

Corps of Cadets BRAND GUIDE 2023



Effective: July 31st, 2023

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.



Maroon Corps stack



Light Corps stack



Black Corps stack



Black outline Corps stack



White outline Corps stack
(maroon background for visibility)

Official branding for the Corps of Cadets is the university lock-up (see Texas A&M logo lock-up below). The Corps stack is to be used as a design element (see ad example, bottom right corner). The Corps stack can be used in conjunction with the university logo lock-up or typography.

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

An advertisement for the Texas A&M Corps of Cadets. It features a female cadet in a tan uniform and cap. In the top left corner is the maroon Corps 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 with 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 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.

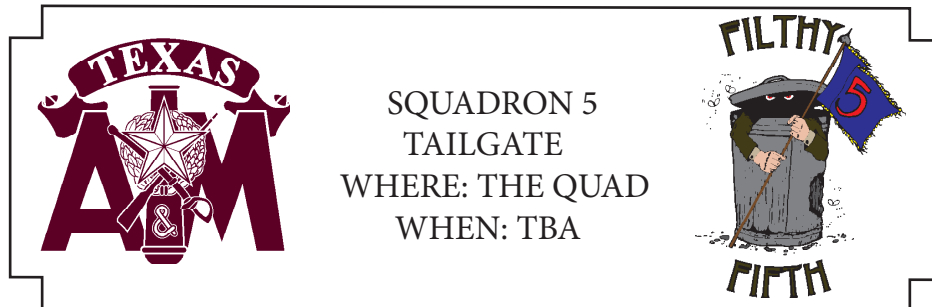
Adjustments and modifications to unit logos require approval. Outfit logo adjustment requests are approved first by your designated advisor, then by Corps Media and Marketing and finally by the Commandant.

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

OUTFIT 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:



When using your outfit's logo, the Corps stack logo in any of the approved colors, "Texas A&M Corps of Cadets" or "Corps of Cadets" in text should be included. Choice between the three is based on your design preference. Outfit name must be identified in apparel designs.

Outfit logos cannot be modified. Outfits will only use their approved logo when promoting the outfit on apparel and other PR items.

EXAMPLES OF APPROPRIATE CO-BRANDING:

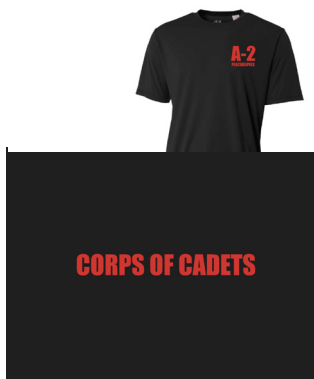
DESIGN FRONT



DESIGN FRONT



DESIGN SLEEVE



DESIGN BACK



COLORS

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:



APPROVED CORPS LOGOS

Below is a list of Corps approved logos.

When designing merchandise for internal and external useage (to include door cards, PR sales and PT shirts), only the following images are to be used.

You can access a higher resolution version of this logo chart [here](#).

Please contact Amy Thompson (amy.thompson@tamu.edu) for individual logo design file requests.



Chart Key

Corps Logos

1	First Group	32	A - Battery
2	1st Battalion	33	B - Battery
3	Second Group	34	C - Battery
4	7th Battalion	35	C - Company
5	6th Battalion	36	B - Company
6	5th Battalion	37	A - Company
7	2nd Battalion	38	S-2
8	3rd Battalion	39	D-1
9	Third Group	40	G-1
10	Delta Company	41	P-2
11	Corps Staff	42	N-1
12	First Wing	43	S-1
13	First Regiment	44	K-2
14	First Brigade	45	C-2
15	Squadron 23	46	E-2
16	Squadron 8	47	I-1
17	Squadron 11	48	G-2
18	Squadron 21	49	D-2
19	Squadron 20	50	E-1
20	Squadron 2	51	K-1
21	Squadron 17	52	F-2
22	Squadron 6	53	L-1
23	Squadron 12	54	B-2
24	Squadron 1	55	A-1
25	Squadron 5	56	B-1
26	Squadron 18	57	A-2
27	Squadron 16		
28	Squadron 3		
29	Infantry		
30	Artillery		
31	Bugle Rank		

A&M Logos

58	White Corps Stack
59	Texas A&M
60	AMC
61	Parsons Mounted Cavalry
62	Army ROTC
63	NROTC
64	Fish Drill Team
65	Marksmanship Unit
66	Ross Volunteer Company
67	O.R Simpson Honor Society
68	Darling Recruiting Company
69	Rudders Rangers
70	Color Guard
71	Aggie Drummers
72	Aggie Basists
73	Aggie Band
74	Corps Brass
75	Corps Chaplains
76	Ranger Challenge
77	Recon Company
78	Seal Platoon
79	Corps Center Guard
80	Muster
81	Fish camp

Military Logos

82	US Army crest
83	US Army logo
84	US Navy logo
85	US Navy logo 2
86	US Navy crest
87	US Coast Guard
88	Department of Air Force
89	Air Force crest
90	Air Force logo
91	US Space Force

Religious Logos

92	Monogram of Christ
93	Monogram of Christ 2
94	Judaism
95	Paschal Lamb
96	Taoism
97	Christianity
98	Orthodox cross
99	United Methodist
100	Bapitist
101	Buddhism
102	Islam
103	Choose the Right symbol
104	Episcopal Shield
105	Apollo symbol
106	Celtic Cross

State Flags

107	Alabama	137	New Mexico
108	Alaska	138	New York
109	Arizona	139	North Carolina
110	Arkansas	140	North Dakota
111	California	141	Ohio
112	Colrado	142	Oklahoma
113	Connecticut	143	Oregon
114	Delaware	144	Pennsylvania
115	Flordia	145	Road Island
116	Georgia	146	South Carolina
117	Hawaii	147	South Dakota
118	Idaho	148	Tennessee
119	Illinois	149	Texas
120	Indiana	150	Utah
121	Iowa	151	Vermont
122	Kansas	152	Virginia
123	Kentucky	153	Washington DC
124	Lousiana	154	Washington
125	Maine	155	West Virginia
126	Maryland	156	Wisconsin
127	Massachusettes	157	Wyoming
128	Michigan	158	Puerto Rico
129	Minnesota	159	American Flag
130	Mississippi		
131	Missouri		
132	Montana		
133	Nebraska		
134	Nevada		
135	New Hampshire		
136	New Jersey		

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.

Tungsten Light

Tungsten Medium

Tungsten Semibold

Tungsten Bold

Tungsten Black

Tungsten Narrow Light

Tungsten Narrow Medium

Tungsten Narrow Semibold

Tungsten Narrow Bold

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

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
[@AggieCorps](https://twitter.com/AggieCorps)



Texas A&M Corps of Cadets
Flickr



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



Fightin' Texas Aggie Band
[@TAMUFTAB](https://twitter.com/TAMUFTAB)



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



Parsons Mounted Cavalry Instagram
[@TAMU_PMC](https://www.instagram.com/TAMU_PMC)



Fightin' Texas Aggie Band Instagram
[@TAMUFTAB](https://www.instagram.com/TAMUFTAB)

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.

EXAMPLES:



Best Practices for Social

1. Don't use personal pronouns.
2. Tag other campus groups in your post (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. Do not include photos that feature high porting, cigars/tobacco/alcohol use, horns down, or photos with only select members of a group in the pushing (must be all or none).
6. Post on all social channels regularly with timely content.
7. 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

#GoodbullWednesday

Outfit LinkedIn Guidelines

Visit <https://www.linkedin.com/help/linkedin/answer/a543852> and click “create a LinkedIn Page”. **Reference this guide for how to proceed from there.**


First, select the **“Showcase Page”** option.

Fill out the prompted form as follows:

Associated Organization Page: “Texas A&M Corps of Cadets”. Be sure to select the option when it pops up. See below for what that prompt looks like:

* indicates required

Associated organization page*

 Texas A&M Corps of Cadets

Name: Please use your company/squadron name followed by “Texas A&M Corps of Cadets”. **DO NOT use outfit catchphrases or mascots in your name. It will make it more difficult for outside entities to find your page.**

Examples: “Squadron 12, Texas A&M Corps of Cadets” or “Company S-2, Texas A&M Corps of Cadets”

Next, you’ll see [linkedin.com/showcase/](https://www.linkedin.com/showcase/) : Use your company/squadron name here as well. Note that you cannot use uppercase or special characters.

Examples: “[linkedin.com/showcase/companys2](https://www.linkedin.com/showcase/companys2)” or “[linkedin.com/showcase/squadron12](https://www.linkedin.com/showcase/squadron12)”

Website: Please only link to “corps.tamu.edu” here. **DO NOT link to any privately run outfit websites, as these are not allowed.**

Industry: Type and select “Higher Education” as your industry.

Logo: Please use your OFFICIAL outfit logo (no throwbacks or alternates allowed, see here for the list of official logos) with the Corps stack next to it. Any variations of the Corps stacks listed here will be sufficient, but please make sure that the Stack is not larger or smaller than your outfit logo when placed side by side.

Tagline: Give a brief description of your outfit. Visit here for a list of approved and official descriptions. Due to the 120 character limit, you may not be able to include all of the information that is on this webpage, but be sure that it at the very least states that you are a part of the Texas A&M Corps of Cadets.

Check the box that confirms that you are an authorized member of the organization.

Outfit LinkedIn Guidelines

Now that you have your page created, here are a few best practices to keep in mind:

-Use a more professional tone on LinkedIn. Where Instagram/Facebook/Twitter can be more lighthearted, LinkedIn should be used as a space to showcase your outfit and individual cadet accomplishments. In terms of posts, think more along the lines of CR events and accomplishments (academic, Corps, professional, etc). Think of this as your chance to showcase your cadets to professional organizations/companies and improve their network/marketability in that realm. Use this as your space to show how the Corps has grown the members of your organization as professionals, and how this growth will translate into life after college/the Corps.

-Try to post relatively often (weekly may be a good place to start) with the intent of answering these questions within your post: What makes (company/squadron) special? How does this post/story reflect the larger image of the unit? What would make the members of your unit good additions to a potential workplace? If I am a prospective student interested in the Corps of Cadets, why should I join this unit?

Here are some content and highlights examples:

- Cadets who obtained internships, jobs, and acceptance into graduate or professional school.
- Community service events
- Cadets who've been selected for key positions in the Corps, on campus and in their community.
- Cadets who have earned certifications such as EMT, cyber, etc.

-Tag the larger Corps of Cadets page in your posts. Potential for Corps Media to share these posts to the main page will be much greater if there's visibility in this way.

-Use appropriate hashtags as applicable. Don't overdo it, but #AggieCorps and #GoodbullWednesday are always a great place to start.

Need additional support with building your LinkedIn page? We're here to help. Reach out to Amy Thompson at amy.thompson@tamu.edu to set up an appointment. No question is too small, and no issue is too large.

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/AggieCorps](https://www.flickr.com/photos/AggieCorps/).

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 and 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.

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

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 Discovery Day	Always capitalized Can be referred to as "CDD" upon second reference.
Corps of Cadets Hall of Honor	Always capitalized Can be referred to as Hall of Honor upon second reference.
Corps Leadership Invitational	Always capitalized Can be referred to as CLI
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).
Drill and Ceremony cadets	Drill and Ceremony always capitalized Often referred to as "D&C"
Fall Orientation Week	Always capitalized Often referred to as "FOW"
Fightin' Texas Aggie Band	Always capitalized Note spelling of "Fightin'" Second reference could be FTAB or Texas Aggie Band
Final Review	Capitalized only when referring to the actual event "Final Review"
fish	Refers to a freshman in the Corps 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
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 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) , Charlies (C's)	Midnights - Dark Green Shirt Bravos -Khakis Pinks - Dark Khaki Pants Alphas -Dark Green Dress Jacket with Pink Pants Charlies- 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.
Pisshead	Not capitalized unless the sentence is started with Refers to a sophomore in the Corps
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/Space Force	Always capitalized Most common reference - ROTC Army ROTC, Naval ROTC, Air Force ROTC Can be referred to as AROTC or AFROTC upon second reference. No abbreviated reference for Navy/Marine, but Naval 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 Night with the Corps	Always capitalized Can be abbreviated as "SNWC"
Surgebutt	Not capitalized unless the sentence is started with Refers to a junior in the Corps
Spring Orientation Week	Always capitalized Often referred to as "SOW"
Spend the Night with the Corps	Always capitalized Can be abbreviated as "SNWC"
Zip	Not capitalized unless the sentence is started with Refers to a senior in the Corps

BUSINESS CARDS, STATIONERY, ETC.



BUSINESS CARD



LETTERHEAD

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.

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

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/aggiemilitary/)