



QUICK REFERENCE GUIDE PROMOTIONAL ITEMS

Office of Marketing & Communications, Texas A&M University-Kingsville®
Updated June 2020

The information within this guide is subject to change and will increase in scope as the university brand is developed and documented.

UNAUTHORIZED USE OF UNIVERSITY NAME

The use of the name or likeness of the university must be approved in writing by the Texas A&M-Kingsville Office of Marketing and Communications. Unauthorized use constitutes misrepresentation of the university and may equate to fraud.



TEXAS A&M
UNIVERSITY
KINGSVILLE®

A Member of The Texas A&M University System

OFFICE OF MARKETING & COMMUNICATIONS

PROMOTIONAL ITEMS



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BRAND

Following a few basic design standards will ensure your merchandise not only promotes your area but also advances the university's brand identity.

LICENSED VENDORS

Only an officially licensed vendor may produce merchandise bearing the Texas A&M University-Kingsville Trademarks. For a current list of officially licensed vendors visit, <https://clc.com/license-search/> and search Texas A&M University-Kingsville.

APPROVALS

The Office of Marketing and Communications must approve all promotional orders. This is done once the licensed vendor submits the order through the **Brand360** licensing system. Promotionals must represent the university in a positive and professional light and The Office of Marketing and Communications may review orders that do not uphold that standard.

BE STRATEGIC

When ordering promotional materials it is important to remember ***"What is your key objective?"*** and ***"Do the promotional items make sense with my area?"*** Promotional items are used to supplement strategic initiatives and encourage further engagement. Ordering what is ***"ON TREND"*** may not be helpful if it does not make sense with your objective.

Below is a general guideline regarding logo use on promotional items. If you are unsure which logo to use, please contact Jesse Garza Carreon at jesse.carreon@tamuk.edu or 361-593-2067.

PURPOSE	THE BELL TOWER	THE JAVELINA
Reach student population	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Formal events (Awards, Ceremonies, etc.)	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Staff/Faculty give-aways	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
College/Department recruitment*	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Professional conferences	<input checked="" type="checkbox"/>	<input type="checkbox"/>

*Depends on the audience.

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UNIVERSITY NAMES

Variations of the University name approved for promotionals.

- Texas A&M University-Kingsville®
- Texas A&M-Kingsville™
- Javelinas®
- TAMUK™

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THE BELL TOWER

The Bell Tower is the primary logo for the university and should be used for professional collegiate promotional items. The university name alone in text can be used when space is limited.

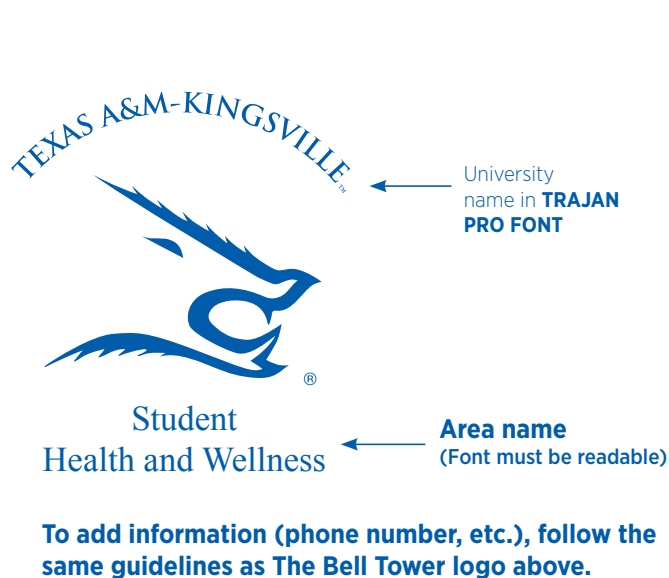
THE BELL TOWER AND ADDITIONAL TEXT

On promotional items, additional text (website, phone number, etc.) must have a line between it and The Bell Tower logo. If space is limited, contact the Office of Marketing and Communications and we can discuss what options are available.



THE JAVELINA

The Javelina is the "Spirit" logo for the university and should be used on items that are informal in nature. When the Javelina is used, the university must be identified when used for an external audience. The Javelina does **NOT** take the place of the Bell Tower for formal use.



Promotional items may use The Bell Tower or The Javelina, not both.