



QUICK REFERENCE GUIDE
GRAPHIC STANDARDS
FOR ATHLETICS DEPARTMENT

Office of Marketing & Communications, Texas A&M University-Kingsville
2015 edition



TEXAS A&M
UNIVERSITY
KINGSVILLE®

A Member of The Texas A&M University System

WHAT IS A SPIRIT MARK?

The spirit marks are used to communicate school spirit. These marks should be used only when a more informal look is desired and should never compete graphically or be used as a substitute for the university's official logo. The marks must not be altered, either in appearance or color.



THE OFFICIAL JAVELINAS MARK

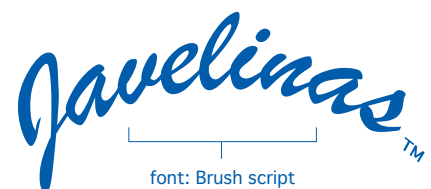
The Javelinas Spirit Mark is reserved strictly for use by the Athletics Department and is its primary identity mark. The Javelinas Spirit Mark should never be used in place of the Texas A&M University-Kingsville logo or in communications representing the university's academic areas, research centers, institutes or student groups. *Additional marks are used to represent specific athletic teams. The Sports Information Director is the keeper of these logos and marks.

RETIRED MARKS



These marks can no longer be used to represent the athletics department or the university at large. The new spirit mark replaces all previous marks.

HERITAGE WORDMARK



The mark is used primarily to denote the university's heritage and traditions. Javelinas is trademarked and must not be used with other marks or text. The use of the **Javelinas Wordmark** is encouraged (p 3).

MARKETING & COMMUNICATIONS

MORE SPIRIT MARKS



PORKY



Porky was created in 1965 by Alumnus Amado Peña. Porky is an informal graphic with limited use to communicate school spirit and all usage must be pre-approved by the Office of Marketing and Communications. The mark is used primarily to denote the university's heritage and traditions. **ONLY** Javelina Club and Alumni Services & Giving may use Porky as an official mark for their programs. **Respect Porky! Please do not crop, texture or alter the spirit mark in any way.**

SCREAMING JAVELINA



The **Screaming Javelina** is the secondary logo for the Athletics department. It must be used alone with no images or text added. **The Official Javelinas Mark** should be used to represent the athletics department.

JAVELINAS WORDMARK

JAVELINAS™

font: Deathe Maach NCV



The term **"Javelinas"** in **ANY** font style is trademarked. **TM** must appear in promotional occurrences of mark.

OUR NAME

TEXAS A&M UNIVERSITY-KINGSVILLE™



The university name is trademarked. All occurrences of name on promotional items must have the trademark symbol.

OUR COLORS



BLUE
PMS 286



GOLD
PMS 123

MARKETING & COMMUNICATIONS

LICENSING & TRADEMARKS



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THE UNIVERSITY LOGOS ARE REGISTERED TRADEMARKS.

What does this mean to me? This means the logos cannot be altered and should never be distorted in any way or used in combination with any other image or type to create another logo.



LICENSING

Texas A&M University-Kingsville logos are available for professional use only. Commercial use of official logos must go through a licensed vendor.

Any company or person wishing to use the university's logo or graphic elements must be legally licensed to do so. Texas A&M University-Kingsville has a contract with Learfield Licensing Partners in order to streamline the licensing process, collect royalties and better control the use of its trademarked graphics.

All on- and off- campus individuals, groups and organizations must receive written approval from the Office of Marketing and Communications prior to the use of any of Texas A&M-Kingsville's marks, names and logos.

CONTACTS

For questions on the logo graphic standards of the university, please contact:

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Senior Graphic Designer
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To request the Official Javelinas Mark, please contact:

Kelvin Queliz
Sports Information Director
kelvin.queliz@tamuk.edu
(361) 593-2870

To become a licensed vendor, please contact:

Kasey Moore
Senior Brand Manager
kmoore@learfieldlicensing.com
(317) 669-0816