

BRAND STANDARDS





PRIMARY USAGE



STANDARD FOR
LIGHT BACKGROUNDS



STANDARD FOR
DARK BACKGROUNDS



STANDARD FOR
LIGHT BACKGROUNDS



STANDARD FOR
DARK BACKGROUNDS

LOGO

The Association of Former Students logo is the most visible component of the overall brand identity and is a registered trademark with the United States Patent and Trademark Office. It must never be altered or redrawn in any way. This includes changes in typestyle, proportions, letterspacing, or placement of the individual elements other than acceptable treatments outlined in this guide. Changing the key graphic elements will dilute its impact and detract from the brand consistency.

The primary identification elements for The Association of Former Students logo are made up of the words “The Association of Former Students” and the stylized symbol of the Aggie Ring.

Standard/Stacked logo - This is the standard default logo for The Association of Former Students. This version of the logo is to be used a majority of the time.

Long logo - The logo with the ring graphic to the left hand side should be used when the default “stacked” logo cannot be used because of space restrictions. Only use this version when appropriate and necessary.

The graphic mark of the Aggie Ring can be used singularly as a graphic element within the design, but should not be altered from its original state. It is acceptable for interior pages/sections of Association produced and distributed materials, when The Association has been clearly identified prior to the appearance of this element, or when The Association name or logo lock appears elsewhere on the object. Otherwise, it is not acceptable to use this element by itself in any application.

At no time should the proportions of the The Association of Former Students logo be changed. The logo should be the dominant identifier in all marketing materials.

The Association of Former Students logo is available in only two formats, stacked and flush left. Both are available in one color.

SECONDARY USAGE



LONG FOR
LIGHT BACKGROUNDS



LONG FOR
DARK BACKGROUNDS



LONG FOR
LIGHT BACKGROUNDS



LONG FOR
DARK BACKGROUNDS



PROHIBITED LOGO USAGE

- Do not alter the proportions of the logo
- Do not apply graphic effects to the logo (such as drop shadows, or grunge effect)
- Do not apply other graphic elements
- Do not apply an outline to the logo or use an outline only version of the logo
- Do not place the logo on heavily patterned background
- Do not change the letter spacing of the logo
- Do not substitute other typefaces for the logotype
- Do not let the logo bleed off of the page

On a photographic background, the logo can be used in one color, and black and white versions.

Because every image is different, be sure to choose a color with a strong contrast to the background. Place the logo in an area of the image that is not busy or does not compete visually.

The components are always held in a fixed relationship and should not be altered or arranged in other ways.

MINIMUM SIZE

When the logo is reduced, there is a point in which it becomes ineffective and no longer readable. The size should be large enough that the Ring element maintains its graphic identity. The Association of Former Students logo should not be reproduced smaller than 0.75 inches across.

EXTERNAL USAGE OF THE LOGO

The graphic mark of the Aggie Ring cannot be used singularly as a graphic element within an external party's design. The mark is a part of The Association of Former Students' logo lock. It is not acceptable to use this element by itself in any application, even if the artwork is altered.

At no time should the proportions of the The Association of Former Students logo be changed. Please refer to page 4 for more information concerning logo usage or contact Linda Suarez at (979) 845-7514 or LSuarez@AggieNetwork.com.



CLEAR SPACE

To ensure the integrity of the logo and provide maximum impact in environments where it appears, clear space must be monitored on all sides of the logo. Crowding the signature against other text, images and graphics will diminish its value and impact. The minimum clear space required is relative to the size of the logo. It is equal to twice the size of the logo type.

When the logo is being used in the horizontal format with the Ring to the left of the typography, the Ring graphic should be used as the justifier of the text. Do not justify from the logotype.

		1"
		
	The Association OF FORMER STUDENTS®	0.50"
	TEXAS A&M UNIVERSITY®	
		1"

		0.50"
		0.25"
	The Association OF FORMER STUDENTS®	
	TEXAS A&M UNIVERSITY®	
		0.50"



PRIMARY

QC# TAM001 <small>(Aggie Maroon is a custom PANTONE ink mix)</small>		COATED {	c: 15%	r: 80%	PANTONE Yellow 012: 9%
			m: 100%	g: 0%	PANTONE Rubine Red: 36%
			y: 39%	b: 0%	PANTONE Black: 25%
			k: 69%	PANTONE Trans. White: 30%	
QC# TAM002 <small>(Aggie Maroon is a custom PANTONE ink mix)</small>		UNCOATED {	c: 27%	r: 141%	PANTONE Yellow 012: 13.9%
			m: 86%	g: 53%	PANTONE Rubine Red: 70%
			y: 60%	b: 67%	PANTONE Black: 16.1%
			k: 30%		

SECONDARY

PMS 7502		{	c: 18%	r: 212%
			m: 22%	g: 191%
			y: 44%	b: 149%
			k: 0%	
PMS 476		{	c: 48%	r: 78%
			m: 69%	g: 50%
			y: 73%	b: 39%
			k: 57%	
PMS 4685		{	c: 10%	r: 228%
			m: 18%	g: 205%
			y: 25%	b: 185%
			k: 0%	

ACCENT

PMS 5615*		{	c: 65%	r: 90%
			m: 41%	g: 111%
			y: 63%	b: 94%
			k: 21%	
PMS 555*		{	c: 85%	r: 34%
			m: 34%	g: 107%
			y: 81%	b: 73%
			k: 24%	
PMS 541*		{	c: 100%	r: 0%
			m: 75%	g: 62%
			y: 33%	b: 116%
			k: 22%	
PMS 549*		{	c: 65%	r: 95%
			m: 27%	g: 155%
			y: 25%	b: 175%
			k: 1%	
PMS 128*		{	c: 4%	r: 246%
			m: 12%	g: 214%
			y: 80%	b: 84%
			k: 0%	

COLOR SPECIFICATIONS FOR PRINT

Successful branding requires consistency and easy recognition. Colors are one of the strongest visual reminders. Using the correct color combinations is as important as any other factor in maintaining the uniformity of the brand.

PANTONE Matching System (PMS) colors are shown in the sample. Only approved PANTONE colors and their CMYK equivalents should be used in order to maintain a consistent look across all print publications. When printing on an uncoated stock, be sure to use PMS U colors, and for coated stock utilize PMS C colors.

The Association of Former Students utilizes several color combinations.

Primary color : PMS QC# TAMU001 for coated stock and PMS QC# TAMU002 for uncoated stock. (PMS 505 is to be used in placed if special mix is not available.)

Secondary colors : PMS 7502, PMS 476, PMS 4685

Third color (accent) : PMS 5615, PMS 555, PMS 541, PMS 549 and PMS 128

*To be used sparingly

The PMS Aggie Maroon QC# TAMU001 and QC# TAMU002 serve as the key institutional identifier with Texas A&M University. The Association of Former Students will use the Aggie Maroon in four color print material.

The color family of Cool Gray can be used as an alternative to 100% black when printing in 4 color process. Do not use grayscale unless printing requirements dictate spot color or one color projects.

MONOCHROMATIC LOGO

You may chose to print the entire logo in one of the approved logo colors, in all white or in all black. There are no grayscale application options. There are no two-color options.



PRIMARY

HEX #500000  {
 r: 80
 g: 0%
 b: 0%

SECONDARY

HEX #D3BF96  {
 r: 211%
 g: 191%
 b: 150%

HEX #E7DDCB  {
 r: 231%
 g: 221%
 b: 203%

HEX #332C2C  {
 r: 51%
 g: 44%
 b: 44%

HEX #B0AF AF  {
 r: 176%
 g: 175%
 b: 175%

ACCENT

HEX #5A6F5E*  {
 r: 90%
 g: 111%
 b: 94%

HEX #226B49*  {
 r: 34%
 g: 107%
 b: 73%

HEX #003E74*  {
 r: 0%
 g: 62%
 b: 116%

HEX #5F9BAF*  {
 r: 95%
 g: 155%
 b: 175%

HEX #F6D654*  {
 r: 246%
 g: 214%
 b: 84%

COLOR SPECIFICATIONS FOR WEB

Likewise, successful branding requires consistency and easy recognition for web. Color specifications for online use require strict consistency to ensure brand identity. Variations in computer monitors generally do not affect the impact of these specified colors and image guide.

The Association of Former Students utilizes several color combinations.

Primary color : HEX 500000

Secondary colors : HEX #D3BF96, HEX #E7DDCB, HEX #332C2C2, HEX #B0AF AF

Third color (accent) : HEX #5A6F5E, HEX #226B49, HEX #003E74, HEX #5F9BAF and HEX #F6D654 *to be used sparingly

Please consult the Marketing Department if you have any questions or concerns regarding implementations.