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LOGO GUIDELINES

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TEXAS A&M  
AGRI LIFE  
EXTENSION

### **PURPOSE OF THESE LOGO GUIDELINES**

As Texas A&M University AgriLife Extension promotes our Walk Across Texas! initiative, it is important to maintain the integrity of communications across all media – print, digital, video and more.

The consistent use of logos, typography and color will ensure our communications efforts are both memorable and recognizable as distinctively ours.

These guidelines will ensure that TAMU AgriLife Extension personnel, vendors and agency partners express our brand identity effectively across all advertising and marketing communications executions.

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## **BRAND STORY AND BRAND PERSONALITY**

To complement development of the Walk Across Texas! logo system, a Brand Story and a Brand Personality were created.

Together, the Brand Story and the Brand Personality provide a framework for guiding conversations about the Walk Across Texas! program to all of our potential constituents.

While these are internal documents and are not consumer-facing, both help set the tone for how we talk about ourselves and what we say across all marketing platforms.



## **BRAND STORY**

*For Texans walking the road to a healthier life, the journey begins with a single step.*

*And then another. And another. And another.*

*For almost 20 years, these steps have been supported and surrounded by friends, family, co-workers and thousands of others — all thanks to Walk Across Texas!*

*A free, eight week program designed to help Texans establish the habit of regular physical activity, Walk Across Texas! is an 830-mile challenge that connects people to fitness and fun.*

*By giving Texans access to healthy resources, helpful tips for a healthy life and a community dedicated to physical activity, Walk Across Texas! helps Texans walk across the state by putting their best foot forward — for health.*



## BRAND PERSONALITY

Not every marketing message can convey every element of the Brand Personality. However, each communication should reinforce one or more of the attributes outlined below.

*Walk Across Texas! is...*

### **communal**

*With the ability to create a team of eight or join a team needing an additional person, Walk Across Texas! connects people through a positive journey towards a common, healthier goal.*

### **empowering**

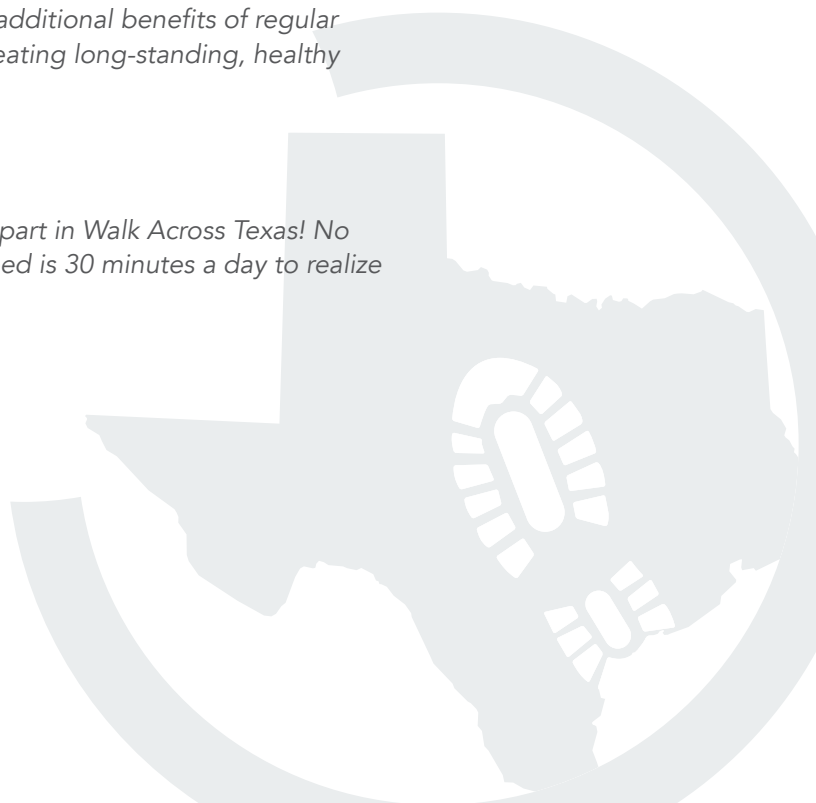
*With numerous resources and tools available to meet the goals of health, physical activity and figuratively walking the 830 miles across the state, Walk Across Texas! activates and motivates people to do more — for their life.*

### **life-changing**

*By completing the eight-week program, you will feel better, lower your stress level and get all of the additional benefits of regular physical activity, not to mention creating long-standing, healthy habits of physical activity.*

### **for everyone**

*All Texans are encouraged to take part in Walk Across Texas! No matter your fitness level, all you need is 30 minutes a day to realize the benefits of a healthier life.*



## **TARGET AUDIENCE**

Through the Walk Across Texas! program, TAMU AgriLife Extension seeks to reach Texans wanting or needing to adopt a healthy lifestyle.

More specifically, the program hopes to target individuals including:

- Stay at-home parents
- Young professionals
- Individuals coordinating wellness programs on behalf of their organizations





## LOGO

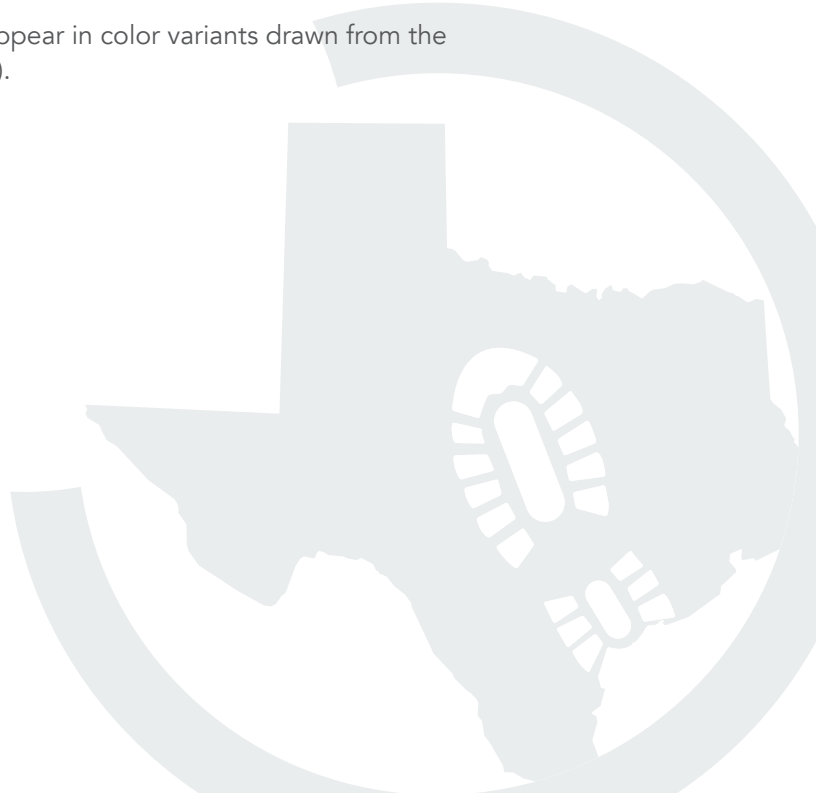
The Walk Across Texas! logo is a critical component of the program's brand identity. Strict adherence to the guidelines for logo usage ensures we project a strong and consistent persona across every platform.

### Usage Guidelines

- Always use original artwork for the logo; poor-quality reproductions are unacceptable.
- Never combine the logo with other figures, words, trademarks or symbols.
- The logo may often appear on a dark background color. To ensure optimum legibility, reversed-out logos should not appear on backgrounds with a tint lighter than 50%.

### Logo Color

The Walk Across Texas! logo can appear in color variants drawn from the primary color palette (see page 12).



**LOGO HORIZONTAL**

**LOGO VERTICAL**

**Standard Logo**



**With AgriLife Extension Tag**



LOGO HORIZONTAL

LOGO VERTICAL

Alternative Logo



With AgriLife Extension Tag



Standard Logo - Reversed



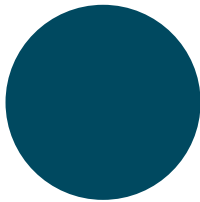
With AgriLife Extension Tag - Reversed



## COLOR PALETTE

### Primary Colors

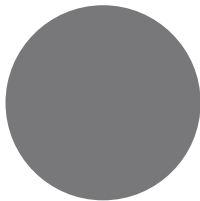
The Walk Across Texas! Program’s primary color palette includes the following colors. To ensure consistent color usage, adhere to the Hex, Pantone, CMYK and RGB formulas as outlined below.



#### Aggie Navy

**R** 0  
**G** 61  
**B** 77  
**HEX** 003D4D

**C** 100 **COATED PMS** 309 C  
**M** 0 **UNCOATED PMS** 309 U  
**Y** 9  
**K** 72

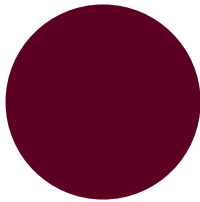


#### Aggie Grey

**R** 120  
**G** 119  
**B** 122  
**HEX** 8A8A8C

**C** 55 **COATED PMS** Cool Gray 9 C  
**M** 47 **UNCOATED PMS** Cool Gray 9 U  
**Y** 44  
**K** 10

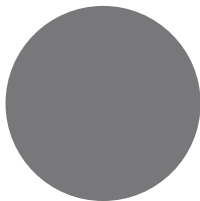
### Alternative Colors



#### Aggie Maroon

**R** 80  
**G** 0  
**B** 0  
**HEX** 500000

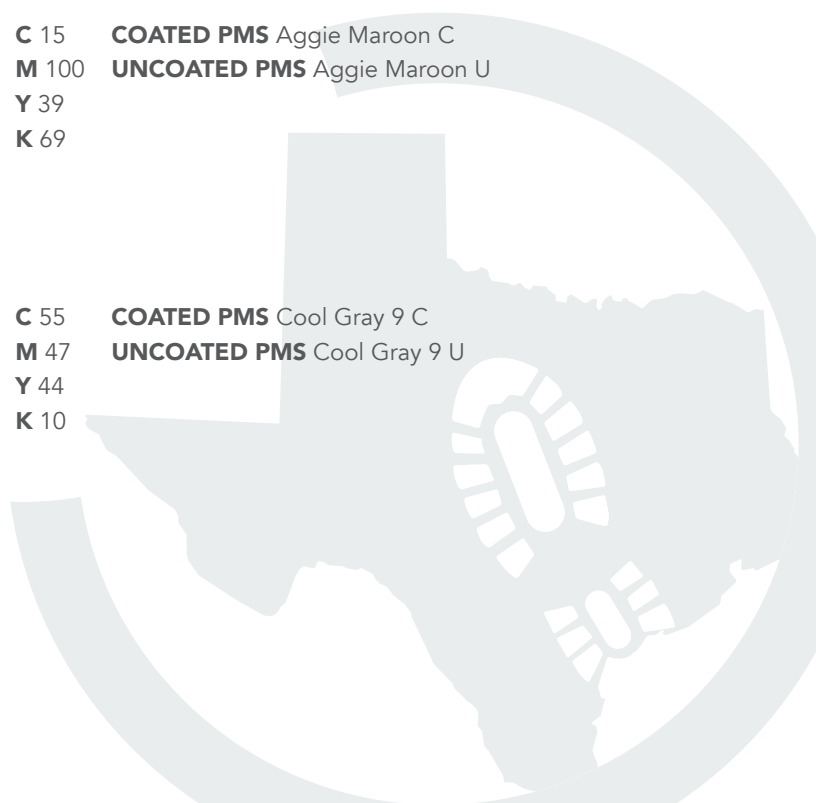
**C** 15 **COATED PMS** Aggie Maroon C  
**M** 100 **UNCOATED PMS** Aggie Maroon U  
**Y** 39  
**K** 69



#### Aggie Grey

**R** 120  
**G** 119  
**B** 122  
**HEX** 8A8A8C

**C** 55 **COATED PMS** Cool Gray 9 C  
**M** 47 **UNCOATED PMS** Cool Gray 9 U  
**Y** 44  
**K** 10



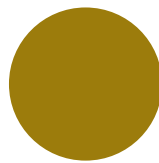
## COLOR PALETTE

### Secondary Colors

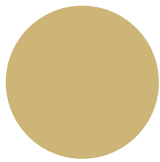
The Walk Across Texas! Program secondary color palette includes the following colors. To ensure consistent color usage, adhere to the Hex, Pantone, CMYK and RGB formulas as outlined below.



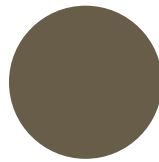
**R 241**    **C 0**    **COATED PMS 7408 C**  
**G 175**    **M 25**    **UNCOATED PMS 7408 U**  
**B 0**        **Y 95**    **HEX F2AF00**  
**K 0**



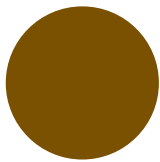
**R 131**    **C 0**    **COATED PMS 4495 C**  
**G 110**    **M 20**    **UNCOATED PMS 4495 U**  
**B 44**     **Y 95**    **HEX 836E3C**  
**K 46**



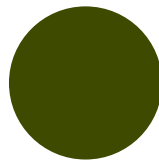
**R 183**    **C 0**    **COATED PMS 4515 C**  
**G 166**    **M 9**    **UNCOATED PMS 4515 U**  
**B 109**    **Y 50**    **HEX B7A66D**  
**K 24**



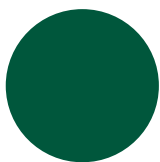
**R 95**     **C 0**    **COATED PMS 405 C**  
**G 87**     **M 10**    **UNCOATED PMS 405 U**  
**B 79**     **Y 33**    **HEX 5F574F**  
**K 72**



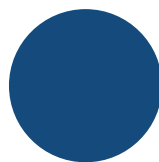
**R 108**    **C 0**    **COATED PMS 1405 C**  
**G 73**     **M 36**    **UNCOATED PMS 1405 U**  
**B 63**     **Y 100**    **HEX 6C491D**  
**K 63**



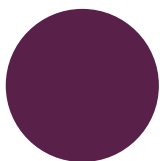
**R 79**     **C 25**    **COATED PMS 7498 C**  
**G 85**     **M 0**     **UNCOATED PMS 7498 U**  
**B 42**     **Y 100**    **HEX F552A**  
**K 80**



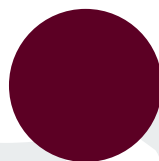
**R 0**        **C 98**    **COATED PMS 343 C**  
**G 88**     **M 0**     **UNCOATED PMS 343 U**  
**B 61**     **Y 72**    **HEX 00583D**  
**K 61**



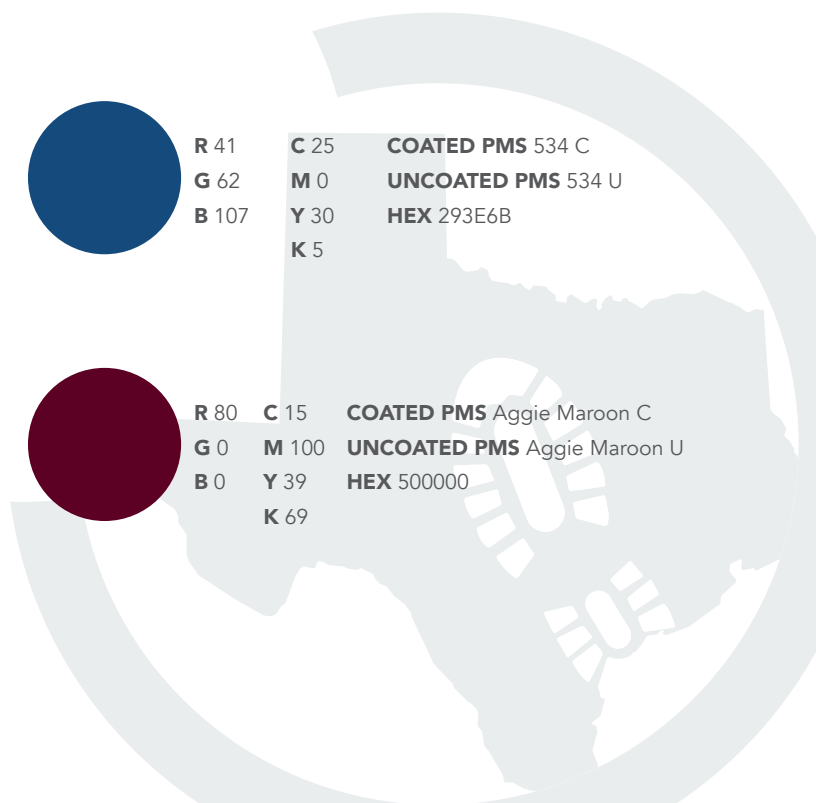
**R 41**     **C 25**    **COATED PMS 534 C**  
**G 62**     **M 0**     **UNCOATED PMS 534 U**  
**B 107**    **Y 30**    **HEX 293E6B**  
**K 5**



**R 81**     **C 70**    **COATED PMS 518 C**  
**G 50**     **M 100**    **UNCOATED PMS 518 U**  
**B 78**     **Y 55**    **HEX 51324E**  
**K 25**



**R 80**    **C 15**    **COATED PMS Aggie Maroon C**  
**G 0**     **M 100**    **UNCOATED PMS Aggie Maroon U**  
**B 0**     **Y 39**    **HEX 500000**  
**K 69**



## TYPOGRAPHY

The following typefaces have been selected for use in all Walk Across Texas! communications materials:

- ITC New Baskerville
- Avenir

Fonts should be used consistently and appropriately to support the Walk Across Texas! brand.

### Headlines - ITC New Baskerville Bold

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**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**

### Subheads - Avenir Black

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**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**

### Body Copy - Avenir Book

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ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz

### Calls to Action (Print) - ITC New Baskerville Bold

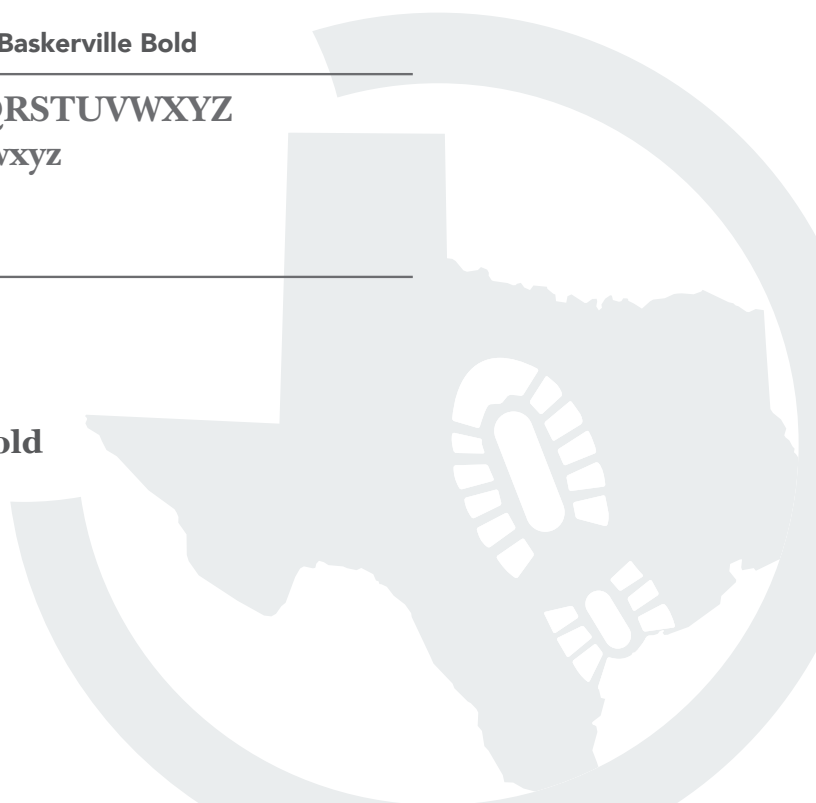
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**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**

### Web-Safe

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**Headline: Georgian Bold**  
**Subhead: Arial Bold**  
 Body Copy: Arial  
**Call to Action: Georgia Bold**



## **BRAND GUARDIAN**

If you have any questions regarding these logo guidelines, or if you need help addressing an issue not covered herein, please contact our brand guardian:

### **Rusty R. Hohlt, M.S.**

Healthy Texas Program - Assistant Director

Texas A&M AgriLife Extension Service

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