



2024 - 2025

TEXAS A&M CORPS OF CADETS

BRAND GUIDE

Effective: July 15, 2024

Updated: August 26, 2024

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 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:

[Texas A&M Brand Guide](#)

[Texas A&M Photo Repository](#)

Texas A&M Approved Vendors (link to come)

CONTACT US

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CORPS STACKS

Consistency establishes trust. It is vital that the Texas A&M Corps of Cadets stack be used in a consistent manner by all. Our stack must not be altered in any way.

Approved Corps stack colors are shown below. The Corps stack is also approved to be used in any of the colors shown on [Texas A&M's approved color palette](#).

When adjusting the Corps stack to reflect a color listed in the approved palette, the colors of the "TEXAS", the "&", the star, the oak and olive branch elements must all be the **same, visible color**.



Maroon with white outline



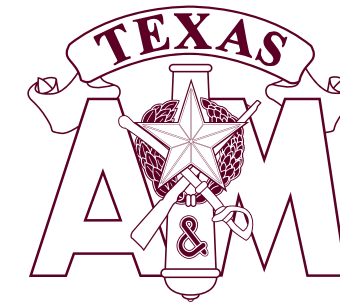
White with maroon outline



Black with white outline



White with black outline



White outline
(transparent center)



Maroon outline
(maroon background for visibility)

1. When choosing a Corps stack logo for use, keep background and contrast in mind. The logo must always appear clear and legible. Do NOT layer the Corps stack on top of different design elements.
2. 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:



CORPS LOGO GUIDELINES

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.

Visit the [Texas A&M Brand Guide](#) for more information on lock-up usage.

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

WRONG



RIGHT



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



UNIT LOGOS

OVERALL GUIDELINES:

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

Adjustments and modifications to unit logos require approval. Unit 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.

UNIT LOGO USE

When using your unit'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. These design elements must be located in visible areas (shirt hemline will not be approved, recommended areas include shirt sleeves, collars and the front pocket area). Colors of these design elements must be in a color that is visible against the primary color of the item (i.e. do not use the black Corps Stack on a black shirt design, etc). Do NOT place any design elements in front of or behind the Corps stack.

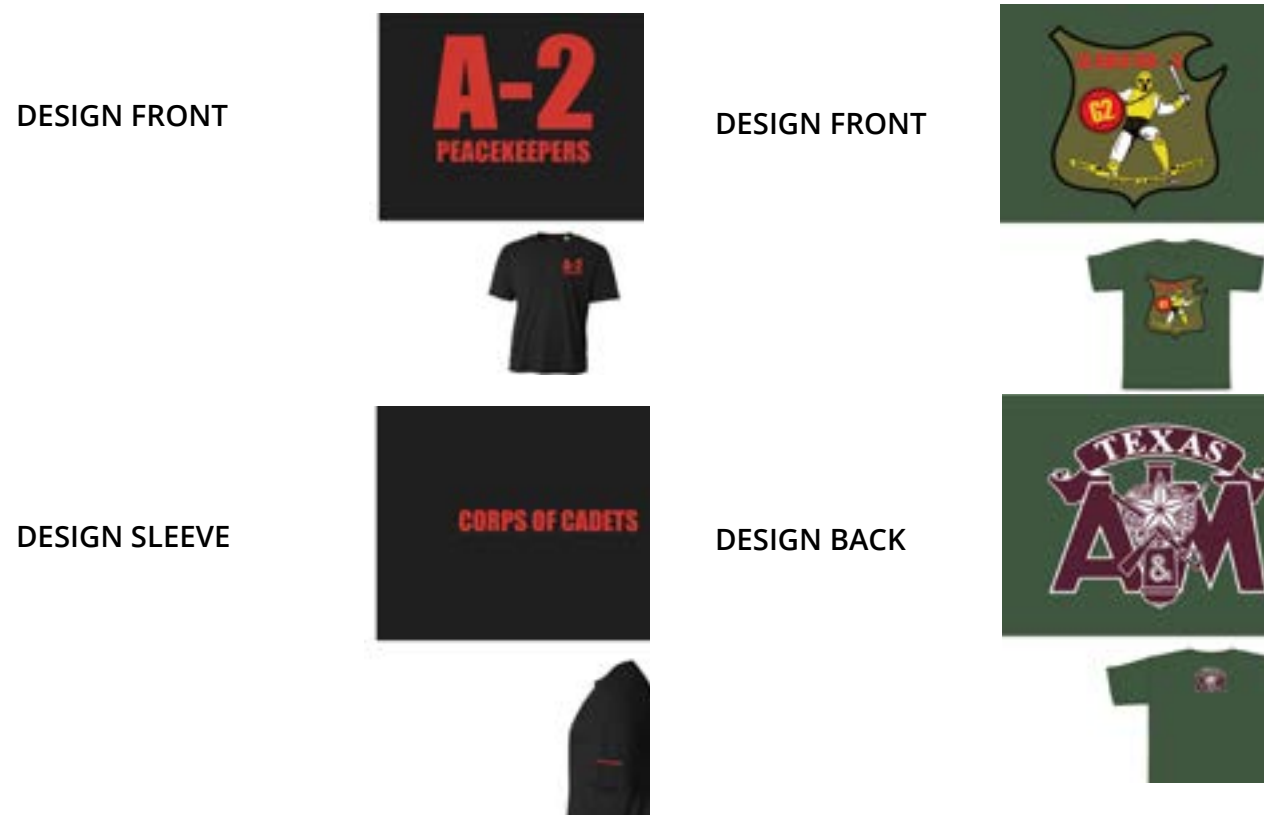
Unit name, to include "Squadron" or "Company", must be identified in designs (ex. "Company A-1" on a custom 12th Man Towel as opposed to simply "A-1").

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

Please contact Corps Media & Marketing if you are interested in changing your unit's official logo.

Outfit logos may be shown in solid outline colors. Black and white are approved, but alternate outline colors must be approved by Amy Thompson (amy.thompson@tamu.edu)

EXAMPLES OF APPROPRIATE CO-BRANDING:



PARTNERSHIPS & CO-BRANDING

These policies apply to all interviews (to include digital, print and live and pre-recorded broadcasts) that involve cadets as representatives of the Corps. Campus partners, members of the press and all other outside agencies and organizations are expected to adhere to these guidelines when interviewing cadets or otherwise creating content that focuses on cadets or the Corps of Cadets organization.

1. Prior to entering into a co-brand/partner arrangement with a company/organization/other outside entity, Corps Media & Marketing must be notified of the intent/purpose of the co-branding/partnership proposition. This information must be sent to Amy Thompson (amy.thompson@tamu.edu) before co-branding/partnership agreements are entered into.

2. When co-branding promotional materials/apparel/etc, the co-branded logo cannot be stacked/merged/otherwise combined with the Corps stack, "Corps of Cadets" text, or "Texas A&M Corps of Cadets" text that is required by the Corps' branding requirements. It is strongly recommended that co-branding marks be shown opposite of the elements listed in the Corps branding requirements to avoid confusion.

3. The partner/organization/other outside entity's marks should not have a stronger presence on a design than the unit and Corps branding elements. The Corps branding and unit elements must be the same size or larger than the partner/organization/other outside entity's marks on any design.

Interview Request Guidelines

These policies apply to all interviews (to include digital, print and live broadcast) that involve cadets as representatives of the Corps. Campus partners, members of the press and all other outside agencies and organizations are expected to adhere to these guidelines when interviewing cadets or otherwise creating content that focuses on cadets. Requests for cadet representatives to give speeches or other remarks at events are also expected to adhere to these guidelines.

1. All requests for cadet interviews must be routed through Amy Thompson (amy.thompson@tamu.edu) for approval prior to the interview taking place.

2. A representative from Corps Media & Marketing will be present for all interviews with cadets.

3. If possible, sharing interview questions with Corps Media & Marketing prior to the interview is requested.

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
HEX: #500000

White
C: 0, M: 0, Y: 0, K:0
HEX: #FFFFFF

Secondary Colors

C-67, M-63, Y-63, K-57
RGB: 32, 32, 32
HEX: #202020

C-68, M-61, Y-60, K-48
RGB: 62, 62, 62
HEX: #3E3E3E

C-19, M-12, Y-13, K-34
RGB: 112, 112, 112
HEX: #707070

C-17, M-13, Y-13, K-0
RGB: 209, 209, 209
HEX: #D1D1D1

C-3, M-4, Y-14, K-18
RGB: 214, 210, 196
HEX: #D6D3C4

Accent Colors (to be used sparingly)

C-38, M-100, Y-64, K-77
RGB: 60, 0, 0
HEX: #3C0000

C-38, M-92, Y-75, K-31
RGB: 115, 47, 47
HEX: #732F2f

APPROVED CORPS LOGOS

Below is a list of Corps approved logos.

When designing merchandise for internal and external useage (to include 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.

| Unit Logos | | | Corps/A&M Logos | | |
|------------|----------------|----|-----------------|----|---------------------------------|
| 1 | First Group | 32 | Aggie Band | 59 | White Corps Stack |
| 2 | 1st Battalion | 33 | A - Battery | 60 | Texas A&M |
| 3 | Second Group | 34 | B - Battery | 61 | Parsons Mounted Cavalry |
| 4 | 7th Battalion | 35 | C - Battery | 62 | Fish Drill Team |
| 5 | 6th Battalion | 36 | C - Company | 63 | Marksmanship Unit |
| 6 | 5th Battalion | 37 | B - Company | 64 | Ross Volunteer Company |
| 7 | 2nd Battalion | 38 | A - Company | 65 | O.R Simpson Honor Society |
| 8 | 3rd Battalion | 39 | S-2 | 66 | Darling Recruiting Company |
| 9 | Third Group | 40 | D-1 | 67 | Rudder's Rangers |
| 10 | Fourth Group | 41 | G-1 | 68 | Color Guard |
| 11 | Delta Company | 42 | P-2 | 69 | Aggie Drummers |
| 12 | Corps Staff | 43 | N-1 | 70 | Aggie Bassists |
| 13 | First Wing | 44 | S-1 | 71 | Bugle Rank |
| 14 | First Regiment | 45 | K-2 | 72 | Corps Chaplains |
| 15 | First Brigade | 46 | C-2 | 73 | Ranger Challenge |
| 16 | Squadron 23 | 47 | E-2 | 74 | Recon Company |
| 17 | Squadron 8 | 48 | I-1 | 75 | Seal Platoon |
| 18 | Squadron 11 | 49 | G-2 | 76 | Corps Center Guard |
| 19 | Squadron 21 | 50 | D-2 | 77 | C.A.D.E.T. Logo |
| 20 | Squadron 20 | 51 | E-1 | 78 | Combined Band Staff |
| 21 | Squadron 2 | 52 | K-1 | 79 | Corps Cyber Security Operations |
| 22 | Squadron 17 | 53 | F-2 | | Special Unit |
| 23 | Squadron 6 | 54 | L-1 | | |
| 24 | Squadron 12 | 55 | B-2 | | |
| 25 | Squadron 1 | 56 | A-1 | | |
| 26 | Squadron 5 | 57 | B-1 | | |
| 27 | Squadron 18 | 58 | A-2 | | |
| 28 | Squadron 16 | | | | |
| 29 | Squadron 3 | | | | |
| 30 | Infantry Band | | | | |
| 31 | Artillery Band | | | | |

Unit Logos



Corps/A&M Logos



There are four primary typefaces used in the Texas A&M University brand: Crimson, Oswald, Open Sans and Work Sans. The Corps of Cadets recommends using Oswald and Open Sans.

When creating any documents on behalf of the Corps, only these fonts are to be used.

Oswald 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.

Oswald Regular
Oswald Medium
Oswald Light
Oswald Extra Light
Oswald Semibold
Oswald 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: **Oswald Semibold**

Subhead Font: Oswald Light

Body Copy Font: Open Sans Regular

Visit the [Texas A&M Brand Guide](#) for instructions on how to download approved fonts.

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



Corps Media Also Supports



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".

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.

Recommended Hashtags

#AggieCorps

#TAMU

#GigEm

#BTHO Team We're Playing or Event

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

#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:



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 unit 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 the same size as your unit 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 your unit is part of the Texas A&M Corps of Cadets.

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

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 the 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. **Contact Matt Lamb at MLamb@corps.tamu.edu to request images without the Corps watermark. Corps video assets may also be requested by contacting Matt Lamb.**

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.

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



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.

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 |

WRITING STYLE GUIDE

AP STYLE IS FOLLOWED IN ALL OFFICIAL CORPS DOCUMENTS

| | |
|--|---|
| 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 Applied Leadership Studies | Always capitalized Can be referenced as "HCALS" 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 |

WRITING STYLE GUIDE

AP STYLE IS FOLLOWED IN ALL OFFICIAL CORPS DOCUMENTS

| | |
|--|---|
| 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 |

PRESENTATION TEMPLATES

Powerpoint Presentations have a set cover and background that are 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.

Download the official template from the Corps of Cadets website [here](#).



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/)

Email **Matt Lamb** at MLamb@corps.tamu.edu to request images without the Corps watermark.