


Brand Guidelines for Student Organizations

Student organizations are encouraged to create their own unique logos. However, registered university marks and logos *MAY NOT* be used as part of the logo design.

To indicate a connection to Texas A&M, organizations can use the following mark, or may present the university name in type.

type only: *A Texas A&M University Recognized Student Organization*

linear format:  Recognized Student Organization

stacked format: 

This mark may appear in maroon or black, or may print white on a solid background.

The mark should appear as a footnote on the bottom of printed material, such as flyers, posters, business cards, etc.

Please do not recreate the mark. Contact Marketing & Communications (<http://marcomm.tamu.edu/>) to request your preferred file format (.ai., .pdf, .jpg, .png).

Approved use of the block TAM logo

In some instances the block TAM logo may be used, but with strict limitations. The TAM logo must be separate from the organization's logo (i.e., on a t-shirt, the TAM logo may appear on the sleeve or the opposite side of a shirt from the organization's logo). There must be plenty of clear space around the logo. The minimum clear space is equal to the height of the block T (illustrated below as x).

Please note:

Texas A&M University marks are registered and may not be used by any organization without prior written consent by the Office of Business Development:

<http://trademarks.tamu.edu>

For more information on the university's visual identity, see:

<http://brandguide.tamu.edu>

