TEXAS A&M OFFICE OF SUSTAINABILITY & CAMPUS ENRICHMENT

# Sustainability Graphic - Usage Guide

*Spring 2024*

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The Texas A&M Office of Sustainability & Campus Enrichment has one primary identifying logo, the **official logo lockup** (fig. 1). This logo lockup should be used primarily on marketing and communications pieces/channels.

Texas A&M University is a leader in research and education for how we interact with—and impact—our environment. As such, many different entities in our campus community have programs and intiatives that seek out the Office of Sustainability & Campus Enrichment to ensure their work has their official approval.

The Office of Sustainability & Campus Enrichment has a promotional **graphic** (fig. 2) available for broad campus use, for application on any materials related to a general Texas A&M Sustainability initiative or project. This graphic is not to be used as a stand alone logo to represent the Office of Sustainability & Campus Enrichment. The following guide outlines usage for the graphic in various applications.

**OFFICIAL LOGO LOCKUP -** *fig. 1*

TEXAS A&M UNIVERSITY
Office of Sustainability &
Campus Enrichment

TEXAS A&M UNIVERSITY
Office of Sustainability &
Campus Enrichment

TEXAS A&M UNIVERSITY
Office of Sustainability &
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Office of Sustainability &
Campus Enrichment

**GRAPHIC -** *fig. 2*

TEXAS A&M
SUSTAINABILITY
RESPECT. PROTECT. PRESERVE.

The Office of Sustainability & Campus Enrichment has four versions of the **graphic** that are available for use. The existing branding of the project will determine which **graphic** will be implemented.

**Is the TAM logo already in the project?**

- **YES**
  - Does the project have a dark background?
    - **NO** → Maroon Graphic
    - **YES** → White Graphic
- **NO**
  - Does the project have a dark background?
    - **NO** → Maroon Graphic Stacked
    - **YES** → White Graphic Stacked

## CLEAR SPACE REQUIREMENTS

Leave a clear space around the graphic equal to **half the height of the rectangle** in the graphic.

## MINIMUM SIZE

To ensure legibility of detail in the graphic, the minimum size it should be used in any application is **0.75”** in height.

## USAGE “DON’TS”

**DON’T** create a “lockup” combining the TAM logo with the sustainability graphic, or move the Texas A&M box TAM logo closer to the graphic than outlined in this guide on page 3. This treatment makes the graphic appear to be an official logo.

**DON’T** use the graphic on a colored background in a way that decreases the legibility or contrast of the text colors.

The colors below are for **digital, on-screen materials**. Both RGB values and HEX codes have been provided. Every display is different so there may be slight variation across devices.

**Aggie Maroon**
HEX 500000
R - 80
G - 0
B - 0

**Leaf Green 1**
HEX 65933F
R - 101
G - 147
B - 63

**Leaf Green 2**
HEX B9D432
R - 185
G - 212
B - 50

The colors below are for **printed materials.** Both CMYK percentages have been provided. Every print technique is different and print proofs are recommended to ensure color accuracy.

**Aggie Maroon**
C - 15
M - 100
Y - 39
K - 69

**Leaf Green 1**
C - 66
M - 23
Y - 100
K - 6

**Leaf Green 2**
C - 32
M - 0
Y - 100
K - 0

ON WHITE

ON MIDTONE

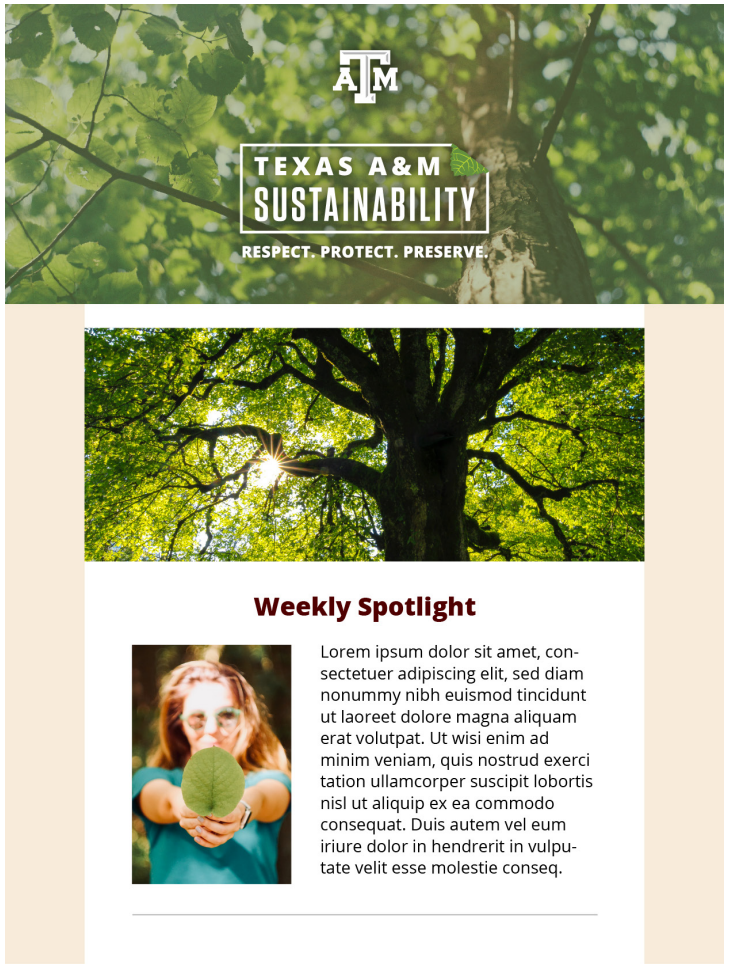
ON DARK

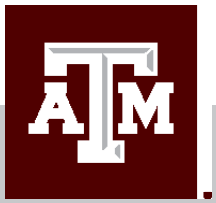
## BACKGROUND CONTRAST

To ensure legibilty when using the graphic, consider the contrast in colors between the graphic elements and the background of the project.

On midtone backgrounds, a white fill can be added behind the outline of the box in the maroon graphic.

When designing print and digital ads or program flyers the graphic may be used as long as the Texas A&M logo is also used. The graphic is not to be used as a stand alone logo to represent the Office of Sustainability, and must always be used in conjunction with Texas A&M branding.





## CONTACT

For questions related to using the sustainability graphic, contact:

**BRANDGUIDE@TAMU.EDU**