



ATHLETIC BRAND STANDARDS

▶ [TXWES.EDU/BRAND](https://txwes.edu/brand)

RAMS FOR LIFE

Texas Wesleyan athletes thrive in competition and excel in their studies. That's in part because on both the playing field and in the classroom, our small size allows us to put the student athlete first.

The Athletics Brand Standards guide keeps each team and each sport consistent with Texas Wesleyan. From the student athlete, to the coaches, the staff, and even the fans – everyone is unified to one style and tone representative of Texas Wesleyan.

350+ STUDENT ATHLETES

185 ALL-AMERICANS

147 ACADEMIC ALL-AMERICANS

17 VARSITY SPORTS

1 UNIVERSITY

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WE ARE TEXAS WESLEYAN

Texas Wesleyan University is a campus with a sense of tradition and innovation, as symbolized by our historic buildings and new facilities.

Located in east Fort Worth, just minutes away from big-city Metroplex opportunities, Texas Wesleyan is overwhelmingly proud of our focused, busy and diverse students who arrive expecting excellence and a complete college experience.

We pride ourselves on being a private, affordable University on a safe, small campus just seven minutes from downtown Fort Worth, Texas.

With a focus in the liberal arts and sciences, education, and business, Texas Wesleyan is where motivated students prepare for graduate school and leadership in professional careers.

By the very nature of who we are and what we do, Texas Wesleyan has always been acutely aware of how our everyday decisions directly affect students' lives. It has always been our calling and responsibility to provide a quality education, experience and lifestyle to our students, faculty and administration.

Guided by this conscious decision, Texas Wesleyan has chosen a path that sets us apart from the crowd and asks more from our students to better their future.

Smaller. Smarter.

ATHLETIC BRAND STANDARDS

Our brand is what a person thinks of when they hear the name Texas Wesleyan. It is what exists in the minds of our students and athletes, coaches, donors, staff, alumni and the community.

The purpose of this guide is to unify our brand to a seamless identity that gives all Texas Wesleyan audiences a consistent, quality experience. It creates trust and builds recognition for Texas Wesleyan to support its mission, student and alumni achievements, commitment to education and Ram pride.

The Athletic Brand Standards ensure the proper use of all athletic logos for use on printed and visual materials. Adherence to the athletic brand standards will create and maintain a clearly defined athletics program and identity.

The brand standards include the Texas Wesleyan athletic and Ram logos, color specifications, and usage for uniforms. The specific use for each version is outlined within this guide and allows for flexibility of use for multiple colors and applications.

Athletics should contact the [Office of Marketing & Communications](#) regarding brand standards, approvals, acceptable uses and other questions regarding the brand and logos.

BRAND USAGE POLICIES

The Texas Wesleyan University name, logos, icons and word marks are property of Texas Wesleyan and may not be used without the University's permission. It is campus policy that any use of the Texas Wesleyan brand must be approved by the Office of Marketing & Communications prior to use.

Brand Use for On-Campus Departments

Any promotional items branded with Texas Wesleyan logos are an extension of the University brand and must be approved by the Office of Marketing & Communications to ensure brand consistency. Only on-campus departments are allowed to use Texas Wesleyan trademarks and names with approval.

It is campus policy that any use of Texas Wesleyan brand identity, trademarks and elements (logos, photos, templates, etc.) that is not produced and/or distributed by the Office of Marketing & Communications must be approved by the Office of Marketing & Communications prior to actual use (printing, display, posting, etc.). Please contact this office for approval rights, responses are typically given within one business day.

Brand Approvals

Once the Office of Marketing & Communications has approved usage, an approval code will be provided. Please include this code in your purchase order (PO) or purchasing card allocation. Payments for unapproved purchases will not be cleared by the Purchasing Department. To ensure that outside vendors receive payment, always include the approval code given by the Office of Marketing & Communications when submitting POs. This will help expedite the process and ensure timely payment.

Departments and offices that fail to follow this procedure will be personally responsible for vendor payment.

Brand Use for External Vendors

Vendors are subject to review by the Office of Marketing & Communications and Purchasing Department for product quality, business practices and other significant criteria to the branding process. Vendors that do not follow these guidelines can be removed from the approved vendor list at any time and will not be allowed to produce items for the University.

Trademarks

All Texas Wesleyan logos and icons are trademarked material. The sale of a product with an unlicensed Texas Wesleyan trademark is an infringement of Texas Wesleyan's trademark rights. This includes the Texas Wesleyan name, tagline "Smaller. Smarter." and any visual logo marks and icons owned by Texas Wesleyan.

Licensing

Texas Wesleyan does not currently offer licensing or sales opportunities for the university or athletics brand. Any products bearing the marks of Texas Wesleyan not produced by Texas Wesleyan or by an approved vendor and with approval from the Office of Marketing & Communications are subject to trademark infringement.

- ▶ **Contact the Office of Marketing & Communications at: communications@txwes.edu**

BRAND USAGE POLICIES

Working with External Vendors

In many instances, collaboration with outside persons or organizations is vital to achieving Texas Wesleyan's marketing needs. Texas Wesleyan encourages partnerships which promote the Texas Wesleyan brand, so long as it is kept at a professional level and is equally beneficial to both parties.

- Outside vendors or agencies will work with the Purchasing department to become an approved vendor and provide a clear and accurate cost estimate of services or products before beginning. Final cost will be determined upon approval of content, processes and design.
- Selection of graphic elements, type, paper, photographs, design, format, materials and method of production should be made in accordance with this manual.
- Final editorial responsibility and approval rests with a Texas Wesleyan representative.
- All products and items using the Texas Wesleyan brand identity must be reviewed by the Office of Marketing & Communications prior to production and distribution.

Any use of Texas Wesleyan brand identity, trademarks and elements that is not produced and/or distributed by the Office of Marketing & Communications must be approved by the Office of Marketing & Communications prior to actual use.

Vendors that do not follow these guidelines will be removed from the approved vendor list from and no longer allowed to produce items for the university.

ALL logo use must be approved by the Office of Marketing & Communications before production.

GENERAL GUIDELINES

Athletics Branding

The Texas Wesleyan athletic logos were designed to create a consistent brand for all university athletic programs. At the same time there are several logo variations and colors to choose from for various applications.

Logos that do not contain “Texas Wesleyan” are for use only when the school name is also presented on the same piece. For example, the Ram logo can be used alone on the front left chest of a golf polo if the “Texas Wesleyan” text identifying the University has been used on the sleeve.

All artwork and color variations are available in several file formats (including .eps, .pdf, .jpg and .png) and are distributed by the Office of Marketing & Communications. Please contact the Office of Marketing & Communications at communications@txwes.edu for brand requests and approvals, vendor requests, or anything else regarding the info in this guide.

Logos may not be altered in any way.

If you need a logo or art that is not listed in this guide, please contact the Office of Marketing & Communications at communications@txwes.edu.

Any use of Texas Wesleyan brand identity, trademarks and elements that is not produced and/or distributed by the Office of Marketing & Communications must be approved by the Office of Marketing & Communications prior to actual use.

Athletics Website

The Athletics website differs from the main university website. The URL is ramsports.net and must be shown on all external posters, signs and promotional items.

▶ **RAMSPORTS.NET**

TEXAS WESLEYAN ATHLETIC LOGOS

The athletic logos are built for simplicity and impact. Each logo can be used as separate entities and can be combined together to be used appropriately for recognition across multiple platforms. There are several color variations for each, so the logos can be used across various applications.

Ram Icon



Rams with icon



Texas Wesleyan Text



TXWES with icon



ALL logo use must be approved by the Office of Marketing & Communications before production.

ATHLETIC LOGOS USAGE

Apparel Applications

Logos can be printed on apparel through screen printing, digital printing or sublimation, or can be embroidered directly onto the item. Use of a vector .eps or .pdf file is required for most vendors to maintain clarity of the logo. It's also important to provide vendors with the Pantone Matching System® (PMS) colors for apparel applications to ensure consistency in the Texas Wesleyan brand colors. These colors are built into certain files, but can also be found in this guide.

General Printing

The .eps or .pdf versions of the logo should be used in general printing if it is a color piece. Use of the .jpg or .png is appropriate if scaled proportionality.

Digital Use

Use the .jpg or .png logo file for images displayed digitally such as on email, presentations, web, etc.

Signs and Banners

If athletic logos are to be used on signage or banners of any sort, please use a vector file .eps or .pdf to maintain the clarity of the logo.

Scale

The logo may be sized proportionately but never stretched or condensed (height or width).

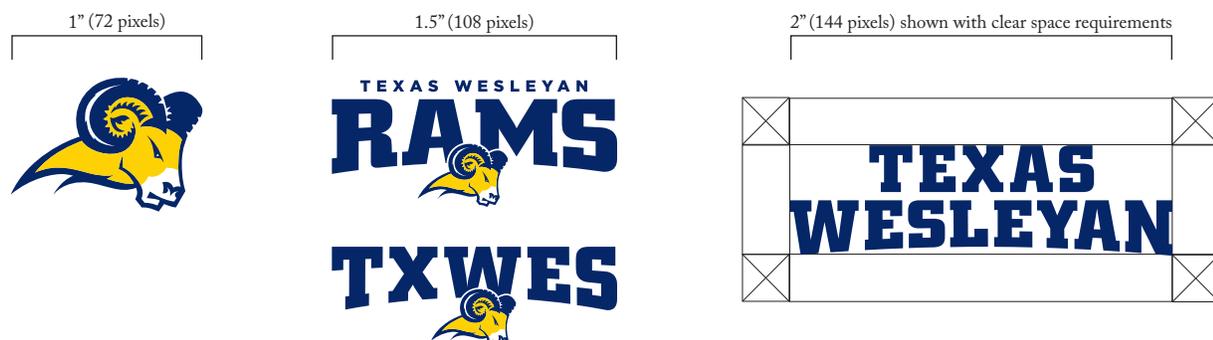
Minimum Sizes

To protect legibility of the name and impact of the logo, each one logo style has a minimum size. See image examples below.

Clear Space

Appropriate clear space surrounding the logo must be used at all times. Use of clear space maintains the integrity of the logo by isolating the logo from distracting graphic elements giving it the prominence and impact it deserves. Always be sure to maintain the minimum amount of clear space for every logo, shown below, equal to height of the 'X' in Texas.

Clear space does not include any textured or patterned background elements that may be present behind the logo. Pay attention to background textures, patterns or photos to insure there is enough contrast between the logo and the background color.



ALL logo use must be approved by the Office of Marketing & Communications before production.

ATHLETIC LOGOS USAGE EXAMPLES

CORRECT Examples of Use:

DO use the logos exactly as they are represented in this guide.



DO contact the Office of Marketing & Communications for use and approval of all logos.



DO use the logos with the original colors and specify Pantone® colors to your printer or vendor.



DO use the 'shift' key to scale the logos within the correct proportions.



INCORRECT Examples of Use:

Incorrect examples of use apply to ALL logo variations. DO NOT adjust the positioning of any elements or increase/decrease the size of elements in relation to each other.



DO NOT create your own logos using different fonts or arrangements.



DO NOT change the colors within the logo.



DO NOT stretch horizontally or vertically.



ALL logo use must be approved by the Office of Marketing & Communications before production.

ATHLETIC COLORS

Primary Colors

These colors should be used for main jersey and apparel fabric colors. Logos printed or embroidered on apparel should use Pantone Matching System® (PMS) colors.



TxWes Navy

Pantone® 2757 C

Four Color: C/100 M/82 Y/0 K/45



Rams Gold

Pantone® 116 C

Four Color: C/0 M/16 Y/100 K/0



Wesleyan White

Four Color: C/0 M/0 Y/0 K/0

Secondary Colors

In addition to the primary colors, these secondary colors may be used as accent colors for jerseys and apparel. These colors are not intended for use within the logos, but only for supporting design elements (like a contrast side panel or piping on a jersey).



Royal Blue

Pantone® 286 C

Four Color: C/100 M/66 Y/0 K/2



Sky Blue

Pantone® 278 C

Four Color: C/39 M/14 Y/0 K/0



Light Gray

Pantone® 428 C

Four Color: C/2 M/0 Y/0 K/25



Dark Gray

Pantone® Cool Gray 10

Four Color: C/40 M/30 Y/20 K/60



Black

Four Color: C/100 M/100 Y/100 K/100

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ATHLETIC TYPOGRAPHY

Typography and fonts are an essential and key element of the Athletic Brand. Using the designated fonts ensures familiarity and keeps the brand unified. These fonts should be used for numbers on jerseys or any additional designs created.

The main athletics typeface is City BQ Bold. The large text within the logo has been custom designed using City BQ Bold and is not available as a default typeset font. This text treatment may not to be recreated, contact the Office of Marketing & Communications for official logos and text. Other weights are also available for this font for numbering jerseys, etc.

Gotham Medium is used in all caps as an accent font to identify Texas Wesleyan, Rams, or the individual sport above or below the main logo text.

City BQ Bold

**Aa Bb Cc Dd Ee Fe Gg Hh Ii Jj Kk
Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv
Ww Xx Yy Zz 1234567890**

City BQ Medium

**Aa Bb Cc Dd Ee Fe Gg Hh Ii Jj Kk Ll
Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww
Xx Yy Zz 1234567890**

GOTHAM MEDIUM

ABCDEFGH12345

ATHLETIC LOGO VARIATIONS

Each athletic logo has variations for full color and 1-color solid use on both light and dark backgrounds. Applications include, but are not limited to, screen printing, embroidery, signs and banners or any other special print process.

Pay close attention to the differences when used on a light background versus a dark background.

ALL logo use must be approved by the Office of Marketing & Communications before production.

Full color on light



1-color on dark



*Note the white outline on the Ram when used in white on a dark background. The Rams eye will always be in a dark color. Do not recolor the Ram for a dark background (shown to the right).

White is the preferred color for the ram on a dark background.



ALL logo use must be approved by the Office of Marketing & Communications before production.

ATHLETIC LOGO VARIATIONS: THE RAM ICON

The Ram icon is an icon for Texas Wesleyan student-athletes and alumni. Wearing the Ram icon provides our student-athletes with a sense of achievement and pride. Since this icon does not contain “Texas Wesleyan,” the school name must be presented on the same piece.

Full color on light



Full color on dark



1-color on light



1-color on dark (White is the preferred color for the Ram on dark)



ALL logo use must be approved by the Office of Marketing & Communications before production.

ATHLETIC LOGO VARIATIONS: RAMS WITH ICON

The Rams logo features the name of mascot in prominent text with or without the Ram Icon and with and without the outline.

Full color on light



Full color on dark



Full color on light with outline



Full color on dark with outline



1-color on light



1-color on dark (White is the preferred color on dark)



1-color on light with outline



1-color on dark with outline



ALL logo use must be approved by the Office of Marketing & Communications before production.

ATHLETIC LOGO VARIATIONS: RAMS WITH SPORT

This version of the Rams logo features each individual sport in place of the Ram icon, but can be used with the Ram icon on the same piece for greater impact. Logos have been produced for all sports, but are not shown here. Contact the Office of Marketing & Communications for access to specific sport logos.

Full color on light



Full color on dark



Full color on light with outline



Full color on dark with outline



1-color on light



1-color on dark



1-color on light with outline



1-color on dark with outline



ALL logo use must be approved by the Office of Marketing & Communications before production.

ATHLETIC LOGO VARIATIONS: TEXAS WESLEYAN TEXT

The Texas Wesleyan text can be used alone or with the Rams text below. This logo can also be used with the Ram icon on the same piece for greater impact and does not feature the outline for simplicity.

Full color on light with Rams text



Full color on dark with Rams text



1-color on light with Rams text



1-color on dark with Rams text



Full color on light



Full color on dark



1-color on light



1-color on dark



ALL logo use must be approved by the Office of Marketing & Communications before production.

ATHLETIC LOGO VARIATIONS: TEXAS WESLEYAN TEXT

The Texas Wesleyan text can also be used with the individual sport text below. This logo can be used with the Ram icon on the same piece for greater impact. Logos have been produced for all sports, but are not shown here. Contact the Office of Marketing & Communications for access to specific sport logos.

Full color on light with sport



Full color on dark with sport



1-color on light with sport



1-color on dark with sport



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ATHLETIC LOGO VARIATIONS: TEXAS WESLEYAN TEXT

The Texas Wesleyan text is shown in one line below with the individual sport listed. Logos have been produced for all sports, but are not shown here. Contact the Office of Marketing & Communications for access to specific sport logos.

Full color on light

TEXAS WESLEYAN
SOFTBALL

1-color on light

TEXAS WESLEYAN
SOFTBALL

Full color on dark

TEXAS WESLEYAN
SOFTBALL

1-color on dark

TEXAS WESLEYAN
SOFTBALL

ALL logo use must be approved by the Office of Marketing & Communications before production.

ATHLETIC LOGO VARIATIONS: TXWES WITH RAM ICON

The TxWes logo features the abbreviated name of Texas Wesleyan in prominent text with the Ram Icon and can be used with and without the outline.

Full color on light



Full color on dark



Full color on light with outline



Full color on dark with outline



1-color on light



1-color on dark



1-color on light with outline



1-color on dark with outline



ALL logo use must be approved by the Office of Marketing & Communications before production.

ATHLETIC LOGO VARIATIONS: TXWES TEXT

The TxWes text can be used alone, or used with the Ram icon on the same piece for greater impact and does not feature the outline for simplicity.

Full color on light



Full color on dark



Full color on light with outline



Full color on dark with outline



1-color on light



1-color on dark



1-color on light with outline



1-color on dark with outline



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ATHLETIC UNIFORM EXAMPLES

There are several options for creating a Texas Wesleyan athletic uniform. Using the information from this guide, every sport and team will have a cohesive and unified look that will represent our university as whole, no matter where the student-athletes are competing.

To ensure brand recognition, use the Ram icon in conjunction with a logo containing the school name Texas Wesleyan. Until the Ram gains brand recognition, it is important to have the full name on all apparel and uniforms.

Smaller really is smarter. Simple uses of the logos have a greater impact and appeal to both the student-athlete and the audience than a collage of huge logos.

The following pages have samples of what the uniforms could look like. This process is often dependant on the availability of materials, but shows the flexibility of apparel colors and logo use.

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ATHLETIC UNIFORM EXAMPLES

Men's Basketball Jersey

School name is dominant on the front



Ram icon used in conjunction with the school name



Uniform fabric colors are brand compliant in navy and gold



Jersey numbers are typeset in brand font City BQ

Men's Practice Jersey All feature a 1-color logo with a simple application



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ATHLETIC UNIFORM EXAMPLES

Women's Volleyball Jersey



Women's Softball Jersey



Women's Golf Polo



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CONTACT

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Office of Marketing & Communications

Phone: 817-531-5812
communications@txwes.edu

For direct brand approval & usage please contact:

Shelly Jackman

Art Director
Phone: 817-531-5816
sejackman@txwes.edu

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