

# VISUAL BRAND

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DESERVE YOUR  
**DREAM.**

- OCTAVIO PAZ

# LOGOS

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## PRIMARY STACKED

Logo usage notes



TEXAS A&M UNIVERSITY  
SAN ANTONIO

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## HORIZONTAL



TEXAS A&M UNIVERSITY  
SAN ANTONIO

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## WORDMARK

TEXAS A&M UNIVERSITY  
SAN ANTONIO

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## 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

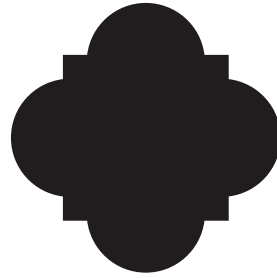


TEXAS A&M UNIVERSITY-SAN ANTONIO

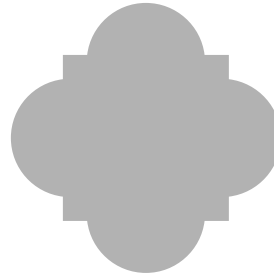
# COLORS

## PRIMARY COLORS

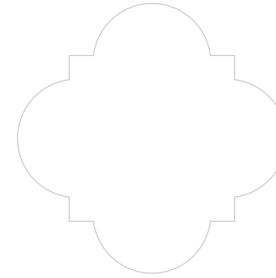
Primary color usage notes



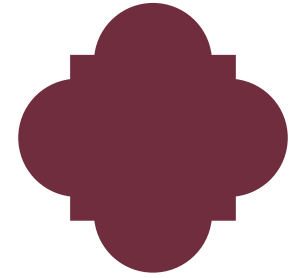
**JAGUAR BLACK**  
PMS Black  
CMYK 73, 68, 67, 89  
RGB 2, 0, 0  
HEX 020000



**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



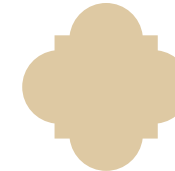
**DESERT WILLOW**  
PMS 7430 C  
CMYK 10, 38, 9, 0  
RGB 223, 168, 190  
HEX DFA8BE



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



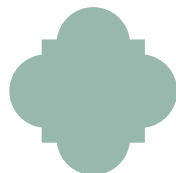
**LANTANA**  
PMS 715 C  
CMYK 0, 54, 94, 0  
RGB 248, 141, 42  
HEX F88D2A



**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 FFCDD0



**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

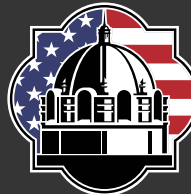
## STACKED

Logo usage notes



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*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

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**OSWALD**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**0123456789**

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Avenir Next

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**0123456789**

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Vollkorn

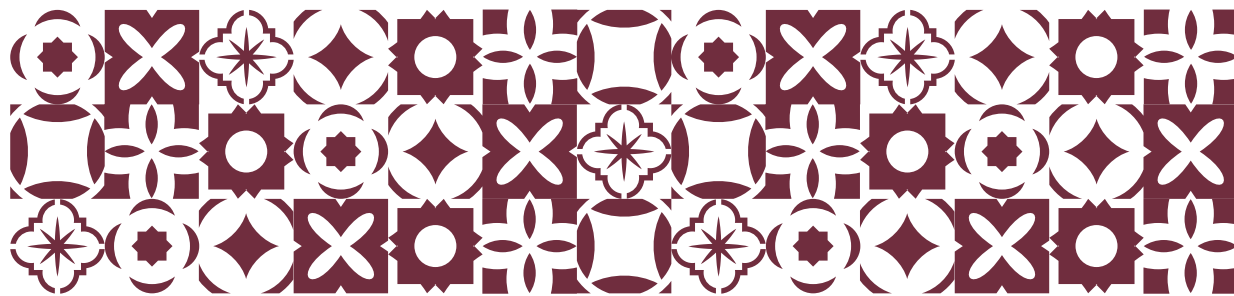
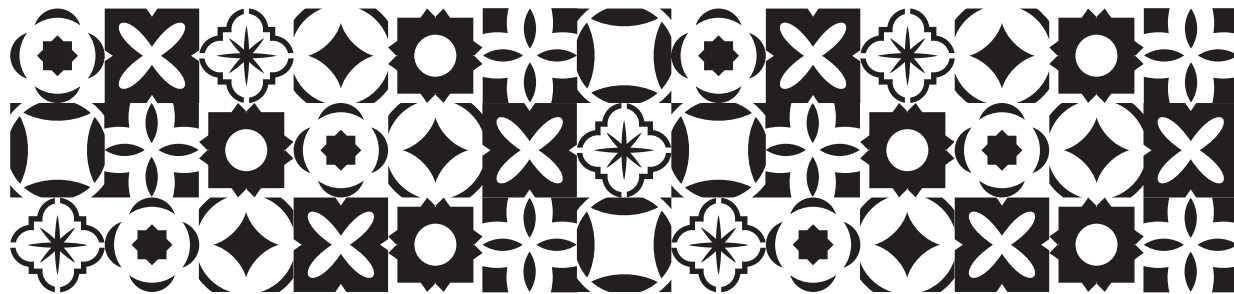
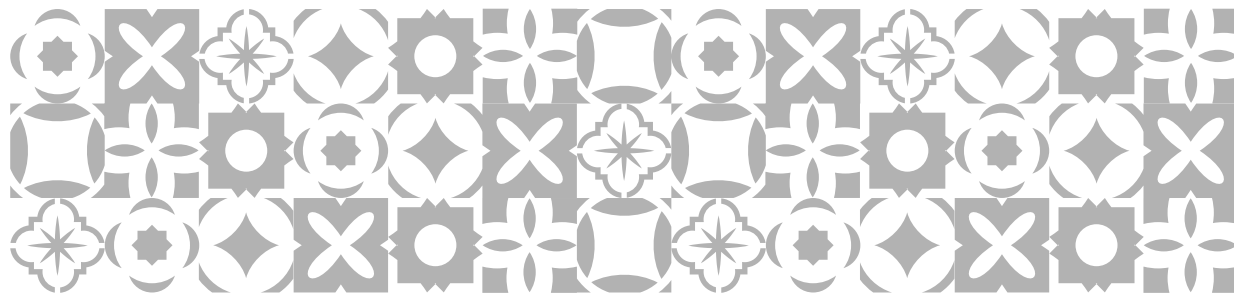
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**0123456789**

# GRAPHIC ELEMENTS

## TILES - COLLECTIVE

Graphic usage notes



## TILES - INDIVIDUAL

Graphic usage notes

