

JULY 2025

BRAND GUIDELINES

TEXAS A&M UNIVERSITY
VICTORIA

TABLE OF CONTENTS

WHY BRANDING IS IMPORTANT	3
BRAND GUIDELINES	3
UNIVERSITY LOGOS.....	4
COLLEGE LOGOS	6
LOGO DOS AND DON'TS.....	8
ATHLETIC LOGOS	10
COLORS.....	11
FONTS	12
SOCIAL MEDIA	13
WRITING	14
EMAIL SIGNATURES.....	17
TRADEMARKS & LICENSING.....	18
CONTACT	18

TEXAS A&M UNIVERSITY-VICTORIA BRAND GUIDE

NOTE

The A&M-Victoria logos will be made available on Sept. 1, 2025, as the university transitions into The Texas A&M University System. Logos can be requested from Marketing & Communications starting on that date by emailing marcomm@uhv.edu. If logos are needed before this date for manufacturing purposes, please contact Brittany Marsh, Senior Director of Marketing & Communications at marshb2@uhv.edu.

WHY BRANDING IS IMPORTANT

The purpose of branding is to create a consistent and uniform appearance, message, and tone for an organization. Consistent and cohesive branding is always critical in effectively establishing an identity and purpose for an organization, but it is especially so as we complete a historic transition into a new university system that includes a new university name. Branding creates a visual identity that helps people immediately know who we are, what we do and how we do it. It benefits the entire university. The Texas A&M University-Victoria Brand Guide is managed by Marketing & Communications.

BRAND GUIDELINES

Brand guidelines are written documentation that help ensure we are working together to maintain a consistent, cohesive experience for our target audiences and local community in all forms of university written, digital, visual, audio, and spoken communications. The following guidelines apply to any and all university communications and marketing efforts. Following this guide will help ensure brand consistency, strengthen our brand recognition, and increase our brand's effectiveness. These guidelines were last updated in July 2025 and will be updated annually moving forward.

LOGOS

Logos are a distinct visual representation of our organization and are our primary identifier. Using logos consistently and correctly helps people recognize and remember who we are. Depending on the message and application, you may choose to use the primary or secondary logo. If you are representing a college, you may choose to use either a horizontal or stacked college logo, depending on the message and application.

If you have any usage questions or would like additional guidance, please contact marcomm@uhv.edu.

PRIMARY LOGO/WORDMARK

The two-color version of this logo is the preferred logo for A&M-Victoria. It should be used as often as possible and is available in two versions: horizontal and stacked to allow for any space constraints. One-color logos of each version are also available, as they are sometimes preferable on applications like apparel.

TWO-COLOR HORIZONTAL

TEXAS A&M UNIVERSITY
VICTORIA

TWO-COLOR STACKED

TEXAS A&M
UNIVERSITY
VICTORIA

ONE-COLOR HORIZONTAL

TEXAS A&M UNIVERSITY
VICTORIA

ONE-COLOR STACKED

TEXAS A&M
UNIVERSITY
VICTORIA

TEXAS A&M UNIVERSITY
VICTORIA

TEXAS A&M
UNIVERSITY
VICTORIA

LOGOS

SECONDARY LOGO/ICONMARK

The full-color version of this logo is a secondary logo option for A&M-Victoria. This logo should be used only for internal and on-campus communications, if desired. It is available in two versions: horizontal and stacked to allow for any space constraints. One-color logos of each version are also available, as they are sometimes preferable on applications like apparel and promotional items.

FULL-COLOR HORIZONTAL



FULL-COLOR STACKED



TWO-COLOR HORIZONTAL



TWO-COLOR STACKED



ONE-COLOR HORIZONTAL



ONE-COLOR STACKED



LOGOS

COLLEGE LOGOS

A clear visual connection between our colleges to Texas A&M University-Victoria is critical to show one unified brand. The following college logo identities should be used when communicating with all audiences to establish a cohesive visual identity across our campus.

The two-color version of this logo identity is the preferred logo for colleges and should be used as often as possible. It is available in two versions: horizontal and stacked to allow for flexibility and/or space constraints. One-color logos of each version are also available.

TWO-COLOR HORIZONTAL

TEXAS A&M
UNIVERSITY
VICTORIA | COLLEGE
OF BUSINESS

TEXAS A&M
UNIVERSITY
VICTORIA | COLLEGE OF EDUCATION
& HEALTH PROFESSIONS

TEXAS A&M
UNIVERSITY
VICTORIA | COLLEGE OF LIBERAL ARTS
& SOCIAL SCIENCES

TEXAS A&M
UNIVERSITY
VICTORIA | COLLEGE OF NATURAL
& APPLIED SCIENCE

TWO-COLOR STACKED

TEXAS A&M
UNIVERSITY
VICTORIA

COLLEGE OF
BUSINESS

TEXAS A&M
UNIVERSITY
VICTORIA

COLLEGE OF LIBERAL ARTS
& SOCIAL SCIENCES

TEXAS A&M
UNIVERSITY
VICTORIA

COLLEGE OF EDUCATION
& HEALTH PROFESSIONS

TEXAS A&M
UNIVERSITY
VICTORIA

COLLEGE OF NATURAL
& APPLIED SCIENCE

ONE-COLOR HORIZONTAL

TEXAS A&M
UNIVERSITY
VICTORIA | COLLEGE
OF BUSINESS

TEXAS A&M
UNIVERSITY
VICTORIA | COLLEGE OF EDUCATION
& HEALTH PROFESSIONS

TEXAS A&M
UNIVERSITY
VICTORIA | COLLEGE OF LIBERAL ARTS
& SOCIAL SCIENCES

TEXAS A&M
UNIVERSITY
VICTORIA | COLLEGE OF NATURAL
& APPLIED SCIENCE

ONE-COLOR STACKED

TEXAS A&M
UNIVERSITY
VICTORIA

COLLEGE OF
BUSINESS

TEXAS A&M
UNIVERSITY
VICTORIA

COLLEGE OF LIBERAL ARTS
& SOCIAL SCIENCES

TEXAS A&M
UNIVERSITY
VICTORIA

COLLEGE OF EDUCATION
& HEALTH PROFESSIONS

TEXAS A&M
UNIVERSITY
VICTORIA

COLLEGE OF NATURAL
& APPLIED SCIENCE

LOGOS

USE OF THE JAGUAR

Images of the Jaguar head and body should always be used in conjunction with a wordmark, as shown in the secondary logo/icon mark section. Any desired usage of the Jaguar head or body as a standalone mark must be submitted to and have received written approval from Marketing & Communications at marcomm@uhv.edu.

UNAUTHORIZED JAGUAR ARTWORK

To maintain a consistent and professional brand identity, only approved versions of the Jaguar may be used in murals, event materials, promotional items or any other public-facing content.

Hand-drawn or independently created Jaguar illustrations are not permitted for use in printed materials, signage, digital assets, or campus displays, including murals, unless they have been reviewed and approved in writing by Marketing and Communications.

LOGO USAGE GUIDANCE

Logos should always be used in their entirety. There should be no alterations, color changes outside of what is outlined in this brand guide, or any other kind of visual distortion.

Maintain ample white space around the logo to ensure that it remains legible and doesn't get lost.



Maintain a “v” width of open space on all sides

When using the logo, be conscious of size and legibility. Use common sense – a logo that is too small and can't be read clearly does not provide any useful marketing or communications function.

Do not distort the proportions of the logo. If you need help resizing a logo proportionally so none of the elements are skewed, please contact marcomm@uhv.edu.

LOGOS

▶ A NOTE ON COLOR CONTRAST:

Color contrast is a term used to distinguish how one color stands apart from another color. It refers to the differences between the brightness between foreground and background colors – for example, black text on a white background would be considered high contrast colors, as it is easy to distinguish the color black on white. However, black text on a dark gray background would be considered low contrast, as the text would most likely be difficult to read. When using the logo on a colored background, pay attention to the contrast between the colors of the background and the color of the logo you have decided to use. Always use high contrast colors and utilize an [online color contrast checker](#) if you aren't sure if the colors are contrasting enough. The color of the logo and the background should be well contrasted so the image is viewable by people who are colorblind or who have a visual impairment.

LOGO DOS AND DON'TS

Adhering to these simple rules will help ensure that our logo looks good and is clearly recognizable to all audiences.

DO:

- Include the logo on the cover of all print publications that represent the university and are intended for external audiences.
- Position the logo for maximum impact and give it plenty of room to breathe. This helps to ensure the logo's visibility and legibility.
- Reach out to us at marcomm@uhv.edu if you have any logo questions. We are happy to help.

DON'T:

- Redraw the logo, translate it, rotate it or alter the placement and size relationship between its elements.
- Add additional elements or copy to, change the color of, distort or alter the integrity of the logo without prior written approval from Marketing & Communications.

Do not substitute another typeface for the font used in the logo.



Do not change the scale of elements in the logo.



LOGOS

Do not add type or graphic elements to the logo.



Do not add drop shadows or any other visual effects to the logo.



Do not stretch, condense or change the dimensions of the logo.



Do not change the colors of the logo.



CONTACT

Any requests for logos and any usage questions can be sent to Marketing & Communications at marcomm@uhv.edu.

ATHLETIC LOGOS

Athletic logos are restricted to use by A&M-Victoria Athletics. Questions about usage or any requests for approval to use can be directed to uhvathletics@uhv.edu.




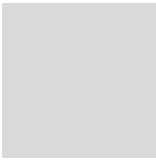




COLORS

Our colors are available in HEX, RGB and CMYK color codes. HEX and RGB color codes are used in digital applications like websites, social media graphics, online invitations and more. CMYK color codes are used for printed pieces like magazines, direct mail, and brochures. **It is important to use the appropriate set of color codes for digital and print applications, as use of the wrong set of color codes can drastically distort the colors.** Remember, a visual match without using the correct color code is not trustworthy.

PRIMARY COLOR PALETTE

The primary colors should be the dominant colors used on any marketing piece. They should cover more area than any other colors that appear.

	ROSETTE HEX: AE0000 R: 174 G: 0 B: 0 C:21 M:100 Y:100 K:15		SPIRIT HEX: 91744B R: 145 G: 116 B: 75 C:39 M:48 Y:76 K:16		JAX HEX: DAC08C R: 218 G: 192 B: 140 C:15 M:22 Y:50 K:0
	PILLARS HEX: D9D9D9 R: 217 G: 217 B: 217 C:14 M:10 Y:11 K:0		DRIVEN HEX: 626262 R: 98 G: 98 B: 98 C:61 M:52 Y:52 K:22		SPOTS HEX: 1A1A1A R: 26 G: 26 B: 26 C:73 M:67 Y:65 K:78

SECONDARY COLOR PALETTE

Secondary colors should be used to complement the primary colors, but primary colors should always be the most dominant colors.

	GOLDEN HEX: AB8C5F R: 171 G: 140 B: 95 C:32 M:41 Y:70 K:6		RINGS HEX: E3D8C9 R: 227 G: 216 B: 201 C:10 M:12 Y:19 K:0		1973 HEX: F7F5F3 R: 247 G: 245 B: 243 C:2 M:2 Y:3 K:0
	COAST HEX: 182828 R: 24 G: 40 B: 40 C:81 M:62 Y:64 K:68				

NOTE

Remember the importance of color contrast. Not only do high contrast colors increase legibility of your design elements in a marketing piece, but in online applications like websites, color contrast is essential to making sure our websites meet federal and state accessibility requirements.

FONTS

A&M-Victoria utilizes Montserrat as our primary brand font. It is a modern, clean and easy to read sans-serif font. Montserrat is an open-source font and [can be downloaded from Google Fonts](#). When Montserrat is not available, Helvetica can be used as a suitable replacement.

HEADLINES

Montserrat Bold is A&M Victoria's typeface for headlines and should always be set in all caps. Do not use this typeface for anything other than headlines.

MONTSERRAT BOLD

0 1 2 3 4 5 6 7 8 9

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

BOLD HEADLINE

ALTERNATE HEADLINES AND SUBHEADS

Montserrat bold is A&M Victoria's typeface for alternate headlines and subheads and should always be set in all caps.

MONTSERRAT BOLD

0 1 2 3 4 5 6 7 8 9

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

ALTERNATE HEADLINE

BODY COPY

Montserrat regular is A&M Victoria's typeface for body copy and should typically be set in sentence case.

MONTSERRAT REGULAR

0 1 2 3 4 5 6 7 8 9

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

BODY COPY

SOCIAL MEDIA

ACCOUNT NAMES AND USERNAMES

Usernames are a critical part of a social media account. The university's preference is to use the acronym "TAMUV" at the start of your username to affiliate your account with the university and "Texas A&M University-Victoria" in any account name, page title, etc. If "Texas A&M University-Victoria" does not fit within the character limits on your account name or page title, use "A&M-Victoria." "TAMUV" should only be used as an account name or page title if it is the only option available due to character limits.

USING AMPERSANDS

The ampersand is historically a tricky character to use in online settings. Be careful when referencing "Texas A&M University-Victoria" or "A&M-Victoria" on social media posts or account descriptions. Sometimes the ampersand will show as broken characters or disappear entirely. Additionally, ampersands should never be used as part of a hashtag. They cause a break in the hashtag, disrupting its intended purpose.

WRITING

TEXAS A&M UNIVERSITY-VICTORIA WRITTEN REFERENCES

AP Style

A&M-Victoria and The Texas A&M University System use Associated Press (AP) Style. The AP Stylebook is the standard for journalistic writing and is updated annually. It is available in a physical copy and [also online](#).

Referencing A&M-Victoria

When referencing Texas A&M University-Victoria, use “Texas A&M University-Victoria” on first reference and “A&M-Victoria” on the second reference. Do not put a space between the letters and the ampersand (i.e., A & M).

Correct: Texas A&M University-Victoria

Second reference: A&M-Victoria

Incorrect: TAMUV

TAMU-Victoria

Exception: TAMUV is allowed in digital applications such as website URLs and social media for usernames and hashtags, i.e. #TAMUV and @TAMUV.

Never use “A&M” alone. It should always be used in conjunction with other words like “Texas A&M University-Victoria” or “A&M-Victoria.”

WRITING

CAPITALIZATION

- Full titles of institutions, companies and the names of departments and schools are capitalized, but such words that are generic or descriptive terms are lowercased. For example: Texas A&M University-Victoria, the College of Business, the university, the business college, the university's admission requirements.
- The words "office," "department" and "college" should not be capitalized when referring to more than one office, department or college. For example: the colleges of Liberal Arts & Social Sciences and Natural & Applied Science.
- Lowercase academic degrees when they are spelled out and used as general terms: associate degree, doctoral degree, master's degree, bachelor's degree.
- Administrative and academic titles are capitalized when used in front of the name. Otherwise, they are lowercased. For example: Chancellor Glenn Hegar; Rachel Martinez, dean of the College of Education & Health Professions; the school's dean; the president.
- Lowercase names of academic programs, fields of study, curricula, major areas and major subjects unless they are proper names. For example: She is studying philosophy and Spanish. Students must meet core curriculum requirements in order to graduate. Texas A&M University-Victoria offers programs in biology and English.
- Use official department names with proper capitalization. For example: Student Involvement, Student Affairs, Admissions & Student Recruitment, Financial Aid, International Programs.
- Full official names of associations, societies and boards are capitalized. The word "the" preceding a name is lowercased in textual matter, even when it is part of the official title. Such words as society, board and association are lowercased when used alone. For example: the President's Regional Advisory Board, the advisory board, the board.
- Lowercase letters in A&M-Victoria email addresses. For example: emersonl@tamuv.edu, busadvisor@tamuv.edu.

BUILDING AND LOCATION NAMES

When referring to buildings and locations, it is not necessary to say the university name before the building. It is implied that the building is on campus. For clarity, please include the address when referring to a location for external audiences.

- University Center, 3007 N. Ben Wilson St.
- University West
- University North
- University South
- University Northwest, 1604 E. Airline Road
- University Commons, 3006 N. Ben Wilson St.
- Don & Mona Smith Hall (Smith Hall on second reference), 3202 N. Ben Wilson St.
- Jaguar Hall, 2705 Houston Hwy.
- Jaguar Suites, 2703 Houston Hwy.
- Health & Wellness Center

WRITING

WEBSITE ADDRESS

The website address for A&M-Victoria should always be listed as “**tamuv.edu**” or “**www.tamuv.edu**.”

SUGGESTED “ABOUT TEXAS A&M UNIVERSITY-VICTORIA” BOILERPLATE

The following is a boilerplate that can be used in whole or in part and added to the end of news releases or other documents:

Texas A&M University-Victoria, located in the heart of the Coastal Bend region since 1973 in Victoria, Texas, offers courses leading to more than 50 academic programs in the colleges of Business; Education & Health Professions; Liberal Arts & Social Sciences; and Natural & Applied Science. A&M-Victoria provides face-to-face classes at its Victoria campus, as well as online classes that students can take from anywhere. The university supports the American Association of State Colleges and Universities Opportunities for All initiative to increase awareness about state colleges and universities and the important role they have in providing a high-quality and accessible education to an increasingly diverse student population, as well as contributing to regional and state economic development.

THE FOLLOWING BOILERPLATE SHOULD BE USED FOR STUDENT RECRUITMENT PIECES:

The policy of A&M-Victoria is to ensure equal opportunity in all its educational programs and activities, and all terms and conditions of employment without regard to age, race, color, disability, religion, national origin, veteran’s status, genetic information or sex (including pregnancy), except where such a distinction is required by law. Additionally, A&M-Victoria prohibits discrimination in all aspects of employment and educational programs on the basis of sexual orientation, gender identity or gender expression.

Any person with inquiries and/or complaints regarding unlawful harassment, discrimination or Title IX (sexual misconduct) may direct questions to Brandon Lee, equal opportunity/Title IX coordinator, at University West, Room 116, leebw@tamuv.edu or (361) 570-4835, or to the U.S. Department of Education Office of Civil Rights at (800) 421-3481. Students with disabilities who need assistance may contact Cheryl Worley, disability services manager, at University Commons, Suite 2108A, worleyc@tamuv.edu or (361) 570-4287.

EMAIL SIGNATURES

To keep all university emails professional, accessible, and on brand, we ask that employees follow a few simple guidelines when setting up their email signatures.

You're welcome to include the official Texas A&M University-Victoria logo at the bottom of your signature, but use only the approved version. Don't stretch, crop, or modify the logo in any way. For text, stick with basic system fonts like Arial or Aptos in 12 pt or larger, and use black text only.

Background colors, gradients, or patterns should not be used in your signature. These can create accessibility issues for users with visual impairments or those using screen readers. Keeping things simple ensures that your signature is clear, consistent, and accessible to all.

Lastly, do not use personal quotes, emojis, decorative fonts, or any unofficial graphics. Keeping your email signature clean and uniform helps us all present a cohesive, professional image of the university in every message we send.

If you need access to the official logo file, reach out to the Marketing & Communications Office at marcomm@uhv.edu.

Example:

Marci Wallace

Director, Digital Marketing

Marketing & Communications
Texas A&M University-Victoria
3007 N. Ben Wilson Street
Victoria, TX 77901

Phone: (361) 570-4394

Email: wallacem@tamuv.edu

Website: tamuv.edu

TEXAS A&M UNIVERSITY
VICTORIA

TRADEMARKS & LICENSING

For all uses of our logos on licensed products, please review the information on trademarks.tamu.edu and contact Marketing & Communications at marcomm@uhv.edu with any questions.

CONTACT

For further information or questions about any of the information regarding Texas A&M University-Victoria brand requirements, please contact Marketing & Communications at marcomm@uhv.edu.