

## Merchandise Guidelines for all TAMHSC Components

TAMHSC Marketing and Communications offers very affordable artwork design services. Please consult with them about logo layout recommendations, design ideas, questions and approvals whenever you would like to place an order. (979.845.1934)

1. Old TAMHSC component seals are not to be used on T-shirts.
2. Designs must not look like a new logo is being created.
3. Any version of the Aggie Athletics “Block T” is not to be used.
  - Aggie Athletics owns the rights to the Block T. Do not use any design that might resemble it.
4. All merchandise (T-shirts, water bottles, etc.) must have the TAMHSC logo located somewhere on the merchandise.
  - On T-shirts, the logo may be located on the sleeve or the back of the shirt right under the collar so it does not interfere with the main T-shirt design.
5. Before purchasing graphics from istockphoto.com (recommended by TAMHSC Marketing and Communications), check with TAMHSC Marketing and Communications to ensure they have not already acquired the graphics for another use. If they have, students will be able to use the graphics and will not have to purchase it.
6. Once a design has been created for merchandise, students must gain approval from their designated contact in the Office of Student Affairs who will then seek further approval as necessary.



TAMHSC logo must be on all merchandise –  
The two-color version is not to be used for  
one-color logo design.

For use in  
one-color logo designs

Aggie Athletic Block T



Looks like a new logo -  
This would not be approved.



Resembles Aggie Athletic Block T -  
This would not be approved.