

TEXAS STATE LOGO

Do not use logos that include the words San Marcos.

Alternate color options can be requested at umarketing.txstate.edu/resources/request-logo

Primary

- for use on the front cover of documents or publications
- must always appear with the tagline: *The rising STAR of Texas*

Horizontal



must be at least 1.5" wide excluding registration mark

Vertical



must be at least 1" wide excluding registration mark

Secondary

- for use on merchandise or promotional items
- does not have to display the tagline



EXPIRED LOGOS

Do not use any of these on documents.



TEXAS STATE COLORS

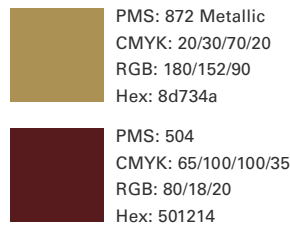
The official university colors are metallic gold and maroon.

The secondary palette may be used in combination with the primary palette, but do not substitute it for the primary palette. For more details, visit umarketing.txstate.edu/colors.

PMS = Pantone® Matching System

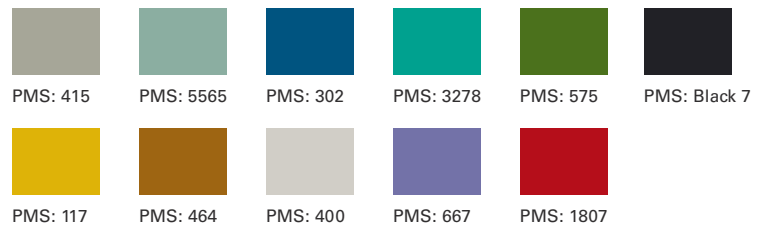
Primary Palette

Official University Colors



Secondary Palette

Accent Colors (Do not substitute for primary palette.)



TEXAS STATE FONTS

The official university typefaces are Adobe Garamond (serif) and Univers (sans serif).

These fonts may be purchased from websites such as myfonts.com.

Adobe Garamond Font Family

Example: Adobe Garamond Regular



The entire family may be used (bold, italic, etc.). Times New Roman may be used as an alternate font if Adobe Garamond is not available to you.

Univers Font Family

Example: Univers 55 Roman



The entire family may be used (bold, italic, etc.). Arial may be used as an alternate font if Univers is not available to you.

SYSTEM STATEMENT GRAPHIC

You must use the actual artwork. Do not simply type words.

Download from umarketing.txstate.edu/statements.

Guidelines (See *Texas State University Statements* for full requirements.) Use this statement on:

- the front cover of all documents or publications
- all advertisements and signage
- first page plus cover of documents with more than six pages

MEMBER THE TEXAS STATE UNIVERSITY SYSTEM



Must be at least 1.5" wide

STATEMENT	WORDING	USE AND GUIDELINES
<p>System Statement Graphic</p> <p>You must use the actual artwork. Do not simply type words. Artwork can be downloaded from umarketing.txstate.edu/statements</p> <p>UPPS 01.04.11 UPPS 06.05.01</p>	<p>MEMBER THE TEXAS STATE UNIVERSITY SYSTEM</p>	<p>Use on front cover of all documents or publications.</p> <p>Use on the front or back cover or inside front or inside back cover of documents with more than six pages.</p> <p>The statement may be used on the back of exhibit announcements and promotions, postcards, greeting cards, internal note cards, invitations and calendars with artwork on the front.</p> <ul style="list-style-type: none"> • minimum size: 1.5 inches
<p>Tobacco-free Statement</p> <p>UPPS 06.05.01</p>	<p>Texas State University is a tobacco-free campus.</p>	<p>Use on any type of publication that will involve people being present on campus, including posters, invitations and programs.</p> <p>Do not use on pull-up banners or backdrops.</p>
<p>Accommodation Statement 1</p> <p>UPPS 06.05.01</p>	<p>This information is available in alternate format upon request from the Office of Disability Services.</p>	<p>Use on brochures, or documents with more than six pages.</p> <ul style="list-style-type: none"> • may be placed anywhere in publication that will be easily seen
<p>Accommodation Statement 2</p> <p>UPPS 06.05.01.04</p>	<p>If you require accommodations due to a disability in order to participate, please contact (sponsoring event phone number) at least 72 hours in advance of the event.</p>	<p>Use on all printed material announcing university-sponsored events.</p>
<p>Equal Opportunity Statement</p> <p>UPPS 01.04.11 UPPS 06.05.01</p>	<p>Texas State University, to the extent not in conflict with federal or state law, prohibits discrimination or harassment on the basis of race, color, national origin, age, sex, religion, disability, veterans' status, sexual orientation, gender identity or expression.</p>	<p>Use on all printed material used for recruitment, legal publications and catalogs.</p> <ul style="list-style-type: none"> • used on Texas State home page • eight-point type minimum • may be placed anywhere in publication that will be easily seen
<p>The Texas State University System Board of Regents</p> <p>UPPS 01.04.11 UPPS 06.05.01</p>	<p>Use in the following order:</p> <ol style="list-style-type: none"> 1. chairman 2. vice chairman 3. remaining members' names in alphabetical order by last name 4. the student regent 5. the chancellor (note: no city) 	<p>Find the current Board of Regents list at: tsus.edu/regents</p> <p>Use the statement on all publications of more than six pages.</p> <p>Include the names and home cities of the current members as well as the student regent; the chancellor's name is listed at the end without a home city.</p>

In an effort to achieve consistency in university communications, the Office of University Marketing has developed an Editorial Style Guide. The complete guide is available at umarketing.txstate.edu/resources/editorial-style-guide. For your convenience, we've compiled frequently used style rules into this quick reference guide.

academic degrees

- Lowercase names of degrees, fellowships and the like: *a master's degree; a doctorate; a fellowship; a master of business administration.*
- Capitalize and use periods in degree abbreviations: *B.A.; B.F.A.; M.B.A.; Ph.D.; Ed.D.*
- Use abbreviations on second reference after you have written out the full name of the degree, or after a full name, set off by a comma: *Jane Doe, M.A. '97, won the award.*

academic disciplines, majors and minors

Do not capitalize the names of academic disciplines or major or minor areas of study, except those derived from proper nouns: *aquatic biology program; bachelor of arts in Spanish; studio art major*

commas

- Omit the comma before the conjunction in a simple series: *red, white and blue.*
- Clarity is key. If omitting a comma could lead to confusion or misinterpretation, then use the comma.

dates

- Month, day and year: Separate the date and year with a comma: *September 1, 2016, or Sept. 1, 2016.*
- Do not add "nd," "rd," "st" or "th" to the date.
- When a date appears in the middle of a sentence, follow the year with a comma: *July 4, 1776, is Independence Day.*

Eat 'em up, Cats

Use an apostrophe, not an opening single quotation mark, before 'em.

telephone numbers

Separate each series of numbers with a period: *555.555.5555.*

Texas State, TXST

- Use Texas State or TXST on second reference or in headlines for variety or when space does not permit the use of the full name.
- Never use TSU.

time

- a.m. and p.m. are used lowercase with periods.
- Do not use :00 for times on the hour: *5 p.m.; 5:30 a.m.*
- Use noon and midnight instead of 12 p.m. and 12 a.m.
- Format time ranges with en dashes: *8 a.m. – 5 p.m.; 1–2 p.m.*