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INTRODUCTION

In today’s world of marketing, the old definition of a brand — a name, sign or symbol used to differentiate one entity from another — no longer is sufficient.

A 21st-century brand has consistent logos and colors, but it goes far beyond images. A brand represents the values, ideas and personality of an entity; it is the consumer’s total experience. A brand often includes a logo, fonts and color schemes that are developed to represent values, and ideas. When properly developed, a brand should generate positive feelings and even an affinity for the entity.

Those feelings are developed over time, through a series of consistent and positive experiences both direct and indirect, through advertising, design, media and more. It makes no difference if the entity is a retail business, a service provider or a university. A brand creates associations and expectations, and the goal is to make them positive and memorable.

ABOUT OUR IDENTITY

The Texas State Athletics brand represents the nature of the university itself, with a positive outlook on its future and respect for its history. The visual representations combine traditional elements like the long-established school colors with modern elements like a distinctive typeface and logo that evoke feelings of strength, athleticism and progressive leadership.

Those elements are at the foundation of Texas State Athletics’ efforts to establish its brand. The use of a selected set of identifiers for uniforms, other apparel, merchandise, stationery, signage, marketing collateral and other materials serves as the visual representation of the department’s broader efforts to brand itself as an institution that competes at the highest levels — with the highest respect for the goals and aspirations of its student-athletes.

The visual representations of Texas State are one of the most-important pieces of intellectual property at the university, and they must be protected through proper use. In conjunction with the Office of University Marketing, the Office of Athletic Marketing has worked to outline proper logo usage, devise a consistent brand message and develop a plan for the overall branding of Texas State Athletics.

Users are asked to use these guidelines when designing any materials for Texas State Athletics. They are not in place to reduce creativity, but to guarantee the proper use of the visual elements of the Athletics brand.
GOALS & ASPIRATIONS

The primary goal is to develop a strong, timeless and unique brand — based on a consistent identity system — that reflects an institution looking to the future with respect for its past, one that represents the distinctive nature of Texas State University and the Department of Intercollegiate Athletics.

A secondary goal is to create a consistent image system that will give all the sports and offices in Texas State Athletics a consistent look and feel, while still providing flexibility that allows them to create promotional materials and images.

Concept
Texas State University has a rich athletic and academic history and a promising future. To continue and enhance recent progress Texas State Athletics has developed a collection of strong marks, as well as distinctive contemporary typography. Combined with traditional elements, Texas State Athletics has developed a cohesive identity program that not only respects the traditions of the university, but looks ahead to a promising future.

Texas State Athletics embodies the following characteristics:
Progress
Strength
Passion
Diversity
Honor
Timelessness
Loyalty

SECONDARY GOALS

Branding structure
A consistent Primary Athletic Logo — the SuperCat icon accompanied by the words “Texas State” — helps to clarify the identity of Texas State Athletics.

The SuperCat icon is well-known, easily identifiable and unique, with strong ties to the traditional Texas State bobcat mascot. Its orientation — always facing forward — is designed to engender feelings of strength and speed.

The custom typeface Wacker, which is used in the Primary Athletic Logo with the SuperCat, has been designed to enhance the overall identity system. It was designed to inspire an impression of stature through simplicity and strength, and it pays homage to former football coach and athletic director Jim Wacker, who embodied those attributes while at the university.

Reinforcement of the identity will build brand equity. The goal is to associate the SuperCat with Texas State to the extent that the SuperCat icon will be able to stand alone — without the words “Texas State” — in representing the Texas State Athletics brand.

A distinctive-yet-traditional color palette allows for instant identification. Gold signifies quality and excellence and maroon elicits feelings of bravery and strength. Together, the colors have come to represent Texas State throughout almost its entire history.
ARCHITECTURE

WHO WE ARE
TEXAS STATE

SUPPORT

CONNECTION
- TO TRADITION, HISTORY, MASCOT
These are officially designated names and word usage for offices, facilities and titles at Texas State.

**Alma Mater**
The title of the Texas State school song. Not “Red Turrets.”

**Athletic Academic Center**
Located in the first floor of Harris Hall.

**Athletic Director/Director of Athletics**
When referring to Dr. Larry Teis’ office it can be referred to as the Director of Athletics or Athletic Director’s office. Both are acceptable.

**Athletic Ticket Office**
Our ticket office only sells tickets for athletic events, it is not a Box Office. Please refer to this office at the Athletic Ticket Office

**Bill Miller Room**
An academic room for the football program located on the west concourse of Bobcat Stadium.

**Bobcat Club**
The Bobcat Club assists in the development of Texas State Athletics through the funding of athletic scholarships. No longer the Bobcat Athletic Foundation.

**Bobcat Sports/Soccer Complex**
Located in West Campus adjacent to the Student Recreation Center, the Bobcat Sports Complex includes the home field for women’s soccer. Its two fields also are used by the Department of Campus Recreation for club sporting events.

**Bobcat Stadium**
The football facility at Texas State.

**Bobcat Ballpark**
Home of the Texas State baseball team.

**Bobcat Softball Stadium**
Home of the Texas State softball team.

**Boko**
Name of the Texas State mascot.

**Darren B. Casey Athletic Administration Complex**
The complex is the location of the Texas State Athletics administration offices, including facilities and game operations, sports information, marketing and promotions, compliance, business office, and the athletic director’s office. It is named for San Antonio businessman and Texas State alumnus Darren B. Casey.

**End Zone Complex**
The two-story facility located adjacent to the south end zone of Bobcat Stadium.

**Football Bowl Subdivision**
The division of the NCAA Division I for schools competing for invitations to football bowl games.

**Go Bobcats**
Name of the Texas State fight song.

**Jim Wacker Field at Bobcat Stadium**
The name of the football field at Bobcat Stadium is Jim Wacker Field. It was named after Jim Wacker, who served as head football coach and athletic director and led Texas State to football national championships in 1981 and 1982.

**Jowers Center**
The Jowers Center is operated by the Department of Health and Human Performance. It houses offices for the intercollegiate teams in baseball, softball, women’s tennis, women’s soccer, men’s golf and women’s golf.
Maroon & Gold Room
Located just off of the main concourse of Strahan Coliseum, the Maroon & Gold Room is the location of events for Bobcat Club members and guests during halftime of men and women’s basketball games, in addition to special events throughout the year. Notice the room is spelled with an “&” instead of the word “and”.

J. Garland Warnn Room
Located on the second floor of the South End Zone Complex at Bobcat Stadium, the J. Garland Warren Room is used for football recruiting and other department special events throughout the year.

SuperCat
The Athletic Department icon featuring the Bobcat head. Note the capitalization of both the S and the C.

Strahan Coliseum (Stran)
Named for Oscar W. Strahan, the first basketball coach at the university, Strahan Coliseum is the home of the volleyball, men’s basketball and women’s basketball programs. It is pronounced “stran.”

Tennis Complex
Located on Sessoms road near the physical plant.

Texas State Athletics
The preferred name for the Athletic Department at Texas State. Other acceptable names:
• Bobcat Athletics
• Texas State University Department of Intercollegiate Athletics

Tennis & Field Stadium
Home of the Texas State track and field teams.

TX State
Abbreviation for Texas State University. Not TSU.

TXST
Is an acceptable abbreviation in reference only.

Texas State University
Is an acceptable abbreviation in reference only.

Wells Fargo Terrace
The balcony located directly off the J. Garland Warren Room on the second floor of the South End Zone Complex.

Sun Belt Conference
The conference Texas State joined in 2013

General Information
Official Name:
Texas State University
Location: San Marcos, Texas
Established Date: 1899
First Classes: 1903
Mascot: Bobcats
Mascot Nickname: Boko
Conference: Sun Belt Conference

Trademarked Verbiage:
Texas State University (R)
Texas State™
Bobcats™
Texas State Bobcats™
SuperCat™
Bobcat Club™
Pack Wacker™
TX State™
Strutters™
Eat ‘Em Up, Cats™
COLOR PALETTE & CHARACTERISTICS

Texas State’s primary colors are maroon and metallic gold.

These colors serve as the brand’s primary colors for print, electronic and environmental applications. The colors must be used together for proper branding of Texas State Athletics.

Texas State’s school colors have traditional and historic value to the university. They were inspired by the university’s official flower, the native wildflower known as the gaillardia. Correct and consistent use of the two colors develops the recognition and uniqueness of Texas State athletic teams.

The color palette has been expanded to black and white, to be used as accent or base colors.

**Metallic Gold**

The color metallic gold is derived from the metal’s color. The characteristics it is meant to convey are:

- Quality
- Excellence
- Strength
- Wealth used wisely
- Wisdom
- Prestige
- Tradition

**Maroon**

The color maroon is a hue that incorporates both red and earth tones. The characteristics it is meant to portray are:

- Bravery
- Strength
- Fortitude
- Nobility

**White**

White can be used as a background to accent the primary colors. The characteristics portrayed by white include:

- Integrity
- Hope
- Confidence
- Faith
- Perfection

**Black**

Black can be used as a background to accent to the primary colors. The characteristics portrayed by black include:

- Ferocity
- Strength
- Authority
- Dominance

Note: The color yellow gold is used only in the youth mark named Bobby Cat.
COLOR EXPLANATION & HISTORY

- PMS 130 - OLD GOLD
- PMS 187 - GOLD W/ GREEN TINT
- PMS 872 - METALLIC GOLD
- PMS 505 - OLD MAROON
- PMS 504 - NEW MAROON
# Texas State Color Guide

## Maroon

<table>
<thead>
<tr>
<th>Color Type</th>
<th>CMYK</th>
<th>RGB</th>
<th>Hex/HTML</th>
</tr>
</thead>
<tbody>
<tr>
<td>Spot</td>
<td>c65m100y100k35</td>
<td>80-18-20</td>
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<tr>
<td>Process</td>
<td>PMS 504</td>
<td>65-100-100-35</td>
<td></td>
</tr>
<tr>
<td>CMYK</td>
<td>65-100-100-35</td>
<td></td>
<td></td>
</tr>
<tr>
<td>RGB</td>
<td>80-18-20</td>
<td></td>
<td></td>
</tr>
<tr>
<td>hex/html</td>
<td>#4f1f26</td>
<td></td>
<td></td>
</tr>
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<td>1036</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Madeira-Poly</td>
<td>1999</td>
<td></td>
<td></td>
</tr>
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</table>

Primary Color choice – Maroon dropped shadowed/outlined with Gold

## Metallic Gold

<table>
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<th>RGB</th>
<th>Hex/HTML</th>
</tr>
</thead>
<tbody>
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<td>180-152-90</td>
<td>#8c734a</td>
</tr>
<tr>
<td>Process</td>
<td>PMS 872</td>
<td>20-30-70-20</td>
<td></td>
</tr>
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<td>20-30-70-20</td>
<td></td>
<td></td>
</tr>
<tr>
<td>RGB</td>
<td>180-152-90</td>
<td></td>
<td></td>
</tr>
<tr>
<td>hex/html</td>
<td>#8c734a</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Madeira-Rayon</td>
<td>1273</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Madeira-Poly</td>
<td>1673</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Secondary Color choice – Gold dropped shadowed with Maroon

## Black

<table>
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<th>RGB</th>
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</thead>
<tbody>
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<td>0-0-0</td>
<td>#000000</td>
</tr>
<tr>
<td>Process</td>
<td>BLACK</td>
<td>0-0-0-100</td>
<td></td>
</tr>
<tr>
<td>CMYK</td>
<td>0-0-0-100</td>
<td></td>
<td></td>
</tr>
<tr>
<td>RGB</td>
<td>0-0-0</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Hex</td>
<td>000000</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Madeira</td>
<td>1000</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

## Bobby Cat Gold

<table>
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<th>CMYK</th>
<th>RGB</th>
<th>Hex/HTML</th>
</tr>
</thead>
<tbody>
<tr>
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<td>PMS 135</td>
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<tr>
<td>Process</td>
<td>GOLD</td>
<td></td>
<td></td>
</tr>
<tr>
<td>CMYK</td>
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<td></td>
</tr>
<tr>
<td>Hex/HTML</td>
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<td></td>
</tr>
<tr>
<td>Madeira-Rayon</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Madeira-Poly</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

> Embroidery thread specification is Madeira.
> Whenever possible, use PANTONE colors for print materials. CMYK values can be used when digital printing is necessary.
> Metallic Gold should be used in every case unless digital process indicates impossibility to do so.
ATHLETIC TYPOGRAPHY

The typography designated for use by Texas State Athletics is a powerful tool within the identity system. Two typefaces are part of the identity manual.

Typography plays an important role in communicating an overall tone, and its proper and consistent use reinforces the identity of the Texas State Athletics brand.

**Wacker**
The primary typeface is a Wacker, which was designed for Texas State Athletics. Its use is limited to Athletics, and as such it can be readily identified with the department.

The typeface is used in one-color and two-color (outline) settings. The Texas State word mark is in the Wacker typeface.

**Note:**
Wacker is a display font. There is no lowercase version, and it should not be used for large blocks of type, or in more than one sentence. It must be at least 18 points in size in printed materials. Do not alter the word mark or the typeface in any way.
SECONDARY TYPOGRAPHY

The typeface Univers was selected to complement the primary typeface and tie back to the university’s typographical identity.

Univers is a robust typeface that includes a range of weights, providing versatility and legibility in print and electronic applications. It may be used to designate offices or sports in conjunction with the primary typeface, as well as body copy for athletic department collateral and support verbiage.

If Univers is not available, the PC fonts Arial and Arial Black can be used. No other typefaces should be used unless specified as part of the current campaign style.

UNIVERS
ABCD EFGHIJKLMNOPQRSTUVWXYZ
abcdefg hijklmnopqrstuvwxyz
1234567890!@#$%^&*()[]{}~'-+=

UNIVERS BLACK
ABCD EFGHIJKLMNOPQRSTUVWXYZ
abcdefg hijklmnopqrstuvwxyz
1234567890!@#$%^&*()[]{}~'-+=

When used with the SuperCat logo alone, the lettering for a sport or office should be in Wacker.

When used with the SuperCat logo and the Texas State word mark, the lettering for a sport or office should be in Univers. The sport or office name should be below the logo and the word mark.

MEN’S BASKETBALL
SPORT SPECIFIC WORDMARKS

When used for communicating a Texas State Athletics program, the primary message should be in the Wacker typeface and the secondary message should be in Univers.

Sport-specific marks provide uniqueness when it is needed, but maintain the consistency across the brand by using the designated image and typefaces. Using the system for sport-specific marks communicates diversity within the Texas State Athletics program but still builds the brand.

Considering ‘Wacker’ is a display font, it should not be used any smaller than size 18 pt or as the primary typeface for copy and verbiage when creating a document, with the exception of some signage where the finished product will be 18 pt or larger.
ATHLETIC ENVELOPES

Texas State Athletics
Darren B. Casey Athletic Administration Complex • 601 University Drive • San Marcos, TX 78666-4611

BOBCAT CLUB

BOBCAT MEN'S GOLF

# 10 envelope

9 x 12 envelope

A2 envelope

TRACK & FIELD
Any design using the SuperCat icon and/or Texas State word marks should include a “clear area” around them equal to the size of a capital letter in the typeface used.

Designers should use only first-generation logos and word marks and should not alter their proportions in any way.

The SuperCat logo should never be used as a filler in copy.
GRAPHIC STYLE GUIDE

Athletic Marks
The Texas State Athletics identity elements are for use by the Texas State Department of Intercollegiate Athletics, university divisions, departments and units, university-sanctioned sports, spirit and student organizations and licensed vendors. (Texas State athletic marks include the representations seen above.)

The Primary Athletic Logo consists of the SuperCat icon and the “Texas State” word mark together. The Primary Athletic Logo is set so that the relationship of the two elements is pre-determined. The association of the two marks establishes the ownership of the unique mark to Texas State.

The SuperCat alone is the Alternate Primary Logo of the brand and is used as the main identifying device for Athletics. The goal of Texas State Athletics is to make the Alternate Primary Logo — the SuperCat without the “Texas State” word mark — stand alone as a representation of the university’s athletic programs.

Usage
While the Texas State institutional/academic logo is to be used for all university units, events or activities, the Primary Athletic Mark, the Alternate Primary Athletic mark (SuperCat icon), and the Texas State athletic word mark are the preferred marks for Athletics.

The athletic logos should never be used in place of the Texas State institutional logo in any academic application. To ensure a strong, consistent and clear message, follow these guidelines when using the athletic marks:

• All official Texas State Athletics material of any kind must display a combination of the SuperCat icon and word mark.
• All marks must be reproduced from official artwork available from the Office of Athletic Marketing.
• The marks must be displayed using the official colors. No other colors may be used unless approval is given by the Office of Athletic Marketing.

The Primary Athletic Logo should be used on the front of publications, at the start of presentation materials and on the main page of Athletics websites. The logos and word mark are for use on apparel and merchandising products. They may be used as graphic elements in printed and presentation materials.

The Bobby Cat mark is used only for clubs, organizations or corporations that sponsor youth programming. Use in any other application must first be approved by the Office of Athletic Marketing.
The SuperCat Axis is shown to the right.
PRIMARY LOGO EXAMPLES

MAROON FILL
GOLD DROP SHADOW

GOLD FILL
MAROON DROP SHADOW

ONE COLOR
MAROON/GOLD/BLACK/WHITE/OTHER

Note: Logos as shown are only acceptable color variations.
ALTERNATE PRIMARY LOGO EXAMPLES

MAROON FILL
GOLD OUTLINE

GOLD FILL
MAROON OUTLINE

ONE COLOR
MAROON/GOLD/BLACK/WHITE/OTHER

Note: Logos as shown are only acceptable color variations.
Note: Logos as shown are only acceptable color variations.
WORDMARK EXAMPLES -- STACKED

MAROON FILL
MAROON FILL W/ GOLD OUTLINE
MAROON FILL W/ GOLD DROP SHADOW

GOLD FILL
GOLD FILL W/ MAROON OUTLINE
GOLD FILL W/ MAROON DROP SHADOW

TExAS
STaTE
TExAS
STaTE
TExAS
STaTE
TExAS
STaTE

Note: Logos as shown are only acceptable color variations.
### Minimum Size & Clear Space Allowance

#### Clear Space Allowance

To allow for maximum legibility, the athletic spirit marks must be kept clear from conflicting visual elements. The “area of isolation” is the minimum amount of clear space that must surround the logo. No elements such as typography, other logos or graphics should intrude into the clear space.

For any questions about this matter, please consult with the Athletic Marketing Office.

#### Minimum Size

To ensure the athletic mark is recognizable as well as to maintain readability, the minimum reproduction size is:

- Athletic Mark Stacked: 3/4 inch
- SuperCat Mark: 1 1/4 inches

#### Maximum Embroidery Size

- SuperCat Mark: 2 inches
PROPER ARTWORK

These examples show correct and incorrect usage of Texas State Athletics logos. Following these guidelines will assure proper reproduction and exposure for the logo.

The face of the SuperCat logo must always face to the right or face forward (i.e. Side of football helmet)

CORRECT

INCORRECT

Do not rotate or adjust the angle of display. (Reference pg. 24)

CORRECT

INCORRECT

Do not reverse the maroon and gold colors digitally to achieve a reversed color scheme. Use only the official versions of the Alternate Primary Logo. Each logo is a separate mark.

CORRECT

INCORRECT
The Primary Mark should not be modified, stretched or distorted in any way.

All elements surrounding the Primary Mark must adhere to the prescribed distance requirements.

The Alternate Primary Logo — the SuperCat alone — should not be used as a repeated element to create a pattern.

All word marks must be positioned below the SuperCat logo and should follow the spacing guidelines. The word mark can appear to the right of the SuperCat logo only in a horizontal layout.
<table>
<thead>
<tr>
<th>CORRECT</th>
<th>CORRECT</th>
<th>INCORRECT</th>
</tr>
</thead>
<tbody>
<tr>
<td>![Correct]</td>
<td>![Correct]</td>
<td>![Incorrect]</td>
</tr>
</tbody>
</table>

A white outline must be applied to the gold SuperCat with the maroon outline if it is placed on a maroon background.

The SuperCat should not be used in any color combination except the ones specified in this guide. Some color variations are acceptable, with the approval of the Office of Athletic Marketing.

All marks should not be placed on distracting textures or repeated patterns.

The SuperCat should not be used in any way not outlined in this manual.
The minimum size for the Texas State word mark is 18 point.

The SuperCat should not be used as an outline.

No effects (glow, posterize, etc.) should be allowed on the SuperCat.

Do not fill the SuperCat with any gradient or pattern.
Do not place any identity marks on dark or busy photos.

Do not add elements to any marks.

Use only the current, approved typeface for the word mark.

Do not place anything over the SuperCat or any other marks.
These usage standards have been created to establish a quality-control system for all the Texas State Athletics logos and marks. The guidelines are designed to create a consistent, professional image for Texas State teams and offices.

The Primary Athletic Logo was established with the SuperCat at the top, to connote its importance, and facing to the right, to connote progress.

Do not use the combination of the SuperCat and the word mark in any other way. (Placing the SuperCat between the words “Texas” and “State” can create confusion with the university’s primary logo (the star) and word mark.

Always use the proper option for the design. For example, use the single-color SuperCat in a single-color application, rather than dropping the outline off a two-color version.

The minimum size for the SuperCat in a print application is two inches. The maximum size for embroidery on official athletic apparel is 2¼ inches.

All collateral and apparel, including game uniforms, should emphasize:
- The Texas State primary colors
- The SuperCat
- The words “Texas State”
- The Wacker typeface

**Uniforms**

Home uniforms can feature “Bobcats” in the Wacker typeface or the SuperCat. Do not use “State.” Numbers on jerseys should use the Wacker typeface. Where possible, use a tie-in with university logos, including the maroon and gold star.
The logos and word marks are trademarks of Texas State University and must include the registered trademark (™) or federal registration (R) designation whenever they are used. Several of the marks listed below are in the process of being federally registered as well.

Texas State University (R)
Texas State™
Bobcats™
Texas State Bobcats™
SuperCat™
Bobcat Club™
Pack Wacker™
TX State™
Strutters™
Eat ‘Em Up, Cats™

Any individual, organization or company wishing to use Texas State Athletics’ logos and trademarks must obtain the right to do so in writing from the university.

All images, logos, designs and other marks in this standards manual are trademarks owned by Texas State University. By accessing and using any of the images, logos, designs or marks, users agree not to reproduce or otherwise use any of the images, logos, designs or marks, except in accordance with the terms of their contract with the university or as otherwise expressly permitted by an authorized university representative.

All uses of Texas State University’s logos and trademarks must be licensed and shall be regulated by the Licensing Program via the Athletic Marketing Office.
COLLEGIATE LICENSING INFORMATION

Why Have A Licensing Program?
A trademark licensing program gives Texas State control over its logos and marks, ensuring the quality and consistency of all of the university’s merchandise. It also enables the university to generate revenue from the sale of merchandise bearing its logos and marks. The revenue is used to help support university programs and services. Outside of the university, the trademark licensing program creates a cooperative and positive working relationship with the manufacturers and retailers that work with Texas State.

What Qualifies As A Trademark?
Any mark, logo, symbol, nickname, letter(s), word(s), or combination of these that can be associated with the university qualifies as a trademark.

What Are The University’s Trademarks?
The university’s trademarks are any of the logos, marks, symbols, nicknames, letter(s), or word(s) displayed on in this guide. Any design that could cause public confusion due to similarity to the trademarks appearing in this document is an infringement on the university’s trademark rights.

What Products Can Be Licensed?
Concepts for new products are considered on a regular basis by the university’s licensing director. No products will be licensed without the approval of the licensing director. This ensures all products associated with the university are of high quality and good taste, and ensures the non-approval of potentially hazardous items.

Who Needs A License?
Anyone wishing to use the marks, logos, and symbols of Texas State University must obtain a license.

What If You Do Not Get A License?
All products must be approved by Texas State University Trademark Licensing Office. Failure to obtain a license or approval is grounds for the seizure of all non-approved merchandise bearing the university’s marks. It also could be considered a violation of state and/or national laws.

Can You Sell A Product To The Bookstore?
The Texas State Bookstore works with a group of vendors to bring new products to market each year. For more information on the bookstore’s wholesale buying practices, contact the University Bookstore at 512.245.2273.

Can An Alumni Or Student Group Sell Products Using The University’s Marks As A Fundraiser?
Before contacting local manufacturers regarding new products, designs, or an idea for a fundraiser, organizations should check with the Texas State Athletic Marketing & Licensing Office. The office can identify local manufacturers to produce the items more easily and economically.

What About Using The University’s Name Or Logo On A Web Site?
Every use of Texas State’s trademarks, even in digital form, requires permission from the Athletic Marketing & Licensing Office. Federal trademark laws require that the university control its name and marks, so Texas State must be very selective in granting permission for online use.
Who Is Responsible For The Program?
Bryan Miller
Texas State Athletics
601 University Drive
San Marcos, TX 78666-4611
Phone: 512.245.2114
Fax: 512.245.8387
E-mail: bryanmiller@txstate.edu

How Can You Obtain A License Application?
Anyone who wishes to obtain a license to produce merchandise must submit a license application. This application informs Texas State of how its marks will be used, what type of product the applicant makes, how the university is going to be represented, etc. Applications and more information can be obtained by visiting the “Licensing information section” of the Collegiate Licensing Co. website, www.clc.com or visiting txstatebobcats.com.

What Is The Collegiate Licensing Company?
CLC is the licensing representative for Texas State University. As Texas State’s representative, CLC is responsible for administering the licensing program, including processing applications, collecting royalties, enforcing trademarks, and pursuing new market opportunities for the University.

Who Is Licensed With The University?
Texas State’s Athletic Marketing & Licensing Office and CLC can provide a list of current licensees for university’s merchandise. It is typically much easier to work with an established university licensee than to try and license a new product or idea. Both Texas State and CLC can provide information on the products produced by all licensees.

The “Officially Licensed Collegiate Products” hologram label signifies merchandise has passed the standards of quality set forth by Texas State and that a portion of the purchase is returned to Texas State University.
CONTACT INFORMATION

ATHLETIC BRANDING STANDARDS & GRAPHIC IDENTITY
For questions related to Texas State Athletic branding standards and graphic identity:

Texas State University Athletic Marketing & Licensing Office
Bryan Miller, Assistant Athletic Director - Marketing & Promotions
Darren B. Casey Athletic Administration Complex I 601 University Drive, San Marcos, TX 78666
512.245.2114 or bryanmiller@txstate.edu

LICENSING
A formal licensing program has been established in conjunction with Collegiate Licensing Company to insure university control of its identity; facilitate the process of securing authorization for legitimate third-party uses; and to insure that the university secures a legitimate royalty from the promotional use of the marks.

Texas State University Athletic Marketing Office
Bryan Miller, Assistant Athletic Director - Marketing & Promotions
Darren B. Casey Athletic Administration Complex I 601 University Drive, San Marcos, TX 78666
512.245.2114 or bryanmiller@txstate.edu
www.txstatebobcats.com

Collegiate Licensing Company
Chrysta Bayliss
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