

TOGETHER, WE ARE
**A FORCE FOR GOOD
STORYTELLING.**

BRAND STANDARDS



TEXAS A&M
UNIVERSITY®

**THIS IS THE STORY OF A POWERFUL,
MAJOR PUBLIC RESEARCH UNIVERSITY
THAT ACCOMPLISHES EXTRAORDINARY
THINGS IN TEXAS, NATIONALLY AND
BEYOND — FROM LAND TO SEA TO SPACE.**

Not only because Texas A&M University has the expertise, magnitude and resources to do them, but because of its uncommon culture — one rooted in core values, duty, resilience and unrivaled connections.

**No other university stands up, stands together
and steps forward like Texas A&M.**

TABLE OF CONTENTS

As human beings, we express ourselves based on who we’re speaking to, what our personality is like and what we need to communicate. **The same is true for brands.**

This document defines each component of our brand so that we at Texas A&M University can consistently demonstrate who we are and why we matter to the world.

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At Texas A&M, the Division of Marketing and Communications focuses on positioning and promoting the university at the enterprise level, showcasing its signature stories and incredible individuals.

All the assets in this document for the Texas A&M brand can be found on the Brand Toolkit website hosted by the Division of Marketing and Communications:

brandguide.tamu.edu

If you're looking for additional guidance or resources, or simply have questions about applying the brand, please contact:

brandguide@tamu.edu

marcomm.tamu.edu/about/contact

1.0

BRAND STRATEGY

Our strategy celebrates our impact, elevates our strengths, captures our personality and defines what the world can expect from us. It's the blueprint for building our brand. Additionally, it's a tool that we should consult as we develop marketing plans, campaigns and initiatives.

STRATEGY ELEMENTS

Everything we say and everything we do as a brand is built on this brand strategy. It's how we'll tell the world who we are, why we exist and why it matters. Every element of the strategy is the result of focused decisions to establish the positioning for our brand and a platform for our big idea.

This is where it all starts.

- 1 Positioning
- 2 Brand Essence
- 3 Core Value Proposition
- 4 Messaging
- 5 Brand Personality

Simply put, the brand strategy is the blueprint for our brand experience and brand story. More specifically...

The Strategy Is:

A resource for anyone who communicates on behalf of Texas A&M University

A set of frameworks and tools specifically for building communications

The core ideas, offers and beliefs that help convey what's most compelling about Texas A&M

The Strategy Is Not:

An outward expression — a tagline, a headline or finished marketing copy

Everything that we need to say or communicate

Fixed or static

Only about communications

POSITIONING STATEMENT

This statement articulates the conceptual core of our brand and serves as the underpinning for everything we say and do. Through this fundamental statement, all areas of Texas A&M can move forward in their own unique way, because they've all started from the same place.

This is what sets Texas A&M apart.

The clearest statement of who we are and what we stand for as a university.

WHO Texas A&M University

WHAT is a **force for good**

HOW where Aggies **stand together** and step forward —
united by Core Values and a shared duty —

WHY to build a **brighter, safer world** for
the people of Texas, the nation and beyond.

BRAND ESSENCE

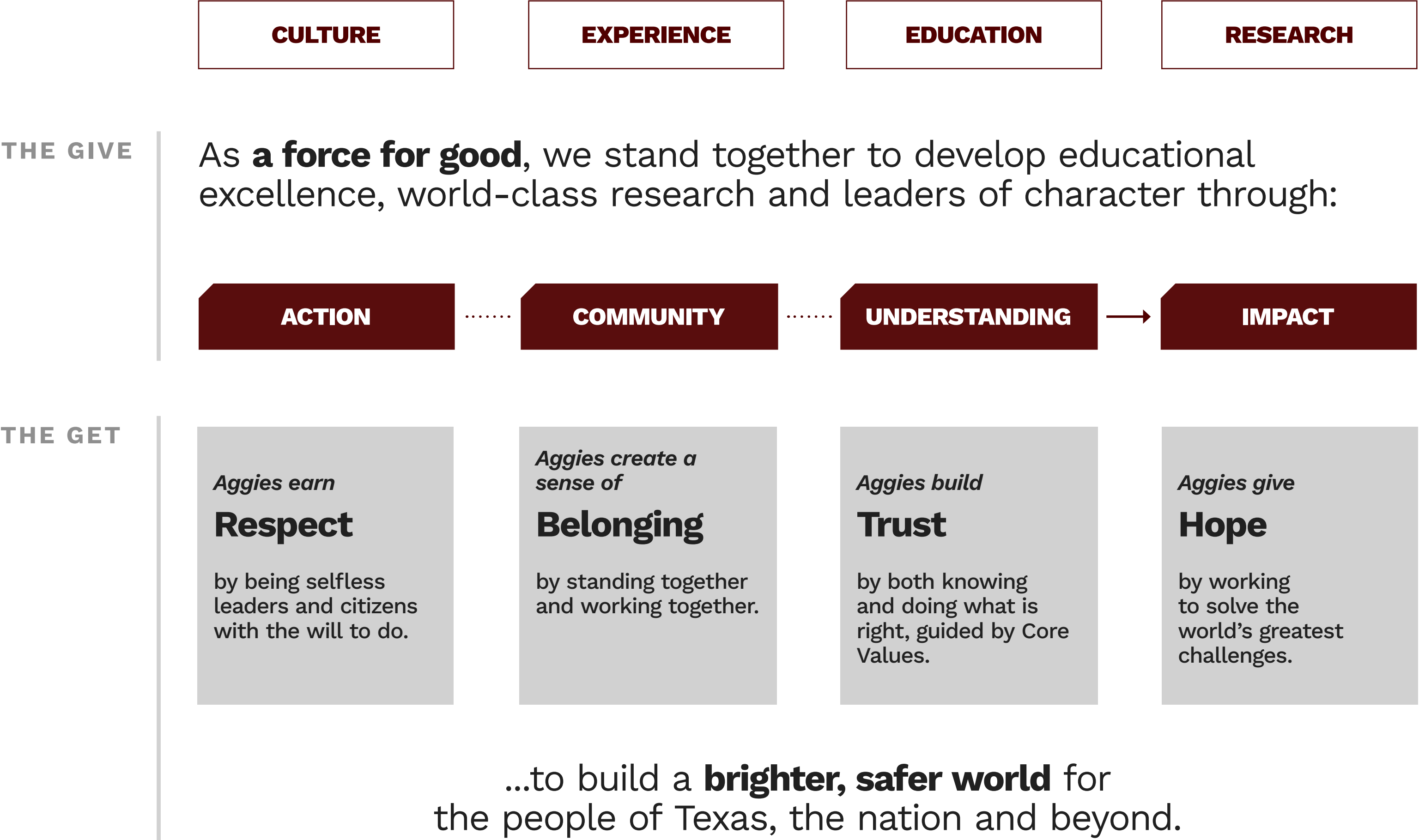
Our brand essence distills the positioning statement into a succinct, memorable phrase. This is not meant to be a tagline, a slogan or a headline, but rather an internal expression that we can use as a recall device — a mental prompt as an anchor to our story. It serves as a filter for our story for the decisions we make and the spirit of everything we create.

The simplest articulation of the brand strategy.

TOGETHER, WE STAND AS
A FORCE
FOR GOOD.

CORE VALUE PROPOSITION

We begin to shape our story around four pillars that make Texas A&M distinct: **action, community, understanding** and **impact**. At the center of the diagram, we articulate the core value that we deliver to our stakeholders and why it matters.



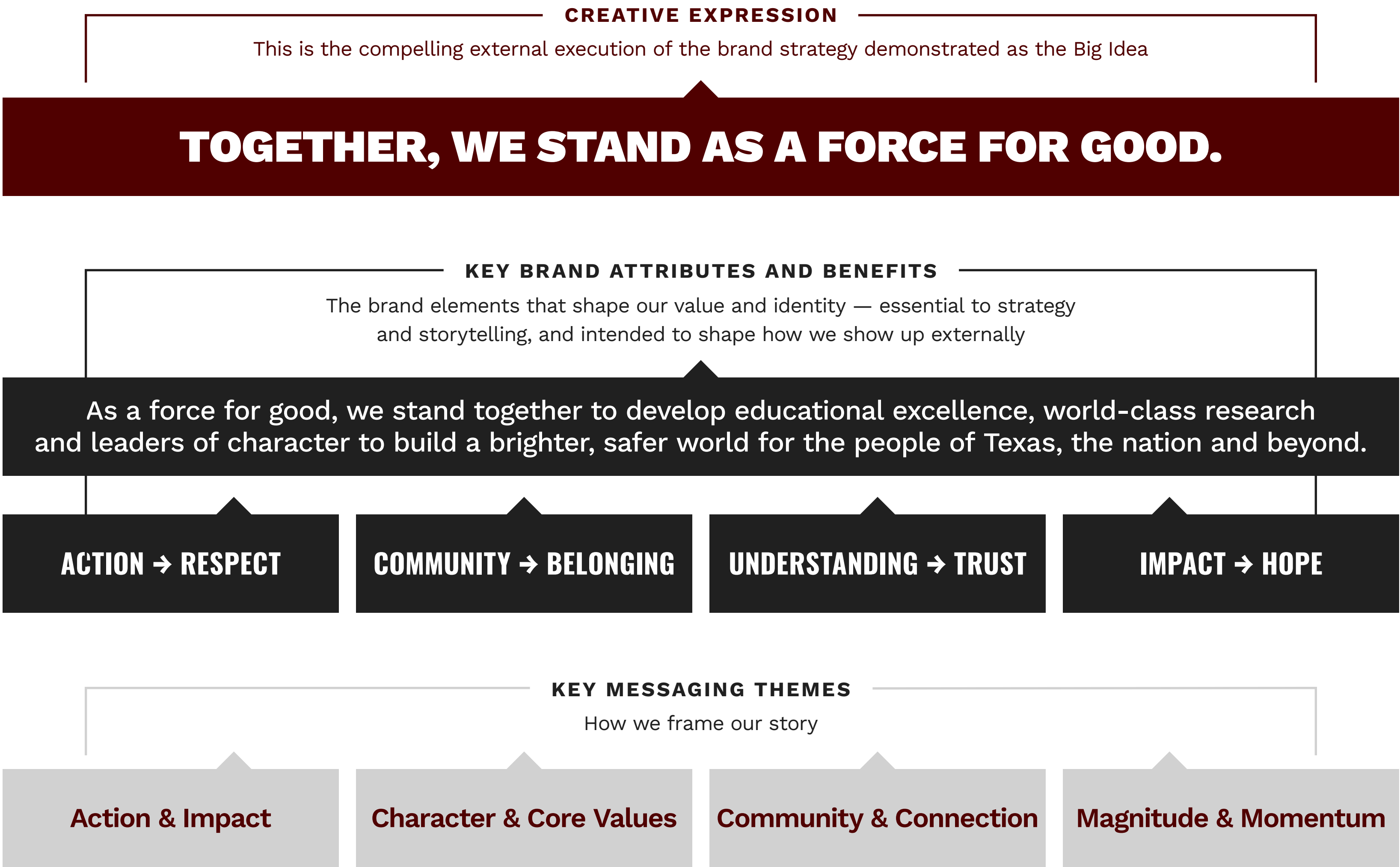
MESSAGING

To communicate effectively, we organize our key messages into a hierarchy. This ensures that we’re telling Texas A&M’s story in a consistent way that is memorable and reinforces our positioning.

The Message Map starts at the core, and all secondary and supporting points make the core stronger.

MESSAGE MAP

The Message Map is a strategic tool that we use to organize and align our messaging, outlining our core message themes and supporting proof points. This is a framework for anyone who communicates on behalf of the university.



BRAND PERSONALITY

Personality is what humanizes our brand, bringing our messages to life with greater emotional strength and resonance. Our messages, visuals and stories should embody these traits. These characteristics and qualities define how our brand looks and feels — creating alignment between who we authentically are as a university and how our brand comes to life.

Our brand personality brings our messages to life.

Welcoming

LIKE HOME.

Selfless

WE OVER ME.

Inspiring

EVERYTHING POSSIBLE.

Spirited

FULL OF POSITIVE ENERGY.

Confident

BUT NEVER ARROGANT.

Significant

IMPACT AT SCALE.

2.0

VOICE AND TONE

Informed by our strategy, our Brand Platform translates internal language into external messaging. Together, our message and our voice and tone (inspired by our Brand Platform) give us a framework for telling our story.

In the simplest terms, our message is what we say, and our voice and tone are how we say it. This section is designed to help ensure that all of our communications sound consistent, compelling, distinct and authentic.

VOICE AND TONE ELEMENTS

The Texas A&M University voice is the unique way in which we communicate with our audiences. It's based in our brand personality, giving us an identifiable and consistent style of speaking, and helps us make a true, emotional connection with all our stakeholders.

Our strategic positioning and key messages form the basis of what we say. Our voice is how we say it.

By choosing our words deliberately and maintaining consistency, we will not only communicate our messages, but we'll also shape how our audiences will feel about our messages. Use these guidelines to imbue our messaging with greater relevance, meaning and emotion.

- 1 Brand Narrative
- 2 Messaging
- 3 Brand Essence
- 4 Constructions
- 5 Putting It All Together

BRAND NARRATIVE

This brand narrative is the most distilled creative expression of our brand strategy: the messaging, essence, positioning and personality of Texas A&M. It forms the basis of our verbal vocabulary and guides the tone of all our marketing and communications efforts. Use it as a model for style.

There’s an incredible power at the heart of Texas A&M.

With an unrivaled network of current and former students, faculty and staff, we are united by a call to service rooted in honor, integrity and respect. With our collective might, expertise and magnitude — there’s no limit to the good we can do.

For the good of society, we answer the call.
For the good of the world, we take action.
For the good of people everywhere,
we work together.

At Texas A&M, we know that everything — literally everything — is possible.

For the countless lives we change, the boundless hope we provide and the endless solutions we create, we stand together.

This is what it means to be an Aggie:
to lead with character and to serve with compassion for the people of Texas, the nation and beyond.

With the strength of every Aggie,
we are a powerful force.

A FORCE FOR GOOD.

BRAND NARRATIVE BREAKDOWN

↓ NARRATIVE

There’s an incredible power at the heart of Texas A&M.

With an unrivaled network of current and former students, faculty and staff, we are united by a call to service rooted in honor, integrity and respect.

With our collective might, expertise and magnitude — there’s no limit to the good we can do.

For the good of society, we answer the call. For the good of the world, we take action. For the good of people everywhere, we work together.

← **Breakdown:**
People are the heart of Texas A&M. Here, we are bound by a shared purpose, care for one another and belong to a culture that upholds honor, integrity and respect for others. The power of our impact is serving others.

← **Breakdown:**
There is a tremendous strength in what a collective can do as they work together, with intention. By sharing our knowledge, we work for the good of others, knowing that each role matters to scale our impact.

← **Breakdown:**
Caring enables us to do good and moves us to action. It is cultivated in how we teach, conduct research and engage across disciplines to build a brighter, safer world. When Aggies see a need, we unite to solve it. No matter the size, we respond.

↓ NARRATIVE

At Texas A&M, we know that everything — literally everything — is possible.

For the countless lives we change, the boundless hope we provide and the endless solutions we create, we stand together.

This is what it means to be an Aggie: to lead with character and to serve with compassion for the people of Texas, the nation and beyond.

With the strength of every Aggie, we are a powerful force.

A FORCE FOR GOOD.

← **Breakdown:**
We believe we are home to all things possible, and when we work together, we make things a reality. When Aggies are asked, we listen, answer, respond and act. We meet each challenge with resilience, trying again and again until the problem is solved. This mentality is fostered at Texas A&M, and it’s what makes things happen.

← **Breakdown:**
We know that being an Aggie means living up to the ideals we are known for. To live a life of service, distinction and honor. We carry this sense of purpose with us as we go out into the world.

← **Breakdown:**
Each Aggie carries this spirit with them and it grows. It is carried out in the lives and deeds of each Aggie. The size of our collective, working together to make a difference, creates a powerful, positive impact — a force for good.

HOW TO USE LANGUAGE FROM OUR BRAND NARRATIVE

The language of our brand narrative is designed to give our communications a human voice. It helps us deliver on our messaging. It keeps us consistent and makes our stories believable.

Use this language:

To ensure that our personality comes through in the voice.

The tone of what you’re writing should capture the spirit of our narrative and convey the propulsive, inspiring feeling of our language. The narrative can help you make appropriate choices to convey a relatable voice. Make sure that whatever you’re writing sounds like it’s coming from a person who possesses our personality traits.

To give context to our messaging.

We have a multitude of stories to tell and lots of information we need to deliver. By couching this information in a compelling narrative, we can help ensure that our message is received and remembered.

To maintain consistency.

With this positioning statement as a guide, we can ensure that all Texas A&M communications work together and sound as if they’re coming from one consistent brand voice.

To ensure that the world hears our story.

By keeping our story consistent, compelling and clear, we can create an incredibly powerful narrative and a tremendously potent message. This way, we can share one story, repeatedly, with a variety of audiences, across all types of media.

MESSAGING
THEMES

Our Brand Platform expresses four primary themes of the Texas A&M narrative. Together, they give us a framework for expressing a variety of Texas A&M stories and help us connect the stories we tell to the messages of our brand. When writing, lean into one or more of these themes to ensure we’re telling one cohesive brand story.

Action and
Impact

Character and
Core Values

Community
and Connection

Magnitude and
Momentum

**MESSAGING
THEMES
DEFINED**

**Action and
Impact**

At Texas A&M, we turn understanding into action. Our people don’t wait around for change — they make it. We tackle big problems with big ideas — from fighting disease and protecting communities to advancing technology and powering the future. Our research and teaching are built to solve real challenges and improve lives.

This is what we do.

**MESSAGING
THEMES
DEFINED**

**Character and
Core Values**

We believe in doing what’s right and standing for something greater than ourselves. Our Core Values — Excellence, Integrity, Leadership, Loyalty, Respect and Selfless Service — are the foundation of how we live, learn and lead. The American dream is alive, well and accessible here. At Texas A&M, our students get more than an education — they become leaders of character.

This is what we stand for.

MESSAGING THEMES DEFINED

Community and Connection

Being part of Texas A&M means being part of something meaningful. It's a spirit that welcomes everyone and brings people together. It lives in our traditions, history and shared purpose. It is felt on campus, around the world and across generations of Aggies. At Texas A&M, you don't just attend — you belong.

This is who we are, together.

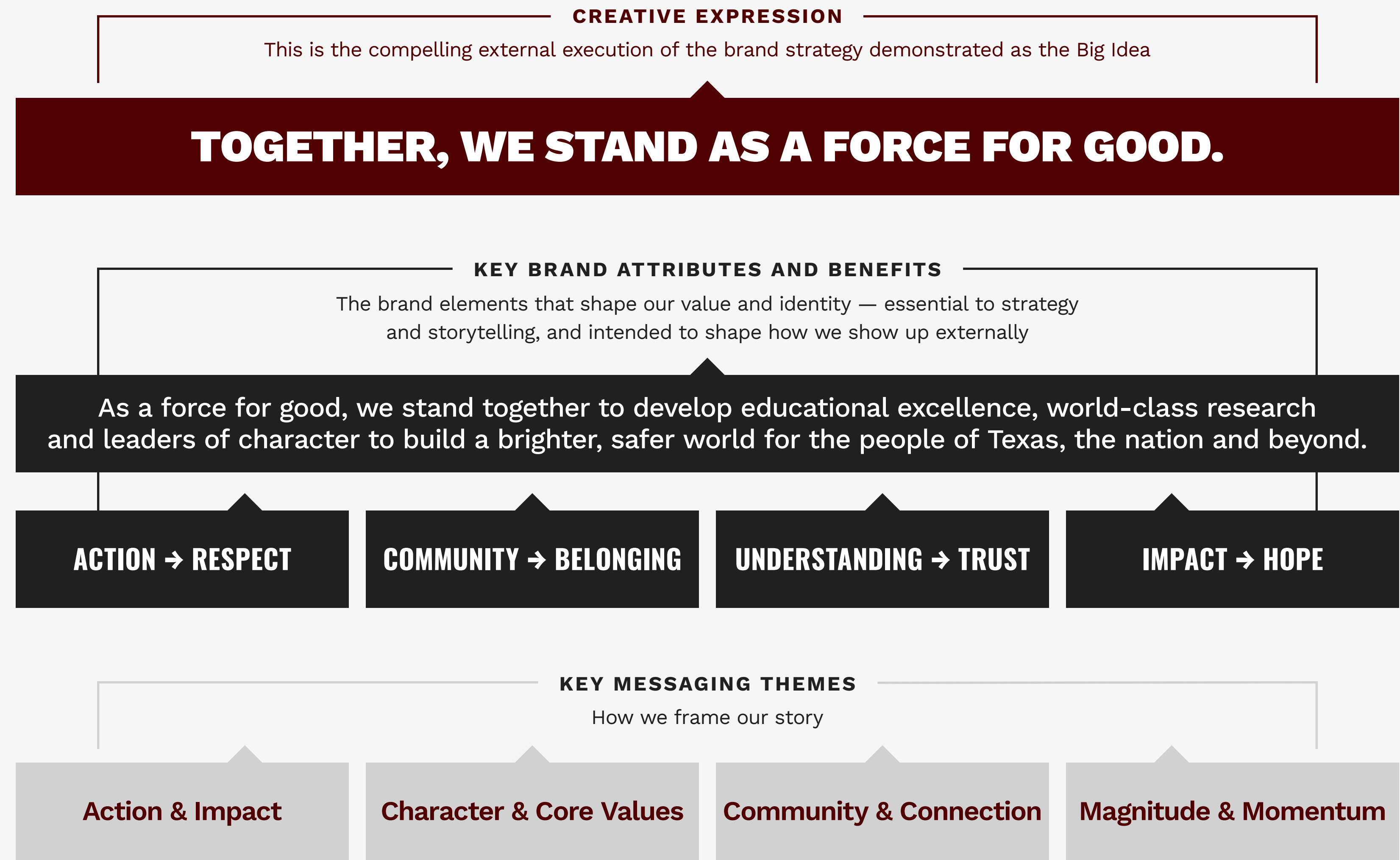
**MESSAGING
THEMES
DEFINED**

Magnitude and Momentum

At Texas A&M, size meets purpose. We're one of the nation's largest universities, and we use that strength to lead and move with purpose. With top-ranked programs, a powerful research engine and a global Aggie Network, we create breakthroughs that matter. Our scale means we can grow, adapt and respond — all while delivering quality, opportunity and real-world impact.

This is how we do good at scale.

MESSAGING
MAP



BIG IDEA OF OUR BRAND PLATFORM

During the development of our platform we tested several creative concepts with internal and external audiences. What we learned is that our brand essence worked well as our Big Idea on how to communicate our brand well.

TOGETHER, WE STAND AS A FORCE FOR GOOD

The Big Idea of our brand expression works to define who we are and the impact we have. Texas A&M is a community that works together, united by shared values, to activate the tremendous resources of this university in the service of humanity. We have a unique opportunity and responsibility to solve problems for communities that face them, to create new possibilities for populations everywhere and to care for one another as we serve the world.

DEFINING TERMS

STAND

“Stand” is a powerful, active word we use in a variety of ways to define the character of our community and the Core Values we represent. It’s strong, clear and deeply rooted in our identity. As the 12th Man we stand ready and willing. Stand is an action. When we take a stand — it is a decision made with intention. Stand is our posture, our promise and our proof. It speaks to our consistency to things that will always stand and our drive to action through the ways we step up and stand out.

FORCE

We use the word “force” as a noun (never a verb) to describe the size, scale and power of the collective community of Aggies. It’s a way to describe the strength we have when we come together. It can apply to current students, former students, faculty and staff, researchers and any and all members of the Aggie community.

GOOD

“Good” is a foundational word in our brand. It’s short, strong and deeply meaningful — and we use it with purpose. When we talk about good, we are pointing to both the outcome of our work and the spirit behind it. Good is the result. Good is enduring and active. Good is the purpose and identity of what we do. In short, good is a signal. A stake in the ground. When used well, it helps convey the heart of Texas A&M — a place where people show up to do the work, stay the course and leave things better than they found them.

HOW TO USE ELEMENTS OF THE BRAND ESSENCE

To express the big idea and key themes of our brand, we use a variety of language constructions to create a fuller picture. Choose the appropriate language to underscore the relevant messages and related elements of our brand story.

Together, We Stand

A Force for Good

HOW TO USE
ELEMENTS OF
THE BRAND
ESSENCE

↓ CONSTRUCTION

TOGETHER,
WE STAND

This can focus on community or the values we stand for.

Can lead or close a thought or headline.

“Together, we stand for ... ”

or

“For ... we stand together.”

Focuses on the “we.”

↓ EXAMPLES

Together, we stand for selfless leaders

Together, we stand for safer communities

For a better tomorrow, we stand together

HOW TO USE
ELEMENTS OF
THE BRAND
ESSENCE

↓ CONSTRUCTION

A FORCE
FOR GOOD

Speaks to the size and scale
of our community.

Emphasizes the magnitude of our impact.

Focuses on the challenges we’re tackling,
and how we’re uniquely suited to do so.

We use “force” as a noun.

We never use “force” by itself.

↓ EXAMPLES

A strong community dedicated to improving
lives — a powerful force for good

A force for good in health care

A force for good

BRAND LANGUAGE CONSTRUCTIONS

Secondary with **TOGETHER, WE STAND**

STANDING TOGETHER

Speaks to the impact of our actions.
What we stand together for.

STAND

Speaks to the responsibility we
have to make a better world.

TOGETHER

Speaks to our community and
what we accomplish as one.

Secondary with **A FORCE FOR GOOD**

FOR THE GOOD OF

Speaks to the benefit of our work.
What the world gets.

GOOD

Speaks to our purpose.

BRAND
LANGUAGE
CONSTRUCTION

↓ CONSTRUCTION

STANDING
TOGETHER

Emphasizes collaboration and mutual support.

Highlights the role of community in driving change.

Shows that standing together is our default — not a response, but a way of being.

Use it to reflect unity in action, not just sentiment.

↓ EXAMPLES

Standing together to improve lives

Standing together for a bigger impact

Standing together for the future of energy

BRAND
LANGUAGE
CONSTRUCTION

↓ CONSTRUCTION

STAND

Conveys urgency and responsibility — the way we respond to global challenges, work with one another, prepare for the worst, etc.

Highly flexible and adaptable.

We stand in. We stand up. We stand ready.

↓ EXAMPLES

Stepping up to the challenges that face communities

Standing firm in our values

Standing behind our students

Standing strong for healthier waterways

Texas Aggies have always stood where duty required them to stand

BRAND
LANGUAGE
CONSTRUCTION

↓ CONSTRUCTION

TOGETHER

Underscores the uniqueness of the Aggie identity and why it’s important.

Shows how we support one another and work together.

Speaks to our community and what we accomplish as one.

↓ EXAMPLES

Together, we are stronger than any individual

Together, we are a powerful force for good

Together, we are an inspiration to communities everywhere

Together, we are a mighty community of hope

BRAND
LANGUAGE
CONSTRUCTION

↓ CONSTRUCTION

FOR THE
GOOD OF

Speaks to the benefit of our work.

Focuses on the people we serve and puts them first.

For this reason, we do this.

Leans more into the “why.”

↓ EXAMPLES

Creating better opportunities — for the good of our students

For the good of Texas industries, we bring new ideas

For the good of rural communities, we bring new hope

Making a difference, for the good of the Gulf Coast

BRAND
LANGUAGE
CONSTRUCTION

↓ CONSTRUCTION

GOOD

Speaks directly to our purpose.

It is enduring.

It is the result of our work.

↓ EXAMPLES

Do good, be good, make good

Doing good for the communities of the
Texas panhandle

Creating good in unlikely spaces

Good for farmers — good for the world

HEADLINE CONSTRUCTIONS

The verbal frameworks on the following pages offer easy ways to connect information to the broader themes of our Brand Platform. “A Force for Good” is a quick and identifiable way to express our brand essence in a single phrase. But the constructions in this section are versatile options that can help keep our voice fresh and engaging.

**A Focus
on the Good**

**Our Strength
and Size**

**What
We’re For**

**Revealing Our
Character**

HEADLINE
CONSTRUCTION

↓ CONSTRUCTION

A Focus
on the Good

YOU CAN SAY GOOD
WITHOUT SAYING “GOOD”

Create headlines that speak to the innovative and world-changing work we’re doing to ensure a brighter future for all. These examples can use “We Are a Force for Good” as a sign-off, but they can work equally effectively without it. Use active language and hard-driving verbs for more energetic and lively messaging.

Use these constructs as a jumping-off point for storytelling. Fold them into your communications when appropriate or allow them to inspire whatever you’re writing or communicating.

↓ EXAMPLES

Conserving tomorrow’s catch

Creating a sustainable future for food

Farming the final frontier

Revolutionizing traditional health care

Future-proofing disaster recovery

Harnessing the power of AI and generative systems

HEADLINE
CONSTRUCTION

↓ CONSTRUCTION

What We’re For

YOU CAN SAY VALUE
WITHOUT SAYING “VALUE”

Shows how Texas A&M is responding to the needs of the world.

Illustrates how we have a unique responsibility and capability.
(size + values = impact)

Focuses on impact and outcomes.

We can say what we stand for and what it leads to.

Use these constructs as a jumping-off point for storytelling. Fold them into your communications when appropriate or allow them to inspire whatever you’re writing or communicating.

↓ EXAMPLES

We have what it takes to safeguard our shorelines

We know what it takes to find new understanding

To secure our food supply, it takes a powerful force

We know what it means to set the bar for excellence

HEADLINE
CONSTRUCTION

↓ CONSTRUCTION

Our Strength
and Size

YOU CAN SAY BIG
WITHOUT SAYING “BIG”

By incorporating language that expresses the strength of our Aggie community and the focus of our work, we can help draw a larger narrative around the work that we do. When sharing stories of our strength and size, we can use figures, accolades, rankings and awards to showcase the work.

↓ EXAMPLES

When research serves the nation, scale matters

Spirit and dedication that’s 700,000 Aggies strong

The shared commitment and collective spirit of 80,000 students

A powerful community dedicated to improving lives

Thousands of students, researchers and innovators, equipped with the resources of a world-class institution

Use these constructs as a jumping-off point for storytelling. Fold them into your communications when appropriate or allow them to inspire whatever you’re writing or communicating.

HEADLINE
CONSTRUCTION

↓ CONSTRUCTION

Revealing Our
Character

Even more important than what we do is why we do it. Use headlines that show the kinds of people we are and reveal the Core Values that drive us.

↓ EXAMPLES

Unwavering commitment to a brighter, more secure world

Relentless dedication to the future of human and animal health

Deep loyalty to a community that pushes for better answers

Unshakable spirit that compels us to serve others

Endless drive for new possibilities beyond our solar system

Unlimited good for countless lives

Use these constructs as a jumping-off point for storytelling. Fold them into your communications when appropriate or allow them to inspire whatever you’re writing or communicating.

PUTTING IT ALL TOGETHER

STEP ONE

Developing and Using the Creative Brief

To communicate with our audiences, make an emotional connection with them and cause them to take action, we must answer three big questions:

- 1 Who are we talking to, and what do they need?
- 2 What are we talking about, and what makes it interesting?
- 3 Why does this matter, and why do people care?

Before you begin writing any communication, consider these questions and aim for an understanding of your answers that’s as full as possible. Guided by our strategy, messaging and insights, this will help you create communications that cut through, stand out and tell more meaningful stories.

STEP TWO

Using the Answers to Inform Brand Storytelling

Knowing who our story is for, how can we connect with this audience more authentically?

What brand language could we employ?

What style of headline might be appropriate?

What elements of our story will interest them?

What will grab their attention?

Knowing what our story is about, how can we make it compelling?

What details should we include (and which should we ignore)?

What elements of our brand personality should we lean on?

What action do we want our audience to take?

What will make this message sticky or memorable?

Knowing why this story matters, how will we make our audience feel it?

What language will best illustrate the benefit to our audience?

How can we connect the specifics of the story to the bigger Texas A&M narrative?

What language can we use to compel our audience to action?

WRITING BEST PRACTICES

Use these tips and guidelines to help craft compelling and inviting content that inspires your audience to stay engaged.

Speak Naturally

No matter who we’re communicating with, we must be clear and easy to understand. Even if our audience is very familiar with Texas A&M, we should steer clear of highly academic terms, jargon and other “insider” language that might not be understood by all. We should write as we speak so that all of our communications sound natural and conversational, not stuffy and formal.

Keep It Focused

Have a clear point that you want our readers to walk away with in every communication. Don’t overwhelm them with information. With the exception of multi-page content and larger pieces, try to focus on a single message that’s easier to hear, understand and remember.

Show *and* Tell

What we say is more powerful when we back it up with proof points. Rather than simply stating that we’re welcoming, innovative or making a difference, give specifics and tell individual stories that illustrate these important points. People remember details more than they remember generalities, so give them something to hang on to and believe.

Spark Action

Everything we create should have a purpose and drive further engagement. Always include a clear call to action to tell your reader what do to next, whether it’s to take a specific action or simply to think about Texas A&M in a new way.

Break It Down

As we compete for audience attention, it’s important to make every word count. Make what you write more digestible by using bullet points, infographics and clear content hierarchies with headlines, subheads and body copy.

VOICE AND TONE CHECKLIST

As you’re writing, or reviewing what you’ve written, use these questions to ensure that your communications are in line with our Brand Platform and make a compelling case for Texas A&M.

- ☐ Does this support the Big Idea of “Together, We Stand as a Force for Good?”
- ☐ Does it sound like something that a person with our personality traits would say?
- ☐ Does it carry at least one of our key messages?
- ☐ Does it lead with audience benefits and pay them off with attributes?
- ☐ Does it avoid tackling too many messages?
- ☐ Does it get to the point, rather than burying the key message?
- ☐ Do all headlines communicate our voice, rather than just labeling content?
- ☐ Does this communicate a unique insight or capability that only Texas A&M can deliver?

3.0

IDENTITY

Our visual identity represents the university at the very highest level, it's vital to our brand. The marks reviewed in this section each act as a signature, an identifier and a stamp of quality. They should always be the most consistent component in our communications.

PRIMARY
IDENTITY
ASSETS

Texas A&M uses several important logos and marks. Each has a specific role of representing the university. Identity assets must never be manipulated, altered or modified for use by other entities.

NOTE
The Division of Marketing & Communications is responsible for approving any and all usage of university trademarks in promotional instances and must be consulted prior to ordering any materials.



Box Logo + Wordmark (horizontal)



Box Logo + Wordmark (stacked)



Box Logo + White Wordmark (horizontal)



Box Logo + White Wordmark (stacked)



White Logo + Wordmark (horizontal)



White Logo + Wordmark (stacked)

SUPPLEMENTAL IDENTITY ASSETS

Secondary logo assets are simplified versions of the primary logo. The objective behind this alternative is to retain the essence of the primary logo while providing flexibility for use across diverse applications where the primary logo may not be suitable.

NOTE
The Division of Marketing & Communications is responsible for approving any and all usage of university trademarks in promotional instances and must be consulted prior to ordering any materials.



Box Logo



White Logo

LIMITED-USE

One-color printing and embroidery

The limited-use assets are specific to when production requirements stipulate a one-color identity, such as embroidery.



Maroon Logo + Wordmark (horizontal)



Maroon Logo + Wordmark (stacked)



Maroon Logo

LOGO
COLORS

Our logo is built to be flexible and adaptable for all printing and digital applications. The color variations shown represent the full range of approved options. Use your discretion in choosing the combination that works best for your application. Plan your layouts to accommodate the guidance shown here.

NOTE

Maroon logo versions exist but should be used sparingly — only when printing restrictions demand it.

The Box Logo can be used over an image. The White Logo should never to be used over an image, only approved color backgrounds as outlined on this page.

WHITE AND LIGHT NEUTRAL BACKGROUNDS	MEDIUM BACKGROUNDS EQUAL TO A VALUE BETWEEN 40% AND 80% BLACK	MAROON BACKGROUNDS AND BACKGROUNDS DARKER THAN 80% BLACK

LOGO
SIZING

Establishing size limits for our logos will ensure that we maximize the impact of our logo, maintaining readability and clarity.

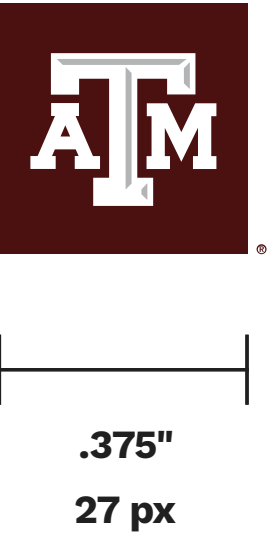
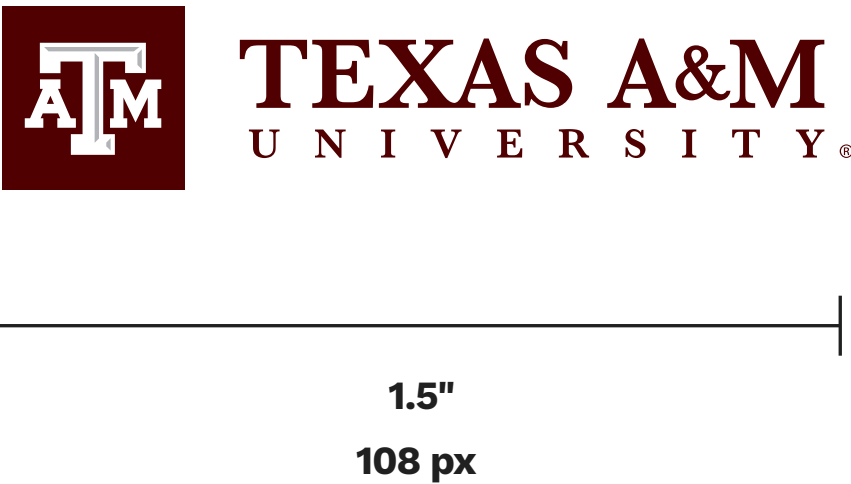
To aid in consistency, we’ve provided recommended sizes for reproducing the university logo. While the medium or layout often dictates the proper size for the logo, it’s best for similar materials to have a consistent logo size.

To maintain good legibility, never reproduce the logos smaller than outlined here, for print or screen. There is no maximum size limit, but use discretion when sizing the logo. It should never be the most dominant element on the page, but instead should live comfortably and clearly as an identifying mark.

NOTE

Logos are not scaled to the dimensions provided, they are placed for visual representation. The dimensions listed below each logo should be followed, not the physical size of the logo on the page.

Logos are not scaled to the dimensions below.

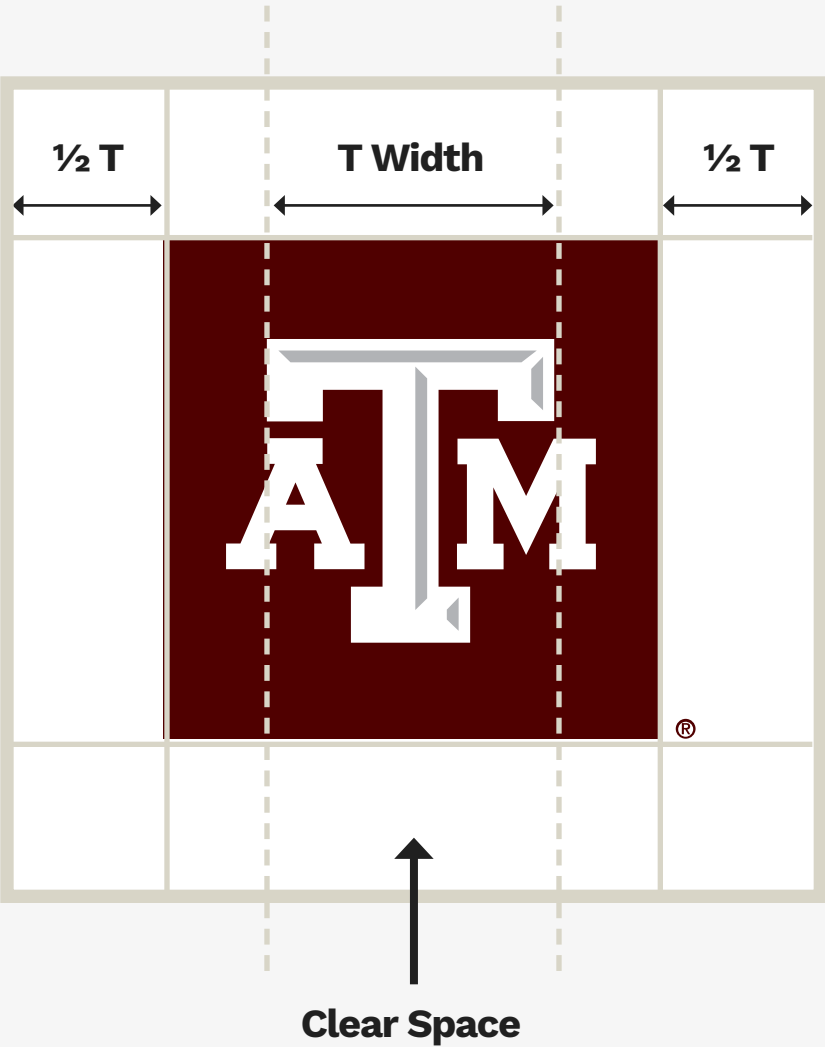


CLEAR SPACE

To achieve maximum impact and legibility, clear space must be maintained around the logo. No graphic elements, text, rules or other illustrations should appear inside this clear space.

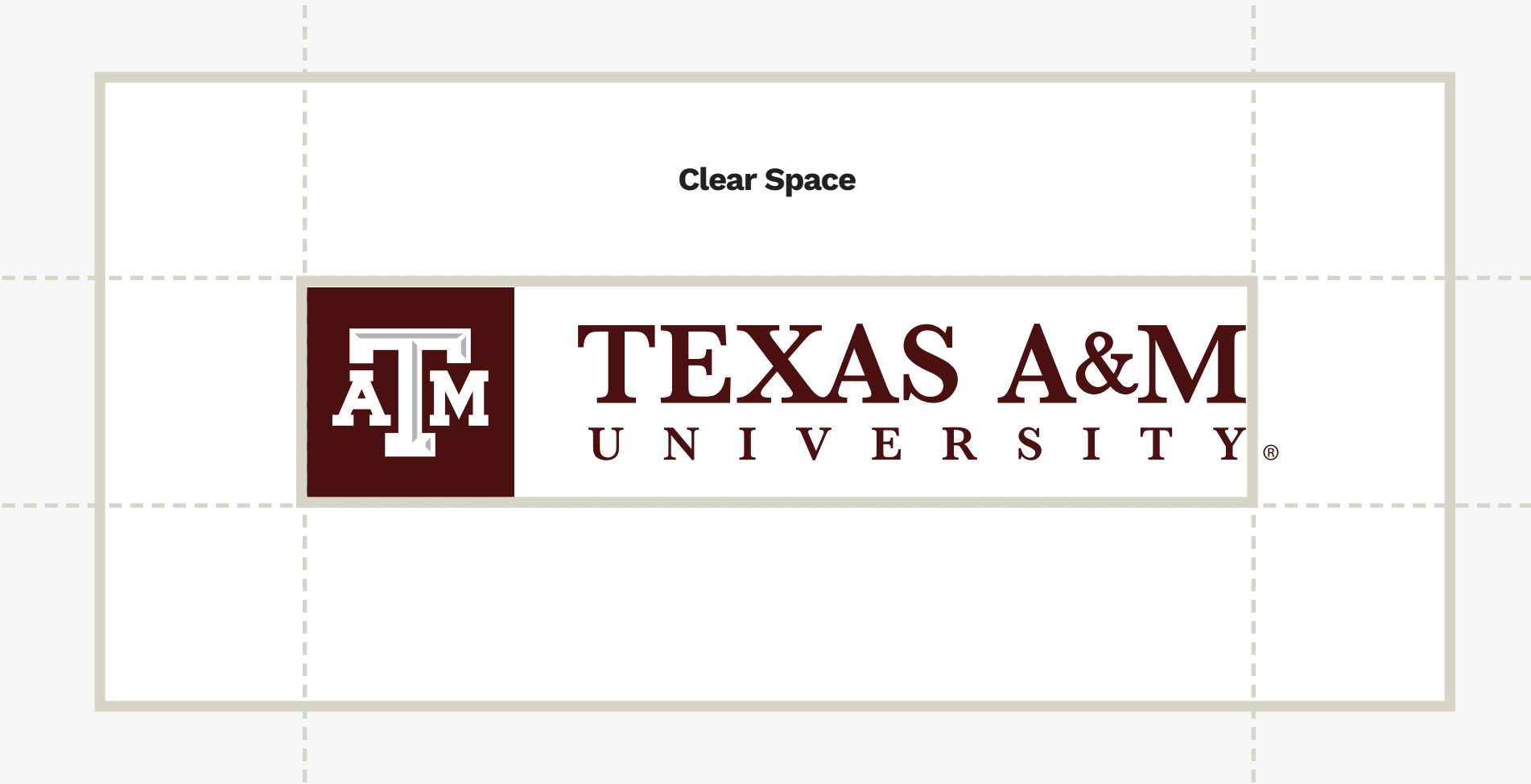
BOX LOGO CLEAR SPACE

Leave clear space around all sides of the logo that is equal to half the width of the “T” in the logo.



BOX LOGO + WORDMARK CLEAR SPACE

Leave clear space around all sides of the logo that is equal to the height of the logo box.

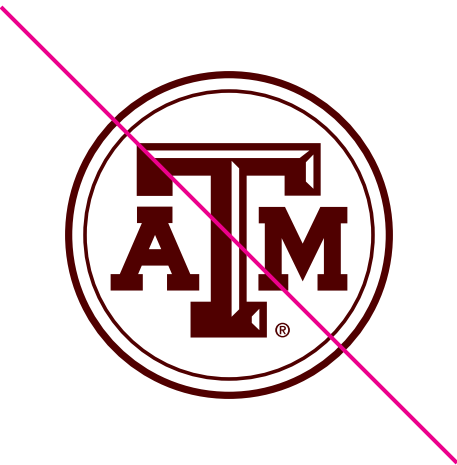


LOGO MISUSES

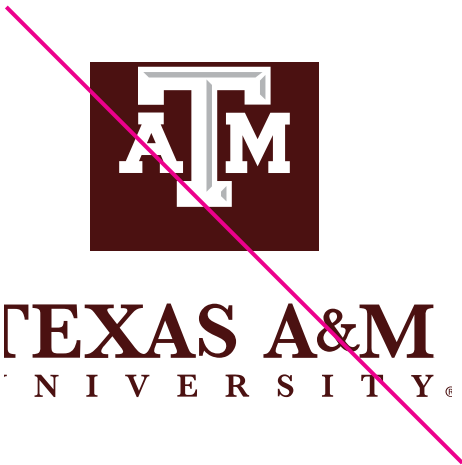
Here are a few practices to avoid in using the Texas A&M logo. Adhering to these rules will ensure that our logo is recognizable to all audiences.



✗ **DO NOT** skew, stretch, bend or alter the proportion of the logo in any way.



✗ **DO NOT** create your own logo with text or shapes around it.



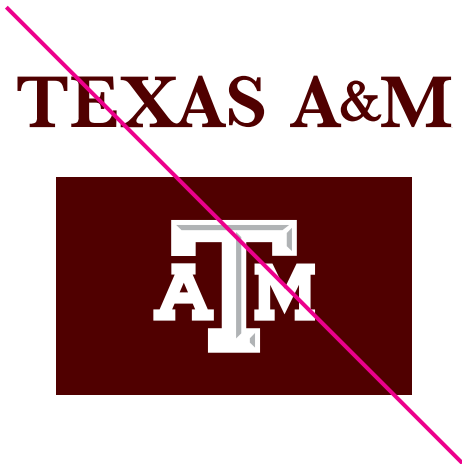
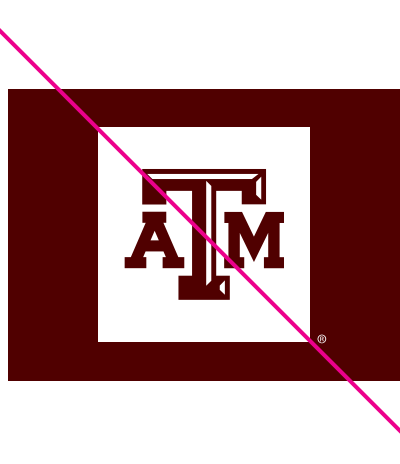
✗ **DO NOT** crop the logo or place it where it cannot be seen in full. This includes the registered trademark ®.



✗ **DO NOT** use drop shadows or any other visual effects.



✗ **DO NOT** change the colors of the logo beyond those provided. This includes reversing the colors to a white box.



✗ **DO NOT** add to, rearrange or truncate the logo's elements. This includes resizing the box around the logo.

4.0

VISUAL STYLE

Our visual style sets the tone for how people see us initially and how they recognize our brand thereafter. This includes typography, photography, graphic elements and color.

More significantly, all these pieces work together to convey our message and strengthen our overall brand.

VISUAL ELEMENTS

The idea of the university as a powerful force inspires our graphic elements. Structured and expressive, these visual components represent Texas A&M as moving upward and on to the next moment of impact.

This is how it all comes together.

- 1 Typography
- 2 Color
- 3 Graphic Elements
- 4 Photography

TYPOGRAPHY
OVERVIEW

Typography is a robust vehicle for our brand voice. It contributes significantly to how our messages are read and communicated.

Used together, these typefaces embody our brand personality while keeping our content legible and engaging.

FONT ACTIVATION:

All of the Texas A&M brand fonts are available for free via Google Fonts and Adobe Fonts for use in print and digital materials. By choosing these fonts, we have ensured that our partners of faculty and staff across the university have the ability to align their communications with the brand without having to pay for font licenses.*

Crimson Text is only available on Google Fonts.



OSWALD

Work Sans

Open Sans

Crimson Text

OSWALD

Oswald is a versatile, condensed sans-serif font used predominantly for headlines and titles. Oswald can be very helpful as a default heading style, especially within pieces that have a lot of text and subheads. Oswald should not be used as body copy due to its condensed characteristics that limit legibility at small sizes. Instead, use Oswald’s tall and narrow letterforms to fill in headlines in interesting ways.

Oswald Heavy Regular is only available for download on Adobe Fonts.

STYLES

REGULAR

Aa



*In most of our applications for this typeface, **we place the text in all caps.** This gives copy set in Oswald the proper scale, impact and legibility.*

WEIGHTS

EXTRA LIGHT

LIGHT

REGULAR

MEDIUM

SEMIBOLD

BOLD

HEAVY REGULAR

WORK SANS

Work Sans is a sans-serif display style font with a wide range of weights. Used predominantly for headlines and titles, Work Sans conveys our spirited and confident personality while maintaining legibility across weights and sizes. With this typeface, we often mix weights to draw attention to keywords and add visual interest, especially within headlines. Work Sans can also be used for small blocks of body copy.

STYLES

REGULAR

Aa

ITALIC

Aa

WEIGHTS

Thin
Extra light
Light
Regular
Medium
SemiBold
Bold
ExtraBold
Black

OPEN SANS

Open Sans is a clean, widely compatible font that works well in digital or print applications. Open Sans is friendly and welcoming, embodying our brand personality. Open Sans’ letterforms are designed to optimize legibility even at small sizes. As such, Open Sans is our preferred choice for body copy, especially when there is a large amount of text.

Open Sans Medium is only available for download on Google Fonts.

STYLES

REGULAR

Aa

ITALIC

Aa

WEIGHTS

Light
Regular
Medium
SemiBold
Bold
ExtraBold

CRIMSON TEXT

Crimson Text is a classic serif font recommended for print. Serif fonts are often introduced to bring a refined feeling to administrative or research-oriented communications. With several weights and a robust glyph library that supports small caps, fleurons and math characters, this typeface can be used for headlines, subheads and body copy.

Georgia is a substitute for Crimson Text in digital environments. Georgia is a system font and does not need to be downloaded.

Crimson Text is only available for download on Google Fonts.

STYLES

REGULAR

Aa

ITALIC

Aa

WEIGHTS

Regular


SemiBold

Bold

ALTERNATE
SYSTEM FONTS

Our brand typefaces may not always be available to everyone for use in Word documents, PowerPoint presentations and other digital applications.

In these situations, use the alternate fonts listed here, which are freely available on all computers.

OSWALD  IMPACT

ACCEPTABLE SUBSTITUTE

Work Sans  Arial

ACCEPTABLE SUBSTITUTE

Open Sans  Arial

ACCEPTABLE SUBSTITUTE

Crimson Text  Georgia

ACCEPTABLE SUBSTITUTE

USING
TYPOGRAPHY

Illustrated to the right are just a few suggested type combinations that work well together. Specifications for the headline and subhead examples on this page may change, depending on the format of the piece.

The measurements shown are encouraged, but they can be scaled accordingly.

TOGETHER, WE ARE
**A FORCE
FOR GOOD.**

← **Work Sans Light**
Work Sans Black
Covers / Headlines

#1 **Online Master’s
in Business**
*U.S. News and World
Report, 2025*

← **Oswald Medium** (Ranking)
Work Sans Bold
Work Sans Medium Italic
Digital Graphics / Callouts

**A POWERFUL
FORCE**

← **Work Sans Black**
Open Sans Medium
Subheads / Callouts

To safeguard
OCEAN HABITATS

← **Work Sans Regular**
Oswald SemiBold
Accents / Callouts

**STANDING TOGETHER
FOR A BIGGER IMPACT.**

← **Oswald Bold**
Open Sans Regular
Subheads / Callouts

To push ideas further, it takes a powerful force. Researchers and students at our College of Engineering — No. 1 in the nation for engineering research expenditures — are tackling challenges with everything we’ve got.

RESEARCH FUNDING

← **Work Sans SemiBold**
Subheads / Accents

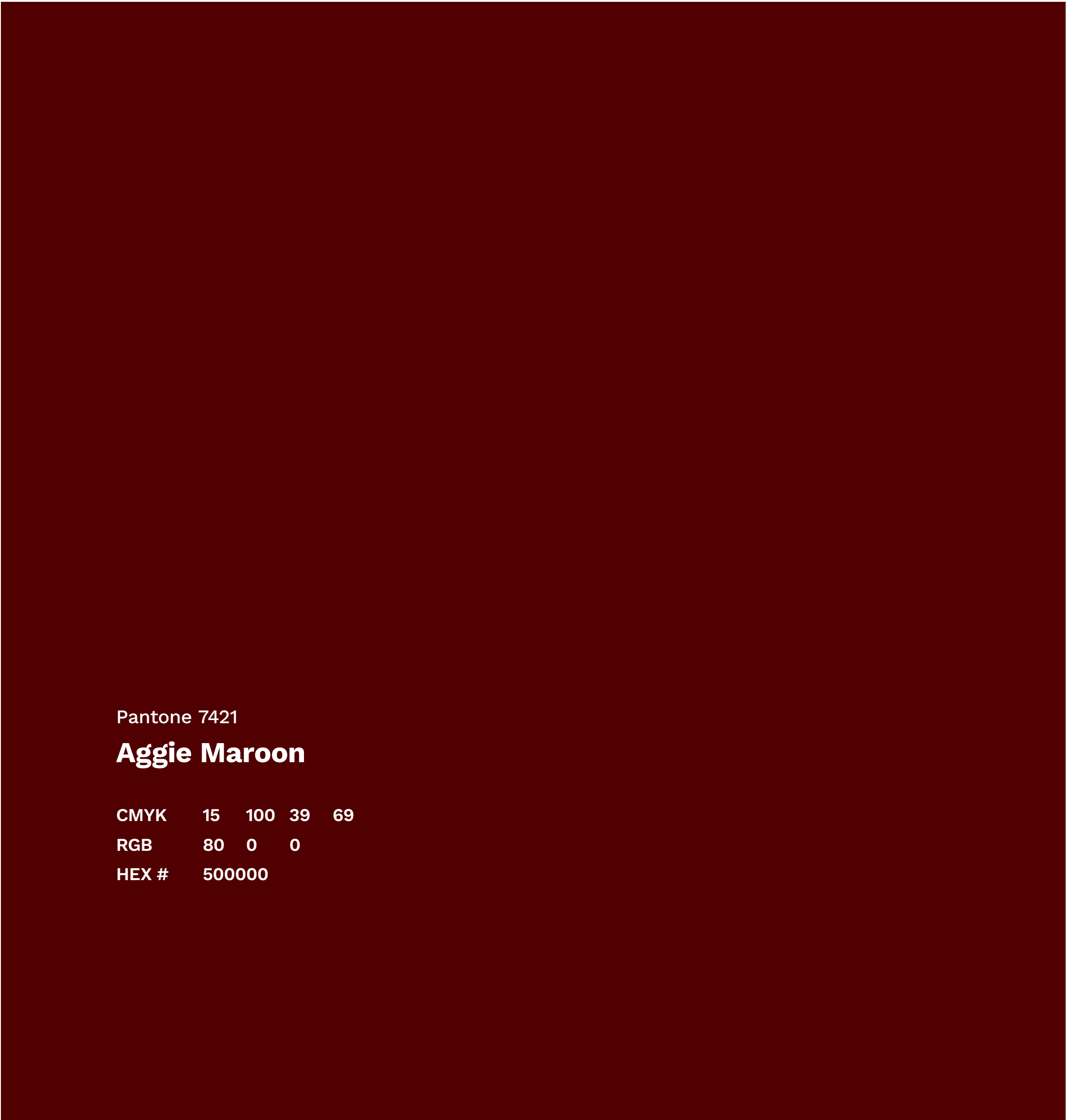
**A FORCE
FOR GOOD**

← **Work Sans ExtraBold Italic**
Covers / Headlines

PRIMARY COLORS

Beyond our logo, color is one of the most recognizable aspects of our brand identity. Using color appropriately is one of the easiest ways to make sure our materials reflect a cohesive Texas A&M brand.

Our primary palette consists of Aggie Maroon and white. Our layouts lean heavily on these colors, mixing in the supporting palette to build color schemes that are complementary and balanced.



Pantone 7421

Aggie Maroon

CMYK	15	100	39	69
RGB	80	0	0	
HEX #	500000			

White

CMYK	0	0	0	0
RGB	255	255	255	
HEX #	FFFFFF			

SECONDARY COLORS

After we’ve applied the primary colors and established a strong identification with Texas A&M, a secondary palette is available for careful use.

Made up of sophisticated neutrals and dark tones, these options work well for background floods of color. Use them to break up headlines, establish hierarchy and ground compositions.

While our primary palette drives most materials, we sometimes lean on the secondary palette to help differentiate content or adjust the tone of a layout.

Black

CMYK	67	63	63	57
RGB	32	32	32	
HEX #	202020			

Dark Gray

CMYK	68	61	60	48
RGB	62	62	62	
HEX #	3E3E3E			

Gray

CMYK	19	12	13	34
RGB	112	112	112	
HEX #	707070			

Light Gray

CMYK	17	13	13	0
RGB	209	209	209	
HEX #	D1D1D1			

Tan

CMYK	3	4	14	18
RGB	214	210	196	
HEX #	D6D3C4			

ACCENT COLORS

Our accent colors expand the color range and functionality of our core Aggie Maroon. They are appropriate for when graphic elements need to layer with Aggie Maroon to create contrast and depth, such as a duotone texture application or when additional colors are needed for an infographic. They should be used sparingly and **never as a substitute to Aggie Maroon.**

Dark Maroon

CMYK	38	100	64	77
RGB	60	0	0	
HEX #	3C0000			

Light Maroon

CMYK	38	92	75	31
RGB	115	47	47	
HEX #	732F2F			

COLOR PROPORTIONS

Using the right colors is essential, but using them in correct proportion is also critical. Refer to this diagram to help you determine the appropriate balance throughout our communications. Beyond Aggie Maroon and white, none of these colors are required in any particular communication.

AUDIENCE AWARENESS = LOW FAMILIARITY

The proportions shown here reflect Texas A&M at its peak, speaking to all audiences, especially those less familiar with the university. To introduce the university, we rely heavily on our primary colors. We then balance that out with smaller applications of our secondary and accent palettes.



AUDIENCE AWARENESS = HIGH FAMILIARITY

These proportions are designed for audiences who are more familiar with us and for communications on campus. Note a more prominent presence from the secondary and accent palettes here to balance out the primary colors.

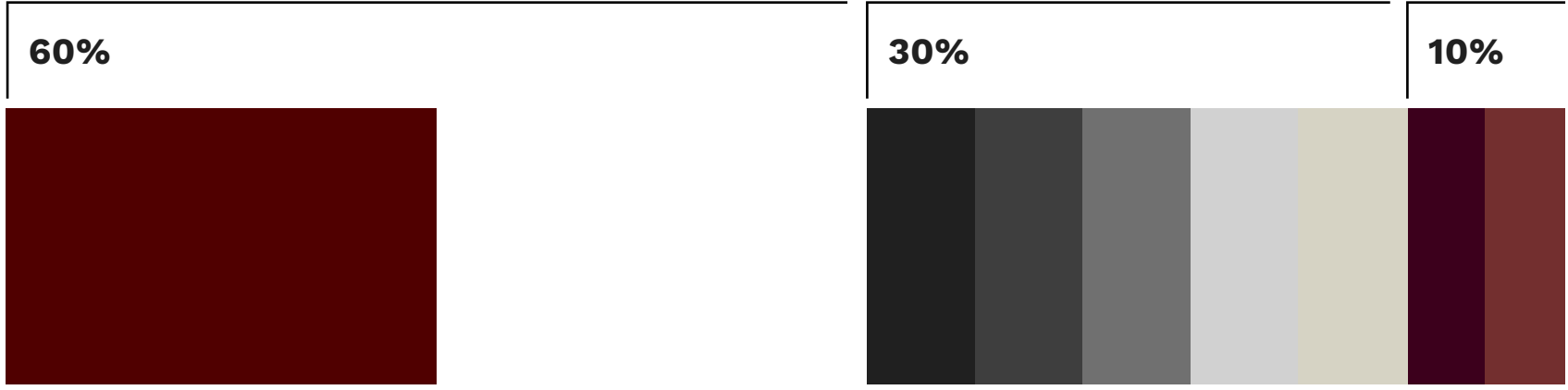


PHOTO COLLAGE

This compositional approach to photography allows for several different-sized containers to form a collage and allows for various photo category assets to be displayed. This is beneficial in showing all parts of a story: the individual, location and work at hand or a collection of different moments centered around a theme.

Example:
Three containers adjacent, no overlap

EXAMPLE COLLAGE



BLUEPRINT

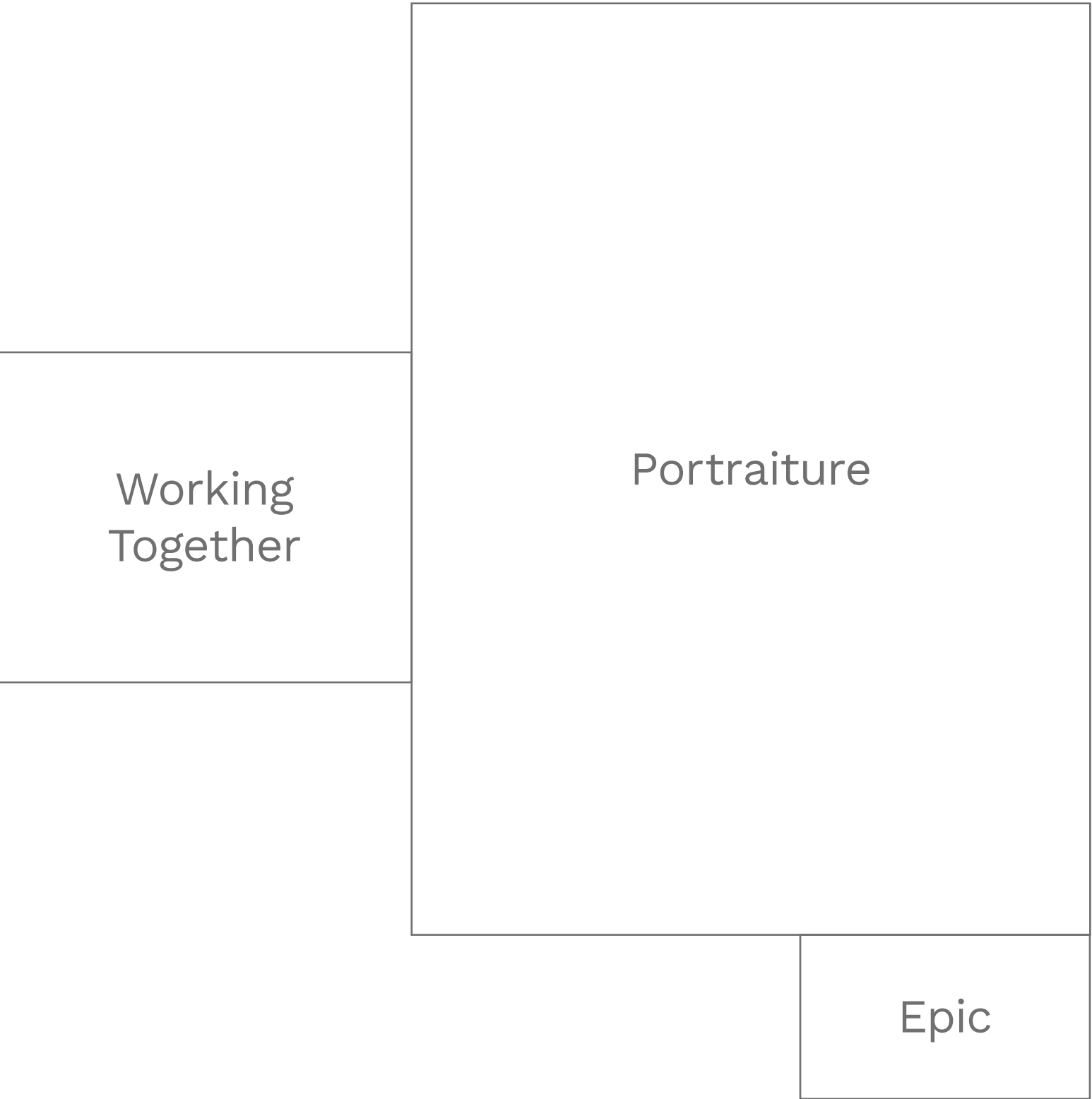
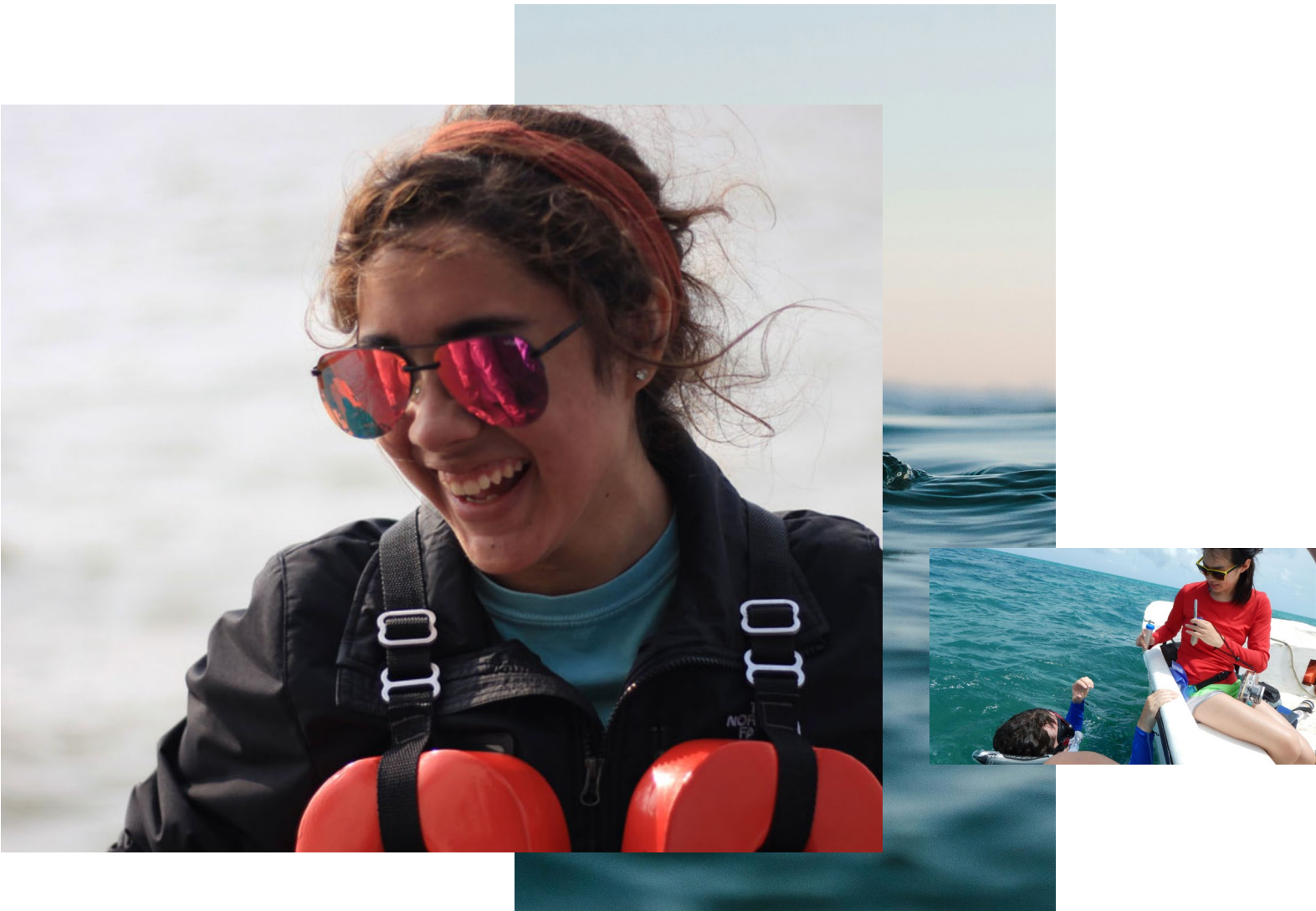


PHOTO
COLLAGE

Example:
Three containers, all overlap

EXAMPLE COLLAGE



BLUEPRINT

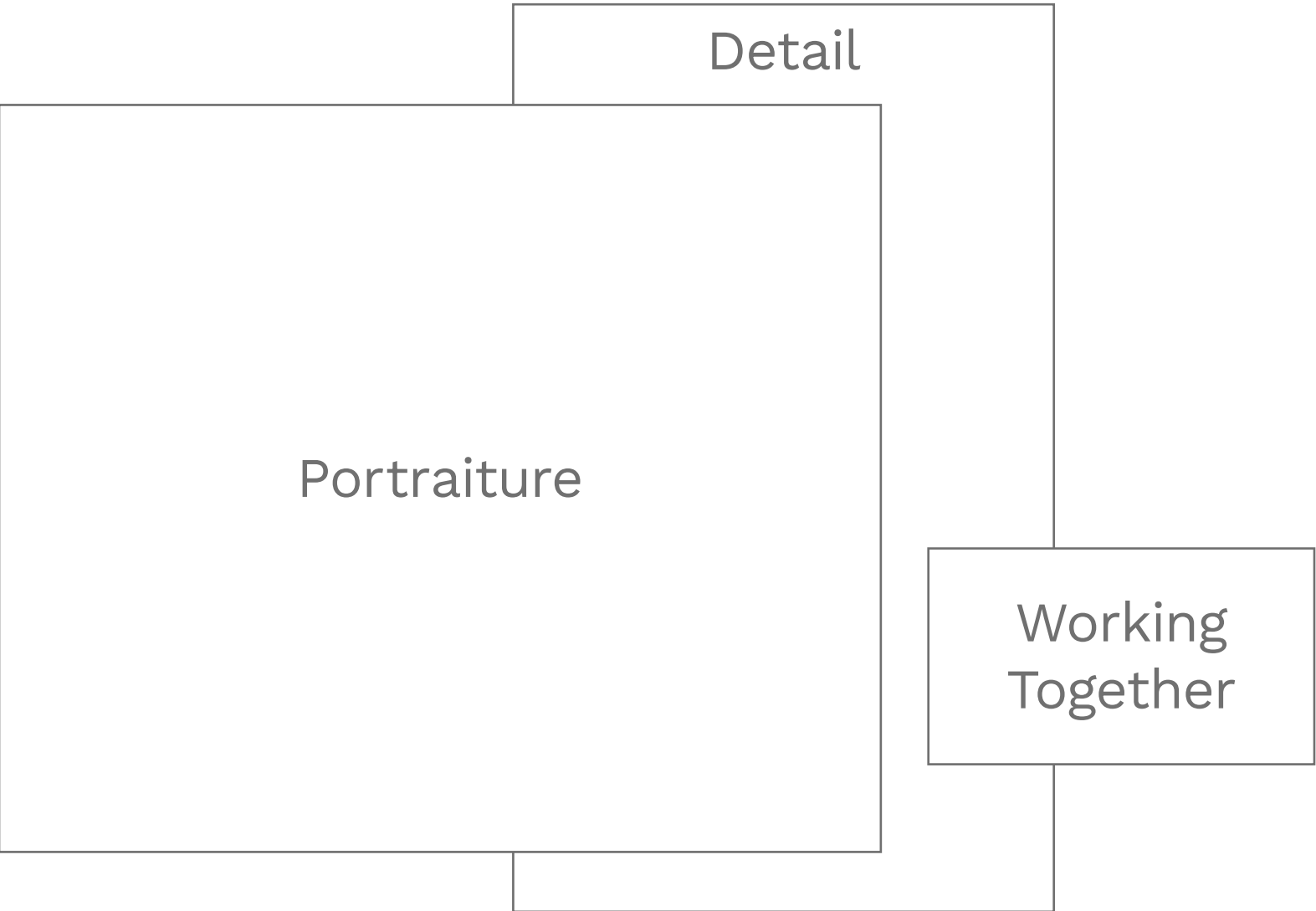


PHOTO
COLLAGE

Example:
Three containers, two overlap

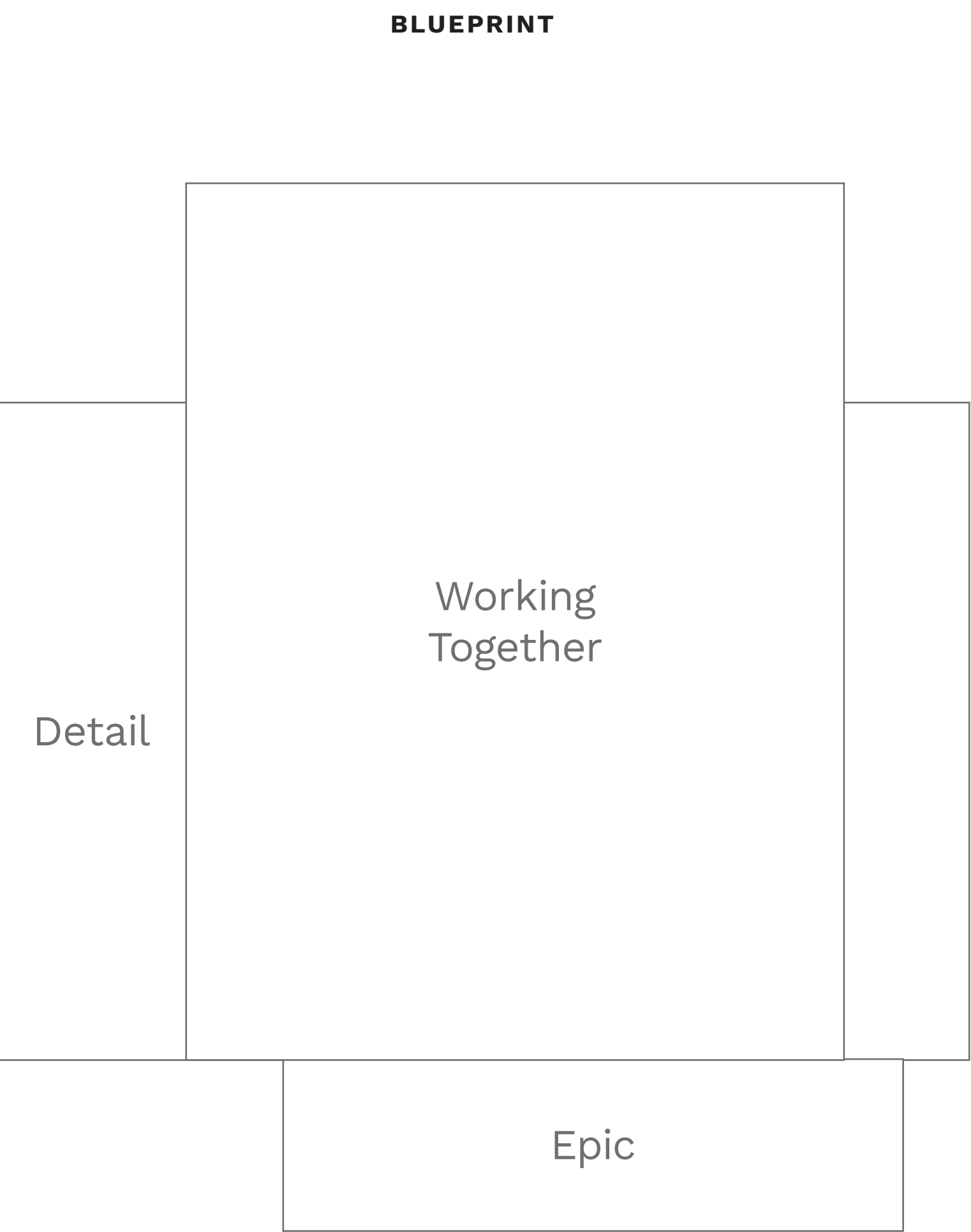
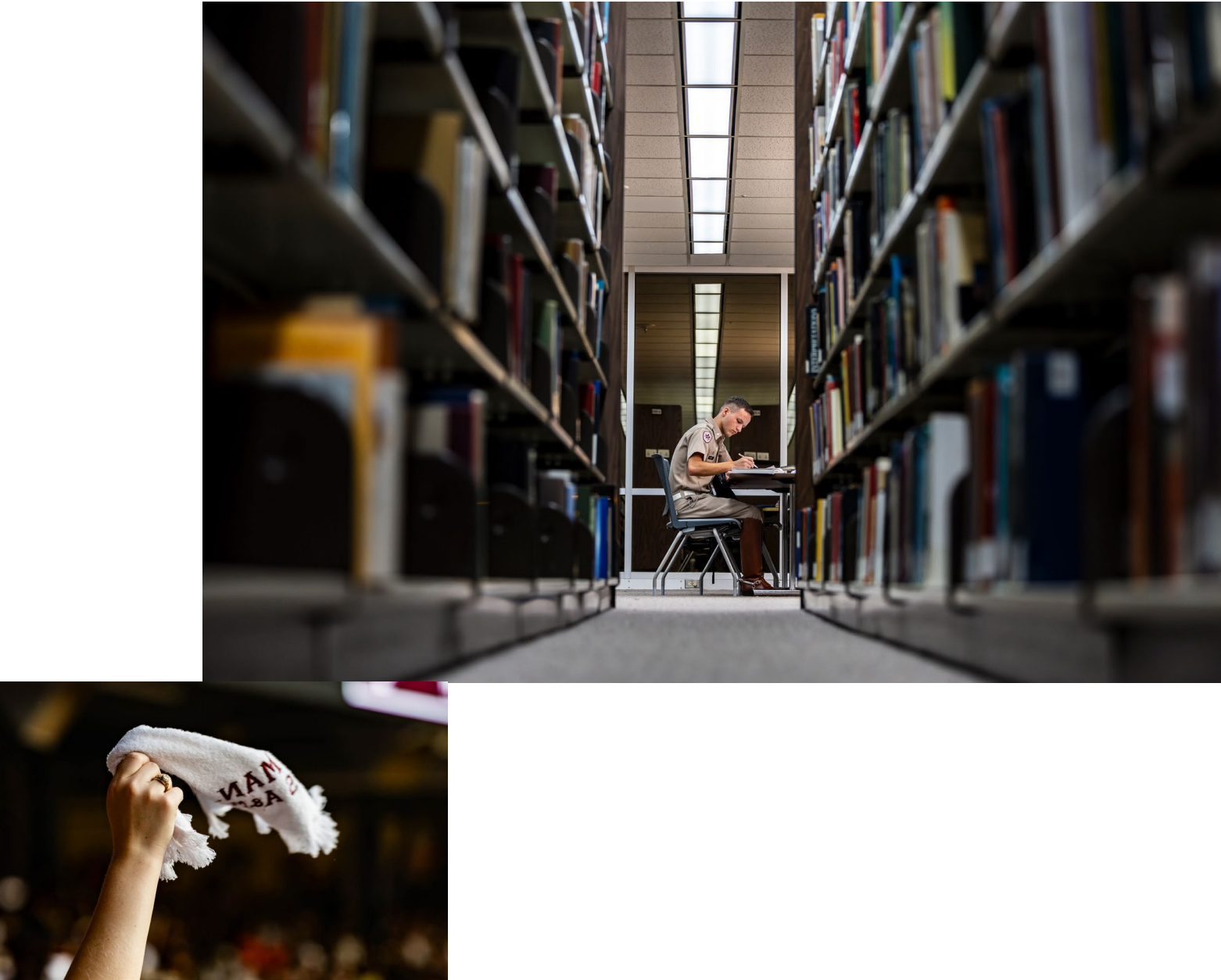


PHOTO
COLLAGE

Example:
Two containers, adjacent

EXAMPLE COLLAGE



BLUEPRINT



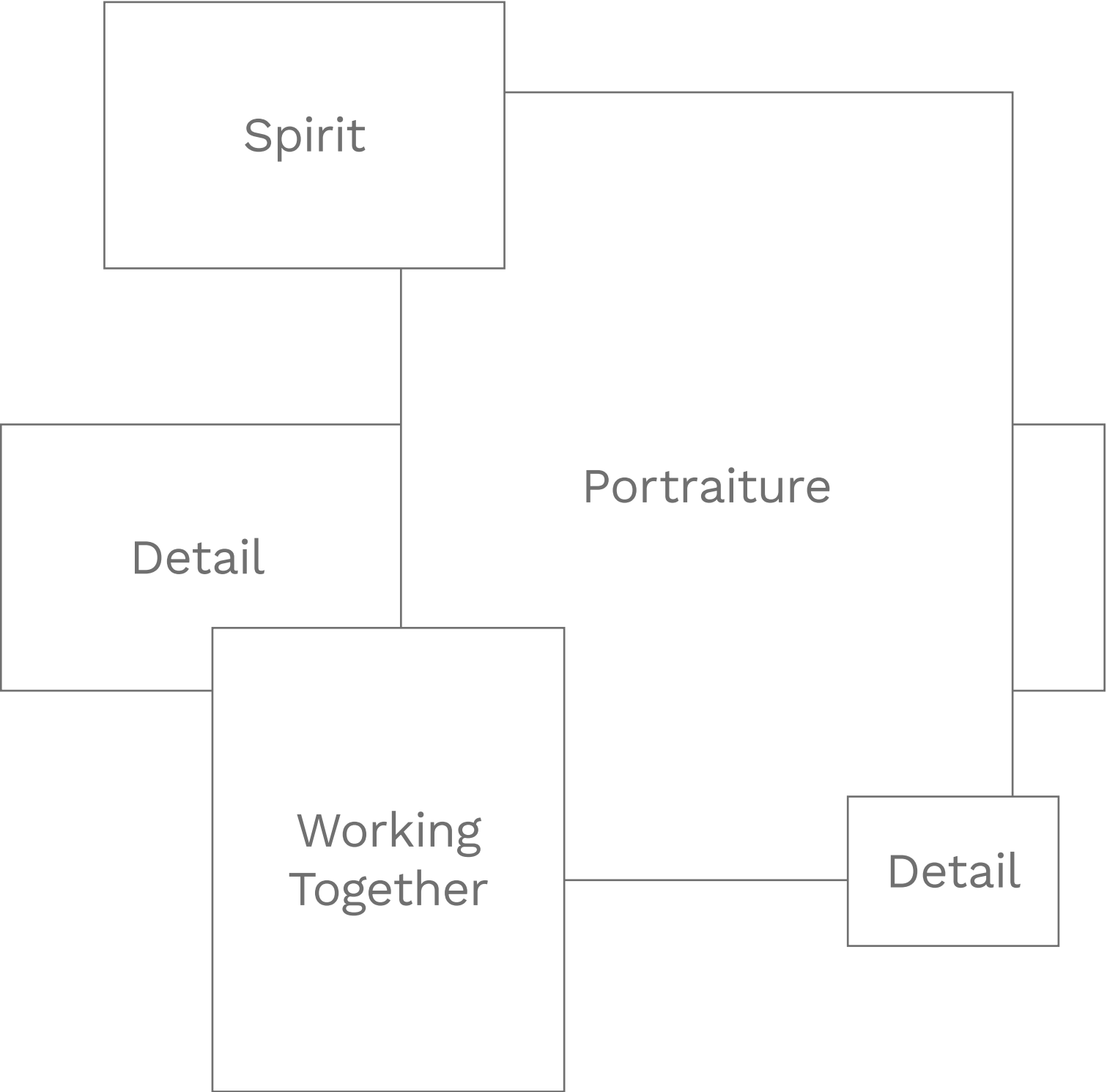
PHOTO COLLAGE

Example:
Five containers, all overlap

EXAMPLE COLLAGE



BLUEPRINT



EMPHASIS BOX

Keywords, callouts and labels can be given extra weight when placed within one of our emphasis boxes. These rectangular shapes can be filled with our primary colors (when applicable) or outlined with a transparent fill to allow the background to come forward.

FILLED EMPHASIS BOX

A POWERFUL FORCE

← Oswald SemiBold

TEXAS A&M UNIVERSITY

← Work Sans SemiBold
Tracking: 80

Box Callout

← Work Sans SemiBold
Tracking: 10

BEVELED EMPHASIS BOX

Box Callout

.25" / 24 px bevel, one corner

OUTLINED EMPHASIS BOX

A POWERFUL FORCE

← Oswald SemiBold
Stroke: 2 pt

TEXAS A&M UNIVERSITY

← Work Sans SemiBold
Stroke: 2 pt

Box Callout

← Work Sans SemiBold
Stroke: 2 pt

ROUNDED CORNER EMPHASIS BOX

75

Minerals

.25" / 24 px radius, all corners

COMPOSITIONAL ACCENTS

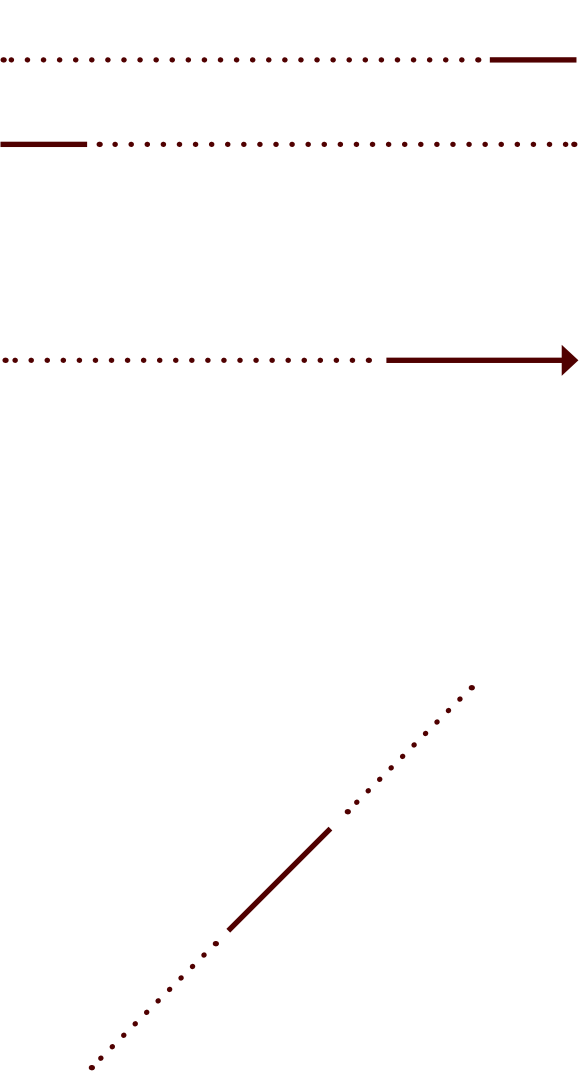
Linework supports compositions with structure and embellishment while reinforcing the specific needs of the piece.

Linework in Texas A&M’s branding is not a primary graphic driver but can act as a supporting visual.

BUILDING THE LINEWORK

Combining dotted and solid strokes, linework can help organize content within a composition, serve as an anchor for callouts or guide the eye through layouts.

- ← **Solid Stroke**
Approximately 15% of overall stroke length
- ← **Overall Build**
Stroke Length: 5"
Solid Length: .75"
Dotted Length: 4.25"
Stroke Weight: 2 pt



- ← **Solid Stroke “End Cap”**
The solid stroke can be applied on either end of the stroke, but no more than once.
- ← **Arrow “End Cap”**
A triangle wide arrow can be applied to the solid stroke portion. In this instance, the solid stroke length can extend to approximately 35% of the overall length.
- ← **Diagonal**
On a 45° angle the solid stroke can move to the center of the dotted line.

LINEWORK EXAMPLES

Linework can help organize and build structure within a composition. They can help anchor the edge of a paragraph or image as well as bring attention to a call to action.

To push ideas further, it takes a powerful force. Researchers and students at our College of Engineering — No. 1 in the nation for engineering research expenditures — are tackling challenges with everything we’ve got.



.....→ **VISIT**

Linework anchoring a paragraph

Linework anchoring an image

Linework with a call to action

HEADLINE
STYLE ACCENT

For hero headlines or impact callouts, two lines of Work Sans Extra Bold Italic can have a horizontal stroke tether the space between the baseline of the top line of text and the cap height of the lower line of text. The line’s horizontal reach is variable to the composition’s needs.

LIMITED WIDTH

For some compositions, the horizontal reach can be limited to the space around the headline.



Overall Build
Work Sans ExtraBold Italic
Size: 70 pt
Leading: 48 pt
Stroke: 2 pt

UNLIMITED WIDTH

For some compositions, the horizontal reach can extend to the edge of the canvas of the composition.



PHOTOGRAPHY OVERVIEW

Our photography distinguishes the Texas A&M brand and plays a major role in how we communicate. Whether we’re using existing photos or capturing new options, each image should fall into one of the following categories: **epic, working together, portraiture, spirit** or **details**.

A compelling image requires the right balance of many elements: composition, subject, lighting, equipment and more. The following guidance on photography techniques is designed to help establish a consistent and unique approach for capturing images to articulate the Texas A&M story.

Not every technique will apply for every scenario we photograph. But with a variety of approved compositional techniques at their disposal, our photographers have greater flexibility to capture interesting and compelling images in any situation. These techniques also help our collective photo library to have a consistent look and feel.

Obstructed Foreground

To help visualize a sense of depth and immersion, we look for moments in composing a shot where the foreground can be intentionally obstructed.

Typical photos are free of obstruction: All elements of the composition support the main subject and generally lead the viewer’s eye right to it. What we’re after is something different.

Intentional obstruction is exactly what it sounds like: You photograph the scene with an obstruction in the foreground,

such as the silhouette of a person’s shoulder, or the edge of a table or lab equipment. Building layers of moments and framing one interaction with another — these are essential components of how we visualize depth and immersion

Lighting

Our images are authentic and grounded in reality. Therefore, we prefer natural lighting and use lights when necessary for creative effect.

Light sources are placed just slightly away from the camera, creating a natural sense of depth. Light sources should never come from the same angle as the camera — this flattens the image and removes the shadows. Dramatic lighting can add interest to static scenes, but should not be overused. In the edit, make sure color correction and contrast feel natural and unfiltered.

Subject Hierarchy

Pay attention to the visual hierarchy, the placement of subjects, who is and isn’t in focus — and consider what dominant narratives these choices might be reinforcing.

Ask yourself: Who is presented as the main character? Who is presented as a supporting character? Is the message being conveyed through the image sending the intended impression we want to portray?

PHOTOGRAPHY

EPIC

This action-oriented style of photography captures the Aggie work ethic both inside and outside the classroom.

Epic photographs are wide and immersive images that document peer-to-peer collaborations, faculty-student interactions and the amazing environments where our powerful work is occurring in dynamic fashion.

PHOTO DIRECTION

These images should be taken in the moment, never posed, showcasing the amazing things our people are doing. This photographic style should capture moments of real emotion, spirit and achievement. This can include smiles, laughter and other positive expressions, as well as moments of focus and determination.

STYLISTIC CONSIDERATIONS

- Subjects who are intently focused on the task at hand
- Authentically posing next to work
- Unique perspectives
- Experimental in some sense: framing, depth of field, dramatic light



PHOTOGRAPHY
**WORKING
TOGETHER**

At Texas A&M, a sense of place is defined not just by our campus architecture and landscapes, but also by how those spaces are enriched with the energy and camaraderie of our community.

PHOTO DIRECTION

The images in this category depict the Aggie experience, on and off campus. By folding in moments of environmental beauty and authentic levity, we can broaden the focus of our communications beyond academic rigor and studies. Showing what a healthy student life looks like is valuable for all of our audiences.

STYLISTIC CONSIDERATIONS

- Group shots within academic environments
- Group shots outside of academic environments
- Emphasis on collaboration and shared energy
- Should balance moments of life and levity along with rigor and output



PHOTOGRAPHY
PORTRAITURE

When we use portraiture, we put a human face to our work. We want to show students, faculty and staff in the best light, which means capturing them with authenticity. When taking portraits, the focus should be on a single individual. Even when the subject isn't the sole person in the photo, the eye should always be drawn to that one individual.

PHOTO DIRECTION

Our portraiture can range from lighthearted and warm to serious and resolute. In this category, the focus should be on the individual. Overly stylized photos don't reflect the genuine nature of the Texas A&M brand. Ensure that these shots always feel natural and are rarely staged.

STYLISTIC CONSIDERATIONS

- Moments of real emotion
- Spirit and achievement
- Positive expressions
- Hard work and hopeful reflection
- Exemplifying educational pursuit together



PHOTOGRAPHY
SPRIT

The energy, camaraderie and sense of pride that occur during social, competitive and student-driven events — these are a key part of the Texas A&M experience and our impact on the world.

PHOTO DIRECTION

In documenting events and interactions, find active, positive and diverse moments where the Texas A&M spirit is the driving force. Images in this category should always focus on our students. And while athletics photos certainly fall under this heading, remember that Aggie Spirit is expressed in other ways as well.

STYLISTIC CONSIDERATIONS

- Focus should always be on the students within the spirit environment
- Aggie Spirit should be a present force
- Subjects should be active, positive and varied



PHOTOGRAPHY
DETAILS

Detail photography is a great way to highlight Texas A&M’s many unique aspects. We can feature our processes, tools, equipment and achievements. We can also use these shots to showcase the everyday beauty of our campuses.

PHOTO DIRECTION

The goal here is to capture some of the small things that add up to a bigger picture. When photographing around your campus, it’s always a good idea to zoom in on a wide shot and snag a few shots of what makes the composition unique. People can be present, but the focus should be less about the individual and more about what they’re doing or what they’re interacting with, at a much closer level.

STYLISTIC CONSIDERATIONS

- Tight crops of textures within workspaces
- Equipment, sketches or components of a project








5.0

SAMPLE APPLICATIONS

TOGETHER, WE STAND AS

A FORCE FOR GOOD





BRAND ESSENCE

The simplest articulation of what Texas A&M University stands for — our ethos.

POSITIONING STATEMENT

How we set ourselves apart.

TOGETHER, WE STAND AS

A FORCE FOR GOOD.

WHO

Texas A&M

WHAT

is **a force for good**

HOW

where Aggies **stand together** and step forward, united by Core Values and a shared duty

WHY

to build **a brighter, safer world** for the people of Texas, the nation and beyond.

VALUE PROPOSITION

Our story is shaped around four foundational pillars of Texas A&M: **culture, experience, education** and **research**. At the center of the diagram, we articulate the value that we deliver to our stakeholders and why it matters.

CULTURE

EXPERIENCE

EDUCATION

RESEARCH

THE GIVE

As **a force for good**, we stand together to develop educational excellence, world-class research and leaders of character through:

ACTION

COMMUNITY

UNDERSTANDING

IMPACT

THE GET

Aggies earn
Respect
by being selfless leaders and citizens with the will to do.

Aggies create a sense of
Belonging
by standing together and working together.

Aggies build
Trust
by both knowing and doing what is right, guided by Core Values.

Aggies give
Hope
by working to solve the world's greatest challenges.

... to build **a brighter, safer world** for the people of Texas, the nation and beyond.

BRAND NARRATIVE

There's an incredible power at the heart of Texas A&M.

With an unrivaled network of current and former students, faculty and staff, we are united by a call to service rooted in honor, integrity and respect. With our collective might, expertise and magnitude — there's no limit to the good we can do.

For the good of society, we answer the call.
For the good of the world, we take action.
For the good of people everywhere, we work together.

At Texas A&M, we know that everything — literally everything — is possible.

For the countless lives we change, the boundless hope we provide and the endless solutions we create, we stand together.

This is what it means to be an Aggie: To lead with character and to serve with compassion for the people of Texas, the nation and beyond.

With the strength of every Aggie, we are a powerful force.

A FORCE FOR GOOD.

BRAND PERSONALITY

This is how we want people to **think** and **feel** about Texas A&M.

Welcoming
LIKE HOME.

Inspiring
EVERYTHING POSSIBLE.

Confident
BUT NEVER ARROGANT.

Selfless
WE OVER ME.

Spirited
FULL OF POSITIVE ENERGY.

Significant
IMPACT AT SCALE.

Messaging Themes

Our brand platform serves to express four primary themes of the Texas A&M narrative. Together, they give us a framework for expressing a variety of stories.

Magnitude & Momentum
THIS IS BIG.

Character & Core Values
THIS IS WHAT WE STAND FOR.

Action & Impact
THIS IS WHAT WE DO.

Community & Connection
THIS IS WHO WE ARE, TOGETHER.

COLORS

PRIMARY

SECONDARY

ACCENT

Pantone 7421
Aggie Maroon
CMYK 15 100 39 88
RGB 80 0 0
HEX #800000

White
CMYK 0 0 0 0
RGB 255 255 255
HEX #FFFFFF

Black
CMYK 67 65 63 57
RGB 0 0 0
HEX #000000

Dark Gray
CMYK 68 61 60 48
RGB 62 62 62
HEX #333333

Gray
CMYK 38 38 38 34
RGB 112 112 112
HEX #707070

Light Gray
CMYK 3 3 3 0
RGB 209 209 209
HEX #D9D9D9

Tan
CMYK 3 4 14 18
RGB 255 255 203
HEX #FDFDCC

CMYK 38 100 64 77
RGB 0 0 0
HEX #000000

CMYK 38 82 75 31
RGB 112 112 112
HEX #707070

MARKETING POSTER



FASTCOMPANY

World Changing Ideas 2025

BREATHING HOPE *INTO* WORLD CHANGING IDEAS

A novel **nasal spray therapy** developed by researchers at the Texas A&M University College of Medicine could **delay the progression of Alzheimer's disease.**

Discover how Texas A&M *stands as a force for purposeful impact* at:


[STORIES.TAMU.EDU](https://stories.tamu.edu)



TEXAS A&M
UNIVERSITY®


WHEN RESEARCH SERVES THE NATION, SCALE MATTERS

Our research advances the health of our food, our families, and our future.



TOGETHER, WE STAND AS A FORCE FOR GOOD.

Learn more at [STORIES.TAMU.EDU](https://stories.tamu.edu)



TEXAS A&M
UNIVERSITY®

THE SPIRIT OF AGGIELAND nourishes the roots of live oak trees near the Brazos River, carries the scent of the sea breeze rolling off the Gulf, rustles through the royal palm fronds in the Rio Grande Valley and lives inside every Aggie.



THE 12TH MAN represents more than the student section at Aggie sporting events. It is the embodiment of the Texas A&M Core Values: **Excellence, Integrity, Leadership, Loyalty, Respect and Selfless Service**. Aggies stand ready to impact their local communities, the state of Texas and the rest of the world. This university will equip you — no matter where you study — to be at the forefront of your field.



THE AGGIE NETWORK is available to Texas A&M graduates whether they learned in an intimate classroom environment in McAllen, on the 540-foot training vessel on the Gulf Coast or in the 605-seat arena in the Innovative Learning Classroom Building. When a fellow Aggie or future employer sees an Aggie Ring, they know that individual wants to be a part of something bigger than themselves. They know Aggies prioritize innovation, value tradition and serve others.

THE SPIRIT OF AGGIELAND



Texas A&M began as the state’s first public institution of higher education in 1876, with only 26 students. Today, it is one of the largest universities in the United States. Spanning three locations in College Station, Galveston and McAllen, the Aggie Spirit radiates through Texas and beyond. With **over 140 fields of study and 1,400 student organizations**, your Aggie experience will be uniquely yours, but will also be defined by the Aggie Core Values and represented by an Aggie Ring.





GALVESTON

TEXAS A&M UNIVERSITY AT GALVESTON

SCHEDULE A VISIT
TO SEE GALVESTON



ABOVE, ON AND BELOW THE WAVES

Texas A&M University at Galveston is a branch campus of Texas A&M, dedicated to all things marine and maritime, and home to the **College of Marine Sciences and Maritime Studies**. The island campus offers degrees in marine sciences, business administration and logistics, blue humanities, marine engineering and transportation. Students live, learn and work amid their respective industries, engaging in experiential educational opportunities that prepare them for their chosen career paths.

70+ STUDENT ORGANIZATIONS

at the Galveston campus



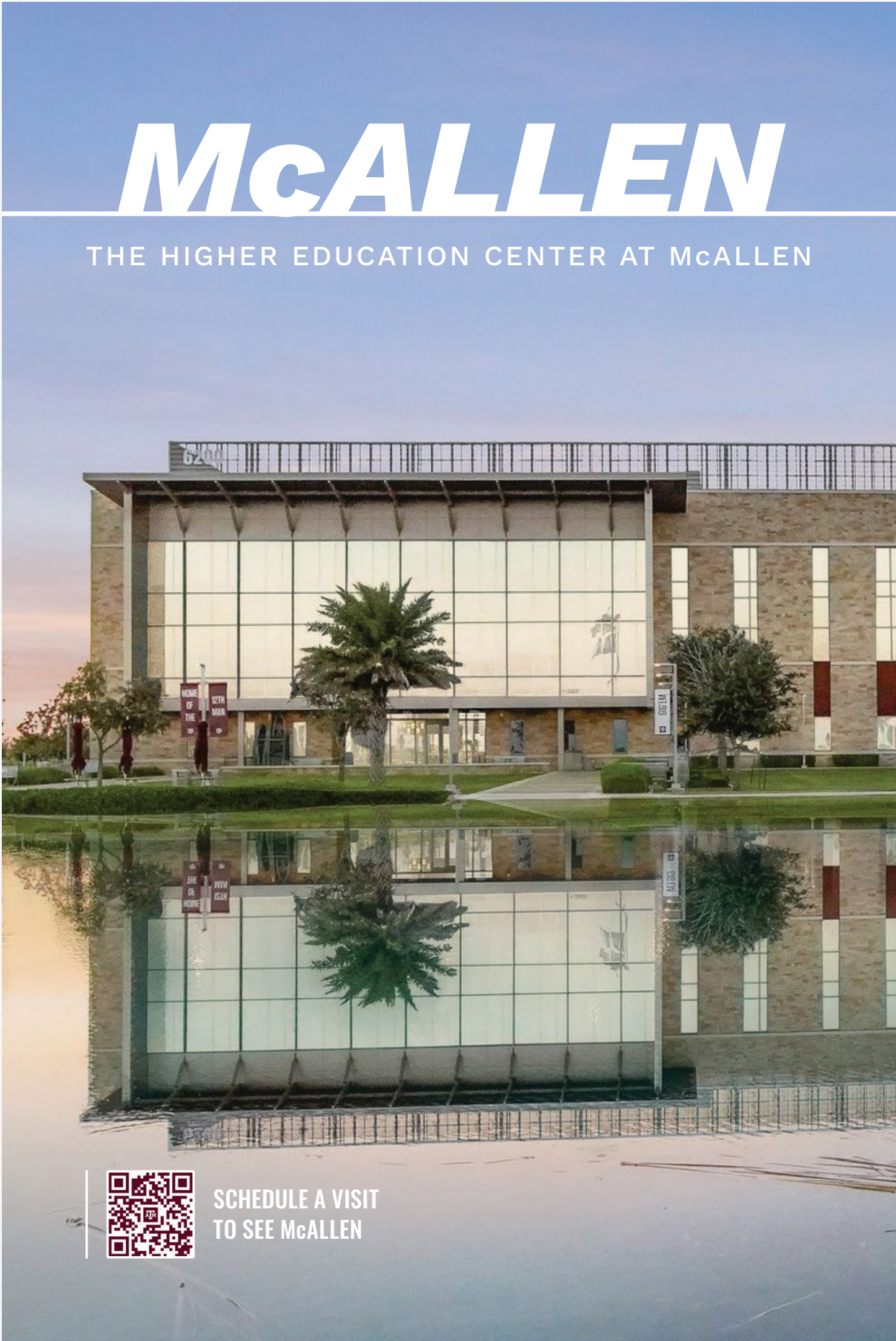
ISLAND LIFE

Galveston Aggies are well prepared for waterborne and shoreside careers, making an impact near and far. Surrounded by marine life, coastal ecosystems and one of the largest industrial hubs in the world, students have access to world-renowned faculty and robust industry partnerships. With smaller class sizes, 70+ student organizations and waterfront views, students enjoy the Texas A&M experience with an island twist.



SET YOUR COURSE

Home to the **Texas A&M Maritime Academy**, the Gulf Coast's only state maritime academy, students in designated degrees prepare for their third mate or third assistant engineer Coast Guard licensing exams in addition to attending classes. These students undergo rigorous hands-on training, including three summers at sea aboard a **540-foot training ship**. Academy graduates are prepared to serve as officers aboard ocean-going and inland waterway vessels or enter military service.



**FOCUSED LEARNING,
LIMITLESS OPPORTUNITIES**

The Higher Education Center at McAllen (HECM) offers an intimate and focused learning environment to around 375 undergraduate students across nine carefully crafted degree programs.

Students at HECM have the best of both worlds in that they benefit from being a part of the larger Texas A&M University family yet attend classes on a campus with a small college feel.



THE McALLEN ADVANTAGE

Experience vibrant student life at McAllen with diverse organizations fostering a close-knit community. From professional societies to cultural clubs, these groups provide networking and support for personal and professional growth. The Career Center ensures graduates are workforce-ready, with successful placements in health care, technology and business industries. Competitive starting salaries attest to the center's commitment to quality education and career preparation.



LOCAL ROOTS, GLOBAL REACH

McAllen's Higher Education Center actively contributes to the local economy by retaining graduates in the Rio Grande Valley. Graduates, equipped with knowledge and skills, strengthen the region's workforce, contributing to its ongoing growth. This commitment underscores the center's dedication not only to academic excellence but also to the socioeconomic advancement of the local community.



WHEN RESEARCH
SERVES THE NATION,
**SCALE
MATTERS**



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