Texas Southern University Visual Identity Standards

Introduction

About Our Identity
As Texas Southern University strengthens its public image, one of the key components of a strong institutional brand is a unified graphic identity. Texas Southern University’s brand is not simply a logo, mark, or symbol. It is the sum total of our constituents’ experiences with Texas Southern. It is our reputation. It is the perception that students, parents, alumni, donors, members of the community and the outside world have of this University.

Whether coming from the president, a college or school, an academic unit, the recruitment office or the development office, all TSU marketing and communication materials should reflect, reinforce and strengthen our brand. They should be produced in a professional manner, with consistent messages and look that communicate the excellence of this institution.

In order to maintain that continuity across all official materials, including print and electronic media, all marketing and communication materials will henceforth be required to adhere to standards outlined in this Visual Identity Guide. The goal of this guide is serve as an invaluable resource that creates a framework whereby all of our units and organizations can work independently to represent TSU in a consistent manner, while still maintaining their own unique identities.

As a result, all printed and electronic material from Texas Southern University will reflect the pride and dignity that Texas Southern University has maintained for more than 60 years.

Wendy Adair
Vice President for University Advancement
How to use the guide
The numerous departments on campus have varying needs in designing materials for print, web and other media. This guide includes chapters that address the various visual elements and styles used in media and the guidelines for their use. If you have any questions or comments please feel free to contact the Office of Marketing at 713.313.1861.

Nomenclature
The use of Texas Southern University’s name plays a critical part in our identity system. By using our official name, we build greater recognition not only throughout the state, but worldwide.

The recommended designations for the University are:

**Formal** – Texas Southern University (preferred)

**Second reference** – “Texas Southern” or “the University” (upper case “U” in University)

When used in copy the complete name “Texas Southern University” should be used upon first mention. Thereafter, “Texas Southern” or “the University” may be used.

Our national and international identity hinges on the words “Texas Southern University.” Avoid using the acronym “TSU” when communicating to mixed or outside audiences. External audiences – especially outside of Texas – may confuse ours with other institutions. When writing for internal audiences familiar with the University, it is acceptable to use the acronym “TSU.”

Our formal name must be on all legal documents as well as official publications. When employed in a graphic context the word mark for the University should be used.
Texas Southern University Identifiers

Graphic Identifiers

Overview
This section deals with basic identity elements: word marks, logotypes, seals, endorsement guidelines, university colors and typefaces that form the basis of our visual identity.

Texas Southern University’s name, word mark, logos and seal are property of the State of Texas. These elements may not be used to designate a business, social, political, religious, or any other organization, or to imply or otherwise suggest the university’s endorsement, support, favor, or association with any organization, product or service without permission of the University.

The Texas Southern University Seal
The Texas Southern University seal is an important element in our visual identity. It is used on its own by parts of the University that act in an official capacity.

The seal is reserved for use by the President’s Office, and for official business of the University, such as authenticating official university documents and for use on legal documents. When representing the University publicly, the official word mark is preferred. Use of the seal is prohibited without written consent from the Office of the President or the Vice President for University Advancement.

The seal is employed for a variety of specific applications, including stationery and business cards, certificates, commencement and event programs and commemorative items. The seal should not be used for applications that are not directly related to the official business of the University.

When reproduced in color the seal should always appear in Texas Southern University’s signature color, maroon (PMS 209). A maroon and gray version of the seal is also available. No other color is acceptable, with the exception of all black for use on faxes, memos and in newspapers, and all white for reverses on dark backgrounds.

Graphic filters, such as dropshadows, bevels, 3-D effects, or glows should not be applied to the seal. Any manipulation or alteration to the seal is strictly prohibited.

Elements of the Official Seal
Example at right.

The Star: The star represents the State of Texas

Year: 1927

Logotype: The specially set type style for Texas Southern University should never be altered or replaced with another typeface.

Color: When reproduced, the seal should always appear in Texas Southern Universities signature color, maroon PMS 209 or secondary color, PMS 429 (gray). No other color is acceptable with the exception of black for use on faxes memos and in newspapers, and all-white for reverses on dark backgrounds.
Texas Southern University Word Mark

The Texas Southern University word mark is the primary means by which we are recognized and should therefore appear on as many forms of communication as possible. It has been specially drawn and spaced and must never be redrawn or changed. The word mark should never be stacked or positioned in any way other than how it is shown in these guidelines.

When reproduced in color the word mark should always appear in Texas Southern University's signature color, maroon (Pantone 209). No other color is acceptable, with the exception of all black for use on faxes, memos and in newspapers, and all white for reverses on dark backgrounds.

Texas Southern University

Texas Southern University Logo (“TSU Box” logo)

The Texas Southern University “TSU Box” logo is an important element in our visual identity and the university’s primary identifier. The Texas Southern University logo may be used for a variety of applications including brochures, print and electronic publications, websites, and forms of stationery. It should always appear in a prominent visual field on all of the aforementioned applications.

The Texas Southern University logo consists of two parts — the symbol (TSU) and the word mark (name).

Because our national and international identity hinges on the words “Texas Southern University,” the words “Texas Southern University,” should always be included as a word mark with the “TSU Box” logo (as shown above) when communicating with external audiences. This ensures that “TSU” is not mistaken for any other institution. The only time it is appropriate to utilize the “TSU Box” without the Texas Southern University word mark is when it’s being used internally.
Maintaining the Integrity of Our Logo

It is of utmost importance that the integrity of the TSU brand is maintained. One of the ways of ensuring this is by proper handling of the University’s logo is handled when it is used both internally and externally. The optimal position of the TSU logo is on the cover (or position of prominence) of all printed materials published by the University and its respective units.

Sufficient “safety space” around the logo should be included so that the logo is not crowded by other images or elements on the page. These elements should not be closer to the logo than one half of the maroon “TSU Box”.

Example of safety space

The Texas Southern University logo should never be retyped or redesigned for any purpose; this guide has provided easily downloadable logos for your convenience.

Example of redrawn logo

When reproduced in color the “TSU Box” logo should always appear in Texas Southern University’s official maroon color (PMS 209) with white lettering. The previous “TSU Box” logo that included gray lettering is no longer in use. No other color is acceptable, with the exception of all black for use on faxes, memos and in newspapers.

Example of logo in wrong color
Graphic filters, such as drop-shadows, bevels, 3-D effects, embosses or glows should not be applied to these logos without prior consent by the Office of Marketing. Any unauthorized manipulation or alteration is strictly prohibited.

Example of incorrect usage of TSU logo:

Example of correct usage of TSU logo:

When used alongside an existing logo from another school or college, the TSU logo must appear prominently and in close proximity to the additional logo.

Example of TSU logo with existing logo here:

Example of incorrect usage of TSU logo:
Typography

Typography is a key element of the brand identity system. By using typefaces (commonly known as “fonts”) consistently across communications helps to define the TSU look.

The TSU logos and word mark are set in Stempel Garamond, elegant and classic typeface.

The other primary TSU typeface is Helvetica Neue. Both primary font families were selected for their ability to provide a wide range of versatility for multiple types needs – from bold headlines to easy-to-read body text.

Primary Fonts

Stempel Garamond Family

<table>
<thead>
<tr>
<th>Font Style</th>
<th>Sample</th>
</tr>
</thead>
<tbody>
<tr>
<td>Regular</td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890,.;@#$%^&amp;*()[]{}</td>
</tr>
<tr>
<td>Italic</td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890,.;@#$%^&amp;*()[]{}</td>
</tr>
<tr>
<td>Bold</td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890,.;@#$%^&amp;*()[]{}</td>
</tr>
<tr>
<td>Small Caps</td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890,.;@#$%^&amp;*()[]{}</td>
</tr>
</tbody>
</table>

Helvetica Neue Family

<table>
<thead>
<tr>
<th>Font Style</th>
<th>Sample</th>
</tr>
</thead>
<tbody>
<tr>
<td>Regular</td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890,.;@#$%^&amp;*()[]{}</td>
</tr>
<tr>
<td>Italic</td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890,.;@#$%^&amp;*()[]{}</td>
</tr>
<tr>
<td>Bold</td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890,.;@#$%^&amp;*()[]{}</td>
</tr>
<tr>
<td>Small Caps</td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890,.;@#$%^&amp;*()[]{}</td>
</tr>
</tbody>
</table>
Typography

The other official TSU typefaces are: ITC Garamond and Arial. These font families should be used when primary fonts are not available.

All typography that is used on TSU materials must be from one or more of the approved font families. The usage of fonts from any other font families for university materials is strongly prohibited.

All four font families are available for purchase online at www.adobe.com or other online type vendors. Please contact the Office of Marketing at 713-313-1861 if you have any questions or concerns about the usage of acceptable fonts.

Secondary Fonts:

Garamond Family

<table>
<thead>
<tr>
<th>Font Family</th>
<th>Sample</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lorem ipsum</td>
<td>Lorem ipsum dolor sit amet, consectetur adipiscing elit.</td>
</tr>
<tr>
<td>Lorum ipsum</td>
<td>Lorum ipsum dolor sit amet, consectetur adipiscing elit.</td>
</tr>
</tbody>
</table>

Arial Family

<table>
<thead>
<tr>
<th>Font Family</th>
<th>Sample</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lorem ipsum</td>
<td>Lorem ipsum dolor sit amet, consectetur adipiscing elit.</td>
</tr>
<tr>
<td>Lorum ipsum</td>
<td>Lorum ipsum dolor sit amet, consectetur adipiscing elit.</td>
</tr>
</tbody>
</table>
**Colors**

Color is an important tool for creating consistency among communications materials. A primary palette has been selected for use in all applications. The consistent use of these colors will infuse the communications materials with a stronger sense of brand identity.

Please use the color palette below for TSU materials.

**Primary Colors:**

- **PANTONE 209 C**
- **PANTONE 429 C**

**Secondary Colors:**

- **PANTONE 7502 C**
- **PANTONE 5415 C**
- **PANTONE 618 C**
- **PANTONE 7503 C**
Unit Identity within Colleges and Schools

The Texas Southern University word mark should always be used to endorse colleges and schools that are part of the University and that operate under their own identities. The individual college word marks have been specially drawn and spaced and must never be redrawn or changed in any way. *Individual departments and colleges are strongly discouraged from creating their own logos.* Doing so detracts from our university-wide effort to develop a clear and consistent visual identity and reputation.

*Examples of college logos below:*

- **Texas Southern University**
  - Barbara Jordan-Mickey Leland School of Public Affairs

- **Texas Southern University**
  - College of Continuing Education

- **Texas Southern University**
  - College of Education

- **Texas Southern University**
  - College of Liberal Arts and Behavioral Sciences

- **Texas Southern University**
  - College of Science and Technology

- **Texas Southern University**
  - The Graduate School

- **Texas Southern University**
  - School of Communication
Endorsed Word Marks

By embracing the concept of “endorsed identity”, individual colleges and schools as well as departments, programs, and administrative units are able to express their unique identity, but also be seen as part of the larger institution. Endorsed identity is a concept that allows individual colleges and schools, along with departments, programs, and administrative units to express their unique identity, but also be seen as part of the larger whole.

By aligning the Texas Southern University word mark with the word mark and/or logo of a college, school, department, or administrative unit, we are able to visually show the relationship between the two organizations.

We want to allow the identities of the individual colleges and schools to flourish, while projecting a unified university image. By using the endorsed identity system for the colleges, schools and units, we can achieve this.

The Texas Southern University word mark should be used to endorse colleges and schools that are part of the University and that operate under their own identities. The individual college word marks have been specially drawn and spaced and must never be redrawn or changed in any way.

When used consistently, with or without photography, each individual unit helps create their own, consistent and distinctive identity, while also building brand awareness for the University.

Examples of endorsed word mark:

- **Texas Southern University**
  - **Jesse H. Jones School of Business**

- **Texas Southern University**
  - **College of Pharmacy and Health Sciences**

- **Texas Southern University**
  - **Thomas F. Freeman Honors College**

- **Texas Southern University**
  - **Thurgood Marshall School of Law**
Departmental Word Marks

For your convenience, we have also provided the colleges and schools of Texas Southern University with individual word marks for their respective units. Again, simply by aligning the college or school word mark with the word mark of a department or administrative unit, the college or school is now able to visually show the relationship between the two.

Example of department logos:

Texas Southern University
BARBARA JORDAN-MICKEY LELAND
School of Public Affairs
Department of Political Science

Texas Southern University
College of Science and Technology
Department of Biology

Texas Southern University
School of Communication
Department of Journalism

For assistance or with downloading the logos or questions about their usage, please contact the Office of Marketing.
TSU Now Logo

The TSU Now logo was developed as part of a marketing campaign that aimed to support student recruitment and enhance the public perception of Texas Southern University. Two versions of the logo were designed – “horizontal” and “stacked.” Both are considered acceptable use.

The TSU Now logo is most commonly used in advertisements and publications targeting current and prospective students. The lifespan of the TSU Now campaign is undetermined, so please consider the “shelf life” of your communication piece before incorporating the TSU Now logo.

Protecting our Identity

The Office of Marketing has made the TSU logo, word mark and the TSU Now logo logs available for usage in either EPS or .JPG versions. The logos/word mark are easily accessible, therefore it is unnecessary to re-create its artwork or any of the word marks, signatures, symbols or logos included in this guide. Please refrain from recreating this artwork that has been carefully rendered to aid in the advancement of the University. It should never be “retyped” or otherwise regenerated in any way. If you have trouble with downloading the available logo or are unable to access the logo or signature required, please contact the Office of Marketing.
The institutional stationary system features a two-color version of the stationary program and must be used for all of the University’s general external communications and official documents.

Templates for this letterhead are available through the Office of Marketing.
Example of University Administrative Staff card:

Jane Doe
Director of Business Cards

Hannah Hall 400 | 3100 Cleburne | Houston, TX 77004
Office (713) 555-5555 | Fax (713) 555-5555 | doej@tsu.edu

Example of College/Department Faculty card:

John Doe, Ph.D.
Professor of Public Affairs

Barbara Jordan-Mickey Leland School of Public Affairs
Room 900 | 3100 Cleburne | Houston, TX 77004
Office (713) 555-5555 | Fax (713) 555-5555 | doej@tsu.edu

Example of Athletics Department Staff card:

John Doe
Team Mascot

Texas Southern University
3100 Cleburne | Houston, TX 77004
Office (713) 555-5555 | Fax (713) 555-5555 | doej@tsu.edu

Example of College/Department Faculty card with logo:

Jane Doe
Director
Center for Business Studies

Jesse H. Jones School of Business
3100 Cleburne | Houston, TX 77004
Office (713) 555-5555 | Fax (713) 555-5555 | doej@tsu.edu
The institutional stationary system features a two-color version of the stationary program and must be used for all of the University's general external communications and official documents.
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**Athletics logos**

The TSU athletic logo, trademark, mascot and name are reserved for use by TSU’s Athletic Department and its entities.

The logos below are used to identify TSU athletics programs and merchandise. The athletics logos are trademarked and cannot be altered.

The athletics logos are never used in conjunction with academic departments of programs.

For more information regarding athletics logos, contact Rodney Bush, Sports Information Director, at 713-313-7603.

*Example of correct usage of athletics logo:*

*Secondary logos*

*Example of incorrect usage of athletics logo: