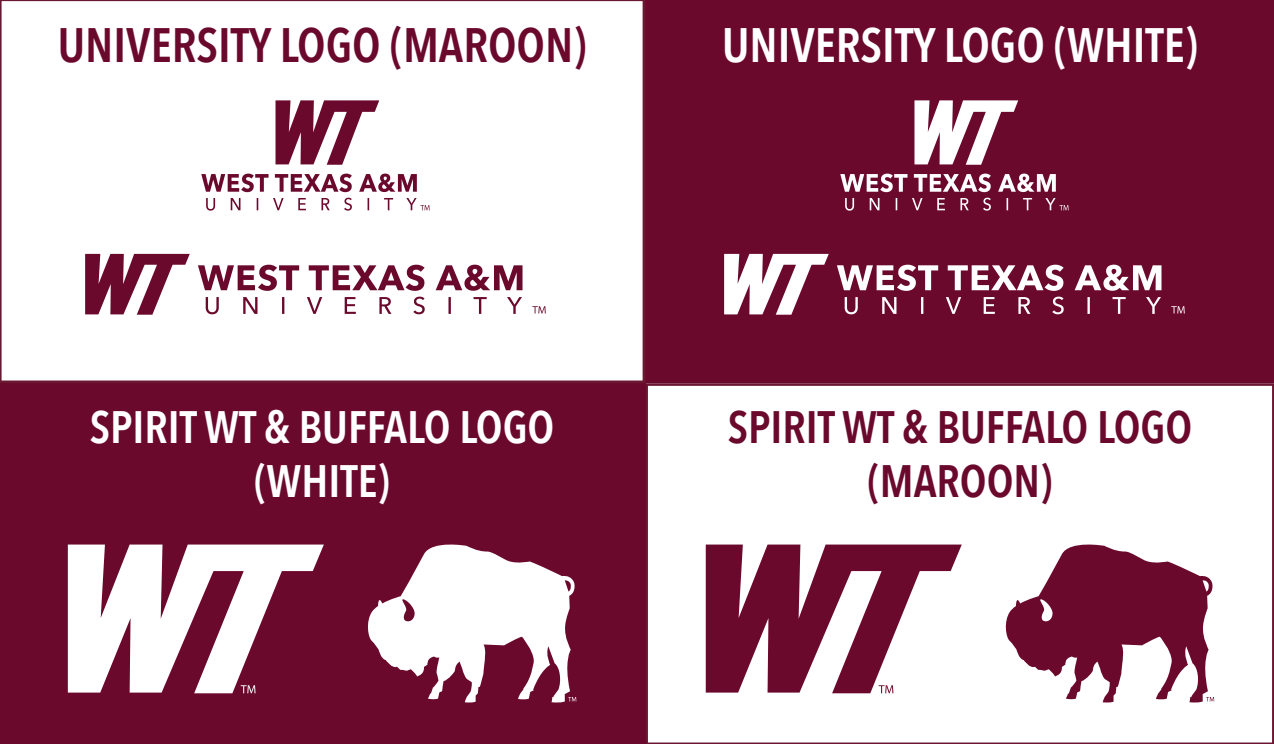


BRAND QUICK GUIDE

INSTITUTIONAL LOGOS (TIER 1)



Always:

- Use one of the final, approved files that have been provided or downloaded
- Keep ample space around the logo and separate from other elements/text
- Logos are available for download at wtamu.edu/brand

Do Not:

- Move, modify, or alter
- Fill the logo with a pattern
- Add shading or other effects to the logo
- Change the color from the approved versions

Buffalo Logo:

- Use in any combination requires prior approval
- May be primarily used to stand alone on specialty items when space is limited
- Not intended to replace the institutional logo on official communication

TIER 2 SAMPLES

College Seals



Unit Logos



PRIMARY COLORS

Our primary colors represent WT at the highest levels and should be present at all times.



WTAMU Maroon
PMS (spot color printing)
PANTONE: 7421 C
CMYK
C:7 M:100 Y:35 K:64
Hex (digital)
#450012



White
CMYK
C:0 M:0 Y:0 K:0
Hex (digital)
#ffffff

SECONDARY COLORS

Secondary colors add vibrancy and flexibility in our communications. They should be used in support of our primary colors and in limited amounts.



Thunderstorm
PMS (spot color printing)
PANTONE: 425 C
CMYK
C:63 M:51 Y:45 K:33
Hex (digital)
#545859



Caliche Dust
PMS (spot color printing)
PANTONE: P 7-1C
CMYK
C:0 M:5 Y:11 K:0
Hex (digital)
#fff4e2



Buffalo Grass
PMS (spot color printing)
PANTONE: P 139-4C
CMYK
C:46 M:7 Y:46 K:0
Hex (digital)
#88bf9f



Panhandle Sky
PMS (spot color printing)
PANTONE: P106-12 C
CMYK
C:51 M:25 Y:0 K:0
Hex (digital)
#7ca6d8



Canyon Clay
PMS (spot color printing)
PANTONE: P 24-5C
CMYK
C:0 M:40 Y:67 K:0
Hex (digital)
#faa965



Prickly Pear
PMS (spot color printing)
PANTONE: P 62-8C
CMYK
C:10 M:100 Y:47 K:1
Hex (digital)
#d71b5d

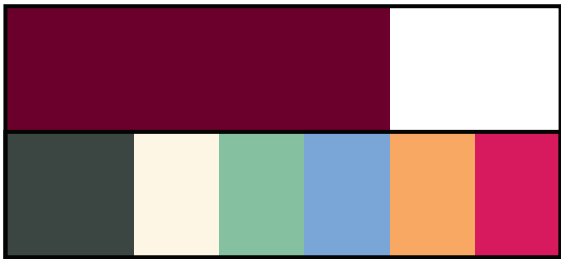
About Color Formulas

PMS stands for "Pantone Matching System." PMS colors should only be used in offset printing. A printer will refer to the Pantone swatches a designer has chosen to ensure an exact color match.

CMYK is an abbreviation for cyan, magenta, yellow, and black. It is a four-color process used in digital, laser, and offset printing methods.

Hex codes are primarily used for digital RGB graphics. This ensures consistent color representation across mobile and desktop displays. Canva users please utilize #661d34 for printing WTAMU maroon.

Color Spectrum in use



TYPOGRAPHY

- The main fonts used for all supporting text are Avenir Next or Helvetica Neue (over 45 different weights and styles approved)
- Times Europa can be used if either font is not available
- All approved fonts are available for download at wtamu.edu/brand

Helvetica Neue Light

Avenir Next Regular

Helvetica Neue Regular

Avenir Next Medium

Helvetica Neue Medium

Avenir Next Bold

Helvetica Neue Bold

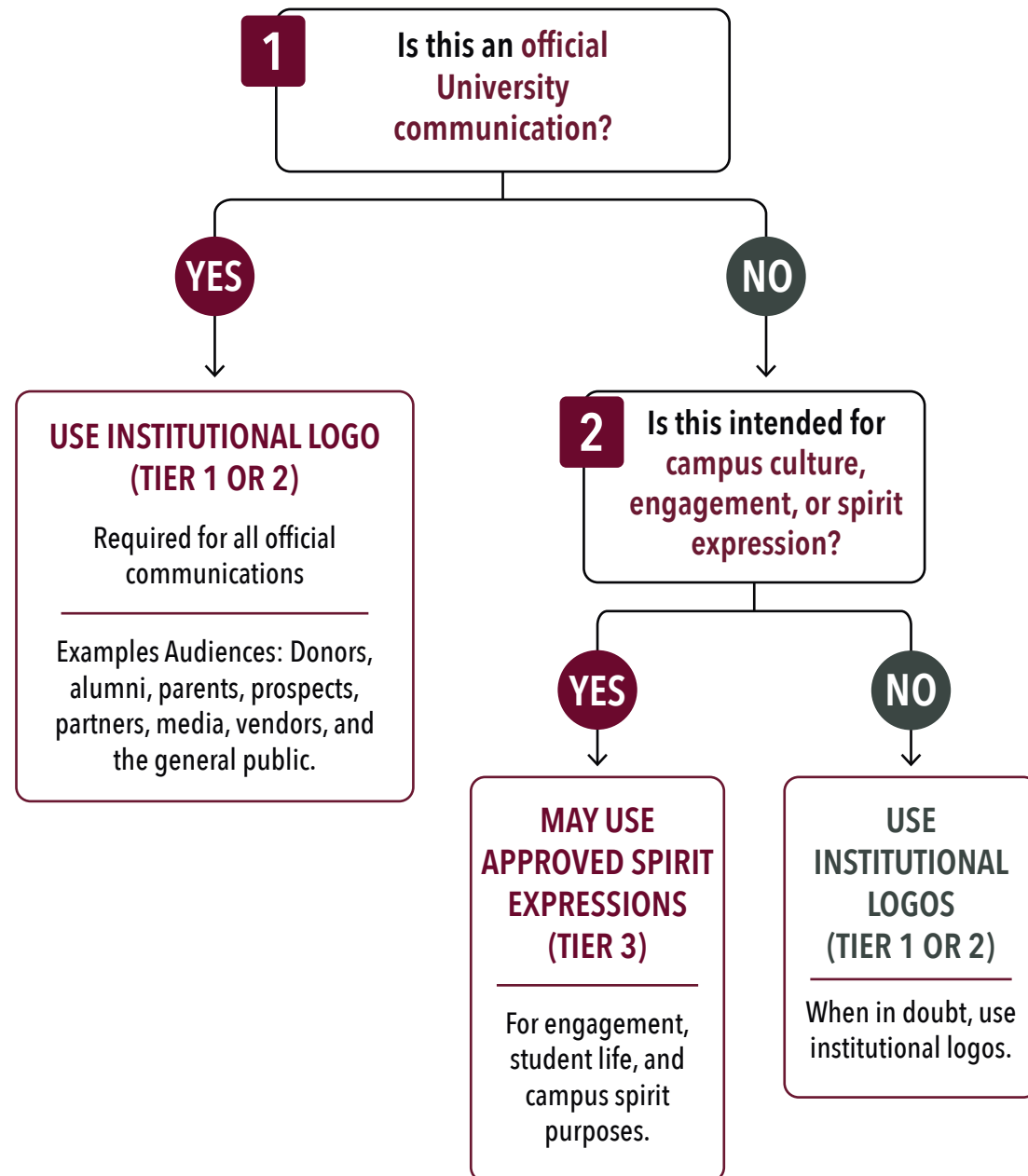
Avenir Next Heavy



WHEN TO USE OUR BRAND

When in doubt, use institutional logos (tier 1 or 2)

START HERE



INSTITUTIONAL LOGOS (TIER 1 OR 2) ARE RECOMMENDED FOR MARKETING MATERIALS.

OUR BRAND ARCHITECTURE

TIER 1 - INSTITUTIONAL LOGOS (HIGHEST PROTECTION)

- Represent West Texas A&M University as a whole.
- Used for official University communications
 - No modifications permitted
 - Must be visually dominant
 - Do not move, alter, or recreate

TIER 2 - UNIT LOGOS (INSTITUTIONAL IDENTIFIERS)

- Identify official University units.
- May be used for official University communications
 - Created by the Office of Communication and Marketing
 - Do not move, alter, or recreate

TIER 3 - APPROVED SPIRIT EXPRESSIONS (COMMUNITY EXPRESSIONS)

- Reflect campus culture and spirit.
- Used for engagement and spirit promotion
 - Must be approved by the Office of Communication and Marketing
 - Not for official University communication
 - Usage restrictions apply

TIER 1 EXAMPLE - INSTITUTIONAL LOGOS

UNIVERSITY LOGO (MAROON)



UNIVERSITY LOGO (WHITE)



SPIRIT WT & BUFFALO LOGO (MAROON)



SPIRIT WT & BUFFALO LOGO (WHITE)



University logos, Spirit WT logos, and Buffalo logos are registered licensed trademarks.
For more information on University license, please visit wtamu.edu/brand.

TIER 2 EXAMPLE - UNIT LOGOS



WT Paul and Virginia Engler
College of Business
WEST TEXAS A&M UNIVERSITY

Unit logos are designed by the Office of Communication and Marketing.
They may not be independently redesigned.

TIER 3 EXAMPLE - APPROVED SPIRIT EXPRESSIONS

WT NURSING



Not intended for official University communications.
Spirit expressions may be used for engagement and spirit promotion.
Institutional logos (tier 1 or 2) are recommended for marketing materials.

KEY USAGE RULES



PROTECT OUR BRAND

Consistent use builds trust, strengthens our reputation, and protects our trademarks.



APPROVAL REQUIRED

Created spirit expressions (tier 3) require the Office of Communication & Marketing approval.



MERCHANDISE & LICENSING

All merchandise sold to the public and printed material bearing institutional unit and/or spirit expressions requires licensing approval.

NOT PERMITTED

- ✗ Altering or modifying any logos.
- ✗ Producing/selling unlicensed merchandise or material.
- ✗ Using unapproved logos.
- ✗ Using unapproved spirit expressions or nicknames.