INTRODUCTION

Proper and consistent branding is essential for the future of our university and college. Texas A&M has put measures into place to insure branding compliance throughout the university. The following outlines this information as it pertains to the Dwight Look College of Engineering. For more information and full brand guidelines for Texas A&M University, please see: brandguide.tamu.edu

GUIDELINES

- Logos are the property of Texas A&M University and are to be used for official communications for the Look College.

- Download electronic logo files from college’s online toolbox: engineering.tamu.edu/communications/toolbox

- The typography in our marks is specifically designed and should NEVER be retyped.

- The only colors that may be used are Aggie Maroon, black and white.

- Do NOT create your own logo or add elements to the official logo.
The Dwight Look College of Engineering identity package is made up of the logotype, colors and typography.

- Scale all logo marks proportionally.
- Do NOT modify, recreate or distort the official logos.
- The only versions of the marks allowed are horizontal, stacked, maroon, white over a dark background and black over white.

Alternative versions: white primary mark over dark background & black primary mark over white.
Departments within the Look College may choose to brand their marketing and informational pieces with the university’s primary mark or with their custom department logo (see examples). Please note: An exception to this rule is stationary. All university business cards and stationary will be branded with Texas A&M University’s primary mark. There are no other options.

Alternative white & black primary marks versions also available
Programs, labs and other units that are part of the Look College may choose to brand their marketing and informational pieces with the college or their department’s primary brand mark followed by the name of the program, lab or group positioned underneath this mark. (See examples)

Please contact Engineering Communications if you need a logo lockup created for your program, lab or group.
The examples on this page show unacceptable uses of our logo. Always use the electronic files provided in our toolbox: engineering.tamu.edu/communications/toolbox

When resizing logos, ensure that it retains the same proportions.
The examples on this page show acceptable uses of color. There may be other color variations than those on this page, and Engineering Communications will review and approve them on an individual basis.

AGGIE MAROON

Aggie Maroon™ is a custom Pantone® color created to offer a standard hue for all maroon used to promote or represent Texas A&M.

A complete list of brand colors is available at:
brandguide.tamu.edu
Frutiger

Frutiger LT Std 75 Black
ABCDEFHGIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Frutiger LT Std 65 Bold
ABCDEFHGIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Frutiger LT Std 55 Roman
ABCDEFHGIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Frutiger LT Std 45 Light
ABCDEFHGIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Frutiger LT Std 75 Black Italic
ABCDEFHGIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Frutiger LT Std 65 Bold Italic
ABCDEFHGIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Frutiger LT Std 55 Roman Italic
ABCDEFHGIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Frutiger LT Std 45 Light Italic
ABCDEFHGIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ITC New Baskerville

ITC New Baskerville
ABCDEFHGIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ITC New Baskerville Bold
ABCDEFHGIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ITC New Baskerville Black
ABCDEFHGIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ITC New Baskerville Italic
ABCDEFHGIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ITC New Baskerville Bold Italic
ABCDEFHGIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ITC New Baskerville Black Italic
ABCDEFHGIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Frutiger is the recommended primary typeface family.

ITC New Baskerville is the recommended secondary typeface family.

Where do I find the brand fonts?

Texas A&M University brand typefaces may be purchased at a reduced rate through the Texas A&M Software Center. The fonts are sold as “Aggie Fonts” at a cost of $50 for the bundle of four typefaces (ITC New Baskerville, Frutiger, Aachen and Sloop).

What if I can’t purchase the Aggie Fonts?

While it is strongly recommended that your department invest in the brand fonts, the following alternatives are acceptable:

- Serif fonts: Substitute Georgia or Times New Roman for ITC New Baskerville.

- Sans Serif fonts: Substitute Arial or Helvetica for Frutiger. Verdana can also be used, but be aware that this font is larger than similar fonts at the same point size.
As per the university’s brand guidelines, all university business cards and stationery will be branded with Texas A&M University’s primary mark with the department, center or lab name typed out on the left side of the page and card. There are no other options.
TEMPLATES

To assist departments and units within the college in creating properly branded marketing and communications materials, a series of customizable templates is available in an online toolbox: engineering.tamu.edu/communications/toolbox

Templates are available in Word and InDesign. If you need assistance with a template or would like to request a template not currently offered, please contact engineering communications at: 979-845-5510
When branding small items such as pens or when space is limited and the Dwight Look and/or Texas A&M University name would be illegible, it is acceptable to use just the university’s primary mark or your department/unit’s mark only.