WHAT IS OUR BRAND?

The Texas A&M University-San Antonio brand is the sum of everything we say and do. From our great people to our distinct culture, it’s the totality of who we are. It’s the pride we have as students, alumni, faculty and staff and the impact we make on our community. The A&M-San Antonio brand is all of us.
BRAND PILLARS

I THINK IT’S IMPORTANT TO MOVE PEOPLE BEYOND JUST DREAMING INTO DOING.

- SONIA SOTOMAYOR
Our brand pillars are the building blocks that define who we are. Representing the values and attributes that make A&M-SA special, they support our brand platform to tell our story.
More than just a city, San Antonio is our community and our home; it’s what binds us together and sets us apart from other universities.

San Antonio

We are forward-thinking, focused on not only shaping the future, but actively building it in innovative ways that transform individuals and serve a greater good.

The Future

We are part of the A&M System family, bolstered by its tradition of excellence and enduring core values, forever connected to its global network of alumni, friends and donors.

Texas A&M System Family

We open doors, exceed expectations and shatter ceilings through hard work, high-impact learning and a relentless pursuit of our boundless potential.

Breakthrough
Our close-knit, family culture and big-city/small campus feel are a direct reflection of San Antonio, the city that is our home.

San Antonio’s history, celebratory spirit and commitment to patriotism and the military are woven into the fabric of who we are.

Our roots will forever be planted in the south side of San Antonio; since our founding, we have served as an economic engine for our community and the city.
WHY
THE TEXAS A&M SYSTEM FAMILY?

• We leverage the prestige, tradition of excellence and achievement, and global connections of the A&M System family to expand our reach, influence and recognition.

• We are one of only two Texas A&M System universities to be a lifelong member of the A&M System family.

• A sense of community and a distinct student-centered culture are key differentiators that set us apart. Our students are not numbers, but family members, and we are determined to bring out the best in them.

• Nothing says “Texas” like “Texas A&M,” and we are proud to fly that flag in San Antonio as we meet higher education needs for the great State of Texas.
Our curriculum combines foundational knowledge and critical thinking with practical, in-demand skills that are coveted in today’s economy and immediately applicable for the next wave of change.

As a rapidly-growing institution, we teach and act with purpose. Our hands-on research opportunities and high-impact STEM and technology-focused learning push students to imagine, shape and build the future.

We continually allocate resources to programs and partnerships that advance our region and build our students’ futures.
We firmly believe that the opportunity to attain excellence is not a privilege, but a right, granted to all students who are willing to work hard, persevere and make sacrifices for their success.

We are boundless and resilient, perpetually embracing challenges and pushing our students to develop their skill-sets and uncover new ways of thinking.

We are deeply invested in not just the student, but the whole person. We dedicate ourselves to unlocking potential by maximizing the personal, intellectual and emotional development of our students.
BRAND PLATFORM

THE BEST WAY TO PREDICT YOUR FUTURE IS TO CREATE IT.

- ABRAHAM LINCOLN
Built from our brand pillars, the A&M-SA brand platform is an internal statement that embodies the essence of who we are and what we represent. It is the foundation from which we share our story with the world.
BUILD THE FUTURE

WHY “BUILD”
A strong action verb that serves as a personal call to action for students. It speaks to the individual’s quest to build knowledge and skills, as well as to the University’s collective effort to build students’ lives, families, communities, businesses, new facilities, academic programs, research projects, etc.

WHY “THE FUTURE”
Speaks to individual students to achieve their dreams and build brighter tomorrows, while also challenging University stakeholders to contribute their unique talents to serving a greater good, imagining and then constructing something that has yet to be defined.
BRAND PERSONALITY

EDUCATION IS THE MOST POWERFUL WEAPON WHICH YOU CAN USE TO
CHANGE THE WORLD.

- NELSON MANDELA
Our personality captures the spirit that stems from our promise and pillars. It sets the tone for how we communicate by describing how we want our audiences to think and feel about our brand. The following four personality traits represent the A&M-SA qualities that personify our brand and shape the characteristics that will drive our collective voice and brand image for all communications.

The A&M-SA tone of voice guides how we speak to our various audiences. It dictates the language we use to consistently convey our unique brand personality.
We celebrate diversity and provide equitable opportunities for veterans, military families and people from all backgrounds. We embrace individual thought because we remain committed to the ultimate goal of progress and achievement.

We are resilient, high achievers who are prepared to overcome obstacles, eager to learn from mistakes and determined to attain success and build a brilliant future for our community, region and every one of our students.

We are genuine, strong-willed and passionate. Our students are not numbers, but unique individuals who seek guidance and inspiration in their quest to achieve personal and career success.

We are big thinkers and hard workers dedicated to facing challenges with innovation and courage. In our culture that embraces the military, we remain undaunted and resolute as we actively shape the future.
We are always intentional and direct. We use clear and concise language backed by firsthand student testimonials (as well as stories of our alumni, donors, faculty and staff), statistics and credible endorsements to prove our impact.

1. **Deliberate**
   - We are always engaging and supportive. We welcome and empower every individual, regardless of background, who wants to better their lives and make a difference.

2. **Honest**
   - We are always open and sincere. We say what we do and do what we say. We use personal stories from students, faculty and staff to enliven our transformative capabilities.

3. **Friendly**
   - We are motivated by the opportunity to make a difference. We embrace the success of each other and are proud to share our accomplishments with the world. While grounded and humble, we exude optimism and empower our students by emphasizing the opportunities we provide.

4. **Proud**
AUDIENCES

“DESERVE YOUR DREAM.
- OCTAVIO PAZ
Great brands build strong bonds with their audiences by being consistent. They are instantly recognizable and immediately stand for something. They speak a common language, despite communicating with very different people from very different places.

A&M-SA means so much to so many. The strength of our core values, commitment to our common mission and loyalty to our shared culture are undeniable. We must understand our unique audiences and their beliefs about our University to create an authentic connection through our brand.
A&M-SA offers big campus opportunities with a small-campus feel.
A&M-SA teaches in-demand skills that lead to professional success.
I will learn from people who care and challenge me to be my best.
I can be part of a community that values self-expression.
The Jaguar culture is built on family, achievement and accountability.
I can make an impact here.

A&M-SA is connected to the community.
A&M-SA is highly invested in student development and success.
A&M-SA builds a family culture that is embracing.
My student will be treated as an individual, not a number.
AUDIENCE BELIEFS

ALUMNI

• A&M-SA is a source of great pride and belonging.
• A&M-SA represents tradition and connection.
• My degree contributes to my continued success and growth.
• Jaguars give back and contribute to the greater good.
• I am part of the Jaguar family.

FACULTY & STAFF

• A&M-SA is growing and becoming San Antonio’s university.
• We are part of the prestigious Texas A&M System family.
• We are equipping the next generation to make an impact.
• We are supported and valued members of a vibrant academic community.
COMMUNITY

- A&M-SA embodies the spirit of San Antonio.
- A&M-SA is an economic engine for the South side, region and state.
- A&M-SA develops the next generation of leaders and skilled professionals.
- A&M-SA opens doors for internships, research and career placement.

KEY INFLUENCERS & DONORS

- A&M-SA is an investment in the future.
- A&M-SA is committed to military families and first-generation students.
- A&M-SA is an economic driver for the community region and state.
- A&M-SA is developing a workforce pipeline for the region.
- A&M-SA is making an impact in the South side.
VISUAL BRAND

DESERVE YOUR DREAM.
- OCTAVIO PAZ
LOGOS

PRIMARY STACKED

Logo usage notes

TEXAS A&M UNIVERSITY
SAN ANTONIO

HORIZONTAL

TEXAS A&M UNIVERSITY
SAN ANTONIO

WORDMARK

TEXAS A&M UNIVERSITY
SAN ANTONIO

WIDE

TEXAS A&M UNIVERSITY-SAN ANTONIO
TEXAS A&M UNIVERSITY-SAN ANTONIO

REVERSED LOGOS

PRIMARY STACKED

Logo usage notes

TEXAS A&M UNIVERSITY
SAN ANTONIO

HORIZONTAL

TEXAS A&M UNIVERSITY
SAN ANTONIO

WORDMARK

TEXAS A&M UNIVERSITY
SAN ANTONIO

WIDE

TEXAS A&M UNIVERSITY- SAN ANTONIO
**PRIMARY COLORS**

Primary color usage notes

- **JAGUAR BLACK**
  - PMS Black
  - CMYK 73, 68, 67, 89
  - RGB 2, 0, 0
  - HEX 020000

- **GENERAL GRAY**
  - PMS Cool Gray 5
  - CMYK 31, 25, 25, 0
  - RGB 177, 177, 177
  - HEX B1B1B1

- **ESPERANZA WHITE**
  - White
  - CMYK 0, 0, 0, 0
  - RGB 255, 255, 255
  - HEX FFFFFF

- **MADLA MAROON**
  - PMS 505 C
  - CMYK 40, 86, 58, 38
  - RGB 112, 46, 62
  - HEX 702E3E

**SECONDARY COLORS**

Secondary color usage notes

- **DESERT WILLOW**
  - PMS 7430 C
  - CMYK 10, 38, 9, 0
  - RGB 223, 168, 190
  - HEX DFA8BE

- **TEXAS STAR**
  - PMS 7626
  - CMYK 14, 93, 100, 4
  - RGB 202, 54, 37
  - HEX CA3625

- **LANTANA**
  - PMS 715 C
  - CMYK 0, 54, 94, 0
  - RGB 248, 141, 42
  - HEX F88D2A

- **SANDSTONE**
  - PMS 468 C
  - CMYK 13, 18, 39, 0
  - RGB 221, 201, 163
  - HEX DDC9A3

- **YELLOW ROSE**
  - PMS 116 C
  - CMYK 0, 18, 100, 0
  - RGB 255, 205, 0
  - HEX FFCD00

- **AGAVE**
  - PMS 622 C
  - CMYK 42, 16, 33, 0
  - RGB 152, 184, 173
  - HEX 98B8AD

- **NOPAL**
  - PMS 346 C
  - CMYK 57, 0, 53, 0
  - RGB 108, 202, 152
  - HEX 6CCA98

- **CIELO**
  - PMS 638 C
  - CMYK 82, 7, 9, 0
  - RGB 0, 172, 216
  - HEX 00ACD8

- **PATRIOTS’ BLUE**
  - PMS 301 C
  - CMYK 100, 72, 27, 12
  - RGB 0, 73, 135
  - HEX 004987

- **SHALE**
  - PMS 437 C
  - CMYK 51, 57, 48, 17
  - RGB 122, 101, 105
  - HEX 7A6569
STACKED

Logo usage notes

STACKED REVERSED

MILITARY EMBRACING™
REMEMBER EVERYONE DEPLOYED (R.E.D)

"OLD GLORY RED"
PMS 193 C
CMYK 0, 100, 66, 13
RGB 196 13 60
HEX C40D3C
## Fonts

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GRAPHIC ELEMENTS

TILES - COLLECTIVE
Graphic usage notes

TILES - INDIVIDUAL
Graphic usage notes
THANK YOU