



VISUAL IDENTITY QUICK REFERENCE

Need help? Contact the Office of Marketing and Communications. 806-291-3588

The logos are registered with the United States Patent and Trademark Office and should display the ® symbol in print applications. Contact the office of Marketing and Communications for high resolution logos.

THE UNIVERSITY AND ACADEMIC LOGO



THE ATHLETIC AND SPIRIT LOGO

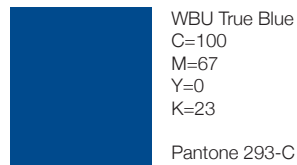
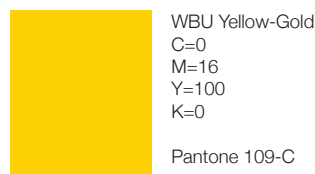


THE PRESIDENTIAL SEAL

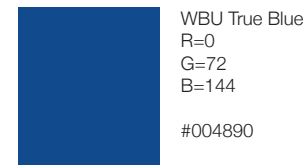
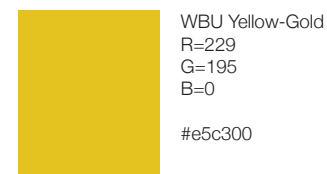


The Seal is reserved for the President and Board of Trustees use.

PRINT COLORS CMYK VALUES



WEB OR MOBILE COLORS RGB or HEX VALUES



ATHLETIC SHADOW COLOR



The Shadow blue is for use with the athletic logo or as a background element or accent color.