



Official Brand Guide

Mays Business School
at Texas A&M University

BRANDING INTRODUCTION

It is important that Mays Business School presents a consistent brand image to all parties it interacts with. These brand standards have been developed by the Communications department within Mays to help uphold the high quality of the Mays image. They should be followed in all publications and communications. Any further questions regarding proper brand usage should be directed at the Director of Communications and Alumni Relations, Kristin King.

For information regarding Texas A&M University's brand guidelines, please consult the main university brand guide at <http://brandguide.tamu.edu/>

OUR NAME

Our name, Mays Business School, is the core of our branding identity. That is why we must take steps to ensure it is being used properly and consistently throughout all publications and representations of Mays Business School.

1st and 2nd references to Mays Business School

The first reference is Mays Business School at Texas A&M University or Texas A&M University's Mays Business School. The second reference is simply Mays (ie. Mays students or Mays programs).

Example:

Full-Time MBA Program at Texas A&M University's Mays Business School

We are Mays Business School — not *the* Mays Business School

Do not use the word 'the' in front of Mays Business School.

No shortening or abbreviating Mays Business School

Besides the shortened reference "Mays," abbreviations of the business school name are not allowed in any way. MBS or the term Mays School in any publication should not be used, regardless of internal or external distribution.

LOGOS

The Mays Business School logo can be downloaded in various high-quality file formats from <http://maysnet.tamu.edu> using your faculty or staff credentials.

Maroon is the primary logo color. Logo can be printed in black or white alternatively.



This is the primary Mays Business School logo that should be used on all publications and material representing the business school.



This is the secondary Mays Business School logo that can be used on publications and material representing the business school.



When representing a specific academic department or program within Mays Business School, this logo should be used. Your department or program should contact the communication department for obtaining a logo.

INCORRECT LOGO USAGE



It is not permitted to use the old Mays Business School logo in any publication, whether distributed to internal or external audiences.



When resizing the logo, please be sure to keep the height to width proportions the same. Make sure to resize either by pulling from the corner of the image or holding shift while resizing.



Do not crop out portions of the logo. All portions of the logo are required.



It is not allowed to "box out" the Mays Business School logo. Only the primary mark, the logo of Texas A&M University, is allowed to be encased by a maroon box.



Do not incorrectly size the Mays Business School logo in relation to your publication. The logo should be no larger than 4 inches wide on standard 8.5" x 11" paper.

COLORS

These are the primary and secondary colors of Texas A&M University. As a college within Texas A&M, Mays Business School uses the TAMU brand guide colors as well. If at all possible, please use these colors for information presented to both internal and external audiences. For help on how to create these colors on your computer, please consult Texas A&M University's brand guide, located at <http://brandguide.tamu.edu/>

PRIMARY COLOR



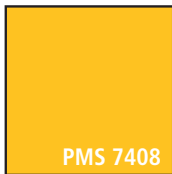
C 15
M 100
Y 39
K 69

PRIMARY SUPPORT COLOR



C 0
M 2
Y 0
K 68

SECONDARY COLORS



PMS 7408

C 0
M 25
Y 95
K 0



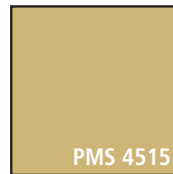
PMS 4495

C 0
M 20
Y 95
K 46



PMS 1405

C 0
M 36
Y 99
K 63



PMS 4515

C 0
M 9
Y 50
K 24



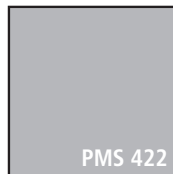
PMS 405

C 0
M 10
Y 33
K 72



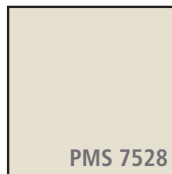
PMS 392

C 7
M 0
Y 99
K 49



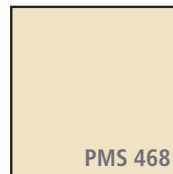
PMS 422

C 0
M 0
Y 0
K 33



PMS 7528

C 0
M 3
Y 10
K 10



PMS 468

C 6
M 9
Y 23
K 0



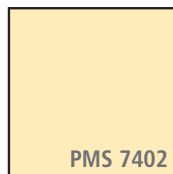
PMS 7498

C 25
M 0
Y 99
K 80



PMS 308

C 99
M 5
Y 0
K 47



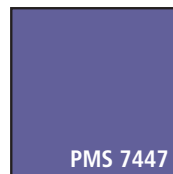
PMS 7402

C 0
M 6
Y 30
K 0



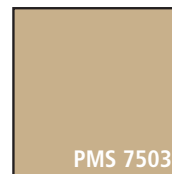
PMS 534

C 99
M 80
Y 30
K 5



PMS 7447

C 60
M 58
Y 0
K 19



PMS 7503

C 0
M 12
Y 35
K 25

**In some cases, colors may be adjusted for tint.*

TYPOGRAPHY

For all official Mays publications, it is required to use the Texas A&M official font families of ITC New Baskerville and Fruitger. Your organization or department should purchase these fonts from CIS located on main campus. More information regarding the font purchasing process can be found on Texas A&M's brand guide website, <http://brandguide.tamu.edu/fonts.html>

ITC New Baskerville Roman/ *Italic*

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

ITC New Baskerville Bold/ *Italic*

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Fruitger Roman/ *Italic*

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Fruitger Bold/ *Italic*

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Fruitger Condensed

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

SOCIAL MEDIA

Social media sites can be created for Mays Business School units.

Before an account is created, the social media liaison within your program or department must arrange a meeting with the Mays Business School webmaster for instructions on how to properly manage the page. Everything from traffic to comments to content will be described in the introduction session.

After launch of the social media page, the account must be properly managed by the unit. If the page is not being adequately updated or monitored, the webmaster has authority to request the page be shut down until such monitoring can take place.



AVATARS & ADVERTISING ARTWORK

The Mays Communications team is responsible for creating avatars and advertising artwork for official social media websites of Mays Business School and its affiliates.

Please consult the marketing project timeline on the following page for detailed description regarding the notice required for such a project.

Some examples of avatars:



MARKETING PROJECTS

All published material representing Mays Business School must be approved by the Mays Communications department. Please consult the chart below and see if your project fits the description and scope. To submit a new marketing project, download and complete the Project Request Form found on Maysnet. For further project inquiries, please contact the Mays Communications team.

| Project | Scope | Notice Needed |
|--|---|--|
| Multi-page Brochure | Full-color; requires original design and time for printing | 1-3 months for design and revisions, plus 1-2 weeks for printing |
| Trifold Brochure | Full-color; requires original design and time for printing | 2 weeks, plus 1-2 weeks for printing |
| Revision on existing brochure design | Requires existing files, updates to dates, images, logos, copy, etc. | 2 weeks, plus 1-2 weeks for printing |
| Program printed for event | Multi-page, printed | 2 weeks, plus 1-2 weeks for printing |
| Menus, flyers, posters, etc. | Single or double-sided, printed | 1 week, plus 1-2 weeks for printing |
| Large newsletter or publication | Must provide content, HTML coded, electronic distribution | 1-2 weeks before distribution |
| Advertising: existing campaign | Print ad utilizing existing concept | 2 weeks ahead of insertion deadline |
| Advertising: special or custom | New print ad. Generate new concepts and associated copy and art direction | 1 month, plus 1-2 weeks for printing |
| Social media artwork creation | Design artwork and avatars for social media pages | 1 week |
| Website corrections or content changes | Content on website | To be done in batch process on a weekly basis. Expect at least a week unless content is mission critical |
| Email templates | Create multifunctional email templates for MailChimp, Outlook, etc. | 1 week |