



Getting Started with the New Brand

December 7, 2007

Using the Agency Name

The agency's full official name is "Texas AgriLife Research." Please note that, in text, the name is not preceded with the article "the." Please be aware that, for branding purposes, the logo uses only "AgriLife Research"—this is *not* the official name of the agency.

In text, the word "AgriLife" is spelled as all one word, with only the "A" and the "L" capitalized. The logo is a graphic representation, *not* intended to be a guide for text treatment of the name.

In text, use the full official agency name on first reference—that is, the first time you mention it. The second time you mention it, use the short form "Research." The only exception is for media outreach. In news releases, news columns, etc., use "AgriLife Research" for the second and subsequent references.

There will be no acronym, initialism, or other alteration of the agency name. Using an acronym fragments our brand and diminishes its recognition across the state.

Using the Logo

Use the logo exactly as it is. Do not alter it or recreate it. Do not change the fonts or separate or delete the elements of the logo. Do not add anything to the logo. The logo is a representation of the brand; we need to protect it and use it consistently. If you have a special request, contact AgriLife Communications & Marketing.

When using the logo in your layout, ensure a quarter-inch of white space around the logo on all sides. Do not allow anything to intrude into the space under the arc. This ensures that our brand is highly visible to the audience.

Do not distort the proportions of the logo. When it must be resized, use care to make sure that the proportions are maintained (this can often be accomplished by holding down the Shift key as you drag corner of the image box).

When it is used in printed materials, the logo must be no smaller than 3/4 inch tall and approximately 3 1/16 inches across.

The logo must be used so that it dominates over other graphic elements, either by size or by position—or both. Specific guidance on using the logo in partnership and sponsorship situations will be covered in the upcoming Brand Standards manual. For now, contact Elizabeth Gregory (e-gregory@tamu.edu) with any questions.

The official colors for the logo are Pantone Aggie Maroon and Cool Gray 11. If you are printing in black and white, use the black-and-white version of the logo. A “white” or “reversed” version of the logo is also available for printing on dark backgrounds.

Using the Brand

Use the Texas AgriLife Research name and logo in everything you do as an faculty member, scientist, or support staff member. Your identification of yourself with the agency is critically important to increasing our brand recognition.

Identify yourself first with Texas AgriLife Research. It’s not enough to say you’re a Texas A&M professor or researcher. And do not default to Texas A&M University, the Texas A&M System, or your facility name and location. Doing so dilutes our agency brand and overall impact across the state.

Follow this pattern for naming your off-campus location: Texas AgriLife Research and Extension Center at _____. All Research and Extension Centers will follow this uniform nomenclature.

Use the Research energy line whenever possible in your materials and presentation. The new energy line is “Improving Life Through Science and Technology.”

Read and follow the Brand Standards Manual, to be released in 2008, and participate in the upcoming BrandMaster training sessions. Building Research’s brand identity is the job of everyone in the organization, and the first step in gaining recognition for our tremendous impact across Texas.

Ask if you have questions. If you’re not sure how to handle an identity issue, check the Brand Standards, ask your supervisor, or contact Elizabeth Gregory (e-gregory@tamu.edu).

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