



TEXAS A&M UNIVERSITY
SAN ANTONIO

BRAND GUIDE

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VISUAL BRAND

WHAT IS OUR BRAND?

The Texas A&M University-San Antonio brand is the sum of everything we say and do. From our great people to our distinct culture, it's the totality of who we are. It's the pride we have as students, alumni, faculty and staff and the impact we make on our community. The A&M-San Antonio brand is all of us.

BRAND PILLARS

“

I THINK IT'S IMPORTANT TO MOVE PEOPLE BEYOND JUST

DREAMING INTO DOING.

- SONIA SOTOMAYOR



WHAT ARE BRAND PILLARS?

Our brand pillars are the building blocks that define who we are. Representing the values and attributes that make A&M-SA special, they support our brand platform to tell our story.

BRAND PILLARS

SAN ANTONIO 1

More than just a city, San Antonio is our community and our home; it's what binds us together and sets us apart from other universities.



3 THE FUTURE

We are forward-thinking, focused on not only shaping the future, but actively building it in innovative ways that transform individuals and serve a greater good.

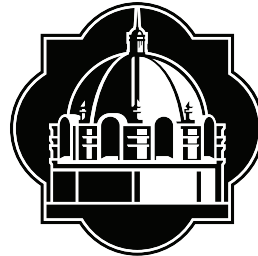
TEXAS A&M SYSTEM FAMILY 2

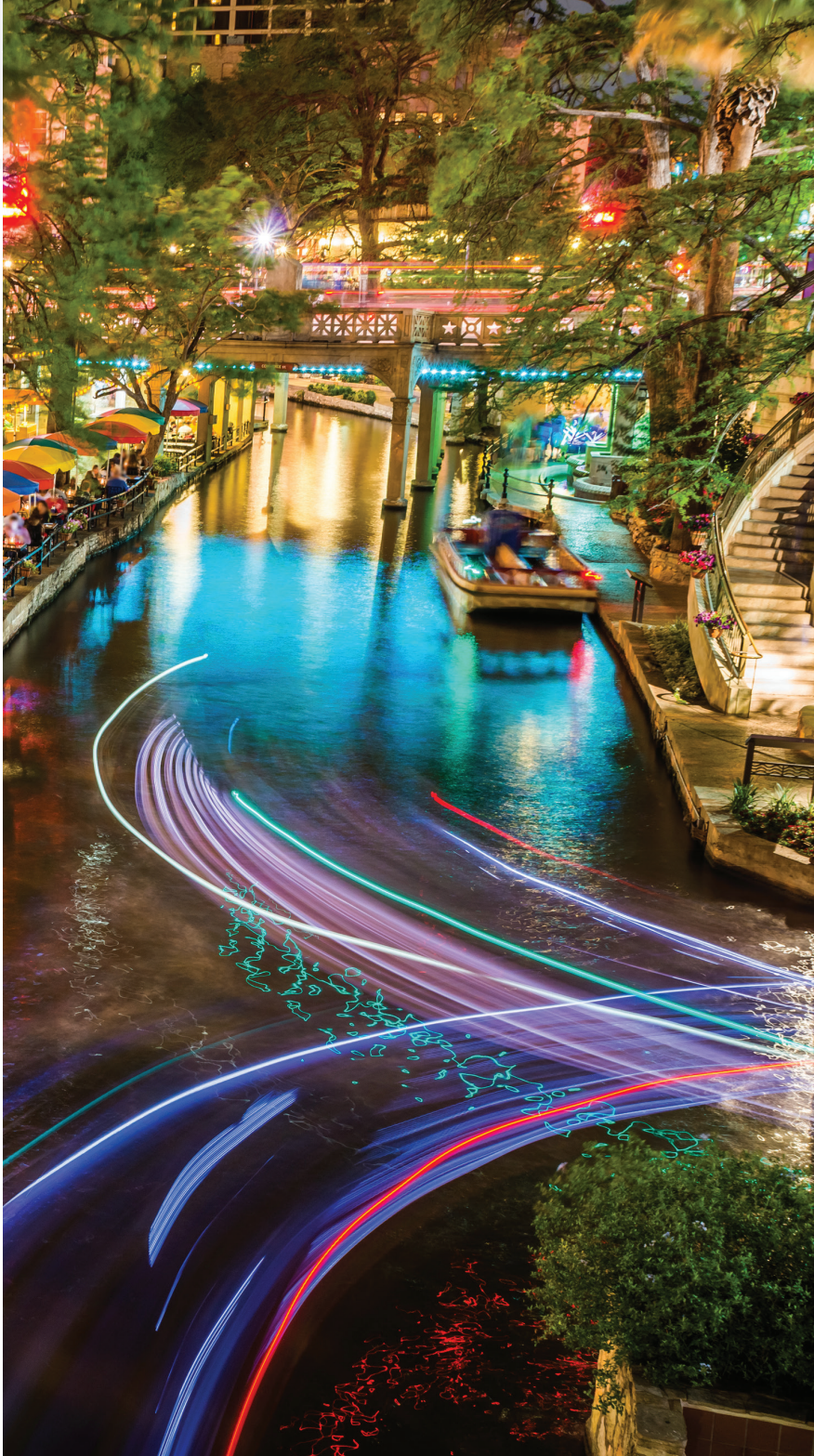
We are part of the A&M System family, bolstered by its tradition of excellence and enduring core values, forever connected to its global network of alumni, friends and donors.



4 BREAKTHROUGH

We open doors, exceed expectations and shatter ceilings through hard work, high-impact learning and a relentless pursuit of our boundless potential.





WHY SAN ANTONIO?

- Our close-knit, family culture and big-city/small campus feel are a direct reflection of San Antonio, the city that is our home.
- San Antonio's history, celebratory spirit and commitment to patriotism and the military are woven into the fabric of who we are.
- Our roots will forever be planted in the south side of San Antonio; since our founding, we have served as an economic engine for our community and the city.

WHY THE TEXAS A&M SYSTEM FAMILY?

- We leverage the prestige, tradition of excellence and achievement, and global connections of the A&M System family to expand our reach, influence and recognition.
- We are one of only two Texas A&M System universities to be a lifelong member of the A&M System family.
- A sense of community and a distinct student-centered culture are key differentiators that set us apart. Our students are not numbers, but family members, and we are determined to bring out the best in them.
- Nothing says “Texas” like “Texas A&M,” and we are proud to fly that flag in San Antonio as we meet higher education needs for the great State of Texas.





WHY THE FUTURE?

- Our curriculum combines foundational knowledge and critical thinking with practical, in-demand skills that are coveted in today's economy and immediately applicable for the next wave of change.
- As a rapidly-growing institution, we teach and act with purpose. Our hands-on research opportunities and high-impact STEM and technology-focused learning push students to imagine, shape and build the future.
- We continually allocate resources to programs and partnerships that advance our region and build our students' futures.

WHY BREAKTHROUGH?

- We firmly believe that the opportunity to attain excellence is not a privilege, but a right, granted to all students who are willing to work hard, persevere and make sacrifices for their success.
- We are boundless and resilient, perpetually embracing challenges and pushing our students to develop their skill-sets and uncover new ways of thinking.
- We are deeply invested in not just the student, but the whole person. We dedicate ourselves to unlocking potential by maximizing the personal, intellectual and emotional development of our students.



BRAND PLATFORM

“

THE BEST WAY TO PREDICT YOUR FUTURE

IS TO CREATE IT.

- ABRAHAM LINCOLN

WHAT IS A BRAND PLATFORM?

Built from our brand pillars, the A&M-SA brand platform is an internal statement that embodies the essence of who we are and what we represent. It is the foundation from which we share our story with the world.



BRAND PLATFORM

BUILD THE FUTURE

WHY “BUILD”

A strong action verb that serves as a personal call to action for students. It speaks to the individual’s quest to build knowledge and skills, as well as to the University’s collective effort to build students’ lives, families, communities, businesses, new facilities, academic programs, research projects, etc.

WHY “THE FUTURE”

Speaks to individual students to achieve their dreams and build brighter tomorrows, while also challenging University stakeholders to contribute their unique talents to serving a greater good, imagining and then constructing something that has yet to be defined.

BRAND PERSONALITY

“

EDUCATION IS THE MOST POWERFUL WEAPON WHICH YOU CAN USE TO

CHANGE THE WORLD.

- NELSON MANDELA



TEXAS A&M UNIVERSITY-SAN ANTONIO

PERSONALITY & TONE OF VOICE

Our personality captures the spirit that stems from our promise and pillars. It sets the tone for how we communicate by describing how we want our audiences to think and feel about our brand. The following four personality traits represent the A&M-SA qualities that personify our brand and shape the characteristics that will drive our collective voice and brand image for all communications.

The A&M-SA tone of voice guides how we speak to our various audiences. It dictates the language we use to consistently convey our unique brand personality.

PERSONALITY

We celebrate diversity and provide equitable opportunities for veterans, military families and people from all backgrounds. We embrace individual thought because we remain committed to the ultimate goal of progress and achievement.

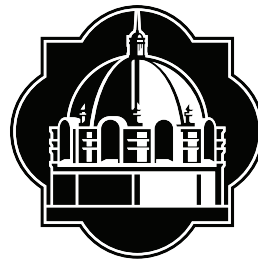
INCLUSIVE

1

AUTHENTIC

2

We are genuine, strong-willed and passionate. Our students are not numbers, but unique individuals who seek guidance and inspiration in their quest to achieve personal and career success.



We are resilient, high achievers who are prepared to overcome obstacles, eager to learn from mistakes and determined to attain success and build a brilliant future for our community, region and every one of our students.

3

RESILIENT

4

BRAVE

We are big thinkers and hard workers dedicated to facing challenges with innovation and courage. In our culture that embraces the military, we remain undaunted and resolute as we actively shape the future.

TONE OF VOICE

We are always intentional and direct. We use clear and concise language backed by firsthand student testimonials (as well as stories of our alumni, donors, faculty and staff), statistics and credible endorsements to prove our impact.

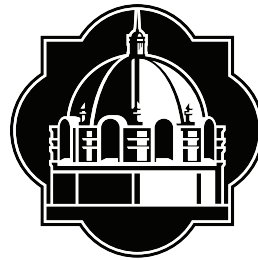
DELIBERATE

1

HONEST

2

We are always open and sincere. We say what we do and do what we say. We use personal stories from students, faculty and staff to enliven our transformative capabilities.



We are always engaging and supportive. We welcome and empower every individual, regardless of background, who wants to better their lives and make a difference.

3

FRIENDLY

4

PROUD

We are motivated by the opportunity to make a difference. We embrace the success of each other and are proud to share our accomplishments with the world. While grounded and humble, we exude optimism and empower our students by emphasizing the opportunities we provide.

AUDIENCES

“

DESERVE YOUR
DREAM.

- OCTAVIO PAZ



HOW DO WE ENGAGE OUR AUDIENCES?

Great brands build strong bonds with their audiences by being consistent. They are instantly recognizable and immediately stand for something. They speak a common language, despite communicating with very different people from very different places.

A&M-SA means so much to so many. The strength of our core values, commitment to our common mission and loyalty to our shared culture are undeniable. We must understand our unique audiences and their beliefs about our University to create an authentic connection through our brand.

AUDIENCE BELIEFS

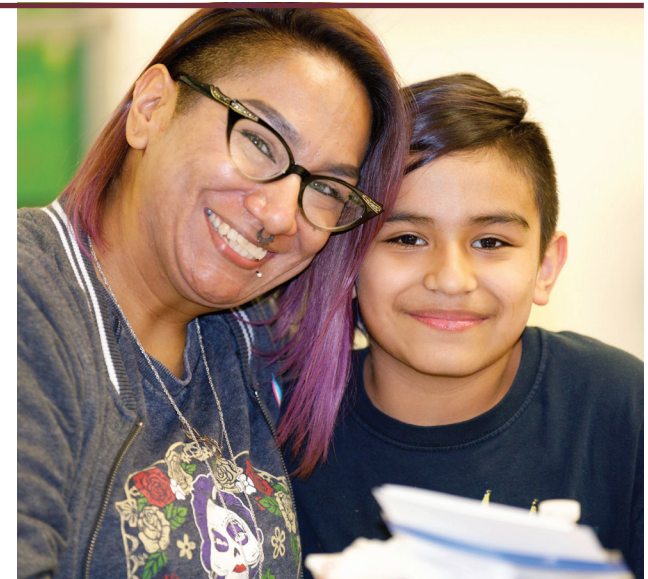


STUDENTS

- A&M-SA offers big campus opportunities with a small-campus feel.
- A&M-SA teaches in-demand skills that lead to professional success.
- I will learn from people who care and challenge me to be my best.
- I can be part of a community that values self-expression.
- The Jaguar culture is built on family, achievement and accountability.
- I can make an impact here.

PARENTS

- A&M-SA is connected to the community.
- A&M-SA is highly invested in student development and success.
- A&M-SA builds a family culture that is embracing.
- My student will be treated as an individual, not a number.



AUDIENCE BELIEFS



ALUMNI

- A&M-SA is a source of great pride and belonging.
- A&M-SA represents tradition and connection.
- My degree contributes to my continued success and growth.
- Jaguars give back and contribute to the greater good.
- I am part of the Jaguar family.

FACULTY & STAFF

- A&M-SA is growing and becoming San Antonio's university.
- We are part of the prestigious Texas A&M System family.
- We are equipping the next generation to make an impact.
- We are supported and valued members of a vibrant academic community.



AUDIENCE BELIEFS



COMMUNITY

- A&M-SA embodies the spirit of San Antonio.
- A&M-SA is an economic engine for the South side, region and state.
- A&M-SA develops the next generation of leaders and skilled professionals.
- A&M-SA opens doors for internships, research and career placement.

KEY INFLUENCERS & DONORS

- A&M-SA is an investment in the future.
- A&M-SA is committed to military families and first-generation students.
- A&M-SA is an economic driver for the community region and state.
- A&M-SA is developing a workforce pipeline for the region.
- A&M-SA is making an impact in the South side.



VISUAL BRAND

“

DESERVE YOUR
DREAM.

- OCTAVIO PAZ

LOGOS

PRIMARY STACKED

Logo usage notes



TEXAS A&M UNIVERSITY
SAN ANTONIO

HORIZONTAL



TEXAS A&M UNIVERSITY
SAN ANTONIO

WORDMARK

TEXAS A&M UNIVERSITY
SAN ANTONIO

WIDE



TEXAS A&M UNIVERSITY-SAN ANTONIO

REVERSED LOGOS

PRIMARY STACKED

Logo usage notes



TEXAS A&M UNIVERSITY
SAN ANTONIO

HORIZONTAL



TEXAS A&M UNIVERSITY
SAN ANTONIO

WORDMARK

TEXAS A&M UNIVERSITY
SAN ANTONIO

WIDE

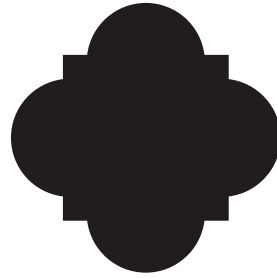


TEXAS A&M UNIVERSITY-SAN ANTONIO

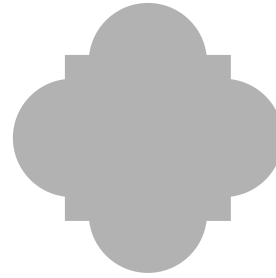
COLORS

PRIMARY COLORS

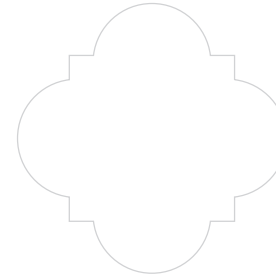
Primary color usage notes



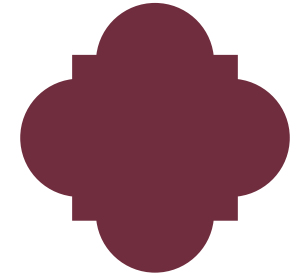
JAGUAR BLACK
PMS Black
CMYK 73, 68, 67, 89
RGB 2, 0, 0
HEX 020000



GENERAL GRAY
PMS Cool Gray 5
CMYK 31, 25, 25, 0
RGB 177, 177, 177
HEX B1B1B1



ESPERANZA WHITE
White
CMYK 0, 0, 0, 0
RGB 255, 255, 255
HEX FFFFFFFF



MADLA MAROON
PMS 505 C
CMYK 40, 86, 58, 38
RGB 112, 46, 62
HEX 702E3E

SECONDARY COLORS

Secondary color usage notes



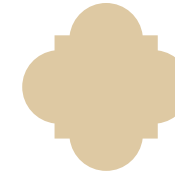
DESERT WILLOW
PMS 7430 C
CMYK 10, 38, 9, 0
RGB 223, 168, 190
HEX DFA8BE



TEXAS STAR
PMS 7626
CMYK 14, 93, 100, 4
RGB 202, 54, 37
HEX CA3625



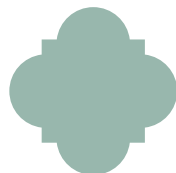
LANTANA
PMS 715 C
CMYK 0, 54, 94, 0
RGB 248, 141, 42
HEX F88D2A



SANDSTONE
PMS 468 C
CMYK 13, 18, 39, 0
RGB 221, 201, 163
HEX DDC9A3



YELLOW ROSE
PMS 116 C
CMYK 0, 18, 100, 0
RGB 255, 205, 0
HEX FFCDOO



AGAVE
PMS 622 C
CMYK 42, 16, 33, 0
RGB 152, 184, 173
HEX 98B8AD



NOPAL
PMS 346 C
CMYK 57, 0, 53, 0
RGB 108, 202, 152
HEX 6CCA98



CIELO
PMS 638 C
CMYK 82, 7, 9, 0
RGB 0, 172, 216
HEX 00ACD8



PATRIOTS' BLUE
PMS 301 C
CMYK 100, 72, 27, 12
RGB 0, 73, 135
HEX 004987



SHALE
PMS 437 C
CMYK 51, 57, 48, 17
RGB 122, 101, 105
HEX 7A6569

MILITARY EMBRACING™ LOGOS

STACKED

Logo usage notes



TEXAS A&M UNIVERSITY-SAN ANTONIO
Military Embracing™

STACKED REVERSED



TEXAS A&M UNIVERSITY-SAN ANTONIO
Military Embracing™

MILITARY EMBRACING™
REMEMBER EVERYONE DEPLOYED (R.E.D)



“OLD GLORY RED”
PMS 193 C
CMYK 0, 100, 66, 13
RGB 196 13 60HEX
HEX C40D3C

FONTS

OSWALD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Avenir Next

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Vollkorn

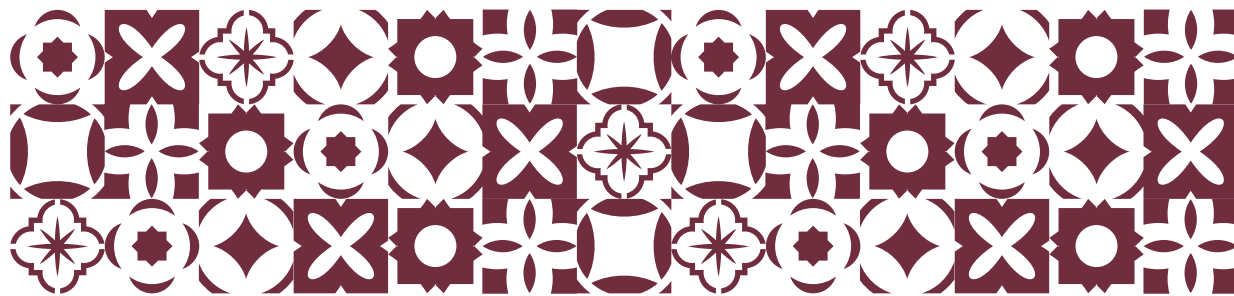
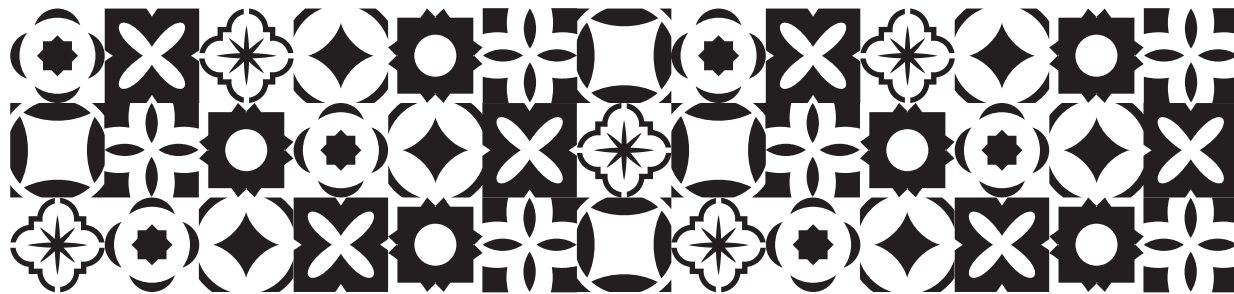
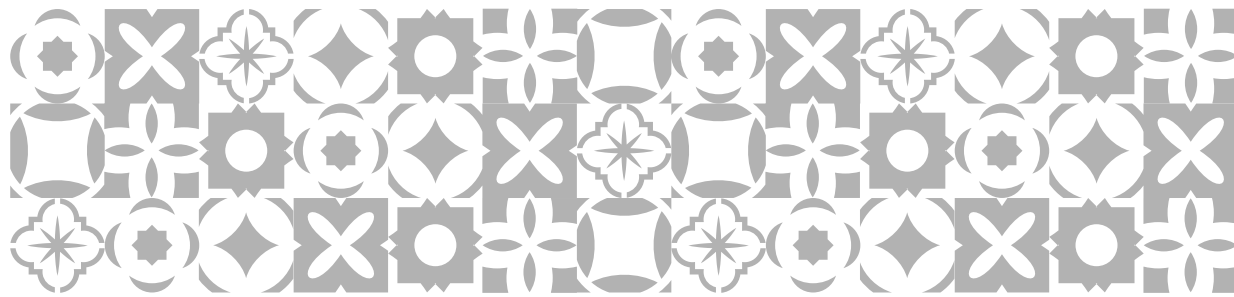
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

GRAPHIC ELEMENTS

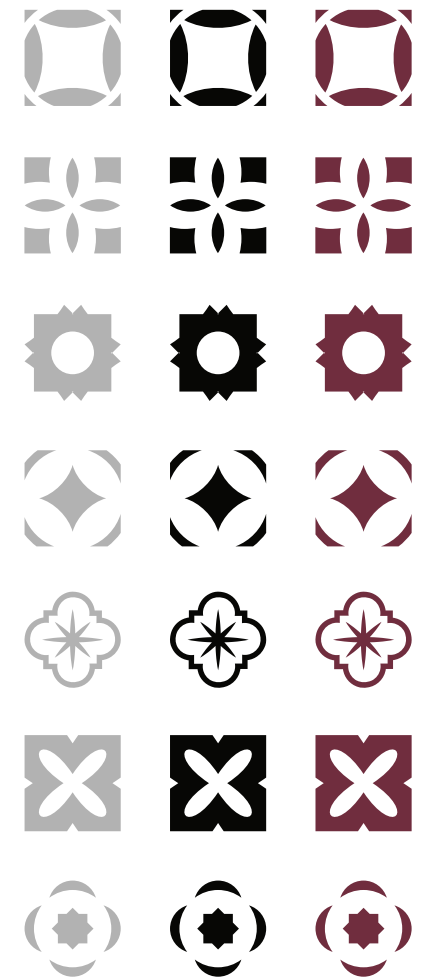
TILES - COLLECTIVE

Graphic usage notes



TILES - INDIVIDUAL

Graphic usage notes



THANK YOU



TEXAS A&M UNIVERSITY
SAN ANTONIO