UNIVERSITY STANDARDS

Unique Selling Proposition
Deep connections for a world of difference. This idea is supported by 4 pillars: transformational learning, citizens of substance, extensive reach, and modestly audacious.

Brand Rationale
We are a fearless front. A community, standing arm in arm, ready for anything. We are steeped in history, pride, and reverence, yet fueled by our diverse backgrounds, talents, and search for excellence and truth. From every corner of this University, we find better ways to create, solve and push each other— for the good of the world.

Together we can take on society’s most critical problems and look fearlessly ahead at those yet to come. United by our strong values and desire to make a difference, we are a single progressive force on the leading edge of it all.

Tone Words
The key words that will set the tone within the brand are: driven, astute, purposeful, relentless, committed, and engaging.

Copy and Tone
The copy for Texas A&M University should capture the overarching brand in both tone and message in as many places as possible. The tone is bold but not boastful, communicating a need to always forge forward, looking for better ways and solutions.

In addition to conveying necessary information, the copy should make readers feel excited about what Texas A&M can do for the future, and inspired to join them on the journey.
Textures
Texture set is used to add depth to the brand. They can be used as an overlay on entire compositions or to treat special elements such as typography or photography. They should be subtle and act as a supporting element. It can be used in any color from the palette. Avoid over texturing and excessive contrast.

Red Line
Red line is a subtle way to represent the fearless front and can be used in a range of ways, from an accent to a feature graphic element. The line should be thin and interact with the content of the composition.

Dot Grids
The dot grid can be used unaltered or warped, allowing for a wide-range of applications. It can use any color in the palette. Borders, background accents, photography overlays and headline Ils are all acceptable uses. Try layering and interaction with photos or typography to add depth and visual interest.

Photography
The photography style should feel modern, diverse, and natural. Whenever possible, show the subject in action and interacting with relevant props. The action should feel spontaneous and realistic. Each photo should feel like a glimpse into the hard-working real world of Texas A&M.
Create an inclusive environment that develops global citizens and leaders who productively engage in a wide spectrum of ideas, perspectives, and cultures.

Provide innovative programs and resources that promote the health, wellbeing, and safety of students.

Strategically leverage resources and develop new strategies to ensure our future effectiveness and sustainability.

Invest in Division staff and enhance the Division’s influence in the profession.

DSA Visual Theme
In alignment with the 160/90 brand guide, the designs for the Division of Student Affairs should present an overall theme of movement.

Descriptors
- Preeminent
  - Transcendent
  - Surpassing
  - Unequaled
  - Paramount
- Curiosity
  - Thirst for knowledge
  - Searching
  - Inquiring
- Discovery
  - Unearthing
  - Summoning
- Support
  - Groundwork
  - Foundation
  - Footing
  - Progress
  - Advance
  - Maturation
- Responsibility
  - Charge
  - Trust
  - Will
  - Call
- Inclusion (& Diversity)
  - Embracement
  - Belonging
  - Encompassment
  - Formation
Division will expand upon the university's use of graphic elements and accent features to express the theme of movement.

Arrows should vary in weight and spacing to each other. They should not be evenly spaced, nor should they be same length.

The dominate arrows should use primary colors (#332C2C, #9EA1A1, #4B1111, #FFFFFF) and the supporting arrows should be in secondary colors (#D7D2C4, #978542, #5B6236, #745029). However, arrows should not be in a repetitive pattern or constantly spaced.

Placement of the arrows should express a progressive motion to the top, top-right, or to the right of the design composition.

Arrows should align with other elements to act as directors. They should never start or end in a corner, leading the viewer off the page.

If using multiple arrows in the composition, refrain from intersecting arrows at the midpoint.

Arrows are not mutually exclusive depending upon the message or content.
DIRECTION / ORIENTATION

When designing and placing arrows in a composition, arrows should vary in overall size, opacity, line thickness, and color.

- **Progression | Success | Surpassing**
  - **ARROWS:** Placed horizontal pointing towards the right showing progression.

- **Support | Responsibility**
  - **ARROWS:** Placed vertically pointing upward showing the idea of support.

- **Aspiration | Curiosity | Discovery**
  - **ARROWS:** Placed at a upward right angle showing the idea of aspiration.

**Fundamental Implementations**

In addition to arrows, direction can be visually communicated through use of dramatic directional edges. The dotted pattern and arrows can be incorporated together to create an added textural element.
COPY

Element Incorporation

Style and verbiage should support the directional composition of the design. Expression of these ideas can be achieved by brief poignant word choices, which clearly iterate the targeted theme without distracting from the overall composition.

In the visual composition, such as header images, graphics should remain prominent with copy secondary.

Placement of copy should also support the overall thematic composition. Keeping copy limited and with a specific focus will assist in maintaining the student centric and visual aspects of the brand.

In regards to body copy, information should be direct, and redundant information should be eliminated by linking to locations already sharing the same information.

Copy should be in coordination to University standards.

Progression | Success | Surpassing

DESCRIPTORS: Growth, Advancing, Accomplishment
COPY: Success knows no limits, Conscience intention meets deliberate action

Support | Responsibility

DESCRIPTORS: Foundation, Groundwork, Exceed
COPY: Providing the foundation for excellence, Lead by the preeminent

Aspiration | Curiosity | Discovery

DESCRIPTORS: Endeavor, Initiative, Inventive
COPY: Investigating horizons, inquisitive ambition
PHOTOGRAPHY

Imagery should tell the story of not only the students, but should express the resources we have as a division to support those stories.

Primary Image Treatment

Primary images use lighting that is soft, not harsh, engaging the friendly, welcoming feel.

As seen to the top, students should look natural and not posed. Campus should be the backdrop of photos but not the main focus, leaving it as an afterthought in the background. Imagery should not overly promote A&M’s logo and spirit wear should be avoided.

Imagery should also have strong sense of depth of field, with the foreground in focus and a blurred background emphasizing the subject.

Images should reflect to the diversity of the student body.

Secondary Image Treatment

Some imagery may be treated with a duotone composed of Aggie maroon and white. These images should be used sparingly to support primary imagery.

Positioning

Natural authentic movement and motion of the subject should reflect progression, support, inclusion, or aspiration.

Lighting

Lighting should have a warm glow and soft feel while not being harsh or unnatural.

The time period shortly after sunrise or before sunset can aid in creating a natural soft warm glow to images. Subjects should be primarily be backlit to help create the friendly welcoming feel.

Motion Blurs

Motion blurs should be subtle with the background still recognizable, and the subject in solid focus. This technique assists in carrying forward the overall movement theme.

Content

Content of the images should showcase the wide variety of diversity within the students at Texas A&M.

Composition should also be presented strongly by appropriate cropping and positioning. The main focus of the image should always compliment the overall composition.
TYPOGRAPHY

The primary typeface used for web is Open Sans.

Headlines
Headlines should be in all caps, bolded and larger than the subheads. They should have enough space to clearly relate to the rest of the copy without feeling disconnected.

Headlines should also be spaced out appropriately, dashes and hyphens should be used minimally.

Subheads
Subheads should also be bolded, however unlike headlines, subheads will be in title case. Copy should be positioned closer to subheads.

Body Copy
Body copy should be set in Open Sans regular weight and set at appropriate reading level such as 8 point size font.

Pull Quotes
Quotes, key phrases, or excerpts within the body of copy that are made distinctive should be treated in italics.

Highlighted Text
Text that is paired with imagery or used as pacers will be set in multiple weights of the typeface Oswald. These phrases should represent the underlying forward motion the division will portray.

Text Color
Grey type is warmer and less harsh than black type therefore text color should be consistently set in grey.

Hand Drawn Type
Hand drawn type will be used sparingly as an accent and should be a limited element, only to be used when addressing students or future students.
INFOGRAPHICS

.01
EIGHTEEN DEPARTMENTS
ONE AGGIE FAMILY
28 DAYS UNTIL MOVE IN

.02
EIGHTEEN DEPARTMENTS
ONE AGGIE FAMILY
28 DAYS UNTIL MOVE IN

.03
49% OF THE STUDENT BODY TODAY IS WOMEN

.04
49% OF THE STUDENT BODY TODAY IS WOMEN
57% OF THE STUDENT BODY ARE FIRST GENERATION STUDENTS
40% OF THE STUDENT BODY GRADUATE ON TIME

.05
EIGHTEEN DEPARTMENTS
UNLIMITED OPPORTUNITIES
ONE AGGIE FAMILY

.06
EIGHTEEN DEPARTMENTS
28 DAYS UNTIL MOVE IN
ONE AGGIE FAMILY
Students are gaining work experience outside the classroom.

FOCUSING ON THE ASPIRATIONS OF EVERY STUDENT

EXCELLENCE
DIVISION OF STUDENT AFFAIRS

FORMER STUDENTS PARENTS FACULTY STAFF

GIVING

STUDENTS

MOBILE

DESKTOP

.02

.02

FOCUSING ON THE ASPIRATIONS OF EVERY STUDENT

DEPARTMENTS

DEPARTMENTS
STUDENT SPOTLIGHT

Students are gaining work experience outside the classroom.

CONNECT WITH US

DEPARTMENTS
- Army ROTC
- Corps of Cadets
- Center for Fraternity & Sorority Life
- Information Technology
- GLBT Resource Center
- Disability Services
- Music Activities
- Multicultural Services
- Memorial Student Center
- Residence Life
- Information Technology
- Student Health Services
- Student Counseling Services
- University Art Galleries
- Student Life Studies
- Student Life

DEPARTMENTS OF THE STUDENT BODY ARE
- First Generation Students
- 49% of the student body today is women
- 40% of the student body graduates on time

JOIN US IN THE JOHN J. KOLDUS BUILDING
Suite 117 | 1256 TAMU
College Station, TX 77843 - 1256
P: 979.845.4728
F: 979.845.3320
vpsa@tamu.edu

DIRECTORIES
- Department Directory
- Email Directory

STAFF RESOURCES
- Department Directory
- Email Directory

CONNECT WITH US