



QUICK REFERENCE GUIDE STUDENT ORGANIZATIONS MARKETING GUIDELINES

Office of Marketing & Communications, Texas A&M University-Kingsville®
March 2024

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

GRAPHIC STANDARDS - LOGOS



LOGOS

Student organizations recognized by the university are free to create their own unique logos. However, official university logos **MAY NOT** be used — in part or whole — to create the student org logo. University logos are federally registered to:

- Ensure the University maintains its legal rights to the logos and;
- protect the brand.



OFFICIAL STUDENT MARKS

The Javelina with student organization name is the **OFFICIALLY RECOGNIZED MARK** for student organizations. Contact the Office of Marketing and Communications to request this mark. The Javelina may also be used alone.

Student organizations **MAY NOT** add their organization name to the university Bell Tower logo. See below.



*Previously approved student organization logos are subject to review and **MUST** follow updated graphic standards.*

STUDENT GROUPS **MAY NOT** USE THE LOGOS BELOW

President's Seal



The President's Seal may only be used by the Office of the President.

Porky*



*Porky and the other logos in the Javelina Heritage Collection **MAY NOT** be used by student organizations. (See page 10 in graphic standards)

DO NOT ALTER OR DISTORT LOGOS



BELL TOWER



Student Orgs may use the Bell Tower alone, not combined with other logos, designs or wording (see example under "Official Student Marks").

UPDATE: The University has taken initial steps to refresh the Bell Tower logo. The current Bell Tower will begin to be phased out in Spring of 2024. Please keep this in mind when ordering promotional materials. The Javelina logo will be the best option for these items until refresh is complete.

Either the Bell Tower or Javelina logos may be used, NOT BOTH together.

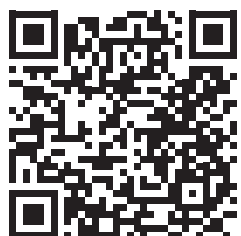
WHY DO I NEED TO USE LICENSED VENDORS?

Our licensed vendors have a contract with the University that allows them to use our marks, names, and logos with approval. Licensed vendors must follow a Code-of-Conduct agreement, which gives organizations recourse if an order is incorrect or quality of product is sub par. It is important that Student Organizations represent themselves and the University in a positive light by not using the University name and logos in any manner that may be considered disparaging or negative.

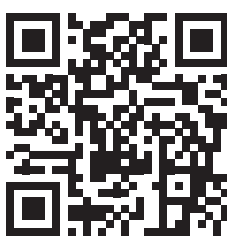
PLACING AN ORDER

- 1** When purchasing merchandise or apparel for your organization such as t-shirts, water bottles, pins, etc. students **MUST** use a licensed vendor. To obtain a list of Licensed Vendors, go to <https://clc.com/license-search/>
- 2** The organizations order is placed with licensed vendor.
- 3** Vendor will provide customer with proof for approval.
- 4** Once approved by customer, vendor will submit artwork to the Office of Marketing and Communications for approval.
- 5** If there are any issues with artwork (logo use/design, etc) , the office of marketing and communications will request changes that meet graphic standards. The vendor will contact the customer regarding any issues. If there are no issues, artwork will be approved and vendor will process order.
- 6** Customer receives items ordered. If the customer is dissatisfied with the product purchased, please contact Jesse Carreon (jesse.carreon@tamuk.edu) to report.

QUICK RESOURCES



STUDENT ORG
LOGO GUIDELINES



FIND A
LICENSED VENDOR



REQUEST
OFFICIAL
STUDENT LOGO

To request your official student org logo or if you have any questions e-mail
licensing@tamuk.edu or call [361-593-2014](tel:361-593-2014).

LICENSED VENDORS



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Below is a list of vendors* commonly used by the Texas A&M-Kingsville campus. List is updated periodically. For the full list of licensed vendors visit: <https://clc.com/license-search/>



4imprint

877.446.7746

<https://www.4imprint.com/>



Campus Marketing Specialists

503.542.8700

<https://www.campusmarketing.com/>



Campus Stop LLC

267.314.5583

<https://www.campusstop.com/>



CC Creations Ltd.

Andy O'Bannon

979-693-9664 ext 681

a.obannon@ccc creationsusa.com

<https://www.ccccreationsusa.com/>



College Thread (Greek)

Karthik Shanadi

karthik@greekhouse.org

323.892.0602

<https://greekhouse.org/>



CreateMyTee LLC

Steve Hall

steve@createmytee.com

734.392.9631

<https://www.createmytee.com/>



Crestline Specialties Inc

Rhonda Briggs

rbriggs@crestline.com

<https://crestline.com/>



Customink LLC

Megan Jones

licensing@customink.com

703.910.5018

<https://www.customink.com/>



EmbroidMe

230 E King Ave, Kingsville, TX

sales@3ggraphics.net

361.592.4700



Promo Universal

Adam Anzaldua

361.434.0017

adama@promouniversal.com

<https://www.promouniversal.com>



Texas Sportswear & Specialties

Shannon Bull

817.735.3800

Shannon@texassportswear.net

<https://www.texassportswearusa.com/>



Tough Shirts (dba Highpoint)

Micah Slaughter

979.774.0100 • Cell: 936.661.1194

micah@HighpointTX.com

<https://www.highpointtx.com/>



The Urban Circle

J. Brown Henderson

713.226.8720

jbrownhenderson@tucllc.us

<https://www.tucllcpromo.us/>



Ultra Screen Printing and More LLC

Tracy Beadle

ultrascreenprinting@yahoo.com

361.296.4667

<https://ultrascreenprintingandmore.com/>

* Some sales reps may have changed.

Please email licensing@tamuk.edu with any vendor concerns. Updated Dec 2023.