

## BRAND TIPS | Institute of Biosciences & Technology

### Primary Logos

- ▶ **USE FOR ALL** marketing and communications materials.
- ▶ **DO NOT ALTER IN ANY WAY.** Do not disassemble or reconstruct the logo.
- ▶ **DO NOT DISTORT.** You should scale proportionately by holding the shift key.
- ▶ **USE ONLY IN COLORS BELOW.** Aggie Maroon, black and white. Gain permission for others.
- ▶ **USE AT AN APPROPRIATE SIZE.** Should be close to the size downloaded.



### Name in Text

- ▶ **TEXAS A&M INSTITUTE OF BIOSCIENCES & TECHNOLOGY**
- ▶ **SECOND REFERENCE:** Institute of Biosciences & Technology
- ▶ **SUBSEQUENT REFERENCE:** the institute (not capitalized)
- ▶ **ACRONYM:** IBT (INTERNAL USE ONLY)

Use the second reference on our website, since the full name is the banner.

For the sake of readability and clear context do not use acronyms for a public-facing audience.

### Sponsorships & Co-branding

- ▶ **A SPONSORSHIP** is a limited relationship. When you are using Texas A&M branding along with other entity logos in a sponsorship situation, the **DATE OF THE EVENT MUST BE PRESENT** on all print, electronic, display and promotional items.
- ▶ Co-Branding represents a formal relationship that requires legal documentation to protect both brands. A **CO-BRAND AGREEMENT** should be in place prior to use.
- ▶ Seek **ADVANCED APPROVAL** before using Texas A&M trademarks in sponsorship or co-branding situations.

### Incentive Logos

- ▶ **USE ONLY** in small or challenging applications.
- ▶ **INCENTIVE/PROMO ITEMS:** Pens, mugs, padfolios, etc.
- ▶ **EMBROIDERED ITEMS:** Shirts, scrubs, white coats, etc.



### Trademark Licensing

You **MUST** use a vendor approved by the Collegiate Licensing Company when ordering merchandise that displays the Texas A&M brand (includes all Texas A&M logos and wordmarks).

▶ Seek **ADVANCED APPROVAL** before using Texas A&M trademarks on promotional items.

QUESTIONS & APPROVALS: [brand@tamhsc.edu](mailto:brand@tamhsc.edu)