**Guidelines for Use of Texas State Logos UPPS No. 01.04.11**

**and System Statement Graphic Issue No. 10**

**Effective Date: 07/31/2019**

**Next Review Date: 06/01/2023 (E4Y)**

**Sr. Reviewer: Director, University**

**Marketing**

1. **POLICY STATEMENT**

01.01 These usage guidelines provide consistency when presenting the university’s name and logo on publications, stationery, websites, and other university documents. For more information on official university stationery, consult [UPPS No. 01.04.12](https://policies.txstate.edu/university-policies/01-04-12.html), Designation of Official Texas State Stationery.

**02. DEFINITIONS**

02.01 Artist’s Work – images of original paintings and sketches, photos depicting original works, or a noted photographer’s work.

02.02 Multiple-page Publication – a document containing more than six inside pages (e.g., magazines, newsletters, catalogs).

02.03 Pantone Matching System® (PMS) – a standardized color reproduction system.

02.04 Presentation Material – slide shows and video productions.

02.05 System Statement – “MEMBER THE TEXAS STATE UNIVERSITY SYSTEM” is a phrase proclaiming the university’s affiliation with The Texas State University System (TSUS).

02.06 Tagline – “The rising STAR of Texas” is the university’s official branding slogan.

02.07 Texas State University Primary Logo – logo registered with the Patent and Trademark Office of the United States and the state of Texas, and it is the university’s official emblem. The [logo](https://webguidelines.txstate.edu/web-style-guide/logos.html) consists of words and graphics: Texas State University, the star icon, and a black rule.

02.08 Texas State University Round Rock Logo – logo consists of words and graphics: Texas State University Round Rock Campus, the star icon, and a black rule.

02.09 Texas State University Academic and Administrative Logos – logos created for certain academic and administrative units. The logos consist of words and graphics: Texas State, the name of the unit, the star icon, and a black rule.

02.10 University Seal – consists of the star icon surrounded by a wreath of oak and laurel leaves, and the words: Texas State University 1899.

02.11 University Publications – printed and digital materials that are used to officially market, recruit, or support development of the university and its colleges, departments, centers, programs, and facilities. For information on how to initiate and produce a publication at Texas State, consult [UPPS No. 06.05.01](https://policies.txstate.edu/university-policies/06-05-01.html), Initiating and Producing Publications.

NOTE: In this definition, emails are not considered university publications.

02.12 University Webpages – official Texas State webpages within the [txst.edu](https://www.txstate.edu/) domain (e.g., [umarketing.txst.edu](https://www.umarketing.txstate.edu/)).

**03. EXEMPTIONS**

03.01 The following are exempt from guidelines in this policy statement:

1. academic publications, such as the *University Star*, scholarly journals, and faculty-produced publications;

b. materials prepared exclusively for special gift solicitations funded from non-university sources;

c. materials prepared for special, self-contained, grant-funded programs not directly related to university programs. Such programs are encouraged to use the logo and follow these guidelines whenever possible;

d. materials prepared for the university’s private support organizations, as defined by TSUS [Rules and Regulations of the Board of Regents](https://gato-docs.its.txstate.edu/jcr:3886f00c-3e13-496d-a28f-d1eee580775a/TSUS_Rules_and_Regs_thru_05-23-19.pdf), Chapter IX;

e. materials prepared for consortia in which Texas State participates;

f. materials prepared for instructional use as part of an organized university class;

g. syllabi;

h. publications prepared for Athletics (exempt from the logo use procedures) should adhere to the system statement graphic use procedures; and

i. university retail operations, budgeted in the Auxiliary Enterprise fund group, may display the name of the operation above the university logo rather than below it when used in advertising or in recognition of the operation’s sponsorship of an event or activity.

**04. UNIVERSITY LOGOS AND USE PROCEDURES**

04.01 The university logos and tagline are registered trademarks and must always display the federal registration mark ®. The federal registration mark ® must be included at the end of the tagline when it appears as a graphic and is independent of the university logo.

04.02 The Texas State University primary logo consists of words and graphics: Texas State University, the star icon, and a black rule. There are four recognized and approved versions of the primary logo:

1. primary horizontal;
2. secondary horizontal;
3. primary vertical; and
4. secondary vertical.

The tagline, “The rising STAR of Texas,” appears centered below the primary logo. The tagline should not be removed without permission from the director of University Marketing.

Guidelines for use of the university logos are located on the [University Marketing website](https://brand.txstate.edu/logos-and-guidelines.html).

NOTE: Any variance from these logos requires prior approval from the director of University Marketing.

04.03 The Texas State University Round Rock Logo consists of words and graphics: Texas State University Round Rock Campus, the star icon, and a black rule. There are two approved versions of the Texas State University Round Rock logo:

1. horizontal; and
2. vertical.

The tagline, “The rising STAR of Texas,” appears centered below the Texas State University Round Rock logo. The tagline should never be re-typeset or deleted.

04.04 Academic and administrative logos are created for certain academic and administrative units. The logos consist of words and graphics: Texas State, the name of the unit, the star icon and a black rule.

There are serif and sans-serif versions of all academic and administrative logos.

The tagline does not appear with academic and administrative logos.

04.05 The University Seal consists of the star icon surrounded by a wreath of oak and laurel leaves and the words: Texas State University 1899. The seal is used to authenticate the highest official university documents and to communicate the official significance of certain special occasions and events. Use of the seal must be authorized by University Marketing, in consultation with the president.

04.06 All university publications will include an official university logo on:

1. the front or cover of printed material;

NOTE: The logo may appear on the back of a publication when the material’s cover or front page depicts an artist’s work, or if the publication is an invitation, a greeting card, or a postcard.

1. the first slide or frame of presentation material; and

NOTE: The logo and tagline may appear on the last frames of a video (for at least three seconds), such as a commercial or if the video resides on the university website.

c. all university webpages.

04.07 The following colors or color combinations are approved for reproducing the university logo:

1. three colors (metallic gold PMS 872, maroon PMS 504, and black);
2. two colors (metallic gold PMS 872 and maroon PMS 504); and
3. one color (black, white, metallic gold PMS 872, or maroon PMS 504).

04.08 Do not change or alter the official university logo. Always use the logo in its approved form. Alterations require full administrative approval, beginning with the director of University Marketing.

04.09 Do not substitute other marketing symbols or athletic logos for the official university logo.

**05. SYSTEM STATEMENT GRAPHIC AND USE PROCEDURES**

05.01 The System statement graphic declares Texas State’s affiliation with TSUS. The System statement “MEMBER THE TEXAS STATE UNIVERSITY SYSTEM” must appear on the:

a. front or cover of printed material;

NOTE: The statement may appear on the back of a publication when the material’s cover or front page depicts an artist’s work, or if the publication is an invitation, a greeting card, or a postcard.

b. first slide or frame of presentation material;

NOTE: The logo and tagline may appear on the last frames of a video (for at least three seconds), such as a commercial or if the video resides on the university website.

c. front or back cover or inside front or inside back cover of multiple-page publications; and

NOTE: Multiple-page publications prepared for an event attended by the university president, a member of The TSUS Board of Regents, or a state or national government official must include the System statement graphic.

d. university homepages.

The graphic available on University Marketing’s website must be used. Do not simply type the words. Although the System statement graphic is not a part of the official university logo, it may appear centered below the logo if enough clear space is allowed.

NOTE: University publications using only an academic and administrative logo do not have to include the System statement graphic.

NOTE: Business or informational forms designed for internal university use are exempt from the System statement graphic use procedures.

**06. PROCEDURES FOR USE OF THE LOGO BY REGISTERED STUDENT ORGANIZATIONS**

06.01 Registered student organizations may use a university logo on approved printed materials if the following conditions are met:

1. the director of University Marketing receives and approves a formal written request to use the logo;

b. when usage is in question, the director will forward the request through approval channels, which may include the dean of Students; and

c. all student organizations using a logo will follow the same usage guidelines stated in this policy, including addition of the System statement.

06.02 Registered student organizations that do not follow the logo guidelines may have their right to use the logo revoked.

**07. PROCEDURES FOR USE OF THE LOGO BY NON-UNIVERSITY ENTITIES**

07.01 The Texas State logo is registered with state and federal agencies as an official service mark and, therefore, is protected under federal trademark law.

07.02 Use of the trademarked logo without university approval may result in legal action against the offending entities or individuals.

07.03 Follow the procedures listed below to obtain authorization to use the Texas State logo:

1. For non-commercial use, submit requests in writing to the Office of University Marketing. The director will forward the request through approval channels, as appropriate.
2. Businesses and individuals desiring to use the logo for commercial purposes should consult the office of the director of Athletics (see [UPPS No. 01.04.10](https://policies.txstate.edu/university-policies/01-04-10.html), Registration, Control, and Marketing of University Symbols).

07.04 For additional information regarding the use of the logo, agencies should contact the director of University Marketing.

**08. PROCEDURE FOR REQUESTING LOGO FILES**

08.01 The appropriate form on [University Marketing’s Request a Logo page](http://www.umarketing.txstate.edu/resources/request-logos.html) must be filled out to receive logo files suitable for reproduction.

**09. PROCEDURES FOR SEEKING A WAIVER**

09.01 The person making the waiver request must present the proposed deviation in writing to the director of University Marketing, who has the initial authority to approve or disapprove.

09.02 Should the director disapprove the requested waiver, the applicant may appeal to the vice president to whom the applicant reports. The vice president will then review the requested deviation with the associate vice president for Enrollment Management and Marketing, who will make the final decision.

**10. REVIEWERS OF THIS UPPS**

10.01 Reviewers of this UPPS include the following:

Position Date

Director, University Marketing June 1 E4Y

Associate Vice President for June 1 E4Y  
Enrollment Management and

Marketing

**11. CERTIFICATION STATEMENT**

This UPPS has been approved by the following individuals in their official capacities and represents Texas State policy and procedure from the date of this document until superseded.

Director, University Marketing; senior reviewer of this UPPS

Associate Vice President for Enrollment Management and Marketing

Provost and Vice President for Academic Affairs

President