The background is a solid dark red color. It features several geometric elements: a large white arrow pointing from the bottom-left towards the top-right; a white rectangular shape in the top-right corner; a red dotted arrow pointing from the left edge towards the top-right; and a blue solid arrow pointing from the bottom-right towards the top-right. There are two rectangular areas with a fine white dot grid pattern, one at the top center and one at the bottom center. Two short yellow horizontal lines are positioned above and below the main title.

# WEB **BRANDING** ELEMENTS

## DIVISION OF STUDENT AFFAIRS

*DRAFT 2*

---

# UNIVERSITY STANDARDS

## Unique Selling Proposition

Deep connections for a world of difference. This idea is supported by 4 pillars: *transformational learning, citizens of substance, extensive reach, and modestly audacious.*

## Brand Rationale

We are a fearless front. A community, standing arm in arm, ready for anything. We are steeped in history, pride, and reverence, yet fueled by our diverse backgrounds, talents, and search for excellence and truth. From every corner of this University, we find better ways to create, solve and push each other—for the good of the world.

Together we can take on society's most critical problems and look fearlessly ahead at those yet to come. United by our strong values and desire to make a difference, we are a single progressive force on the leading edge of it all.

## Tone Words

The key words that will set the tone within the brand are: *driven, astute, purposeful, relentless, committed, and engaging.*

## Copy and Tone

The copy for Texas A&M University should capture the over arching brand in both tone and message in as many places as possible. The tone is *bold but not boastful*, communicating a need to *always forge forward*, looking for better ways and solutions.

In addition to conveying necessary information, the copy should make readers feel excited about what Texas A&M can do for the *future, and inspired* to join them on the *journey.*

# HUMANITY REACHES NEW HEIGHTS

Former Texas A&M University architecture student, Adrian Eastin, is responsible for designing the world's tallest building in Dubai.

FEARLESS ON EVERY FRONT  
IMPACTS 1000 100

EVEN IN A CROWD, WE

# STAND OUT

Something truly amazing happens when you become one of us. There's nothing in the world like it. It's confidence in the face of challenge big and small. It's poise under any pressure. It's a friendship created. It's an internship earned. A pandemic prevented. It's starting at Pixar. Or a startup made here. It's the strength of a bond and the reach of a coastline. It's the inspiration to lend a hand and the support to share your voice. And though it's made possible because you're an Aggie.

IT'S THE LIMITLESS FEELING OF BEING ONE OF A KIND.

*being one of a thousand points of light helping others...and it comes naturally to Aggies*



## UNIVERSITY ELEMENTS

### Textures

Texture set is used to add depth to the brand. They can be used as an overlay on entire compositions or to treat special elements such as typography or photography. They should be subtle and act as a supporting element. It can be used in any color from the palette. Avoid over texturing and excessive contrast.

### Red Line

Red line is a subtle way to represent the fearless front and can be used in a range of ways, from an accent to a feature graphic element. The line should be thin and interact with the content of the composition.

### Dot Grids

The dot grid can be used unaltered or warped, allowing for a wide-range of applications. It can use any color in the palette. Borders, background accents, photography overlays and headline Hs are all acceptable uses. Try layering and interaction with photos or typography to add depth and visual interest.

### Photography

The photography style should feel modern, diverse, and natural. Whenever possible, show the subject in action and interacting with relevant props. The action should feel spontaneous and realistic. Each photo should feel like a glimpse into the hard-working real world of Texas A&M.

---

# DSA VISUAL IDENTITY EXERCISE

## DSA Summation of 160/90 Guide

Founded and leading forward.

### Vision

To be a preeminent, student-centered division that inspires and prepares students for a life of learning, leadership, service, and citizenship in a global society.

### Commitments

- Responsibility
- Wellbeing
- Self-Discovery
- Diversity and Inclusion

### Goals

Enrich the learning experience of students by cultivating an environment of *intellectual curiosity*.

*Contribute to student success*, including retention and timely graduation.

Create an *inclusive environment* that develops global citizens and leaders who productively engage in a wide spectrum of ideas, perspectives, and cultures.

Provide *innovative programs* and resources that promote the health, wellbeing, and safety of students.

Strategically leverage resources and develop new strategies to ensure our *future effectiveness and sustainability*.

Invest in Division staff and enhance the *Division's influence* in the profession.

### DSA Visual Theme

In alignment with the 160/90 brand guide, the designs for the Division of Student Affairs should present an overall theme of *movement*.

## Descriptors

- **Preeminent**
  - Transcendent
  - Surpassing
  - Unequaled
  - Paramount
- **Curiosity**
  - Thirst for knowledge
  - Searching
  - Inquiring
- **Discovery**
  - Unearthing
  - Summoning
- **Support**
  - Groundwork
  - Foundation
  - Footing
  - Progress
  - Advance
  - Maturation
- **Responsibility**
  - Charge
  - Trust
  - Will
  - Call
- **Inclusion (& Diversity)**
  - Embracement
  - Belonging
  - Encompassment
  - Formation

---

# DIVISION ELEMENTS

## THEME | MOVEMENT AND DIRECTION

### Arrows

Division will expand upon the university's use of graphic elements and accent features to express the theme of movement.

Arrows should vary in weight and spacing to each other. They should not be evenly spaced, nor should they be same length.

The dominate arrows should use primary colors (#332C2C, #9EA1A1, #4B1111, #FFFFFF) and the supporting arrows should be in secondary colors (#D7D2C4, #978542, #5B6236, #745029). However, arrows should not be in a repetitive pattern or consistantly spaced.

Placement of the arrows should express a progressive motion to the top, top right, or to the right of the design composition.

Arrows should align with other elements to act as directors. They should never start or end in a corner, leading the viewer off the page.

If using multiple arrows in the composition, refrain from intersecting arrows at the midpoint.

Arrows are not mutually exclusive depending upon the message or content.

### Copy

When used in advertising messages, verbiage should support the directional composition of the design. The placement of copy should also support the overall thematic composition.

### Photography

In addition to the 160/90 photography style, the division will use images that are directional in content and/or idea.

### Typography

Appropriate use of fonts from the University brand standards are necessary. Hand drawn type is also used as an subtle accent when grabbing students' and future students' attention.

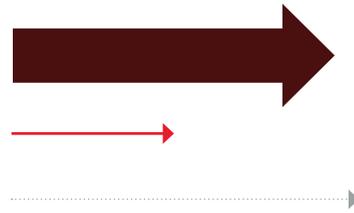


# DIRECTION / ORIENTATION

When designing and placing arrows in a composition, arrows should vary in overall size, opacity, line thickness, and color.

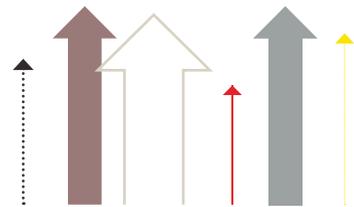
## → Progression | Success | Surpassing

**ARROWS:** Placed horizontally pointing towards the right showing progression.



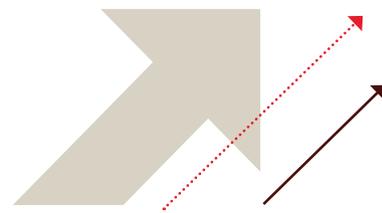
## ↑ Support | Responsibility

**ARROWS:** Placed vertically pointing upward showing the idea of support.



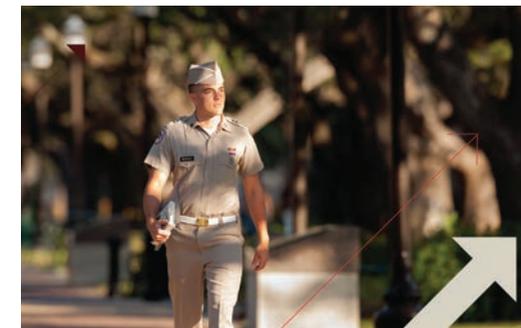
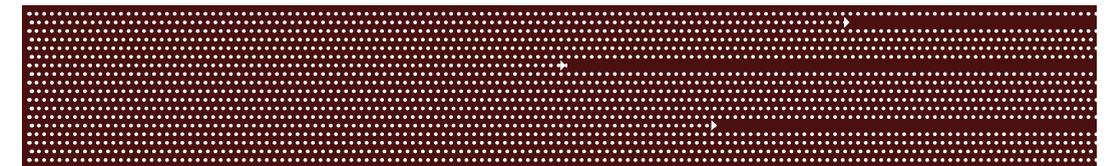
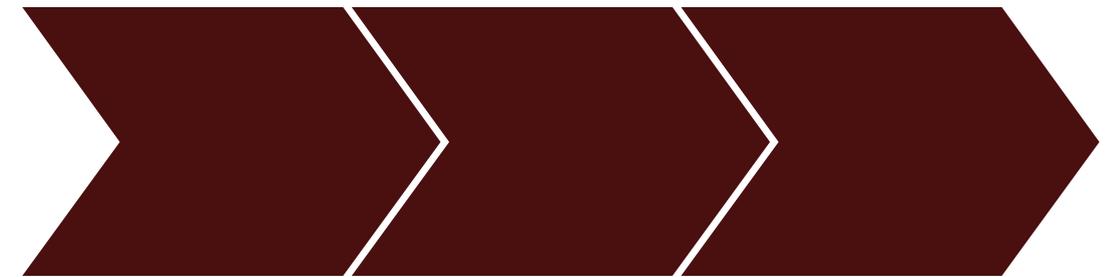
## ↗ Aspiration | Curiosity | Discovery

**ARROWS:** Placed at a upward right angle showing the idea of aspiration.



## Fundamental Implementations

In addition to arrows, direction can be visually communicated through use of dramatic directional edges. The dotted pattern and arrows can be incorporated together to create an added textural element.



---

# COPY

## Element Incorporation

Style and verbiage should support the directional composition of the design. Expression of these ideas can be achieved by brief poignant word choices, which clearly iterate the targeted theme without distracting from the overall composition.

In the visual composition, such as header images, graphics should remain prominent with copy secondary.

Placement of copy should also support the overall thematic composition. Keeping copy limited and with a specific focus will assist in maintaining the student centric and visual aspects of the brand.

In regards to body copy, information should be direct, and redundant information should be eliminated by linking to locations already sharing the same information.

Copy should be in cordination to University standards.

---

## → Progression | Success | Surpassing

**DESCRIPTORS:** Growth, Advancing, Accomplishment

**COPY:** Success knows no limits, Conscience intention meets deliberate action

---

## ↑ Support | Responsibility

**DESCRIPTORS:** Foundation, Groundwork, Exceed

**COPY:** Providing the foundation for excellence, Lead by the preeminent

---

## ➤ Aspiration | Curiosity | Discovery

**DESCRIPTORS:** Endeavor, Initiative, Inventive

**COPY:** Investigating horizons, Inquisitive ambition

---

## PHOTOGRAPHY

Imagery should tell the story of not only the students, but should express the resources we have as a division to support those stories.

### Primary Image Treatment

Primary images use lighting that is soft, not harsh, engaging the friendly, welcoming feel.

As seen to the top, students should look natural and not posed. Campus should be the backdrop of photos but not the main focus, leaving it as an afterthought in the background. Imagery should not overly promote A&M's logo and spirit wear should be avoided.

Imagery should also have strong sense of depth of field, with the foreground in focus and a blurred background emphasizing the subject.

Images should reflect to the diversity of the student body.

### Secondary Image Treatment

Some imagery may be treated with a doutone composed of Aggie maroon and white. These images should be used sparingly to support primary imagery.

### Positioning

Natural authentic movement and motion of the subject should reflect progression, support, inclusion, or aspiration.

### Lighting

Lighting should have a warm glow and soft feel while not being harsh or unnatural.

The time period shortly after sunrise or before sunset can aid in creating a natural soft warm glow to images. Subjects should be primarily be backlit to help create the friendly welcoming feel.

### Motion Blurs

Motion blurs should be subtle with the background still recognizable, and the subject in solid focus. This technique assists in carrying forward the overall movement theme.

### Content

Content of the images should showcase the wide variety of diversity within the students at Texas A&M.

Compostion should also be presented strongly by appropriate cropping and positioning. The main focus of the image should always compliment the overall composition.



Primary Image Treatment



Secondary Images Treatment



# TRADITION OF SUCCESS &



# FUTURE OF CHANGE

---

## TYPOGRAPHY

The primary typeface used for web is Open Sans.

### Headlines

Headlines should be in all caps, bolded and larger than the subheads. They should have enough space to clearly relate to the rest of the copy without feeling disconnected.

Headlines should also be spaced out appropriately, dashes and hyphens should be used minimally.

### Subheads

Subheads should also be bolded, however unlike headlines, subheads will be in title case. Copy should be positioned closer to subheads.

### Body Copy

Body copy should be set in Open Sans regular weight and set at appropriate reading level such as 8 point size font.

### Pull Quotes

Quotes, key phrases, or excerpts within the body of copy that are made distinctive should be treated in italics.

### Highlighted Text

Text that is paired with imagery or used as pacers will be set in multiple weights of the typeface Oswald. These phrases should represent the underlying forward motion the division will portray.

### Text Color

Grey type is warmer and less harsh than black type therefore text color should be consistently set in grey.

### Hand Drawn Type

Hand drawn type will be used sparingly as an accent and should be a limited element, only to be used when addressing students or future students.

---

## WEB CATALOG

# DIRECTORY

.01

▶ BECKY GATE'S CHILDREN CENTER	▶ MEMORIAL STUDENT CENTER	▶ STUDENT AFFAIRS DEVELOPMENT
▶ CENTER FOR FRATERNITY & SORORITY LIFE	▶ MULTICULTURAL SERVICES	▶ STUDENT COUNSELING SERVICE
▶ CORPS OF CADETS	▶ MUSIC ACTIVITIES	▶ STUDENT HEALTH SERVICES
▶ DISABILITY SERVICES	▶ OFFICE OF THE VICE PRESIDENT	▶ STUDENT LIFE
▶ GLBT RESOURCE CENTER	▶ RECREATIONAL SPORTS	▶ STUDENT LIFE STUDIES
▶ INFORMATION TECHNOLOGY	▶ RESIDENCE LIFE	▶ UNIVERSITY ART GALLERIES
	▶ STUDENT ACTIVITIES	

.02

▶ Becky Gate's Children Center	▶ Memorial Student Center	▶ Student Development
▶ Center for Fraternity & Sorority Life	▶ Multicultural Services	▶ Student Counseling Services
▶ Corps of Cadets	▶ Music Activities	▶ Student Health Services
▶ Disability Services	▶ Office of the Vice President	▶ Student Life
▶ GLBT Resource Center	▶ RECREATIONAL SPORTS	▶ Student Life Studies
▶ Information Technology	▶ Residence Life	▶ University Art Galleries
	▶ Student Activities	

.03



.04

DEPARTMENTS		
▶ Becky Gate's Children Center	▶ Memorial Student Center	▶ Student Affairs Development
▶ Center for Fraternity & Sorority Life	▶ Multicultural Services	▶ Student Counseling Service
▶ Corps of Cadets	▶ Music Activities	▶ Student Health Services
▶ Disability Services	▶ Office of the Vice President	▶ Student Life
▶ GLBT Resource Center	▶ Recreational Sports	▶ Student Life Studies
▶ Information Technology	▶ Residence Life	▶ University Art Galleries
	▶ Information Technology	

.05

DEPARTMENTS		
▶ Becky Gate's Children Center	▶ Memorial Student Center	▶ Student Affairs Development
▶ Center for Fraternity & Sorority Life	▶ Multicultural Services	▶ Student Counseling Service
▶ Corps of Cadets	▶ Music Activities	▶ Student Health Services
▶ Disability Services	▶ Office of the Vice President	▶ Student Life
▶ GLBT Resource Center	▶ Recreational Sports	▶ Student Life Studies
▶ Information Technology	▶ Residence Life	▶ University Art Galleries
	▶ Information Technology	

.06



# INFOGRAPHICS

.01

**EIGHTEEN**  
DEPARTMENTS

**28 DAYS**  
UNTIL MOVE IN

**ONE**  
AGGIE FAMILY

.02

**EIGHTEEN**  
DEPARTMENTS

**28 DAYS**  
UNTIL MOVE IN

**ONE**  
AGGIE FAMILY

.03

**49%** OF THE STUDENT BODY TODAY IS **WOMEN**

.04

**49%** OF THE STUDENT BODY TODAY IS **WOMEN** | **57%** OF THE STUDENT BODY ARE FIRST GENERATION **STUDENTS** | **40%** OF THE STUDENT BODY GRADUATES **ON TIME**

.05

**EIGHTEEN**  
DEPARTMENTS

*unlimited*  
OPPORTUNITIES

**ONE**  
AGGIE FAMILY

.06

**EIGHTEEN**  
DEPARTMENTS

**28 DAYS**  
UNTIL MOVE IN

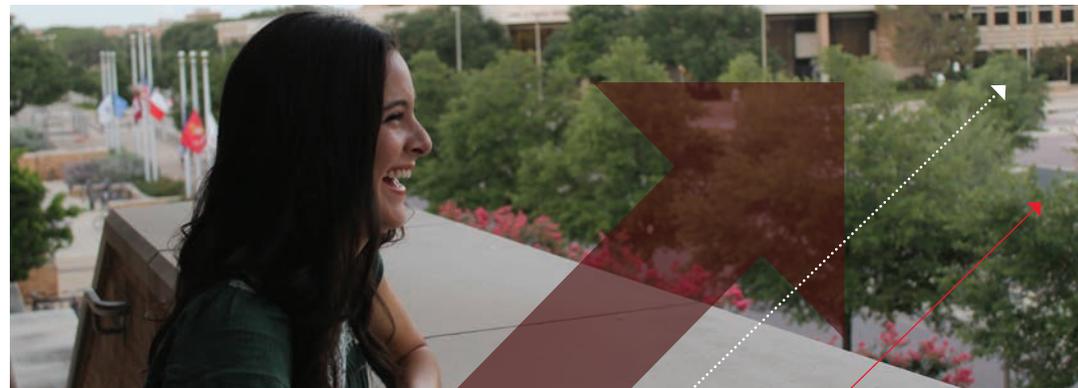
**ONE**  
AGGIE FAMILY

## HEADER IMAGES

.01



.02



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.04



.05



.06



# FOOTER

.01

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## WEB **MOCKUPS**

**DIVISION OF STUDENT AFFAIRS**

FORMER STUDENTS | PARENTS | STUDENTS | FACULTY | STAFF | GIVING

WORDS | WORDS | WORDS | WORDS

**EIGHTEEN DEPARTMENTS**    **28 DAYS UNTIL MOVE IN**    **ONE AGGIE FAMILY**

- Becky Gale's Children Center
- Center for Fraternity & Sorority Life
- Corps of Cadets
- Disability Services
- GLBT Resource Center
- Information Technology
- Memorial Student Center
- Multicultural Services
- Music Activities
- Office of the Vice President
- RECREATIONAL SPORTS
- Residence Life
- Student Activities
- Student Development
- Student Counseling Services
- Student Health Services
- Student Life
- Student Life Studies
- University Art Galleries

**STUDENT SPOTLIGHT**

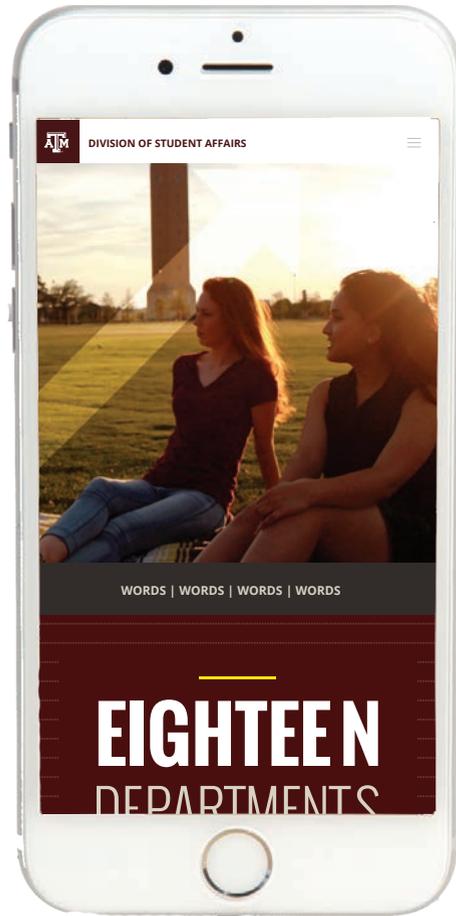
**UPWARD + onward**

**CONNECT WITH US**

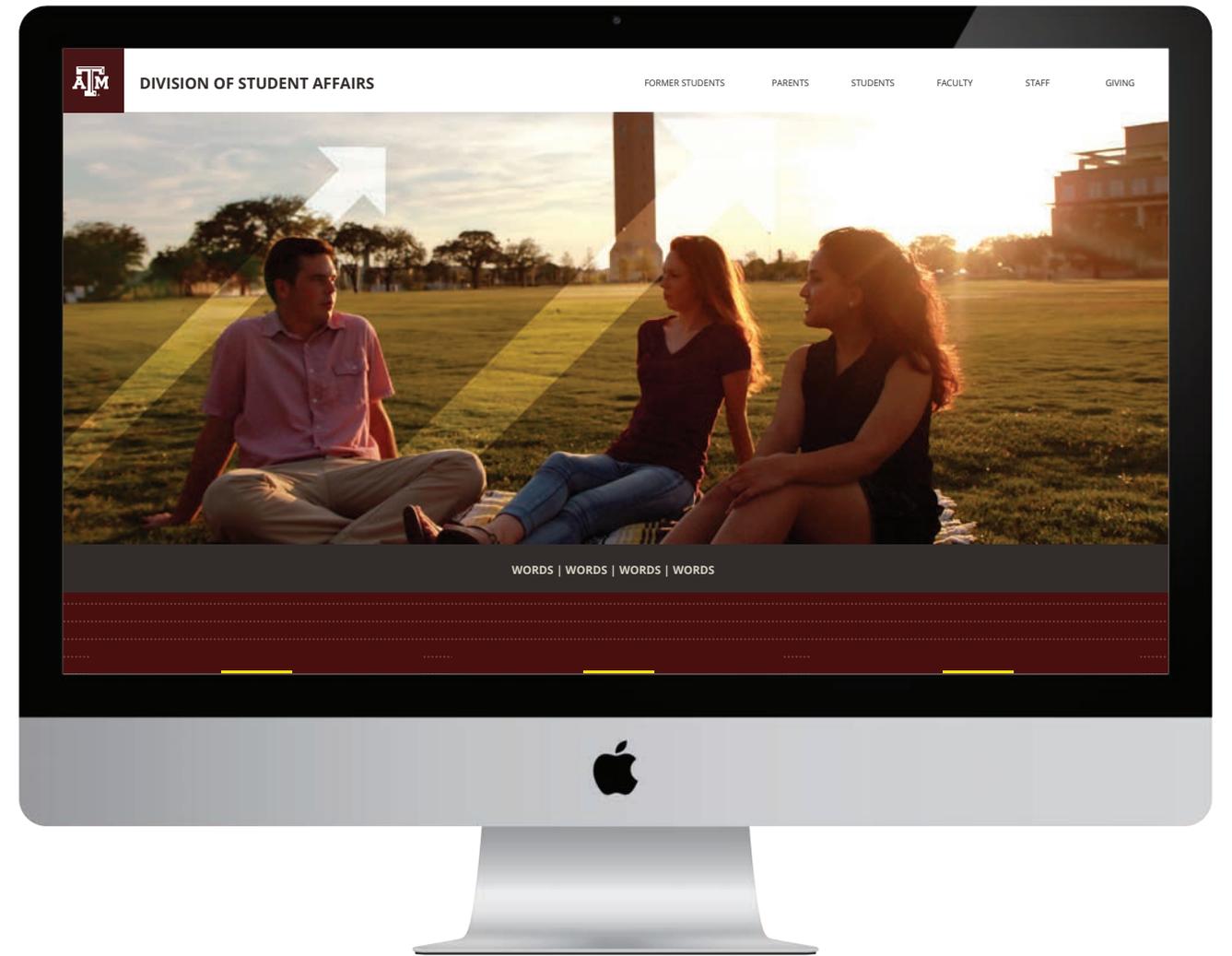
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.01  
MOBILE



.01  
DESKTOP



**ATM** DIVISION OF STUDENT AFFAIRS [FORMER STUDENTS](#) [PARENTS](#) [STUDENTS](#) [FACULTY](#) [STAFF](#) [GIVING](#)

## FOCUSING ON THE ASPIRATIONS OF EVERY STUDENT

### DEPARTMENTS

- ▶ Becky Gate's Children Center
- ▶ Center for Fraternity & Sorority Life
- ▶ Corps of Cadets
- ▶ Disability Services
- ▶ GLBT Resource Center
- ▶ Information Technology
- ▶ Memorial Student Center
- ▶ Multicultural Services
- ▶ Music Activities
- ▶ Office of the Vice President
- ▶ Recreational Sports
- ▶ Residence Life
- ▶ Information Technology
- ▶ Student Affairs Development
- ▶ Student Counseling Service
- ▶ Student Health Services
- ▶ Student Life
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- ▶ University Art Galleries

**EIGHTEEN** DEPARTMENTS    **28 DAYS** UNTIL MOVE IN    **ONE** AGGIE FAMILY



WORDS | WORDS | WORDS | WORDS

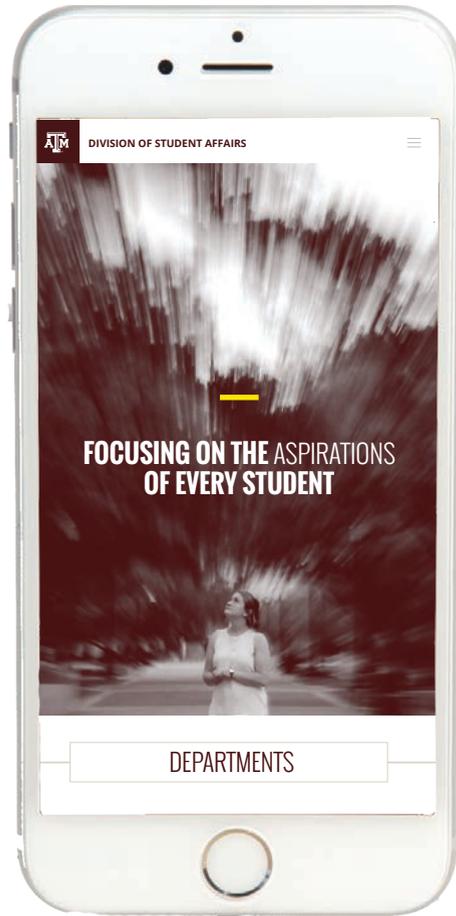
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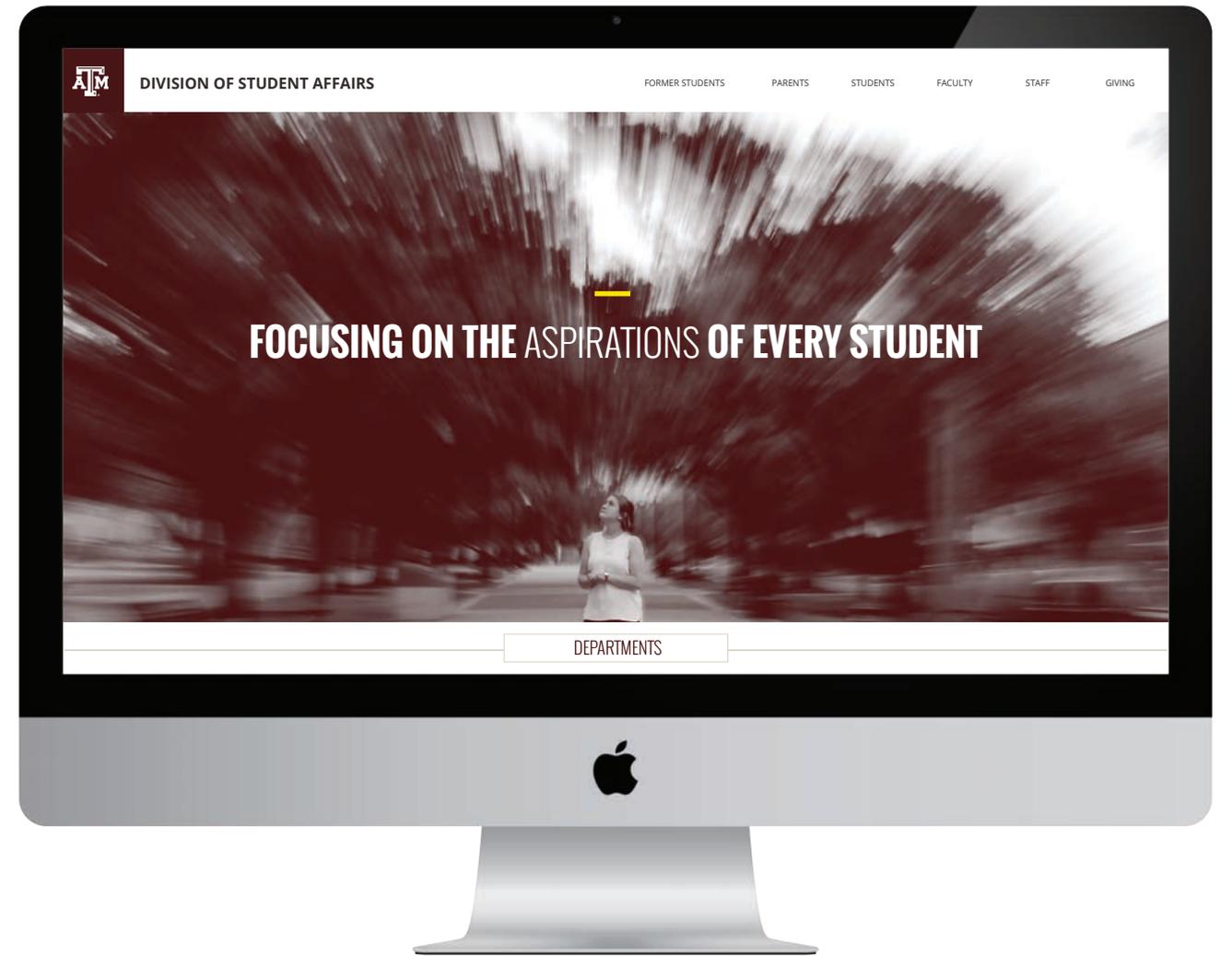
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**ATM** DIVISION OF STUDENT AFFAIRS

FORMER STUDENTS PARENTS STUDENTS FACULTY STAFF GIVING

### DEPARTMENTS

- ▶ Becky Gate's Children Center
- ▶ Center for Fraternity & Sorority Life
- ▶ Corps of Cadets
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49% OF THE STUDENT BODY TODAY IS WOMEN | 57% OF THE STUDENT BODY ARE FIRST GENERATION STUDENTS | 40% OF THE STUDENT BODY GRADUATES ON TIME

## STUDENT SPOTLIGHT

Students are gaining work experience outside the class room.

[READ MORE](#) →

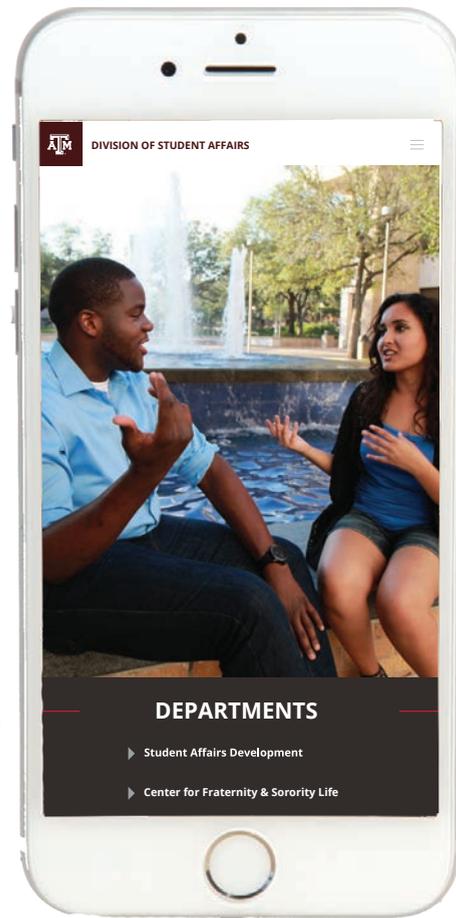
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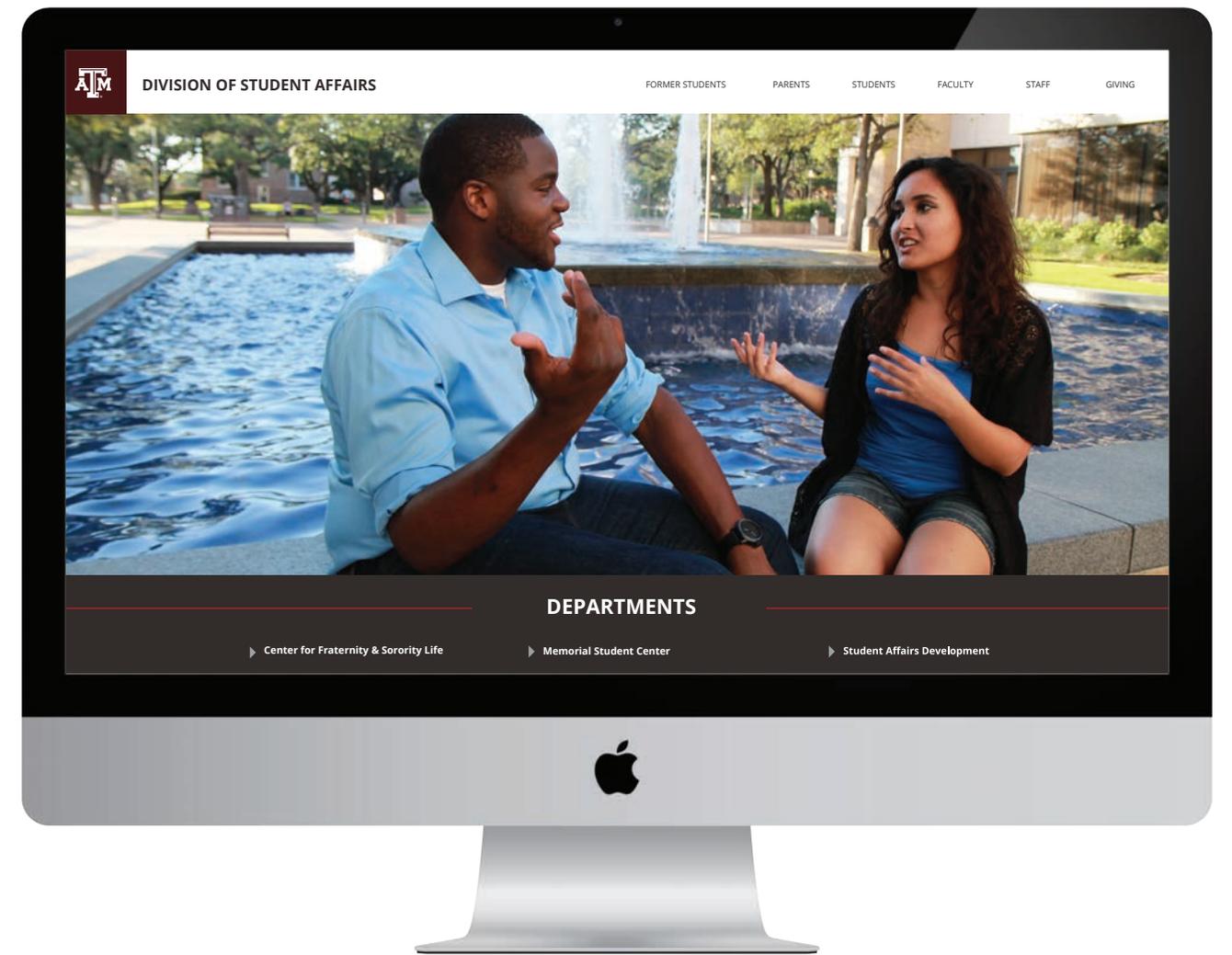
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