



Merchant Guidelines and Branding Standards

## CONTACT

### Licensing Agreement

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### Branding and Design Guidelines

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## General Merchandise Guidelines:

- University logos, symbols and marks chosen for merchandise use must meet the quality standards of the University. High resolution graphics in a variety of formats may be downloaded from [http://www3.sulross.edu/embedded\\_resources/logos/srsu\\_logos.html](http://www3.sulross.edu/embedded_resources/logos/srsu_logos.html) or may be obtained from the Enrollment Marketing and Communications Manager.
- Logos, symbols, and marks may vary in size but may not be modified, incorporated with other marks, or overprinted with other words or design elements.
- The SRSU logo or mark must be prominent and separate from other designs or marks such as those a sponsor might use. On clothing, it may be used on a front pocket, sleeve, or back as long as it meets the “prominent and separate” requirements.
- The TSUS logo must be used in association with the words “Sul Ross State University” or with the Sul Ross star logo. The TSUS logo may be downloaded from <http://www.tsus.edu/news/graphic-resources/member-logos.html>
- The logo may be used in a single color and may not be modified to use two or more colors. Making the logo smaller or larger is allowed; however, the proportions should be constrained to maintain the integrity of the logo. Holding down the “Shift” key while the graphic is being re-sized will keep the proportions correct and it generally works across a variety of software.

# Merchandise

## Licensing:

SRSU has established a licensing program to protect the name and identifying marks of the university and to prohibit unauthorized use of university marks on commercial or other products.

All uses and representations of the university's name and marks on items of merchandise, whether for sale or internal use, are licensed.

Licensed use of the university's name and marks will preserve the university's reputation by ensuring that products bearing the university's name and marks are of quality and good taste and are consistent with the university's branding efforts. All licensed goods must be produced by a creditable vendor.

## Clothing, Gifts, and Other Merchandise

Merchandise and gift items have production limitations such as size, materials, and color. Because of this, greater flexibility may be allowed. However, less flexibility may also be advisable depending on the circumstance.

The SRSU Seal is not appropriate for most commercial products. Since it is inherently formal, its use is limited to items of a formal nature. For example, the seal is displayed on diplomas, some stationery (such as graduation invitations), jewelry, and other high-end products. The university seal may not be used on clothing or other casual items.

## Merchants

Merchants who wish to sell merchandise with the Sul Ross State University logos and designs must sign and accept the policies of a licensing agreement.

Merchants must adhere to the branding policies and graphic standards when using logos and designs.

## Unacceptable Products/Services

- SRSU will not approve the use of its name or marks to promote tobacco, controlled substances, sexually oriented products, alcohol, religious products, bathroom articles, or games of chance.
- The University will not approve the use of its name or marks with text or graphics that are judged to be sexually suggestive, that use denigrating language by any group including another college or university, items that infringe on the marks of trademark owners on products or services, or endorsement of political candidates.
- The University will not license products that do not meet minimum standards of quality and/or taste, are judged to be dangerous or carry high product liability risks.

Images available for merchandise use:



Sul Ross State  
University  
Wordmark



Rio Grande College  
Wordmark



Bar-SR-Bar  
Alumni Wordmark



Bar-SR-Bar logo



SR Texas Spirit  
logo



Athletic Logo  
Wordmark

## Primary Type

# Gotham

Gotham is the font used in the Sul Ross Star logo.

## Supporting Type

While the official wordmark uses Gotham, is not necessary nor recommended to use that typeface for supporting type and body copy. In most cases, it is preferable to use contrasting styles.

# Cambria

Cambria is the choice for serif font, to be used for official brochures and print items representing the university.

# Century Gothic

Century Gothic is the choice for sans serif font, used for websites and t-shirts, etc.

Other fonts may be used on a case-by-case basis for non-official documents, as long as they are in good taste and have been approved by the Print Shop.

TYPOGRAPHY

## Primary Palette

Lobo Red and Lobo Gray are our official colors and the primary palette we use to represent Sul Ross State University / RGC. They can be found on both official communications such as business cards, letterhead and presentations, as well as in a broad range of marketing materials. Red and Gray should dominate all Sul Ross State University / RGC endorsed identities such as logos, marks or promotional graphics.

Our goal is to produce a consistently “pure” red in print. While we understand this will vary, please take precautions with your print vendor to ensure that the final product will not drift into either the pink or orange range; you must produce a pure shade of red in the end. The gray, for printing purposes, should be a percentage of black. The gray illustrated here is 65% of black.



**LOBO RED**

R 176  
G 0  
B 0

HEX code B00000



**LOBO GRAY**

C 0  
M 0  
Y 0  
K 65

HEX code 333333

COLOR PALETTE