



Texas A&M University-Texarkana

Current Revision Date: 07/11/24

Verbiage

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

Established: 1971

Location: Texarkana, TX

Nickname: Eagles

Mascot Name: Ace the Eagle

Conference: Red River Athletic Conference

Navy

PANTONE 282
CMYK: 100, 87, 42, 52
MADEIRA Rayon: 1043

White

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

Gold

PANTONE 117
CMYK: 22, 39, 100, 2
MADEIRA Rayon: 1159

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Primary Marks

1



2



Primary Marks

3



4



NOTE: Limited use. Must have prior authorization

Athletic Marks

5



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ADDITIONAL PERTINENT INFORMATION

- University licenses consumables (must have expiration date on packaging).
- 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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Fonts

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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

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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

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