Student Center, L.L.A.D. Suite

**FEDERAL WALK/ATE**  
**THURSDAY AUG 29**  
 9M Site of Memorial Stadium

**HOME FOOTBALL GAME**  
**THURSDAY AUG 29**  
 4:00 PM  
 Lion Sports Field

**HOME FOOTBALL GAME**  
**THURSDAY AUG 29**  
 7:00 PM  
 Memorial Stadium

**PLANETARIUM SHOWINGS**  
**FRIDAY AUG 29**  
 1:00 PM and 6:00 PM

**HOME FOOTBALL GAME**  
**SATURDAY SEPT 1**  
 7:00 PM  
 Lion Sports Field

**WEDDING & EXHIBIT**  
**MONDAY SEPT 3**  
 4:00 PM - 4:00 PM  
 Mackay Leadership Center, The Great Outdoors

**CALENDAR COLLEENS WITH THE CLUB**  
**TUESDAY SEPT 4**  
 12:00 PM - 1:00 PM  
 Redburn Student Center, The Club

**MAINE STREET STUBS/ST**  
**FRIDAY SEPT 6**  
 4:00 PM - 4:00 PM  
 Redburn Student Center Conference Rooms

**MADE YOUR CALM FRONT**  
**MONDAY SEPT 9**  
 11:00 AM - 12:00 PM  
 Redburn Student Center, Atrium & Campus Courtyard

**BLUE & GOLD FISHING**  
**MONDAY SEPT 9**  
 12:00 PM - 1:00 PM  
 Mackay Leadership Center Conference Rooms

**WEEK OF WISDOM WALL**  
**THURSDAY SEPT 4**  
 12:00 PM - 12:00 PM  
 Redburn Student Center, Atrium

**LEAVING YOUR LEGACY**  
**THURSDAY SEPT 4**  
 4:00 PM - 4:00 PM  
 Redburn Student Center Conference Rooms

**BLACK PARTY**  
**FRIDAY SEPT 5**  
 5:00 PM  
 Mackay Leadership Center, Wash. Redburn Student Center, 20 room

**CLUB BUNNY WATCH PARTY**  
**WEDNESDAY SEPT 8**  
 7:00 PM  
 Redburn Student Center, The Club

**ALIONSROAR**

**CONTACT WITH US!**  
 FOLLOW US ON FACEBOOK @ALIONSROAR

**UNLEASH YOUR ROAR**

**ALIONSROAR**  
 AUG 22 - SEPT 8  
 @ALIONSROAR

Event Campaign



Go from  
**GRIT to GREATNESS**

**The determination to turn an impossible dream into reality.**

Pregnant before the age of 20, Sarah Cantu thought she would always struggle. She saw A&M-Commerce as her lifeline, and the decision to become a Lion changed her life forever. Encouraged by teachers and classmates, she did more than “just graduate” – Sarah earned her Ph.D. in Physics. She learned that success comes from dedication, sacrifice and a firm belief that she was in control of her future. Here, you too will find a transformative college experience.

Learn more at [TAMUC.EDU](http://TAMUC.EDU).

**Brand Campaign**

Go from  
**GRIT to GREATNESS**

**The perseverance to go from Ms. Black's music room to the stage at Carnegie Hall.**

Lucas Arcus quit playing the piano in high school. At the time, he didn't think he had what it took to realize his dream of becoming a professional musician. Then he rediscovered his passion and came to A&M-Commerce driven to succeed. Lucas understood that success isn't born of from just a wish or a dream. It comes from finding the will to forge a way. Here, you too will find a college experience that leads to a life more fulfilling. It's time to turn your grit into greatness. Learn more at [TAMUC.EDU](http://TAMUC.EDU).

Go from  
**GRIT to GREATNESS**

**The determination to become a champion on and off the field.**

For Jason Oost, while living with his mother in a modest London flat, more than an ocean separated him from the dream of being a football player in America. Then, an athletic recruiter saw his tape and offered him a scholarship to A&M-Commerce. Jason recognized that success isn't born from a dream, but from having a vision beyond circumstances. Here, you too will find a college experience that leads to a life more fulfilling. It's time to turn your grit into greatness. Learn more at [TAMUC.EDU](http://TAMUC.EDU).

# TEMPLATES

## Social Media Avatars

When creating avatars, we recommend using the following templates. If you choose not to use this template, follow all logo use guidelines outlined in this document. Only the main TAMUC and athletic channels should use the lion head by itself.

### Profile View



Choose photos or illustrations that uniquely represent your area.



Or you may use the name of your unit or organization.



When appropriate, abbreviate or use an acronym.



Or you may shorten the name and use title caps.

 **DOWNLOAD:** [tamuc.edu/templates](https://tamuc.edu/templates)

# Email Signatures

## Best Practices

Excessively long or overused email signatures can add unnecessary length and burden to email threads. Keep it short and simple. Include only essential information that people need on a daily basis. Also, be thoughtful when you use an email signature. It is not needed on every email. Add it to all emails intended for external audiences, but only add it to the first email when communicating with on-campus audiences.

- **ADDRESSES:** Do not include a street address or building information unless you **frequently** host visitors. Do not include a mailing address unless it is **frequently** requested.
- **EMAIL:** Do not include your email address. It is already included in your email message.
- **FAX:** Do not include fax numbers unless you **frequently** receive faxes.
- **COMMITTEES:** Do not include any committees or positions you hold outside of TAMUC.
- **SOCIAL MEDIA:** Do not include personal social media accounts. Instead, include university accounts.
- **LOGOS:** Do not include unit logos.
- **CLAUSES:** Do not include extra statements such as scheduling appointments, links to downloads or member statements.
- **QUOTES:** Do not include quotes. They may be perceived as university-wide statements and beliefs.

## Example Formatting

We've designed a template that creates a more consistent university-wide email presence while also allowing individuals to customize the amount of information they include. Keep in mind the best practices previously mentioned while deciding what you need to include.

### MINIMAL

**John Doe, Jr., Ph.D.**  
*Chief Marketing Officer*  
Marketing Communications  
P: 903.468.1234  
Texas A&M University-Commerce

Name, title, department, office phone number and the university name are the only required fields.

### FULL INFORMATION WITH LOGO

**John Doe, Jr., Ph.D.**  
*Chief Marketing Officer*  
[Marketing Communications](#) | Binnion, Room 135a  
P: 903.468.1234 | C: 903.468.1234 | F: 903.468.1234  
[Facebook](#) | [Twitter](#) | [Instagram](#) | [Linkedin](#) | [Pinterest](#)  
Mail: P.O. Box 3011, Commerce, TX 75429  
Ship: 2600 S Neal Street, Commerce, TX 75428

You may choose any of these additional fields including the logo. Blue text indicates links which are also optional.



 **CREATE YOUR SIGNATURE:** [tamuc.edu/signature](https://tamuc.edu/signature)







# WEB GUIDELINES

# WEBSITE BEST PRACTICES

## Redirects Versus Hyperlinks

- **REDIRECTS** send a user from one URL to another. They help make web addresses short and memorable and should only be used on print, outdoor graphics or other mediums where the URL isn't clickable.
- **HYPERLINKS**, also known as links, give users direct access from one location in a webpage to another in the same or a different webpage. They should be used in digital mediums such as websites and emails.

## Do not use long web addresses copied from the browser.

Instead, create redirects through Center for IT Excellence by emailing [helpdesk@tamuc.edu](mailto:helpdesk@tamuc.edu). Provide the current URL and the new redirect address you would prefer, but check to make sure it's not taken first.

- ✘ <http://www.tamuc.edu/academics/colleges/scienceEngineeringAgriculture/departments/chemistry/default.aspx>
- ✔ [tamuc.edu/Chemistry](http://tamuc.edu/Chemistry)

## If you must use the full address, don't include "index.html" or "default.aspx" when writing a web address.

- ✘ <http://www.tamuc.edu/admissions/tuitionCosts/bursar/default.aspx>
- ✔ <http://www.tamuc.edu/admissions/tuitionCosts/bursar>

## Create hyperlinks instead of writing out a web address.

Creating hyperlinks gets your audience to their destination quicker and with less hassle which means they have a better user experience and are more likely to return to your page. Writing out a web address means that the reader will have to copy and paste or type in the URL you are providing.

- ✘ Research scholarship options through [www.finaid.org](http://www.finaid.org).
- ✔ Research scholarship options through [FinAid](#).



### **Alternative text is required for all images.**

To remain ADA compliant, include all text that appears in the image and a description of the image in the alt text box within the image settings of the website editor.

### **Keep the top header of your website consistent with the university's standards.**

If you are creating a new website, such as a housing portal through a third-party vendor, utilize the top header that is on the rest of the university's website. This area should include the university logo and universal navigation menu. Contact the Department of Marketing and Communications for assistance.

### **Don't use bold or all caps to differentiate the subjects. Use proper heading and paragraph tags.**

Assign the proper content tags to your text. Apply the heading tags (Heading 1 - Heading 6) in a logical order so it is clear to screen readers.

### **Use subheads instead of creating a new page for every idea.**

The practice of creating multiple pages, each with small amounts of information, generates a navigation that can be frustrating for users.

# WRITING FOR THE WEB

## Follow the Writing Best Practices Explained on Page 14.

Other tips include:

### **One sentence is equal to a paragraph on the web.**

This is an important approach to writing that helps readers scan your copy and avoids intimidating them with huge chunks of text.

### **Create hyperlinks to other internal webpages.**

This allows your readers to find other relevant content that may relate to what they are currently reading, and it's already written! That means your content can remain concise.

## Creating a Call to Action with Hyperlinks

If you are trying to move your audience to perform an action, such as download information or read a related page, use brief but meaningful language that:

- provides some information when read out of context
- explains what the link offers
- doesn't describe how to perform an action
- is not a verb or verb phrase

### Write calls to action that are specific and direct.

- ✘ Take the first step and visit our [admissions](#) website.
- ✔ Take the first step. Schedule a [tour](#).
- ✔ Ready to take the first step? Schedule a [tour](#).

### Avoid using “click here.”

- ✘ To review the Honors College criteria, [click here](#).
- ✔ Review the Honors College [criteria](#) to see if you qualify.

### Provide a link directly to the page instead of directions for navigation.

- ✘ Find your program by visiting our [website](#) and clicking “Find Your Program.”
- ✔ Find your [program](#).

### Place your links on nouns, not verbs or verb phrases.

- ✘ [Learn more](#) about our physics programs.
- ✔ Learn more about our [physics programs](#).

### Refrain from using “website.”

- ✘ For more information, visit the [scholarship website](#).
- ✔ Find out more about [scholarships](#).
- ✔ Search for [scholarships](#).

### Structure the sentence so that the link is at the end of the sentence.

- ✘ Find us on [YouTube](#). Subscribe to see our latest content.
- ✔ See our latest content by subscribing to [@LionsMedia](#).

### Use buttons instead of links for the primary calls to action.

- ✘ If you're ready to join our Lion Pride, [apply now](#).
- ✔ Ready to join our Lion Pride? [APPLY NOW](#)

# CONTACT INFORMATION

**EMAIL:** [marcomm@tamuc.edu](mailto:marcomm@tamuc.edu)

**MAIN OFFICE:** 903.886.5128

**LOCATION:** Binnion Hall 140

## Requests

**DESIGN:** [tamuc.edu/design](http://tamuc.edu/design)

**PHOTO:** [tamuc.edu/photography](http://tamuc.edu/photography)

**PRESS RELEASE:** [tamuc.edu/submitnews](http://tamuc.edu/submitnews)

**VIDEO:** [tamuc.edu/video](http://tamuc.edu/video)

**CULVER SIGN:** [tamuc.edu/culversign](http://tamuc.edu/culversign)

**LOGO:** [tamuc.edu/logos](http://tamuc.edu/logos)