Brand Quick Guide

PRIMARY LOGOS

Always:
- Use one of the final, approved files that have been provided or downloaded.
- Keep ample "clear space" around the logo, separate from other elements/text.
- All logos are available for download on the wtamu.edu website.

Do not:
- Move/reconfigure the logo elements.
- Stretch the logo
- Fill the logo with a pattern
- Add shading or other effects to the logo.
- Change the color from the approved versions.
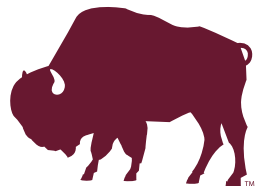
COLLEGE LOGOS

DEPARTMENT/OFFICE LOGOS

One Line Example:

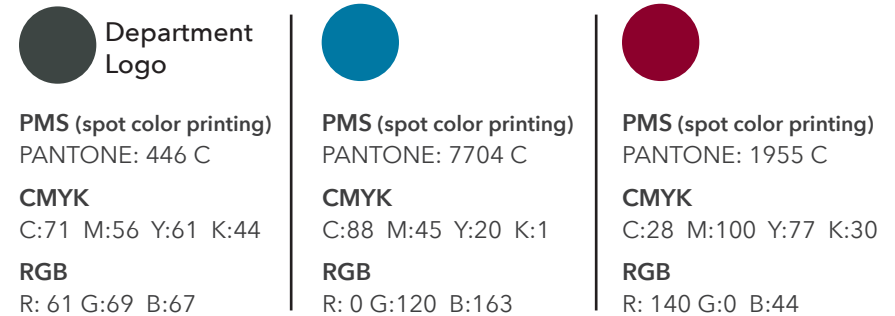**Two Line Example:**

BUFFALO MARK

- Should never be used in combination with any other image or type to create another logo.
- May be primarily used to stand alone on specialty items when space is limited.
- Should never replace the full university logo on official communications.

PRIMARY COLORS

Print Maroon

PMS (spot color printing)
PANTONE: 7421 COATED

CMYK
C:38 M:94 Y:63 K:45

Digital Maroon

RGB
R: 69 G:0 B:18

Hex (web)
#450012

ACCENT COLORS

Department Logo

PMS (spot color printing)
PANTONE: 446 C

CMYK
C:71 M:56 Y:61 K:44

RGB
R: 61 G:69 B:67

PMS (spot color printing)
PANTONE: 7704 C

CMYK
C:88 M:45 Y:20 K:1

RGB
R: 0 G:120 B:163

PMS (spot color printing)
PANTONE: 1955 C

CMYK
C:28 M:100 Y:77 K:30

RGB
R: 140 G:0 B:44

-Accent colors may be used as "attention grabbers" in limited quantities.
-The primary maroon should always to be the dominant color in every piece.

TYPOGRAPHY

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

The main fonts used for all supporting text is Avenir Next or Helvetica Neue. All approved fonts are available for download on the wtamu.edu website.

All font styles and weights are available for use.

Times Europa can be used if either fonts are not available.

For creative requests or questions:
Office of Communication and Marketing at 806-651-2129 or wtamu.edu/creativerequest