

Brand Guide

TEEX MISSION

TEEX makes a difference by
providing training, developing
practical solutions, and saving lives

BRAND MISSION

We make a difference by creatively promoting and protecting the image and voice of TEEX.

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Brand Overview

ABOUT OUR BRAND

The TEEX brand is one of the agency's most important assets: it opens doors to new business, reassures existing customers, attracts talented people, and differentiates us from our competition.

A strong brand gives our agency the ability to move into new markets with consistency.

BRAND RATIONALE

Our commitment to excellence is what unites our agency. The TEEX brand promise embodies our agency values: safety, teamwork, adaptability, respect and stewardship. These values, along with the agency desire to make a difference, should be reflected in our branding and marketing strategies.

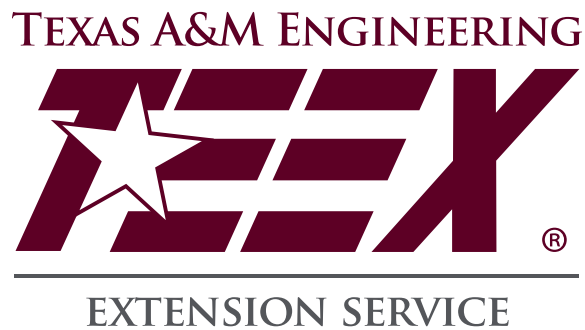
Logo Usage

LOGO USAGE

The use of the TEEX trademarked logo helps audiences easily identify TEEX products and services and enhances the professionalism of the brand. The TEEX trademark should be used on all digital and printed advertising, marketing collateral, and promotional materials. It is essential to the success of the brand that the logo be applied with care and respect in every application according to these guidelines.

LICENSING

The TEEX logo is licensed and trademarked through Learfield licensing. Companies must obtain a license to produce merchandise containing the TEEX logo. By obtaining a license, the organization agrees to the proper use of the TEEX logo according to the guidelines and standards set forth in this manual. Any company or organization wanting to put the TEEX logo on an item, advertisement, or other communication must first obtain permission from the TEEX Marketing and Communications office.



MINIMUM SIZE

To ensure legibility, the TEEX primary logo should not be reproduced any smaller than ½" in height.

Primary Logo

The TEEX primary logo contains "Texas A&M Engineering Extension Service" above and below a graphic element spelling out "TEEX" and was designed to represent its ties to Texas A&M University System. The graphic element includes a lone star that ties into our history as a Texas state agency. The arrow that is created within the negative space between the E and the X and the slant of the icon represents our agency moving forward.

Color Variations

The TEEX logo should be used in its two-color format whenever possible over a white or neutral background. The preferred logo uses colors that equate to Pantones Aggie Maroon™ and Cool Gray 11C. See “Brand Colors” for complete formula breakouts of approved colors.

If the three-color logo is not legible, a one-color black or reversed (white) may be used; however, the TEEX logo should not be created or used in any other colors.

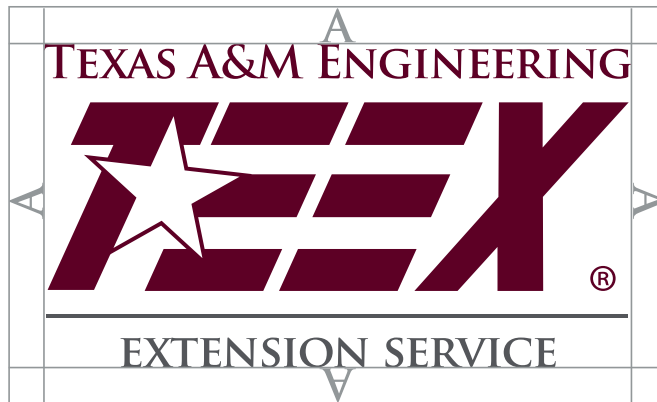


One-Color Black



Reversed (White)

The minimum clear space is defined as the height of the “A” in “A&M.” This minimum space should be maintained as the logo is proportionally resized.



Clear Space

To ensure legibility, always keep a minimum clear space around the logo. This space isolates the mark from any competing graphic elements like other logos or body copy that might conflict with, crowd, or lessen the impact of the mark.

Logo Misuse

Do not compromise the brand by rotating, skewing, or distorting the logo in any way. The logo should only be used according to the guidelines presented in this document.

DO NOT:

Use the icon without the wordmark



Use unapproved colors (Refer to Logo Colors)



Switch the colors



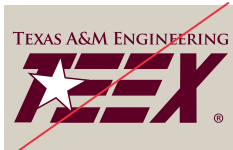
Rotate



Stretch or condense



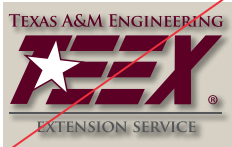
Add, separate, or use incomplete mark



Resize one part of logo separately from rest



Add drop shadows or special effects



Add elements within the clear space



Use unapproved layouts (Rearrange parts)



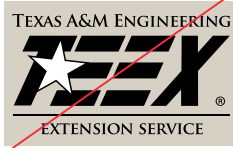
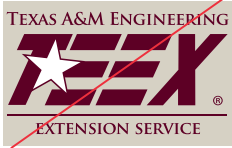
Use the logo on similarly-colored backgrounds



Contain the logo in a box when used on a background



Add white in star on the black and all maroon logo



TIPS:

- Use photos with shallow depths-of-field.
- Avoid busy images with no open space.
- Apply a darker transparent overlay on image to make text more readable.



Photo Background

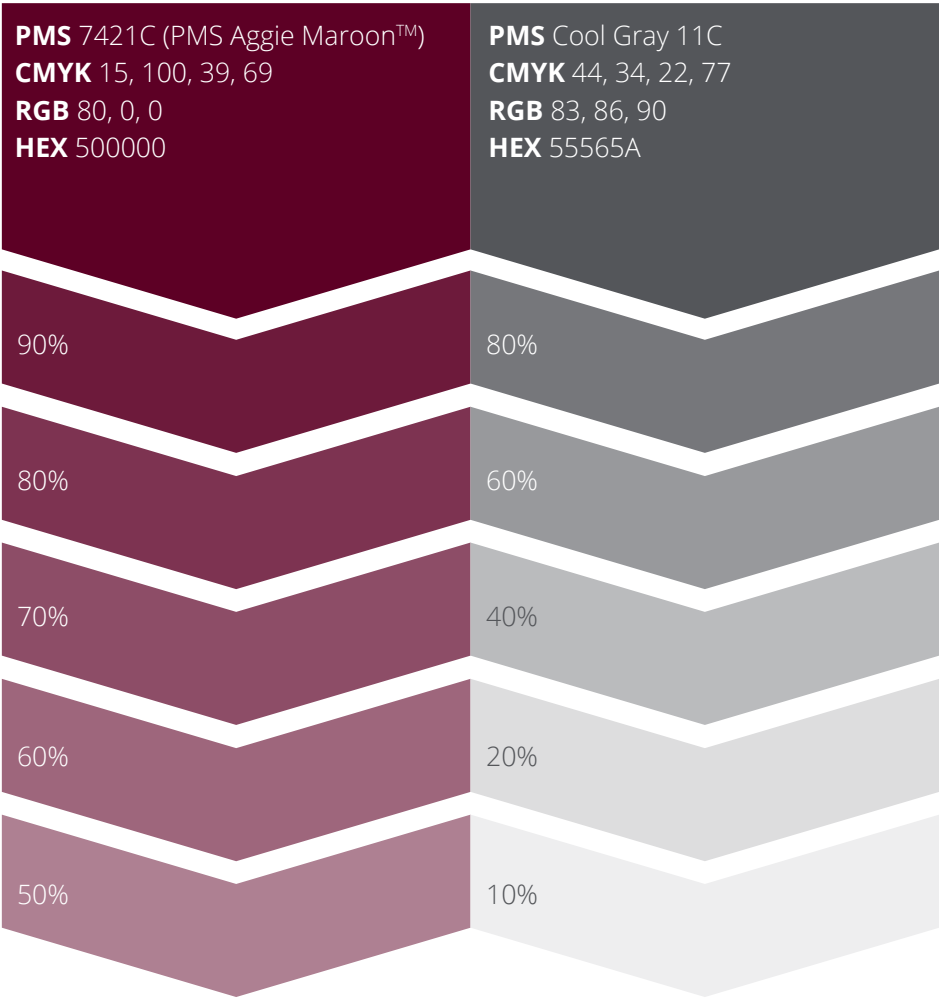
When using the TEEX logo on a photo background, avoid busy areas or edit the photograph to provide an unobstructed, high contrast area for the logo. In most cases a solid black or reversed logo works best.

Brand Colors

Color is an integral part of brand identity. Consistent use of the color palette will not only reinforce the cohesiveness of the brand, but color also serves a psychological purpose by communicating a certain feeling to our audience.

Please note that the maroon CMYK values are different, depending on whether it is being used on coated or uncoated paper stock. Contact TEEX Digital Printing Services with questions regarding the color values on a chosen paper stock.

PRIMARY



SECONDARY

PMS 7498C
CMYK 46, 23, 84, 68
RGB 91, 98, 54
HEX 5B6236

80%

60%

40%

20%

10%

PMS 541C
CMYK 100, 58, 9, 46
RGB 0, 60, 113
HEX 003C71

80%

60%

40%

20%

10%

PMS 4505C
CMYK 16, 27, 83, 42
RGB 153, 133, 66
HEX 998542

80%

60%

40%

20%

10%

PMS 7527C
CMYK 3, 4, 14, 8
RGB 214, 210, 196
HEX D6D3C4

80%

60%

40%

20%

10%

ACCENT COLORS
(to be used sparingly)

PMS 185C
CMYK 0, 95, 79, 0
RGB 228, 0, 43
HEX E4002B

PMS 102C
CMYK 0, 0, 95, 0
RGB 252, 227, 0
HEX FCE300

Never use percentages
of the accent colors.

Primary Typefaces

Five primary typefaces are used in the TEEX brand: Minion Pro, Open Sans, Parkside, Tungsten, and Moriston.

The best practice is to use no more than three different fonts within a single document. One header, one body, and one accent. Header and body can be the same. Using an accent font is optional.

MINION PRO

For headlines and titles

Regular
Regular Italic
Semibold
Semibold Italic
Bold
Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1 2 3 4 5 6 7 8 9 0

ABCDEFGHIJKLMNOPQRSTUVWXYZ
RSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1 2 3 4 5 6 7 8 9 0

OPEN SANS

For headlines and body text; the web font for body content

Light
Regular
Regular Italic
Semibold
Semibold Italic
Bold
Bold Italic
Extrabold
Extrabold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
RSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1 2 3 4 5 6 7 8 9 0

ABCDEFGHIJKLMNOPQRSTUVWXYZ
RSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
rstuvwxyz
1 2 3 4 5 6 7 8 9 0

Parkside

For headlines and titles

Hairline

Thin

Light

Regular

Bold

Black

*ABCDEFGHIJKLMNO
PQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890*

MORISTON

For headlines and titles

Light

Regular

Medium

Semibold

Bold

Black

ABCDEFGHIJKLMNOPQ

RSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

ABCDEFGHIJKLMNO

PQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

rstuvwxyz

1234567890

TUNGSTEN*

For headlines and titles

Light

Medium

Semibold

Bold

Black

Narrow Light

Narrow Medium

Narrow Semibold

Narrow Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ABCDEFGHIJKLMNO

PQRSTUVWXYZ

1234567890

*use a minimum of 10 pt. tracking.

Special use Typefaces

Two special-use typefaces are used in the TEEX brand: Roboto for web fonts, headlines, and titles and Edwardian for formal marketing pieces.

ROBOTO CONDENSED
Web font for headlines and titles

Light
Light Italic
Regular
Italic
Bold
Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1 2 3 4 5 6 7 8 9 0

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1 2 3 4 5 6 7 8 9 0

Edwardian Script
For formal use only

Regular

ABCDEFGHIJKLMNO
PQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1 2 3 4 5 6 7 8 9 0

Using photography

USING PHOTOGRAPHY ON MARKETING MATERIALS

When choosing photos to use on marketing materials, seek images that show the essence of what TEEX offers. If the subject matter is a training program, try to use a photo that portrays an instructor teaching.

Safety is a top priority within our agency, and it is imperative that care be taken when choosing images to use on marketing materials. Be sure photos:

- portray safety,
- show participants wearing the correct personal protective equipment
- show participants performing class activities in a safe manner

Some classes are not required to wear PPE, however managers would prefer that any images reflecting their courses show students in PPE. When in doubt, ask a subject matter expert to review your photo(s) prior to use.

Logo Lockups

When co-branding the TEEX Logo with a TEEX program, special consideration should be taken to ensure a consistent look.

Contact Marketing and Communications for more information.

TEEX logo is always on the left followed by a vertical bar. The vertical bar should be the same width/weight as the horizontal bar and should match the height of the TEEX logo.

The wordmark text is the same height as one bar of the “E” in the TEEX icon, and the text spacing matches the space between the bars.



Maintain the clear space

The co-branded words are written out to the right of the bar using the font Open Sans Bold in the color Pantone Cool Gray 11C and should be centered between the baseline and the ascender height of the “E” in the “TEEX” logomark. Break text into no more than three lines.

Co-Branding

KEEP IN MIND

- Look for collaborators who share our core values. This helps ease concerns regarding damage to our brand from the missteps of our collaborator.
- Collaborate with “best in class” products.

Retain the right to review and approve all communications before they're released. You may want to include a marketing statement in your Co-Branding Agreement.

- Ensure that the collaborator offers something valuable that would be too expensive or time-consuming to do on our own. Over time they may benefit more from our alliance than we do. Take a long-term approach when evaluating what we are getting and what we are giving to the co-branding effort.
- Collaborate with brands that offer symmetry, be sure we fit with collaborators to form a nice package rather than fighting our collaborators in our consumer's mind. In other words, choose collaborators whose product or service corresponds with something we offer.

Co-Branding

Depending on the agreement, there may be times when the TEEX logo will need to be used in conjunction with another logo.

It is always a good idea to retain the rights to review and approve all co-branded communications before they are released. This request should be added at the beginning of the agreement or contract stage.

TEEX IS THE PRIMARY COLLABORATOR

When TEEX is the primary in the co-brand, the TEEX logo should always be 20% larger than the collaborator's logo. This is the same when using two TEEX brands. TEEX will always be the primary when two TEEX identities are used together.



TEEX IS AN EQUAL COLLABORATOR

When TEEX is an equal collaborator in the co-brand, both logos should have equal visual weight. The collaborator logo should never appear larger than the TEEX logo.



Co- Branding

TEEX IS A SECONDARY COLLABORATOR

When acting as a secondary collaborator, always provide the primary TEEX logo for use on marketing materials. **Reserve the right to review all communication or merchandise prior to production.**



Co- Branding

QUESTIONS TO ASK BEFORE CO-BRANDING

Co-branding is not an exact science, but by asking the right questions we can better determine which opportunities are beneficial to enhance the TEEX reputation and how to better approach them from a branding perspective.

- Could we risk our reputation by associating the TEEX brand with others?
- Who will be in charge of creating, reviewing, and paying for communications?
- Who are we communicating to; who is the audience?
- In whose marketing channel are we communicating?
- Does the communication style and content support the TEEX strategy?
- Is the activity relevant? Could it be stronger with a different collaborator?



PRIMARY SEAL

Printed in PMS Aggie Maroon™

Printed on certificates that do not have the gold foil stamped seal. May also be used on awards, plaques, and medallions that require etching, embossing, or other special imprint.

TEEX Seal

The TEEX Seal may only be used on items such as awards, certificates, plaques, medallions, invitations, and official documents and reports. Avoid using the agency seal on its own.

Contact Marketing and Communications for artwork and additional guidelines.

Special Use Logos

Under special circumstances, special use logos may be used in place of the primary TEEX logo.

When working with a vendor to produce a product containing the TEEX logo, contact your division's marketing office for assistance with artwork and reviewing proofs before production.

The one-color PMS Aggie Maroon logo can only be used when working with white or silver promo items.



One-Color
PMS Aggie Maroon™
For use on white or silver
promo items only

Additional Resources

LOGOS

Logos may be downloaded from: teex.org/brandguide

FONTS

Brand fonts are available from the TEEX Marketing and Communications office via email, subject line: Font package request.

QUESTIONS

For questions about using the TEEX brand, please contact:

Marketing and Communications
979.500.6695
communications@teex.tamu.edu

Appendix

EXEMPTED BRAND USE CASES

Any use of these logos must include the TEEEX logo on the same document.

<https://teex.link/exemptedbrand>