



Corps of Cadets BRAND GUIDE 2022

Purpose

The Corps of Cadets Mission:

The Corps of Cadets develops well-educated leaders of character prepared for the global leadership challenges of the future.

This brand guide establishes the standards for the Corps of Cadets brand usage and how it should be presented to internal and external audiences.

Everyone will adhere to this guide to ensure a consistent brand voice and design that enhances the mission of the Corps.

The Corps of Cadets brand guide follows the brand standards as set forth in the Division of Student Affairs and Texas A&M University brand guides. The Texas A&M University brand guide rules should be followed for any area that is not covered in this brand guide.

For Additional Information:

BrandGuide.tamu.edu

StudentAffairs.tamu.edu/BrandGuide

CONTACT US

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CORPS OF CADETS LOGOS

Consistency establishes trust. It is vital that Texas A&M Corps of Cadets stack be used in a consistent manner by all. Our stack must not be altered in any way. Any material or creative distributed outside of Texas A&M University must use the Corps stack in conjunction with the Texas A&M University Logo lock-up. The Corps of Cadets should only be referred to as the "Texas A&M Corps of Cadets" and the typography can be shown separate to the Corps stack. The Corps stack and "Corps of Cadets" typography should only be used internal to Texas A&M.



Gold Stack is for digital use ONLY! The gold Corps stack is not to be used on any printed materials.

Texas A&M Logo Lock-Up



TEXAS A&M UNIVERSITY
Corps of Cadets

Typography

(should be shown separate of the stack)

TEXAS A&M UNIVERSITY
CORPS OF CADETS

HORIZONTAL Lock-Up
(for internal use only)



A promotional image featuring a young woman in a tan Corps of Cadets uniform. In the top left corner is the maroon stack logo. Below it is a quote: "I joined the Corps of Cadets in the Spring semester of my freshman year and I realize more and more each day why this organization means so much. We are an organization of individuals devoted to developing character, instilling discipline, facing challenges, and fostering love and that is what a foundation can be built on." - Hannah Reckmeyer '19. Below the quote is a QR code and a "SCAN ME" button. At the bottom is the Texas A&M logo lock-up, the text "TEXAS A&M UNIVERSITY Corps of Cadets", and social media icons for Facebook, Twitter, and Instagram with the handle "@AGGIECORPS".

CORPS LOGO GUIDELINES

Only approved logo artwork provided by Corps Media and Marketing will be used on major units, outfits, and special units.

1. Don't distort, modify or remove elements from any of the official Corps logos provided by Corps Media and Marketing. Always scale proportionately. Examples of what not to do below:



2. When choosing a Corps stack logo for use, keep background and contrast in mind. The logo must always appear clear and legible.
3. Always allow for .3 inches of space around all sides of the Corps stack logo. Clear Space example denoted by area outside of red line:



4. Minimum sizes should never be under 1.5" w x 1.75" h
5. The Corps stack should never be shown smaller than additional logos on Corps branded materials (to include print and digital). EXAMPLE:



SPECIAL UNIT LOGOS

The Corps of Cadets has many special units with long standing logos. These logos should never be used on their own for promotional products without Texas A&M Corps of Cadets typed adjacent to the special unit logo or the Corps stack proportional to the special unit logo. Any changes to special unit logos must be approved by Corps Media and Marketing.

EXAMPLE

WRONG



RIGHT



OUTFIT LOGOS

OVERALL GUIDELINES:

Corps Media and Marketing will create and/or modify and finalize all outfit logos, with creative input from appropriate outfit leadership.

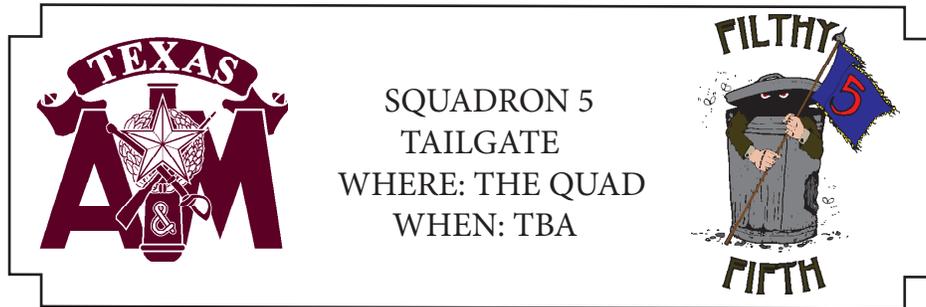
Adjustments and modifications to unit logos require approval. Outfit logo adjustment requests are approved first by your designated CTO, then by Corps Media and Marketing and finally by the Commandant.

Corps Media and Marketing will possess the final and official version of all major unit, outfit, and special unit logos.

EXTERNAL LOGO USE

If your outfit is hosting an event on or off the Quad, the Corps stack should be shown with your outfit logo on promotional items including apparel, flyers, and social media posts.

EXAMPLE:



If there is no mention of Texas A&M or the Corps of Cadets within your outfit's logo, the Corps stack logo in any of the approved colors, "Texas A&M Corps of Cadets" or "Texas A&M" in text should be included. Choice between the three is based on your design preference.

*An alternative solution to this rule would be to redo the logo to include one of these elements.

EXAMPLE OF APPROPRIATE CO-BRANDING:



PRINT COLORS

Besides consistent use of logos, another unifying visual component is consistent use of color. The university color palette was created to complement our signature color, Aggie Maroon™.

All colors shown are within the university colors. Only these should be used for Corps of Cadets materials.

Primary Colors

Aggie Maroon
C: 15, M: 100, Y: 39, K:69

White
C: 0, M: 0, Y: 0, K:0

Secondary Colors

Light Gray
C-19, M-12, Y-13, K-34

Deep Blue
C-100, M-48, Y-9, K-46

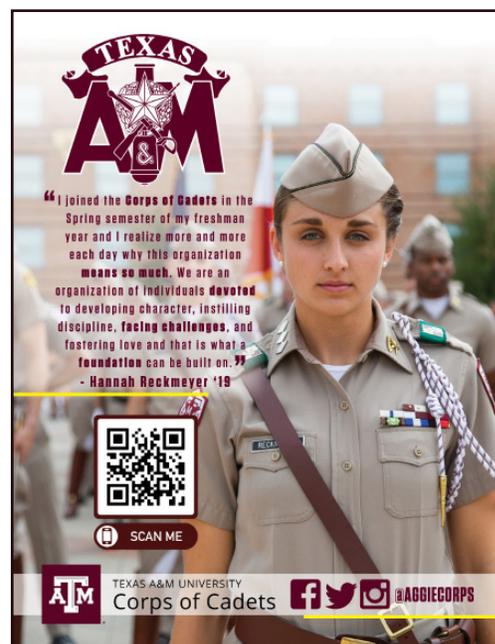
Corps Green
C-46, M-23, Y-84, K-68

Gold
C-16, M-27, Y-83, K-42

Accent Color (to be used sparingly)

Accent Yellow
C-0, M-0, Y-95, K-0

Example:



FONTS

There are four primary typefaces used in the Texas A&M University brand: Tungsten, Moriston, Minion Pro and Open Sans. The Corps of Cadets recommends using Tungsten and Open Sans. When creating any documents on behalf of the Corps, only these fonts are to be used.

Tungsten is a versatile sans serif font. Use it predominantly for headlines and titles.

Open Sans is a clean, widely compatible web-font that works well in digital or print applications.

Tungsten Light

Tungsten Medium

Tungsten Semibold

Tungsten Bold

Tungsten Black

Tungsten Narrow Light

Tungsten Narrow Medium

Tungsten Narrow Semibold

Tungsten Narrow Bold

Open Sans Regular

Open Sans Regular Italic

Open Sans Semibold

Open Sans Semibold Italic

Open Sans Bold

Open Sans Bold Italic

Open Sans Extrabold

Open Sans Extrabold Italic

Headline Font: **Tungsten Semibold**

Subhead Font: Tungsten Light

Body Copy Font: Open Sans Regular

SOCIAL MEDIA & GUIDELINES

These are the official social media pages for the Texas A&M Corps of Cadets. If you are interested in creating a new page for your major/outfit/special unit, cadet group, etc. please contact Corps Media and Marketing.

Main Corps Social Accounts



Texas A&M Corps of Cadets Facebook
www.Facebook.com/AggieCorps



Texas A&M Corps of Cadets Youtube
www.YouTube.com/AggieCorps



TAMU Corps of Cadets Twitter
[@AggieCorps](https://twitter.com/AggieCorps)



Texas A&M Corps of Cadets Flickr
www.Flickr.com/AggieCorps



Texas A&M Corps of Cadets Instagram
[@AggieCorps](https://www.instagram.com/AggieCorps)



Texas A&M Corps of Cadets LinkedIn
www.Linkedin.com/company/TAMUCorpsOfCadets

Corps Media Also Supports



Commandant, Corps of Cadets
www.facebook.com/TAMUCommandant



The Commandant
[@TAMUCommandant](https://twitter.com/TAMUCommandant)

Social Media Handles & Bios

To preserve and uphold each outfit's personal brand, outfit social media accounts must use their official outfit name as their handle. Using the official outfit name and logo makes it easier for users to locate and interact with an outfit.

For example, Squadron 8 should use "Squadron 8" as their account username as opposed to "Outlaw 8", in both the username and account name sections.

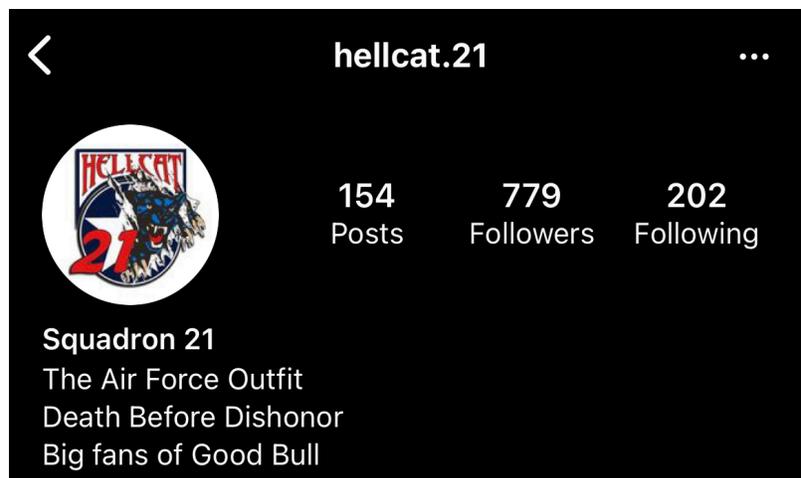
Outfits should also mention "Texas A&M Corps of Cadets" somewhere within their biography.

Outfit nicknames/mascots should be used in social media biographies only.

RIGHT



WRONG



Best Practices for Social

1. Don't use personal pronouns.
2. Tag other campus groups: Aggie Corps, TAMU, Commandant, etc. when appropriate to help increase exposure.
3. Follow accessibility best practices for social media: include alternate photo description (Alt Text) which needs to clearly describe photo and subjects in photo. Capitalize each word of a hashtag. When linking to another website use a descriptive tiny URL and clearly state where the link is taking them.
4. When reviewing comments and messages do not engage with negative comments or messages. If something needs to be addressed please alert Corps Media & Marketing. Comments can only be deleted if they are vulgar, profane or irrelevant to the post.
5. Post on all social channels regularly with timely content.
6. When creating a post, include a photo or video clip when possible.

Approved Hashtags

#AggieCorps

#TAMU

#GigEm

#BTHO Team We're Playing
or Event

**Some hashtags are
used per social media
campaign. Those hashtags
include:**

#MajorUnitMonday

#GoingGlobal

PHOTOGRAPHY & VIDEOGRAPHY

All official photos & videos taken of the Corps of Cadets and their special units are captured, edited and stored by the Corps Media & Marketing Office. They are property of the Corps of Cadets and the Office of the Commandant (OOC).

Any third-party filming or shooting requests must be routed through Corps Media for approval. Any party that does not have OOC approval will be asked to stop project. Please note that some projects will need TAMU approval.

Copyright Clause & Use of Corps of Cadets Photo/Video

All official photos taken of the Corps of Cadets will include the Corps watermark and are stored for public access on Flickr.com.

To request photo/video assets captured by the Corps of Cadets, contact Matt Lamb at Matt.Lamb@corps.tamu.edu. Below are general guidelines for Corps of Cadets photo/video use and distribution:

-Photos/videos will be provided to you in final edited form & without the watermark, unless expressly stated otherwise. Do not edit or crop photos/videos provided in any way, unless you have been given approval from Corps Media & Marketing. These assets have already been edited to meet the standards of the Corps of Cadets, and should not be adjusted. **(Additional editing will impact future requests.)**

-Any assets provided by Corps Media & Marketing must be attributed to the Texas A&M Corps of Cadets.

-Corps of Cadets photos/videos will not be used to promote, sell or endorse any products/entities. Questions about this should be directed to Amy Thompson at Amy.Thompson@tamu.edu.

Media Release Form for Cadets

Cadets are required to sign a media release form at the start of every academic year. The form states that the Corps of Cadets and Texas A&M have the ability to capture cadets during official Corps events, on and off the Quad, and to use their image, voice and likeness to promote the Corps of Cadets and Texas A&M. Access media release [here](#). Please note that any third-party filming may require an additional media release. Please contact Amy Thompson with any questions.

Videography Rules for Social Media

1. When shooting video content for a Corps social media page on your cell phone, please turn your phone horizontally. See below:



✓ Yes / Right. Do it.



✗ No / Wrong.

2. Pay attention to your surroundings, background and audio (background noise and what others are saying).

3. Final video clips should not be overly edited and stay true to original version.

4. All clips posted should be no longer than 60 seconds.

5. Videos taken should properly represent Texas A&M and the Corps of Cadets in a good, positive manner.

WRITING STYLE GUIDE

AP STYLE IS FOLLOWED IN ALL OFFICIAL CORPS DOCUMENTS

Aggie Eagle Program	Always capitalized First reference should be full name of organization. Often referred to as AEP
Boot Dance	Always capitalized
Cadets	Only capitalized at the beginning of a sentence or used in reference to a specific cadet. Ex: Cadet Jones. NOT "900 Cadets checked in during FOW."
Cultural Awareness and Diversity Expansion Team	Always capitalized First reference should be full name of organization. Second reference could be: C.A.D.E.T. (note usage of periods)
Commandant of the Corps of Cadets or commandant of the Corps of Cadets (AP Style)	Always capitalized except when following AP style Second reference: the Commandant More inclined to use military title with last name (General Michaelis) vs Commandant Michaelis
Commissioning	Only capitalized at the beginning of a sentence Includes noun (event) and verb (act) forms
Corps Global Leadership Initiatives	Always capitalized First sentence - full name Second reference - CGLI
Corps of Cadets	Always capitalized Corps always has an s at the end. Should never be shown on two lines when designing. For articles first reference of the Corps is always prefaced: Texas A&M Corps of Cadets. Second reference should be Corps of Cadets. Other references could be: the Corps or the Cadet Corps. Never referenced as Texas A&M University Corps of Cadets
Corps of Cadets Association	Always capitalized Often referred to as the "CCA"
Corps of Cadets Hall of Honor	Always capitalized Can be referred to as Hall of Honor upon second reference.
Corps of Cadets Marksmanship Unit	Always capitalized First sentence - full name Also referenced to as CCMU or Corps Marksmanship Unit
Corps Outfits: SQ 6 vs Squadron 6	First reference is full name. # could be in numerical form or word form on social media Second reference could be abbreviated

Corps Staff Ranks: Corps Commander, Deputy Corps Commander, Major Unit Commander, etc.	Always capitalized except when following AP style Major Unit Commanders can also be referenced as MUC (only after initial reference)
Corps Values	Always shown as honor, integrity, discipline, courage, respect, and selfless service (in this order only).
Fightin' Texas Aggie Band	Always capitalized Note spelling of "Fightin'" Second reference could be FTAB or Texas Aggie Band
Drill and Ceremony cadets	Drill and Ceremony always capitalized Often referred to as "D&C"
Final Review	Capitalized only when referring to the actual event "Final Review"
fish	Never capitalized
Fish Drill Team	Always capitalized Can be referenced as FDT following initial reference
Fish Review	Always capitalized
fish spurs	Don't show capitalized
Freshman Orientation Week	Always capitalized Often referred to as "FOW" Note spelling of Freshman (singular)
Guardians of Tradition	Always capitalized Use as a descriptor of the Corps but use sparingly
Hollingsworth Center for Ethical Leadership	Always capitalized Can be referenced as "HCEL" or Hollingsworth Center.
Junior Cadet Accessions Program	Always capitalized Often referred to as "JCAP"
Junior ROTC	Always capitalized Can be referenced as JROTC
Keepers of the Spirit	Always capitalized Use as a descriptor but use sparingly
Leadership Learning Centers or Leadership Learning Center	First reference should be full name. Second reference LLC or LLCs
March-In	Capitalize in headline only. Hyphenate when referring to an event. Do not hyphenate when used as a verb.
March to the Brazos	Always capitalized when referring to actual event
Midnights, Bravos (B's), Pinks, Alphas (A's) , ACUs (C's)	Midnights - Dark Green Shirt Bravos -Khakis Pinks - Dark Khaki Pants Alphas -Dark Green Dress Jacket with Pink Pants Charlies (C's) - Camo Top and Bottoms with Combat Boots
Military Titles	Reference AP Stylebook

Officers of the Day	Not capitalized unless the sentence is started with "Officers of the Day..." Often referred to as "ODs" Always capitalized
O.R. Simpson Honor Society	Always capitalized Always use periods between letter O and letter R (as abbreviation of name)
Parsons Mounted Cavalry	Always capitalized THERE IS NO APOSTROPHE IN "PARSONS" Often referred to as "PMC", "The Cav" or "Parsons" after initial use.
Quadrangle or Quad	Always capitalized Most often referenced as the Quad When referred to as "the Quad," do not capitalize "the"
Rally to the Guidons	Always capitalized
Ross Volunteer Company	Always capitalized Often referred to as "the Ross Volunteers" or "RVs" (RVs should be used sparingly and in an informal setting such as social media.)
Reserve Officers' Training Corps (ROTC) Branches at Texas A&M: Army, Navy/Marine, Air Force	Always capitalized Most common reference - ROTC Army ROTC, Navy/Marine ROTC, Air Force ROTC Can be referred to as AROTC or AFROTC upon second reference. No abbreviated reference for Navy/Marine, but Navy ROTC is NROTC
Reveille	Always capitalized Can be referenced as "Rev" or "Miss Rev" after initial use
Sanders Corps of Cadets Center	Always capitalized Often referred to as "The Corps Center"
Senior Dining Out	Always capitalized
Spend the Day with the Corps	Always capitalized Can be abbreviated as "SDWC"

For definitions of the above please visit [here](#).

BUSINESS CARDS, STATIONERY, ETC.

OFFICE OF THE COMMANDANT
CORPS OF CADETS RECRUITING

Major Joseph Hoffman
Assistant Director, Corps Recruiting

Sanders Corps of Cadets Center
1400 TAMU
College Station, TX 77843

Tel. 979.862.6656 Fax. 866.324.0695
joe@tamu.edu
corps.tamu.edu



All print materials and templates are ordered through procurement services and are designed using a pre-set program in AggieBuy. All designs have already been approved by Texas A&M.

BUSINESS CARD

Letterhead, envelopes, business cards, etc. must be ordered using a pre-approved template through AggieBuy.

To order print materials:

Log into AggieBuy through the SSO system and follow the provided prompts.

For help with ordering special print projects, please contact Robin Nelson, Communications Coordinator at rnelson@corps.tamu.edu

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OFFICE OF THE COMMANDANT
HOLLINGSWORTH LEADERSHIP EXCELLENCE PROGRAM



1221 TAMU
College Station, TX 77843-1221

Tel. 979.458.0436 Fax. 979.862.2743
corps.tamu.edu

LETTERHEAD

PRESENTATION TEMPLATES



Powerpoint Presentations have a set cover and background, all approved by the Commandant. These should be used for every Corps of Cadets presentation. This style is in-line with Texas A&M's brandguide.

For approved Presentation Templates please contact:

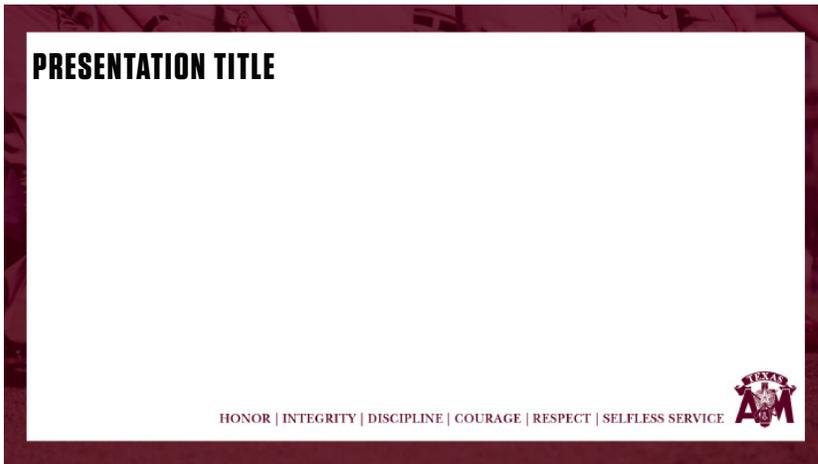
Robin Nelson

Communications Coordinator

rnelson@corps.tamu.edu

979.458.1708

or download the template from the Corps of Cadets website at corps.tamu.edu/CorpsBranding



Presentation templates should not be modified.

Only the approved Corps fonts should be used.

Visuals needed for your presentation can be found at:
[Flickr.com/AggieCorps](https://www.flickr.com/photos/AggieCorps/)