



# Texas A&M University-Texarkana

Current Revision Date: 08/01/25

Established: 1971

Location: Texarkana, TX

Nickname: Eagles

Mascot Name: Ace the Eagle

Conference: Red River Athletic Conference

## Verbiage

Texas A&M University-Texarkana™  
Texas A&M-Texarkana™  
A&M-Texarkana™  
TAMUT™  
Texas A&M-Texarkana Eagles™  
TAMUT Eagles™

### Navy

PANTONE 2767C  
CMYK: 100, 87, 42, 52  
HEX: 102240

### White

PANTONE Process White  
CMYK: 0, 0, 0, 0 | RGB: 255, 255, 255  
MADEIRA Rayon: 1001 | RA: 2342

### Gold

PANTONE 1235C  
CMYK: 0, 27, 100, 0  
HEX: FFBA00

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## Primary Marks



## Fonts

Helvetica Neue

A B C D E F G H I J K L M N  
O P Q R S T U V W X Y Z

Museo Slab 500

A B C D E F G H I J K L M N  
O P Q R S T U V W X Y Z

## Athletic Marks



## ADDITIONAL PERTINENT INFORMATION

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- University licenses health and beauty products.
- University permits numbers on products for resale.
- Mascot caricatures permitted with prior approval.

- Cross licensing with other marks may be permitted with an additional agreement.
- No references to alcohol, drugs, or tobacco related products may be used in conjunction with University marks.

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