1. **Governing Regulation**

These guidelines are governed by Administrative Procedure [*70.04* *Use of Texas A&M Forest Service Name and Logo*](https://tfsfinance.tamu.edu/modules/finance/admin/admin_procedures/7004%20Use%20of%20TFS%20Name%20and%20Logos.docx).

1. **Purpose**

The official Texas A&M Forest Service logo is to be used on all official and public facing electronic and print publications, reports, correspondence, business cards, news releases, advertising, displays, invitations and awards.

The agency logo and patch must follow the agency [Logo and Style Guidelines](https://tfsweb.tamu.edu/content/article.aspx?id=20012) and can be downloaded from the agency website.

1. **Texas A&M Forest Service Branding**

Texas A&M Forest Service uses a branded house branding architecture. The branded house offers a logical path to brand extensions, as the master brand is always present. This architecture is in place to assist the agency with a strong, recognized brand to target audiences and the public.

With the implementation of branded house architecture, Texas A&M Forest Service program logos, which incorporate the main agency logo and patch, have been developed for specific use only.

1. **Agency Branding Definitions**

**Logo:** A logo is the most visible and primary symbol of our brand – consistent representation means stronger recognition of who we are and what we do. The official Texas A&M Forest Service logo and patch can be [downloaded here](https://tfsweb.tamu.edu/LogoUseGuidelinesAndDownloads) and must follow Texas A&M Forest Service Official Logo Guidelines.

**Program logo:** Program logos are created by combining the primary Texas A&M Forest Service logo with a program name in text by the Communications Office. They leverage the strength of the Texas A&M Forest Service brand while identifying the program. ***Program logos are to be used sparingly and follow all program logo guidelines.***

**Alternative logo:** Alternative logos are those that do not include the official Texas A&M Forest Service logo but will incorporate agency brand styles as appropriate including colors and fonts. Alternate logo designs will only be created on a case-by-case basis for events and where partnerships are involved.

**Graphic element:** Graphic elements are non-logo elements that can be used to enhance and create recognition for a program or event. Elements are never used as the primary branding icon and do not include text.

1. **All Agency Logos**
   1. The agency reserves the right, at any time and without cause, to modify or suspend these guidelines and withdraw any permission granted under any agreement to use any logos.
   2. The agency reserves the right to take action against any misuse or unfair, misleading, diluting, or infringing use of the agency’s name or logos.
   3. Logos can be produced in black or reversed out in white for use on dark backgrounds.
   4. Logos have a transparent background and should not appear with the white box background.
   5. Logos should be used in their entirety, with no alterations or visual distortions.
   6. Logos may be reduced or enlarged as necessary, provided they are not distorted, maintain their original shape and meet the agency’s high-quality standards. (To ensure the logo is resized proportionally, hold down the Shift key while dragging to enlarge/reduce the logo.)
2. **Program Logos**
3. Program logos should be used sparingly and only when a program or event differentiation would be valuable to the audience.
4. Program logos should never be used when the agency logo is sufficient or present.
5. A program logo should never replace the agency logo when used in partnership with logos of other agencies.
6. Program logos may be used on department specific social media accounts, stand-alone websites, one-pagers, PowerPoint slides, or similar.
7. Program logos cannot be used on vehicles, trailers, business professional uniforms or shirts, t-shirts, main agency webpage, promo items, or similar.
8. Some publications require identification for multiple programs. Multiple program logos clutter space and diminish recognition of the programs involved. In these instances, always use the agency logo only.
9. The Communications Office holds the right to replace any program logo with the agency logo for brand recognition, clarity and consistency.
10. **Alternative Logos**
    1. Alternative logos should only be used during the affiliated event or when partnerships are involved.
    2. Alternative logos may be used alongside the agency logo.
    3. Alternative logos may be used on promo items, t-shirts, social media, agency websites, one-pagers, PowerPoint slides, or similar.
    4. Alternative logos cannot be used on vehicles, business professional uniforms or shirts, or similar.
11. **Logo Development Process**

Program and alternative logos may only be created by the Communications Office. To request a program or alternative logo, submit a [Logo Request Form](https://tfsfinance.tamu.edu/modules/finance/admin/procedures/Logo%20Request%20Form.pdf).

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