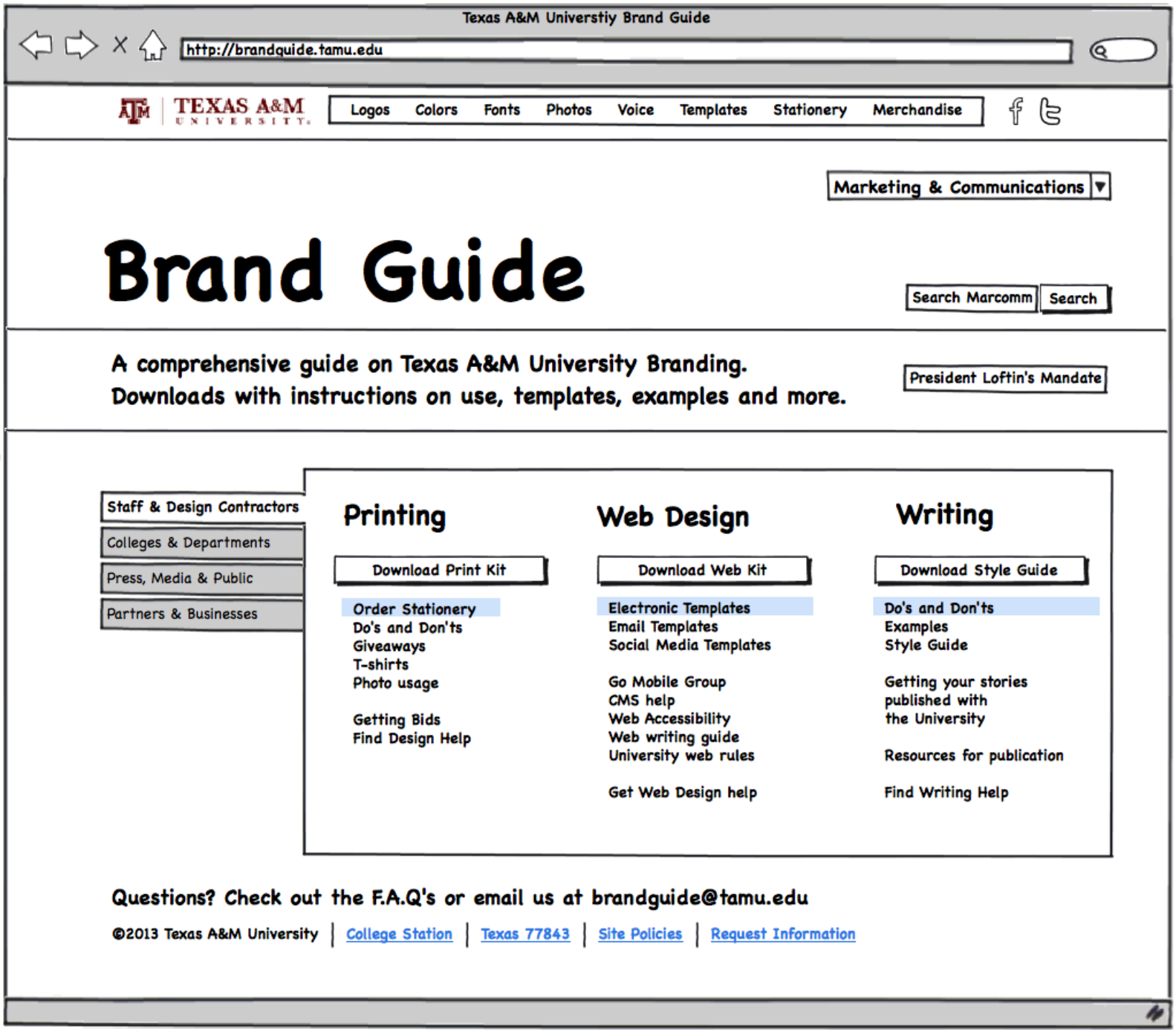

Front Page Observations:

1. There really isn't a sense of community on here. To me, the brandguide is the telling of the story of how we tell our story. Like preaching to choir to keep them singing your praises. The goal of this site should be to facilitate the process of using the brand

Front Page Observations:

2. As someone who uses the brandguide as a tool. I would appreciate a brand toolkit. Containing Logos and colors in a .ase file for importing into various Adobe applications. I do believe there is still a necessity for single downloads for press and others who come to the site for just one thing.

Front Page Observations:

3. I find it odd that Photo and Video Licensing are under merchandise. This doesn't make sense for someone like me. It's also my experience that many people get thrown into branding without prior experience and no one to teach them process at Texas A&M.

Front Page Observations:

4. My assumption of the audiences for this site: Internal Staff (Designers, Writers, Assistants, even grad students), Press and media, Outside

Texas A&M Universtiy Brand Guide

http://brandguide.tamu.edu

TEXAS A&M UNIVERSITY

Logos | Colors | Fonts | Photos | Voice | Templates | Stationery | Merchandise

Brand Guide: LOGOS

Marketing & Communications

Search Marcomm | Search

Consistency establishes trust. It is vital that Texas A&M logos be used in a consistent manner by all colleges, departments, offices and divisions across the university. Our logos must not be altered in any way and should only appear in Aggie Maroon™, black or white

DOWNLOAD LOGOS (.zip)

Contact Office of Business
Do's and Don'ts
Which Logo do I use?

Print LOGOS (CMYK)		Electronic Logos (RGB)	
TEXAS A&M UNIVERSITY Primary Mark, A	JPG PDF	TEXAS A&M UNIVERSITY Primary Mark, A	SVG PNG
TEXAS A&M UNIVERSITY Primary Mark, B	JPG PDF	TEXAS A&M UNIVERSITY Primary Mark, B	SVG PNG
TEXAS A&M UNIVERSITY Primary Mark, B WHITE	JPG PDF	TEXAS A&M UNIVERSITY Primary Mark, B WHITE	SVG PNG

Questions? Check out the F.A.Q's or email us at brandguide@tamu.edu

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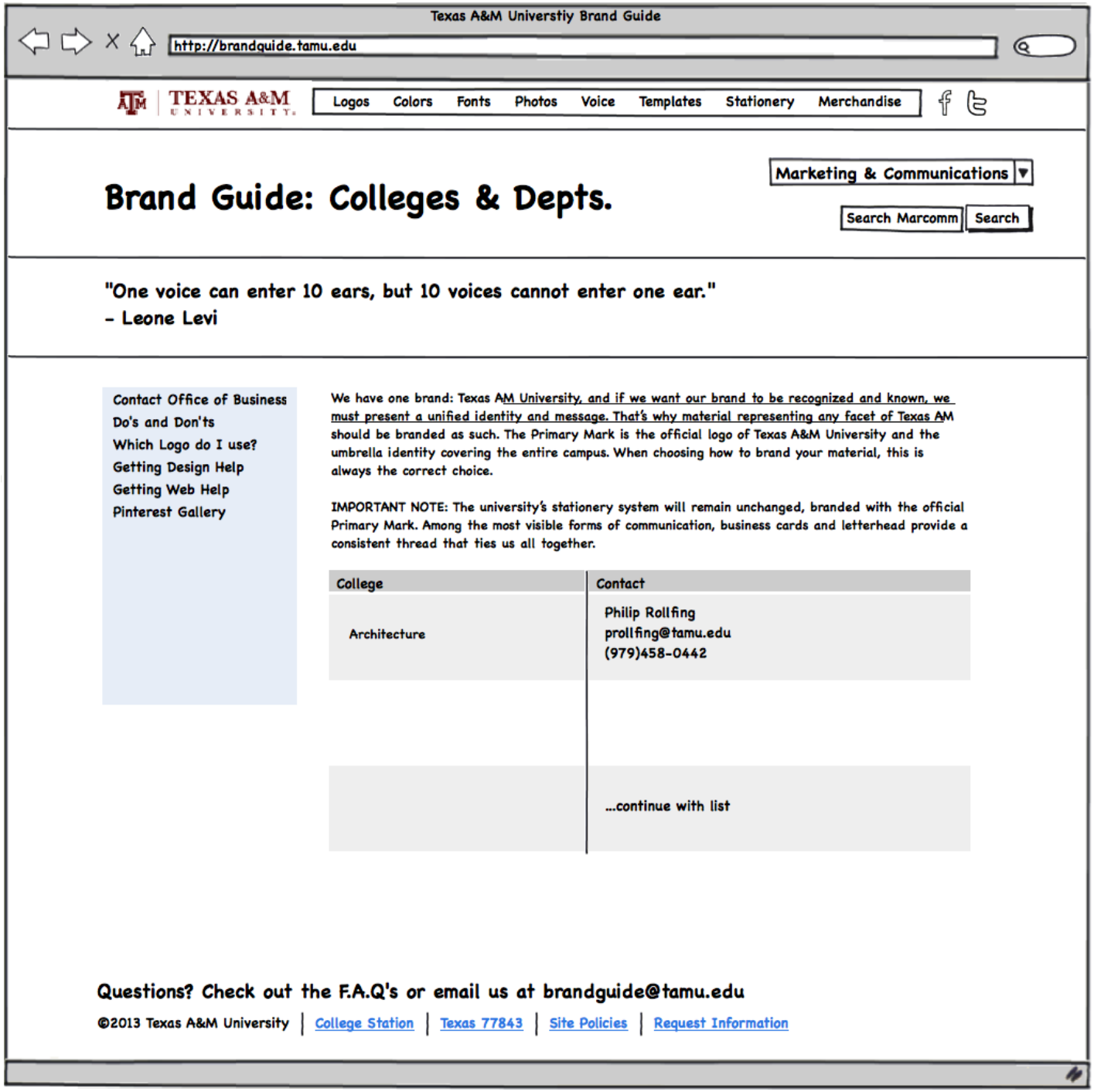
Second Level Page:

Constant Absolute Menu for scrolling long pages.

Dedicated side bar for relevant page content ONLY

Large Download Buttons



Second Level Page:

Constant Absolute Menu for scrolling long pages.

Dedicated side bar for relevant page content ONLY

Large Download Buttons

Colleges & Departments

Mostly about lockups ONLY. Could this also touch on where to get help on projects?

Could also link to templates & gallery of other projects

Who uses this page exactly?

Sharing is caring. It might be nice to ask other communicators/designers to post pinterest projects to a shared pinterest area.

Maybe an internal promo would help with a prize at design council each month (That's MY red stapler!)

Texas A&M Universtiy Brand Guide

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TEXAS A&M UNIVERSITY

Logos | Colors | Fonts | Photos | Voice | Templates | Stationery | Merchandise

Brand Guide: Social Media

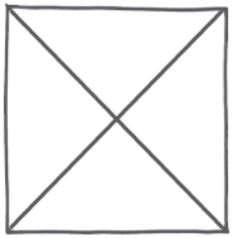
Marketing & Communications

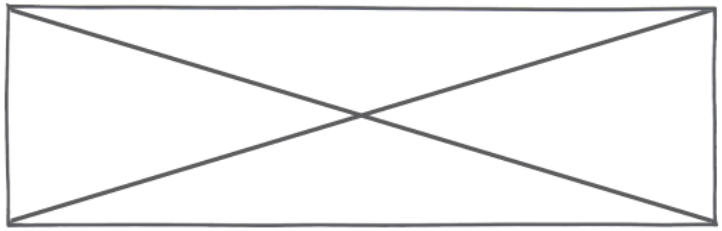
Search Marcomm | Search

"One voice can enter 10 ears, but 10 voices cannot enter one ear."
– Leone Levi

DOWNLOAD SOCIAL TEMPLATES (.zip)

- Facebook
- Twitter
- Pinterest
- YouTube
- The how-to's
- Social Contests





Downloads

Using Facebook to represent your University....

Create tooltips everywhere for newbies

Questions? Check out the F.A.Q's or email us at brandguide@tamu.edu

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Social Media: Should be more than just templates.

This should educate anyone on how and who to reach to share on social media. (i.e. submitting to get on main campus facebook, Businesses to share products on pinterest. Getting stories out there)

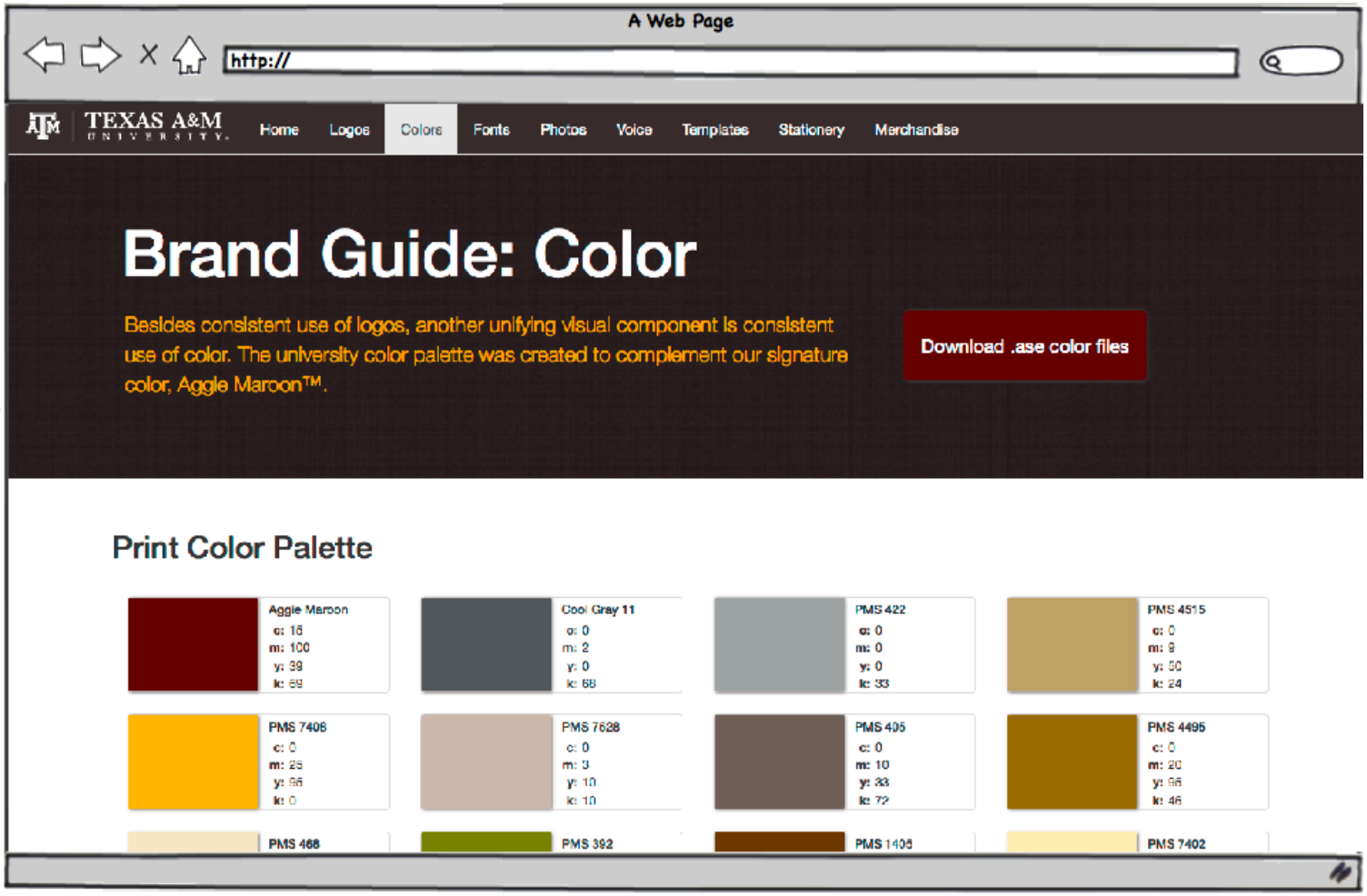
Also this can be a place for for brand idea sharing. How anyone can show thier ideas on design council...groups to be involved in online. You may consider an insider page for conferences and continuing education for possible group rates.

Social Media: Should be more than just templates.

It would be possible to feed in facebook updates, twitter updates, maybe Pinterest (They've updated their business stuff so maybe)

This might be a place to iterate Video rules
and go over possible things to avoid in all areas of social media. Not everyone in charge of branding is going to be an expert on this. The more we can educate on where the university stands the better.

This might need to be linked to under voice



Working Prototype Mockup

http://brandguide.sprocketdesign.com

This responsive page was created to show the variations of the mockup from large screen down to mobile. Things to consider on large amounts of information is how they are controlled by hte user in small spaces. The Color chart was a personal choice because it drives me nuts to not be able to copy and paste hex numbers when creating websites. This is an example of a working page where web designers and developers can come and actually use the page. This will result in better consistency across the board simply because it's easier to use.