WTAMU T-SHIRT
Guide for Student Orgs

Do you have a question that isn’t answered here?
Please contact Ann Underwood at 806.651.2525 or aunderwood@wtamu.edu
or Catherine McGovern at 806.651.2122 or cmcgovern@wtamu.edu

SHIRT COLOR

Shirt material must be maroon, white, grey or black.
What about “heathered” maroon? Yes.

Maroon must be as close as possible to
PMS 7421

Ink can be white or maroon. The maroon must strive to match PMS 7421.
Can I create a shirt with teal, pink, grey, green, purple, brown, yellow? No.*

*No other ink or shirt colors unless the shirt is for a one-time event.

VENDORS

Shirts MUST be produced by a licensed Learfield Licensing Partners vendor.

View the list of approved vendors here: learfieldlicensing.com/vendor-list

If the vendor isn’t on the list and they want to become a licensed vendor, please have them contact Ann Underwood.
A versions of the university’s name
and an identifying mark must be included

These are both identifying marks
and contain the university’s name

West Texas A&M University.
West Texas A&M University ™
West Texas A&M University ™

These are identifying marks that do no include the university’s name.
If used, a version of the name of the university must be shown elsewhere on the t-shirt.

[Logos]

This is the name of the university
If used, an identifying mark must be shown elsewhere on the t-shirt.

Trademarked versions to use:

WTAMU ™
West Texas A&M University ™
West Texas A&M ™
WT ™
EXAMPLES

All have an identifying mark and a version of the name of the University.
This shirt has an identifying mark and a version of the name of the University.