AGGIE MUSTER BRAND STANDARDS

Consistency establishes trust. It is vital that Muster logos be used in a consistent manner by every affiliate group who has been given approval to use them. Logos must not be altered in any way and should only appear in Aggie Maroon™, black or white. Each affiliate group must remain in compliance with The Association of Former Students and Texas A&M University Brand Standards at all times. Each affiliate group has full rights to use the logos with the understanding that the logos are associated with The Association of Former Students and Texas A&M University and should not be used in any compromising or inappropriate situations. For any questions concerning the brand standards, contact the Director of Marketing at The Association of Former Students at RReyes01@AggieNetwork.com or (979) 307-5694.

MUSTER SPECIFIC TRADEMARKS AVAILABLE FOR USE

Muster Header>Title Text Logo

- RGB Full-Color (Online/MS Office)
- RGB 1-Color (Online/MS Office)
- Black/White (All)
- CMYK Full-Color (Print)
- CMYK 1-Color (Print)
- Reversed (White)(All)

Muster Shield Logo

- 1-Color (Online/MS Office)
- 1-Color (Print)
- 1-Color Black (All)
- Reversed (White)(All)

DO NOT: Alter logos in any way or make logos any colors other than Aggie Maroon™, black or white.

AGGIE MAROON

Texas A&M and The Association of Former Students use a specific shade of maroon, Aggie Maroon™. To achieve Aggie Maroon™ for print, use the values of 15/100/39/69 (CMYK). To achieve Aggie Maroon for online or Microsoft Office, use the values 80/0/0 (RGB). For spot color (1-Color) jobs and promotional items, use PANTONE® 7421.

Samples of Previous Campus Muster Posters

2015 2016 2017 2018 2019