

THE ASSOCIATION BRAND GUIDE



The Association
OF FORMER STUDENTS[®]

TEXAS A&M UNIVERSITY[®]

TEXAS A&M

THE ASSOCIATION OF FORMER STUDENTS
CENTURY CLUB MEMBER



The Association
OF FORMER STUDENTS®

TEXAS A&M UNIVERSITY®

BRAND OVERVIEW

A brand is more than a logo.

A brand is the overall perception of an organization and builds an emotional bond between the audience and the organization. A well-defined and consistent brand will transform awareness into loyalty, increasing the overall value of an organization.

While the logo of The Association of Former Students is often the most visible component of our brand, our overall brand identity is defined by our look, our voice, what we do and how we do it.

Our vision to be the premier alumni organization requires us to always present our best in everything we do. This Brand Guide provides the tools and guidelines to effectively represent our organization visually to the highest standards.

Each of the elements on the following pages contributes to the overall brand value of The Association. Consistency is key to continue driving awareness and value to our brand.

It takes years to build a brand. Strict adherence to these standards will ensure The Association's ability to continue to communicate a consistent, trusted and effective message to our constituents.

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LOGO USE

The logos for The Association of Former Students should never be altered from their original forms, including changes in type style, proportions, letter spacing or placement of the individual elements. A strong brand identity requires consistency. Any changes in the key graphic elements will dilute their impact and detract from The Association's brand consistency.

PRIMARY LOGO

★ Use the correct version of the preferred primary logo

The primary logo with the Ring stacked on top of the words "The Association of Former Students" is preferred and should be used the majority of the time. There are standard and reversed versions of the primary, secondary and program logos. The **standard** logo should only be used in Aggie Maroon or black on light backgrounds. The **reversed** logo should only be used in white on dark backgrounds.

STANDARD
(FOR LIGHT BACKGROUNDS)



REVERSED
(FOR DARK BACKGROUNDS)



Tip: The Ring in the logo should always be filled in with maroon or the dark color of the background. It should never be filled in with white.

SECONDARY LOGO

★ Only use the secondary logo when required by space restrictions

The secondary logo, which is **ONLY** to be used when the primary logo cannot be used due to space restrictions, is the version with the Ring to the left of the words "The Association of Former Students."

STANDARD
(FOR LIGHT BACKGROUNDS)



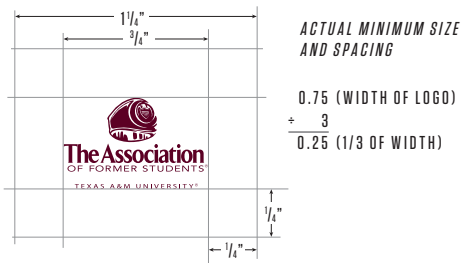
REVERSED
(FOR DARK BACKGROUNDS)



MINIMUM SIZE & SPACE

★ Minimum Size: $\frac{3}{4}$ "

The logo should not be reproduced smaller than $\frac{3}{4}$ " in width, unless otherwise approved by the Marketing and Creative Services team. Reducing the size reduces effectiveness and legibility.



★ Minimum spacing: $\frac{1}{3}$ of Width

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. The minimum clear space required is relative to the size of the logo. The space on each side needs to be equal to $\frac{1}{3}$ of the total width of the logo.

STYLIZED RING

★ Use requires special approval

Any use of the stylized Ring as a single design element requires prior authorization from the Marketing and Creative Services team.



PROHIBITED LOGO USE

DO NOT alter the logo in any way.

DO NOT apply graphic effects or graphic elements to the logo.

DO NOT apply an outline to the logo or use an outline-only version of the logo.

DO NOT substitute other typefaces for the logotype.

DO NOT let the logo bleed off the page.

PROGRAM LOGOS

★ Use only to promote individual departments

On occasion, there is a need to highlight a specific program within The Association of Former Students. For those instances, program logos are available in both standard and reversed versions for light and dark backgrounds.

Never stretch, outline or modify the program logos in any way.

STANDARD
(FOR LIGHT BACKGROUNDS)



REVERSED
(FOR DARK BACKGROUNDS)



EVENT LOGOS

★ Use only to promote Association-hosted events

Certain events hosted by The Association have logos to be used in promotional materials. The Marketing and Creative Services team designs event logos on an as-needed basis.

Never stretch, outline or modify the program logos in any way.

For questions regarding event logo creation and use, please contact the Marketing and Creative Services team.



LOGO USE APPROVALS

★ Logo use requires approval from the Marketing and Creative Services team

To ensure branded content is used properly and in line with the brand identity of The Association, logo use must be approved by the Marketing and Creative Services team. Requests for logo files will be evaluated and distributed on a case-by-case basis.

BRAND COLORS

Color is strongly connected to recollection, making brand color schemes essential for successful brand identity. Consistent color use strengthens the uniformity of our brand and the connections with our constituents.

PRIMARY COLORS

★ Aggie Maroon and white are the primary colors of
The Association of Former Students and Texas A&M University

The specified values for Aggie Maroon should always be used when using maroon in any document. If a PANTONE® color is required for Aggie Maroon, use PMS 7421C.

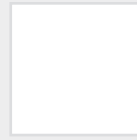
The Pantone Color Matching System is largely a standardized color reproduction system. By standardizing the colors, different manufacturers in different locations can all refer to the Pantone system to make sure colors match without direct contact with one another.

Aggie Maroon



C:	15%	R:	80
M:	100%	G:	0
Y:	39%	B:	0
K:	69%	HEX #	500000

White



C:	0%	R:	255
M:	0%	G:	255
Y:	0%	B:	255
K:	0%	HEX #	ffffff

SECONDARY COLORS

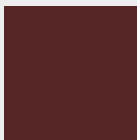
Aggie Network Tan



C:	19%	R:	208
M:	25%	G:	183
Y:	53%	B:	135
K:	0%	HEX #	d0b787

ONLINE COLORS

Aggie Network Maroon



C:	42%	R:	86
M:	81%	G:	38
Y:	71%	B:	38
K:	56%	HEX #	562626

TYPOGRAPHY & STYLE

The following are approved fonts for materials connected to The Association of Former Students. The fonts listed below should be used the vast majority of the time. Additional fonts are allowed when used sparingly.

SERIF FONT

★ Adobe Garamond Pro

A “serif” is a slight projection finishing off a stroke of a letter. Serif fonts are typically used for body copy to improve readability. Adobe Garamond Pro is the preferred serif font to be used for materials connected to The Association. Baskerville is to be used as an alternate when only restricted font sets are available. In print, body copy is typically set as sentence case in a 10 point or larger font size.

Adobe Garamond Pro Regular

Adobe Garamond Pro Italic

Adobe Garamond Pro Semibold

Adobe Garamond Pro Semibold Italic

Adobe Garamond Pro Bold

Adobe Garamond Pro Bold Italic

SANS SERIF FONT

★ Tungsten or Frutiger

Sans serif fonts are typically used for headlines. Frutiger and Tungsten are the preferred sans serif fonts to be used for materials connected to The Association. Arial is to be used as an alternate when only restricted font sets are available.

Tungsten Light

Frutiger Roman

Tungsten Medium

Frutiger Italic

Tungsten Semibold

Frutiger Bold

Tungsten Bold

Frutiger Bold Italic

Tungsten Black

Frutiger Black

These fonts should not be compressed or extended. However, the leading and tracking may be adjusted to fit the layout. The typefaces come in a variety of styles and weights offering flexibility in use. Commitment to these typefaces will create a strong and consistent identity.

BRAND QUICK REFERENCE GUIDE

PRIMARY LOGO



SECONDARY LOGO

ONLY used when primary logo will not fit due to space restrictions.



CORRECT AND INCORRECT LOGO USE

STANDARD
(FOR LIGHT BACKGROUNDS)



REVERSED
(FOR DARK BACKGROUNDS)



Tip: The Ring in the logo should always be filled in with maroon or the dark color of the background. It should never be filled in with white.

MUST-KNOW WRITING TIPS

Always capitalize “The” in “The Association of Former Students.”

Never abbreviate “The Association of Former Students” as “AFS.”

The apostrophe should open away from the Class year (like a single close quote mark). Ex: Joe Aggie ’20

The “g” and “e” in “gig ’em” should be lowercase except at the beginning of a sentence, salutation, quote or interjection. The apostrophe should open away from the “e” (like a single close quote mark).