QUICK REFERENCE

Name:
Texas A&M International University

Location:
5201 University Boulevard, Laredo, TX

Founded:
1970

Enrollment:
7,658

Nickname:
Dustdevils

Mascot:
Dusty

School Colors:
Maroon & Silver (Black, White & Gold accent)

Affiliation:
NCAA Division II

Conference:
Heartland

President:
Dr. Ray Keck, III

Director of Athletics:
Griz Zimmermann

Associate Athletics Director/SWA:
Rocio Garcia

Sports Information Director/Promotions:
Adam Geigerman

Director of Athletic Development:
Michael Blake

Athletics Website:
www.GoDustdevils.com

LIKE US ON FACEBOOK
www.Facebook.com/GoDustdevils

FOLLOW US ON TWITTER
@TAMIUAthletics

IMPORTANT CONTACTS

Department of Athletics Mailing Address:
5201 University Boulevard,
Laredo, TX, 78045

Department of Athletics Phone:
956-326-3000

Department of Athletics Fax:
956-326-2889

For information regarding branding materials
and license usage, contact:
Adam Geigerman
Sports Information Director and Promotions Specialist
956-326-3007
Adam.S.Geigerman@TAMIU.edu

Strategic Marketing Affiliates, Inc.
201 South Capitol, Suite 520
Indianapolis, IN 46225
Phone: 317-829-5690
The department of athletics serves a specific and very public role for each and every university in the nation. A university’s student-athletes, coaches and its fanbase are the most seen and memorable aspect, hands down.

The role of public representative is one that the Dustdevils hold in the highest regard at Texas A&M International University and within the Heartland Conference and NCAA Division II.

In an effort to strengthen the departments image and growing reputation, the Texas A&M International Department of Athletics is introducing this guide to effectively communicate its message to our various audiences and the public at large.

This program is designed to communicate the Department of Athletics’ unique image, colors and marks and differentiate Dustdevils Athletics from other athletic programs on conference, state, regional and national levels.

The following pages contain the approved brand and graphic guidelines as part of the Department of Athletics identity standards system. Critical to a successful implementation of the brand and identity package is its consistent application.

To this end, it is required that when applying the identity and marks to any Department of Athletics asset (e.g. apparel, equipment, signage, promotional material, publications, etc.) the identity must conform to the specifications and standards outlined in this manual. Should you have any additional questions regarding the materials in this manual, or implementation of the Department of Athletics brand, please do not hesitate to contact the Office of Sports Information.

THE HISTORY OF DUSTY

“Dusty the Dustdevil” is the official trademarked mascot selected by vote of Texas A&M International University’s students.

TAMIU Athletics first competed in the fall of 2002 as a five-team Red River Athletic Conference (RRAC) NAIA program. The inaugural sports were men’s and women’s soccer, volleyball and men’s and women’s golf.

Dustdevil Athletics teams competed in the RRAC for four academic years before making the move to NCAA Division II provisional status in the fall of 2006. TAMIU currently sponsors 11 sports.

For sports schedules, team information and more about Dustdevil Athletics, visit godustdevils.com.

THE MEANING BEHIND THE SYMBOL

Dusty is traditional cowboy hat pulled down low over its forehead, as is necessary for anyone stuck in a swirling dustdevil – or sandstorm environment. The Star of Texas adorns the center of the hat, paying homage to the Lone Star State. Dusty’s bandana is tied tight around its face, protecting its features from the vortex it lives within.

Joining Dusty is a five-point Star of Texas featuring a swirling illustration of a realistic dustdevil.

Both logos showcase the Dustdevils introduction of gold as an accent color, joining the traditional Maroon and Silver.
THE USE OF TRADEMARKS

Creation, application or any use of the Texas A&M International University Athletics Trademarks must conform to approved standards as authorized by Texas A&M International University’s Department of Athletics. Additionally, it is imperative that Texas A&M International University’s Athletics Trademarks are used properly on all merchandise and in a quality manner. When using Texas A&M International University’s Athletics Trademarks, whether the item on which the trademark is applied is for internal use, departmental use, being sold or otherwise distributed in commerce, it must include the registered trademark symbol © or ™ designation depending on the trademark being used and the item on which it will appear. Further, Texas A&M International University’s Office of Sports Information must verify and approve correct usage and standards before any visual identity or new design incorporating a Texas A&M International University Athletics Symbol is used by either the public or the University community on merchandise.

VENDORS

Texas A&M International University departments, staff, and student organizations are require to use approved vendors to produce merchandise bearing the Texas A&M International University Athletics Trademarks. The use of approved vendors will ensure that the Department of Athletics’ name and symbols are used correctly and on items of the highest quality. Texas A&M International University’s Office of Sports Information will verify that each department or organization’s choice of vendor is licensed or approved by the Athletics Department.

UNIVERSITY VENDOR LICENSE

A University vendor approval and or license authorizes a company to use the Department of Athletics’ trademark on products that will be sold directly to a University department or recognized student group for their own internal use. Recognized student groups must work with Texas A&M International University’s Office of Sports Information to secure approval and complete the Identity Use Approval Form provided in these brand guidelines. University departments, offices or vendors that are not under the Department of Athletics are not permitted to use the Department of Athletics trademarks on products for resale to anyone outside the University.

CAMPUS LICENSE

A campus approval or license authorizes a company to use the Department of Athletics trademarks on products they sell to campus retail outlets such as the university bookstore. A campus licensee may also sell product directly to a university department or authorized student group as confirmed by the Office of Student Affairs. Under this scenario, Texas A&M International University’s Office of Sports Information must provide authorization. Additionally, a completed Identity Use Approval Form (as provided in these brand guidelines) must be submitted to the Office of Sports Information.

NATIONAL LICENSE

A national license authorizes a company to use the trademarks for the University on products sold to any retail outlet across the country. A national licensee may also sell product directly to a University department or authorized student group. Under this scenario, Texas A&M International University’s Office of Sports Information must provide authorization. Additionally, a completed Identity Use Approval Form (as provided in these brand guidelines) must be submitted to the aforementioned individual.

ADDITIONAL REQUIREMENTS

All vendors who manufacture and sell items imprinted with Texas A&M International University’s Trademarks are required to be licensed or approved by the Department of Athletics. Licensees or Approved Vendors must operate under specific guidelines including the following:

- The Department of Athletics’ Office of Sports Information must approve in writing all products and designs using Texas A&M International’s Department of Athletics Trademark(s).
Don’ts

Neither the ® nor the ™ symbol are to be used with the visual identity on stationery, administrative forms, signs or exhibits. Please note that Texas A&M International University’s Department of Athletics does not allow the visual identity to be used for commercial purposes (products for resale).

AUTHORIZED BRAND NAME

The Texas A&M International University’s Department of Athletics has an established independent licensing program to control the use of the name, abbreviations, symbols, emblems, logos, mascots, slogans and other terminology associated with the University’s athletic teams (the “marks”). Any use of a Texas A&M International University’s Department of Athletics’ mark without the express written consent of the Department of Athletics is prohibited.

When describing, referring to, listing or referencing the University or the Division II athletic teams of Texas A&M International University, only the following names are authorized:

Formal Name: Texas A&M International University Dustdevils
TAMIU
TAMIU Dustdevils

UNAUTHORIZED BRAND NAMES

Below is a list of incorrect names that have been used for Texas A&M International University. These names are not authorized or recognized by the University or the NCAA when listing, referring to or describing the University or athletic teams:

TAMU
TAMU-International
‘Devils
International
Usage Approval

In order to request or use the University's Department of Athletics brand, colors, marks, logos, symbols or wordmarks. These marks are trademarked and their use protected.

The Office of Sports Information manages the Department of Athletics' brand and identity materials. Artwork for any such purchase will be provided by the Office of Sports Information and released directory to the vendor, when a Purchase Order number is provided.

Frequently, the use of these marks is linked to the purchase of promotional or identity materials. Please make sure that the specifications for your purchase order reflect accurate and correct uses of the marks.

Brand Individuality

The Department of Athletics marks are reserved for only officially approved documents and materials from the University. Please contact the Office of Sports Information should you be unsure as to whether or not your planned logo use is official. Other designated trademarked wordmarks and name treatments can be used for non-official communications.

The integrity of the Department of Athletics marks must not be compromised by placing lettering or graphic images directly behind or on top of them. There should be no competing artwork or text in close proximity (two inches) to the marks. The marks cannot be manipulated, distorted, or appear as a watermark.

USES of MARKS

The integrity of the Department of Athletics' marks must not be compromised by placing lettering or graphic images directly behind or on top of them. There should be no competing artwork or text in close proximity to the seal. The seal cannot be manipulated, distorted, or appear as a watermark.

The Five-Point Star is intended primarily for internal use within the University's campus.

The Dustdevils primary mark is intended for only Department of Athletics usage.

Please contact the Office of Sports Information should you be unsure as to whether or not your planned use is official.

Publications and Advertisement Guidelines

The Office of Sports Information has the privilege of ensuring that all official Department of Athletics messages, publications and advertisements project a consistent graphic and visual identity that endorses and affirms TAMIU's mission, goals and purposes.

All Department of Athletics print, electronic publications and advertising are produced or approved by the Office of Sports Information. In order to provide public relations counsel that maximizes a specific message, publication or advertisement, please set up an appointment with the Office of Sports Information in advance of your need to produce a strategic plan and to provide writing, editing, proofing, limited photography, scripting, design, spec creation and print production management at NO COST/
COLOR PALETTE

PRIMARY COLORS - Texas A&M International University's primary colors are Maroon and Silver. Maroon and Silver should be the most used and affiliated colors. They are Pantone 61162D Maroon and Pantone CCCCCC Silver.

ACCENT COLORS - Several colors were selected to accent the primary colors in the system and can be used along with any of the primary colors.

Potential uses include color bars and lines, highlight text or bullets, as well as background colors.

OTHER ACCEPTED COLORS - All tints or shades of black can be used within the system. It is also acceptable to utilize tints of the primary and secondary colors when needed.

REPRODUCING THE COLORS

OFFSET PRINTING - When possible, use the PANTONE® Solid colors listed to the left for offset printing. When printing in four color process, use the CMYK equivalents to reproduce the colors as closely as possible.

ON-SCREEN REPRESENTATIONS - RGB values have also been provided for use in representing the Texas A&M International University color palette on-screen (e.g., websites and digital applications).

APPAREL AND OTHER MERCHANDISE - Vendors should match to the PANTONE® solid coated colors listed to the left as closely as possible.
APPROVED FONTS

Duke and Gotham are the approved display fonts for Dustdevils Athletics. The primary use of a display font is on uniforms, banners, posters, headlines and other assets that require minimal use of type.

FONT FAMILIES

DUKE
   DUKE FILL
   DUKE REGULAR

GOTHAM FONT FAMILY
   GOTHAM
   GOTHAM NARROW
   GOTHAM XNARROW

PRIMARY FONT - DUKE FILL
   ABCDEFGHIJKLMNOPQRSTUVWXYZ
   abcdefghijklmnopqrstuvwxyz
   1234567890

PRIMARY FONT - GOThAM BLACK
   ABCDEFGHIJKLMNOPQRSTUVWXYZ
   abcdefghijklmnopqrstuvwxyz
   1234567890

PRIMARY FONT - GOThAM XNARROW
   ABCDEFGHIJKLMNOPQRSTUVWXYZ
   abcdefghijklmnopqrstuvwxyz
   1234567890

PRIMARY FONT - DUKE REGULAR
   ABCDEFGHIJKLMNOPQRSTUVWXYZ
   abcdefghijklmnopqrstuvwxyz
   1234567890

PRIMARY FONT - GOThAM NARROW
   ABCDEFGHIJKLMNOPQRSTUVWXYZ
   abcdefghijklmnopqrstuvwxyz
   1234567890

PRIMARY FONT - GOThAM XNARROW
   ABCDEFGHIJKLMNOPQRSTUVWXYZ
   abcdefghijklmnopqrstuvwxyz
   1234567890

USES of MARKS

The integrity of the Department of Athletics' marks must not be compromised by placing lettering or graphic images directly behind or on top of them. There should be no competing artwork or text in close proximity to the seal. The seal cannot be manipulated, distorted, or appear as a watermark.

The Five-Point Star is intended primarily for internal use within the University's campus.

The Dustdevils primary mark is intended for only Department of Athletics usage.

Please contact the Office of Sports Information should you be unsure as to whether or not your planned use is official.

NO OTHER FONTS OR SUBSTITUTIONS ARE PERMITTED.

STRATEGIC MARKETING AFFILIATES

Strategic Marketing Affiliates provides licensing representation and counsel to academic institutions and conferences. SMA provides clients with the knowledge, experience and insight necessary to have a successful licensing program. SMA bases its business philosophy upon three basic principles:

- Constant innovation and creativity.
- Unparalleled dedication to doing whatever is necessary to ensure a client’s success and satisfaction.
- Great attention to detail.

Founded in 1997, Strategic Marketing Affiliates has quickly grown to become a leader in the arena of collegiate licensing. The Indianapolis-based SMA team combines extensive licensing and marketing experience with a forward-thinking attitude in keeping its approach fresh, energetic, and, above all else, effective.
The marks of Texas A&M International University are controlled under a licensing program administered by Strategic Marketing Aliates. Any use of these marks will require written approval from Strategic Marketing Aliates.
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Coach/Team Originating Request: ____________________________________________

Phone: ________________________ Email: _________________________________

Project Information

Name of product draft/sample Vendor: _______________________________________

Description of product/draft sample:

Intended use of product/draft sample:

Production or Completion Date:

Please attach a copy of artwork to be reviewed.

Section below to be filled out by Office of Public Relations, Marketing and Information Services

I _______________________________ have reviewed the product draft/sample featuring official marks, logos or mascot of the Texas A&M International University Dustdevil Athletics program.

This product draft/sample is:

☐ Approved
☐ Rejected

If approved, the product draft/sample is in compliance with published standards found in the official Dustdevil Athletics Style Guidelines.

If rejected, the product draft/sample is not in compliance and must be revisited. Contact TAMIU Office of Public Relations, Marketing and Information Services’ Brand Manager promptly.