

SUL ROSS STATE UNIVERSITY

A Member of the Texas State University System

University Symbols

APM 2.19 (Revised 1/2013)

The University has adopted several symbols, which are widely used in both official and unofficial capacities.

- A. The University's colors of scarlet and grey are worn by members of athletic teams, cheerleaders, and supporters. The University also uses these colors in brochures, decor, and other appropriate contexts.
- B. The mascot of the University athletic teams is the Lobo, an animal native to the western United States. Graphics featuring the lobo are widely used for athletic events, items sold in the University Bookstore, etc.
- C. The University's cattle brand, the Bar SR Bar, a longtime symbol of the University, was registered in 1922. It is most visible in the white rock formation on the east side of the campus. It is used in any situation where a simple graphic image is needed to identify the University or its interests.
- D. The official symbol of the University is the Sul Ross seal, a circular graphic containing the words "Sul Ross State University" and "Alpine Texas" around the outer edges of the circle. In the center of the seal is the Bar-SR-Bar brand graphic overlaid in front of a torch. The symbol of the torch is typically used to signify the light of wisdom, awakening and enlightenment. At the base of the torch is a five-pointed star representing Texas. Branches to either side of the torch and Bar-SR-Bar brand are suggestive of those from the State Seal of Texas: which are a live oak branch (representing strength) and an olive branch (representing peace).

The seal for Sul Ross State University Rio Grande College is similar, except that the words "Alpine Texas" are replaced with "Rio Grande College" along the bottom edge of the circle.

- E. The University seal, cattle brand, Lobo graphics and other symbols are protected as registered trademarks. Use by non-university groups, individuals, or entities requires the written permission of the University president.

SUL ROSS STATE UNIVERSITY

A Member of the Texas State University System

BRANDING STYLE GUIDE

Official Colors:

Scarlet – PANTONE 186PC; C-0 | M-100 | Y-75 | K-22

Grey – PANTONE 423PC; C-21 | M-14 | Y-14 | K-38

Official Tagline:

THE UNIVERSITY OF THE BIG BEND

Tagline font: Gotham medium or Arial regular (all caps)

The Sul Ross State University Graphic Standards Program encompasses the University's official symbols:

The University Letter and Word Mark

The University Seal

The Bar-SR-Bar

Athletic “Spirit” Marks

These elements may not be altered or changed in any way. These elements may not be incorporated into or combined with any other element, symbol or graphic to create a new mark. Each element must stand-alone with sufficient space around the graphic to clearly show that it is an individual element.

These elements may only be used according to the guidelines contained within this guide or by expressed permission of Sul Ross State University's Print Shop. Specific descriptions of each element and its approved usage follow.

A strong visual image serves to position Sul Ross State University as a leader in higher education. Consistent use of the identity enhances the world's recognition of which we are, and visually reinforces our reputation for quality and leadership. This document will help everyone adhere to the usage guidelines.

Use of the identity is managed by the Print Shop, Coordinator.

The key to success for any graphic standard program is consistency. The Print Shop, Coordinator will be involved at all times with the addition of any new visual element to the university's identity. The Print Shop Coordinator serves as in-house designer and creative advisor to the university; therefore the Coordinator will be contacted before any department begins the

SUL ROSS STATE UNIVERSITY

A Member of the Texas State University System

development of marketing, modifying, or restoring its image. The implementation of the graphic standard program is yet another example of the University's commitment to excellence.

All new visual elements will need to meet the approval of the Marketing Communications Committee.

MEMBER STATEMENT AND COMPONENTS

**Refer to the Texas State University Branding Guidelines*

THE UNIVERSITY SEAL

The University Seal is reserved for the highest official communication of the university. The seal is a mark of guarantee. This is the University's official identifying mark.

Documents displaying the University seal convey that the Board of Regents or Office of the President officially sanctions them. As the official indicia of the University, the University seal may not be altered in any way. It is available for approved usage through the Print Shop, Coordinator.

The use of the seal is restricted to official documents such as transcripts, diplomas, certificates, plaques and presidential awards. The seal is on all official letterhead and business cards. Permanent signage in extremely limited usage, such as at the main entryway to the institution, buildings, but not including temporary building or directional signs; use in the president's office, is appropriate but not in less formal settings. Financial documents such as the official university or system budgets, checks, university- or system-issued securities and other financial papers, where it is essentially a mark of guarantee (It may not be used in ordinary internal communication documents regarding financial matters.) It should be used on contracts and documents that require the signature of the president.

Questions about the use of the university seal should be directed to the Print Shop, Coordinator. Final authority for decisions about the use of the seal rests with the President's Office.

Prohibited uses of the seal:

Do not use the seal in place of the university Bar-SR-Bar or word mark. Do not use the seal on any disposable item (exceptions may apply to the Office of the President) or in online or fluid media (web, video, Power Point presentations, CD or DVD presentations) without the approval of the Print Shop, Coordinator. It is not to be used on interior signage or advertising except as authorized by the Office of the President.

SUL ROSS STATE UNIVERSITY

A Member of the Texas State University System

Basic guidelines when using the seal:

Use **ONLY reproduction-quality images of the official seal provided by the Print Shop,**

Coordinator. Use the seal in its entirety. It should never appear partially or used as an element of a larger design. Use the seal in its normal orientation – it should never be turned, altered, or used in part. Use the seal alone. Do not combine the seal with another emblem or symbol, except where it appears with the **letter mark and affiliation statement** of the university. The seal may be combined with type, but type should not touch or be superimposed on it. To prevent fraud, overprinting of the seal in the form of a watermark is acceptable.

Use the seal only in the original configuration, in full color or in a single color of SRSU RED or Black. White seal is acceptable only under circumstances when the seal visibility might be hindered. Reversing out the seal in any of the university's colors or blind embossed is acceptable. Exception: Embossing the seal in silver and red on official university announcements over SRSU's primary colors of red, gray and white is also acceptable.

THE BAR-SR-BAR

The Bar-SR-Bar has a strong association with Sul Ross State University. The Bar-SR-Bar is our most beloved and visible symbol. It plays a vital role in promoting Sul Ross State University by providing a strong and recognizable graphic image, which creates a great sense of pride and connection among all generations of the Sul Ross community. It can be seen around campus in a variety of architectural and design elements.

Basic guidelines when using the BAR-SR-BAR:

1. Use **ONLY reproduction-quality images of the official Bar-SR-Bar provided by Publication Services Coordinator.** Use in its entirety. It should never appear partially or used as an element of a larger design. Use its normal orientation – it should never be turned, altered, or screened back or used in part.
2. The Bar-SR-Bar can be used alone or in combination with the university **letter mark/affiliation statement** or **official tag line**. Do not combine with another emblem or symbol. Type should not touch or be superimposed on it.
3. Use the Bar-SR-Bar only in the original configuration, in full color or in a single color of SRSU RED or Black. White is acceptable only under circumstances when visibility might be hindered. Reversing out of the university's colors or blind embossed is acceptable. Exception: Embossing in silver and red on official university announcements over SRSU's primary colors of red, gray and white is also acceptable. Publication Services must approve embossing over other colors.

To provide consistency and a strong university identity only the official Bar-SR-Bar will be allowed. Modification or alteration of the Bar-SR-Bar is not permitted. The official Bar-SR-Bar is

SUL ROSS STATE UNIVERSITY

A Member of the Texas State University System

pictured to the right.

PLACEMENT:

The Bar-SR-Bar must be visibly placed on all university print collateral. It will be placed on the front of all university publications. The Bar-SR-Bar cannot be used in combination with the university seal.

ATHLETIC “SPIRIT” MARKS

The Lobo is a modern graphic approach to Sul Ross State University athletics. With its long history, the Lobo connects a sense of tradition with the modern day era of SRSU athletics. The lobo should not be altered or modified in any way (including caricatures), and it should not be blended with any other designs, such as the Bar-SR-Bar, the University seal, organization logos, drawings, or additional lettering.

Sul Ross State University athletic identity elements-or “spirit” marks-are for use by the University’s Athletic Department and University sanctioned sports, spirit and student organizations. Sul Ross State University’s athletic spirit marks include the lobo and the Sul Ross spirit word marks.

The official colors for the lobo and “spirit” word mark are red (PMS 199). While the preferred is red, black can be substituted if necessary. The lobo is to be used in full gradient (pictured to the right) or one color (red preferred). The lobo should not be reversed out (white knocked out from a colored background); rather, a white outline around the Lobo logo should be used so the Lobo will remain in color. The Lobo is preferred use is in combination with the “spirit” word mark but both can be used as independent graphic elements.

All official athletic materials of any kind must have at least one of the preferred marks.

While the spirit marks may be sized appropriately for the specific use, the proportions of their individual elements must not be altered. They must be displayed in designated official colors-either black and white or red. Please note the designated PMS codes. It must be reproduced from the official artwork available through the Print Shop, Coordinator for Athletic Media Relations. For silkscreen, embroidery, specialty items and related uses, contact the Print Shop, Coordinator.

NEW VISUAL ELEMENTS FOR DEPARTMENT ENHANCEMENT

The Marketing Communication Committee will be involved at all times with the addition of any new visual element to the university’s identity. The Print Shop Coordinator serves as in-house

SUL ROSS STATE UNIVERSITY

A Member of the Texas State University System

designer and creative advisor to the university; therefore the Coordinator will be contacted before any department begins the development of marketing, modifying, or restoring its image.

All new visual elements will need to meet the approval of the Marketing Communications Committee.

As of April 2011, Recruiting put in place a new visual element (the boxed Sul Ross). New elements such as this are designed to enhance a departments' visibility and are intended to be used only by the department they are created for. For example, the square logo along with "The University of the Big Bend" tagline is to be used exclusively by Recruiting for recruitment purposes. New elements such as the square logo are not to be mistaken for official graphic elements of the university and are not an integrated part of the visual identity of the university. Unlike the university's official visual elements, designs such as Recruiting may be subject to change.