



**TEXAS A&M UNIVERSITY-KINGSVILLE®
ATHLETICS BRANDING GUIDE**

June 2019

Department of Athletics Branding Guide

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General

History

Javelina athletics has a storied history that includes over 400 All-Americans, 50 Draft Picks, over 100 NFL signees and three Pro Hall of Famers. Dating back to 1925 when 15 football players were named the school's first lettermen after a season that garnered four wins, two losses and one tie, Javelina student athletes have donned the blue and gold and proudly represented the university on and off the athletic field. Track and field has accumulated 26 national championships, football has earned seven and the newest sport, beach volleyball, has one. Today, Javelina Nation's student athletes compete in 15 intercollegiate sports including football, baseball, softball, beach volleyball, indoor volleyball, women's golf and tennis, and men's and women's basketball, cross country and indoor and outdoor track and field.

This style guide outlines the **ONLY** acceptable uses for Javelina Athletics logos.

Media Relations

Athletic logo requests must be made through the Athletic Department.
Please refer to the contact information below.

Jon Montoya - Assistant Athletic Director for Sports Information
jonathan.montoya@tamuk.edu / 361-593-2870

Athletic artwork requests must be approved by the Office of Marketing and Communications.
Please refer to the contact information below.

Jesse Garza Carreón - Design and Brand Manager
jesse.carreon@tamuk.edu / 361-593-2067

Referencing the University

The university should always be identified as Texas A&M University-Kingsville. TAMUK or Javelinas are suitable second references. The university should never be identified as TAMU-K or AMK.

Referencing the Mascot

The university mascot is the Javelina. The actual Mascot is named Porky, both serve as suitable references. The primary athletic logo is referred to as "The Javelina".

ATHLETICS OFFICIAL LOGO



The Javelinas Spirit Logo is reserved strictly for use by the athletics department and is its primary identity mark. The logo 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. *Variations of this mark are used to represent specific athletic teams. The sports information director is the keeper of these marks.



The Javelinas Spirit Mark may not be altered in any way. The university name and Javelinas graphic is **NOT** meant to be a stand alone mark and may not be separated from the Javelina Spirit Mark.

RETIRED ATHLETIC 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.

PRIMARY ATHLETIC MARKS



SECONDARY ATHLETIC MARKS



COLOR INFORMATION

The colors shown on this page have not been evaluated by Pantone, Inc. for accuracy and may not match the PANTONE Color Standards. Consult current PANTONE Publications for accurate color. PANTONE® and other Pantone, Inc. trademarks are the property of Pantone, Inc. Portions© Pantone, Inc., 2016.

COLORS	PANTONE®	HTML	PROCESS
BLUE	PMS 286		C: 100% M: 66% Y: 0% K: 2%
GOLD	PMS 123		C: 1% M: 24% Y: 94% K: 0%
WHITE	Process White		

SPORT SPECIFIC WORD AND MASCOT MARKS (OPTION 1)



TEXAS A&M UNIVERSITY-KINGSVILLE®

SPORT SPECIFIC WORD AND MASCOT MARKS (OPTION 1)



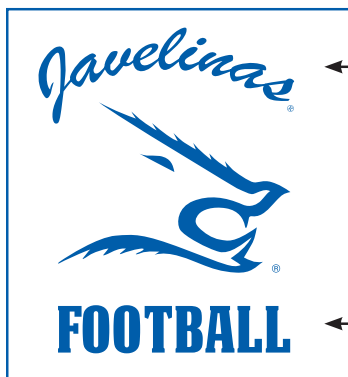
SPORT SPECIFIC WORD AND MASCOT MARKS (OPTION 2)



TEXAS A&M UNIVERSITY-KINGSVILLE®

SPORT SPECIFIC WORD AND MASCOT MARKS (OPTION 2)

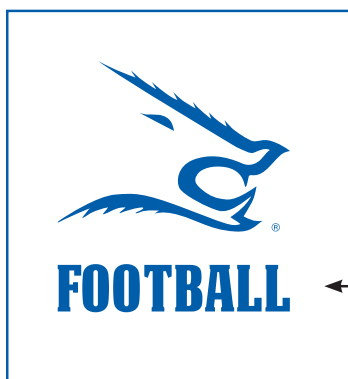
APPROVED COMBINATIONS



Brush Script MT Italic

Deathe Maach NCV Regular

Name of Sport



Deathe Maach NCV Regular

Name of Sport



Brush Script MT Italic

Deathe Maach NCV Regular

Name of Sport

Typography

The following fonts serve as the official fonts for Javelina Athletics. Any other font used for athletic business must be approved by the Office of Marketing and Communications.

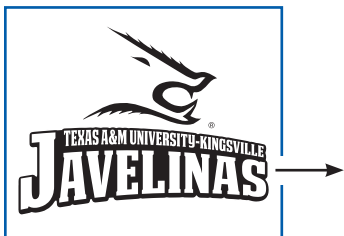
Brush Script MT Italic



Brush Script MT Italic

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890

Deathe Maach NCV Regular



DEATHE MAACH NCV Regular

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
ABCDEFGHIJKLM
NOPQRSTUVWXYZ
1234567890

Typography Continued



Karmakooma Regular

Karmakooma Regular

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
ABCDEFGHIJKLM
NOPQRSTUVWXYZ
1234567890

Helvetica Neue Bold

Helvetica Neue Bold

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890

HERITAGE MARKS



Throwback Games

Heritage marks reflect the university's past. They are a link for alumni and offer a glimpse of our history for future generations of Javelinas. To honor our heritage appropriately, these marks are protected– and usage of these marks is restricted.

Usage is reserved for special events and campaigns that directly link back to the university's proud history.

Any usage **MUST BE** approved and designed by the Office of Marketing and Communications. Vendors must also have a Heritage Collection License to produce items . Marcom can provide guidance when selecting a licensed Heritage Collection vendor.



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