



Sam Houston  
State University

MEMBER THE TEXAS STATE UNIVERSITY SYSTEM

INTRODUCTION

# BRAND GUIDELINES ARE GUARDRAILS



Every time we communicate — whether it's posting on social media, sending promotional material by mail, or talking with prospective students directly — people form opinions about Sam Houston State University (SHSU). Brands are living, breathing things in that way — and they're increasingly hard to control.

The more consistent and confident we are when telling the SHSU story, the better our audiences will understand and trust what we have to say.

That's why it's so important for all of us to be on the same page about our brand identity — the tangible, real-world system of design and messaging we use every day to tell the world about ourselves. These guidelines are designed to ensure that all our communications, big or small, are authentic, cohesive reflections of the SHSU brand.



VERSION 1.2

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# BRAND STRATEGY

SECTION 01

# BRAND STRATEGY

★ Brand Platform

Overview  
Platform

Content Pillars

## WHAT IS A BRAND PLATFORM?

Based on comprehensive discovery and research, our Brand Platform reveals the key insights that establish our positioning and guide our brand strategy.

### OUR BRAND PROMISE

An evergreen, short culminating declaration that is considered the guarantee upon experience of the brand; the feeling that audiences have when they experience the brand.

### OUR PERSONALITY

Adjectives that best describe SHSU's characteristics.

### OUR PILLARS

Themes showcasing the how and why behind what we do.

SECTION 01

**BRAND  
STRATEGY**

★ Brand Platform

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Content Pillars



PILLARS			
STEADFAST DETERMINATION	UNITY IN CHARACTER	AUTHENTIC SUCCESS	MUTUAL TRANSFORMATION
<p><b>Your grit and drive come naturally.</b></p> <p>We recognize the internal drive and belief in one's own abilities that fuel our pursuit of excellence, not just for personal success but for the betterment of our families and communities. We put in the work and value the results.</p>	<p><b>Our values and differences unite and strengthen us.</b></p> <p>We are one in character — determined, welcoming, ambitious, sincere. We accept and celebrate these values that unite us and the differences that shape how we perceive and impact the world.</p>	<p><b>Your fulfilling success comes through sincere, confident leadership.</b></p> <p>We are leaders in our careers and society, embodying the essence of our University's motto through professional excellence, humble confidence and societal contributions that affect generations.</p>	<p><b>Your choices change the future, and your experiences change you.</b></p> <p>We seek to highlight the ripple effect of mutual transformation that permeates our community. It's betterment in both directions: the student and the professor, the graduate and the community, the donor and the scholar. Impact that quite literally transforms the world.</p>
PERSONALITY → DRIVEN	→ WELCOMING	→ WILLING & READY	→ COLLABORATIVE

SECTION 01

# BRAND STRATEGY

Brand Platform

★ **Content Pillars**

Overview

Our Pillars and Topics

Content Strategy Worksheet

## WHAT ARE CONTENT PILLARS?

### → CONTENT PILLARS

Content Pillars are select themes that SHSU should focus on in its marketing materials for a particular audience. They are tailored to address the interests, needs, and aspirations of different audience segments.

### → BRAND PILLARS

Brand Pillars are more emotive, Content Pillars are more logically-driven and aim to provide valuable information, insights, or solutions to the target audience.

SECTION 01

**BRAND  
STRATEGY**

Brand Platform

★ **Content Pillars**

- Overview
- Our Pillars and Topics
- Content Strategy Worksheet

PILLAR 1  <b>ACADEMIC SUPPORT</b>	PILLAR 2  <b>CONNECTION &amp; PRIDE</b>	PILLAR 3  <b>TRANSFORMATION &amp; IMPACT</b>	PILLAR 4  <b>PREPAREDNESS &amp; OUTCOMES</b>
<p>→ PRIORITY TOPICS</p> <p><b>Student Success &amp; Support</b> Highlight the ample and holistic support available to students to promote success.</p> <p><b>Access &amp; Affordability</b> Focus on the commitment to access and affordability through cost, financial aid and scholarships.</p> <p><b>Hands-On Experience</b> Amplify stories of hands-on learning opportunities and experiences through student stories.</p> <p><b>Excellent Academics</b> Emphasize the high-caliber academics and quality, approachable faculty.</p>	<p>→ PRIORITY TOPICS</p> <p><b>Campus Involvement</b> Highlight the many ways to get involved and build connections.</p> <p><b>Bearkat Community</b> Discuss the lifelong community amongst Bearkats and campus traditions that unite community members.</p> <p><b>Locations</b> Showcase the 3 locations, highlighting features and benefits of each.</p> <p><b>Belonging</b> Describe the welcoming culture, unique perspectives, and features like HSI designation and minority-majority student body.</p>	<p>→ PRIORITY TOPICS</p> <p><b>Individual Transformation</b> Describe the culture of support and collaboration that promotes both professional and personal growth among students.</p> <p><b>Community Impact</b> Focus on tangible ways SHSU and students' impact their communities, families, Texas, and the world.</p> <p><b>Mentorship &amp; Guidance</b> Promote the availability of mentorship from faculty and industry leaders that aids student development.</p> <p><b>Collaboration</b> Emphasize the supportive and collaborative academic community.</p>	<p>→ PRIORITY TOPICS</p> <p><b>Career Preparedness &amp; Networking</b> Focus on the ways SHSU prepares students for their careers and provides networking opportunities.</p> <p><b>Social Mobility, Outcomes &amp; ROI</b> Present data on employment rates, career advancements and professional achievements of graduates.</p> <p><b>Student Leadership</b> Detail the leadership opportunities available to students and benefits of being involved.</p> <p><b>Alumni Success</b> Highlight the achievements of alumni and current students to showcase the excellence of programs.</p>

SECTION 01

**BRAND  
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★ **Content Pillars**

- Overview
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- Content Strategy Worksheet

**CONTENT  
STRATEGY  
WORKSHEET**

After establishing your target audience for a piece of content, use this worksheet to ideate content that aligns with brand pillars, content pillars, and audience needs.

Check a box in each of the categories to help identify the goal of the content and how it will be framed through the brand and content pillars. Then, create a content idea that achieves those goals and outline tactical details like content type and channel. This ensures content is relevant to your target audience and aligned to the SHSU brand.

**THE MEASURE OF A LIFE IS ITS SERVICE**

<p><b>PRIMARY GOAL?</b> What is the primary goal?</p> <p><input type="checkbox"/> Increase perceptions of academic quality.</p> <p><input type="checkbox"/> Increase awareness of campus culture &amp; values.</p> <p><input type="checkbox"/> Other _____</p>	<p><b>TARGET AUDIENCE</b> What is the target audience?</p> <p><input type="checkbox"/> Prospective UG    <input type="checkbox"/> Parents    <input type="checkbox"/> Alumni    <input type="checkbox"/> Academic/Peers</p> <p><input type="checkbox"/> Prospective Grad    <input type="checkbox"/> Current Students    <input type="checkbox"/> Faculty/Staff    <input type="checkbox"/> Other _____</p>		
<p><b>AUDIENCE CHALLENGE</b> What audience challenge(s) are you addressing?</p>	<p><b>BRAND PILLAR</b> What's the emotional connection?</p> <p><input type="checkbox"/> Steadfast Determination</p> <p><input type="checkbox"/> Unity in Character</p> <p><input type="checkbox"/> Mutual Transformation</p> <p><input type="checkbox"/> Authentic Success</p>	<p><b>CONTENT PILLAR</b> Which content pillar does this fall under?</p> <p><input type="checkbox"/> Academics &amp; Support</p> <p><input type="checkbox"/> Connection &amp; Pride</p> <p><input type="checkbox"/> Transformation &amp; Impact</p> <p><input type="checkbox"/> Preparedness &amp; Outcomes</p>	
<p><b>PRIORITY TOPIC</b> Which topic(s) are you focusing on?</p>	<p><b>PERSONALITY</b> Which personality trait(s) will shine through?</p> <p><input type="checkbox"/> Driven</p> <p><input type="checkbox"/> Welcoming</p> <p><input type="checkbox"/> Collaboration</p> <p><input type="checkbox"/> Willing &amp; Ready</p>		



SECTION 02

# VERBAL LANGUAGE

★ Brand Narrative

Overview

How to use our Brand Narrative

Writing Style Tips

Headline Bank

## BRAND NARRATIVE

**Our words matter.** To tell the SHSU story authentically across channels, it's essential we keep our verbal language consistent with itself. This involves both what we want to say and how we say it — one without the other isn't authentic or consistent and shouldn't be part of our brand. At the same time, this is a living brand; don't be afraid to allow it to breathe and grow as our needs change.

Our brand narrative serves as a foundation for inspiring what and how we communicate. We use this to guide the evolution of our brand language and inform how we speak about SHSU to all audiences. In other words: it is our verbal north star.

You are who you choose to be.

The work you put in is the impact the world feels.

And what you do with your talent builds to something greater.

# SO, WHO WILL YOU DECIDE TO BE?

At Sam Houston State, you are an achiever. A doer.

The determination you bring propels you into the rest of your life.

A friend to many and an advocate for all,  
you make things better than you found them.

You are a leader, in service to others.

Because your drive to excel is a force for good.

# YOU ARE A BEARKAT.

You treasure up knowledge, and you  
measure success by a different convention.

When all is said and done, you...

# RISE TO GREATER.

SECTION 02

**VERBAL  
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## HOW TO USE OUR BRAND NARRATIVE

**The narrative may be our verbal north star, but how do we use it?** Our narrative is the foundation for our brand verbal identity. It is connected to our brand platform, helping us communicate our brand promise and pillars in distinctive creative language that makes our brand stay unified and stand out.

### → WHAT'S THE BIG IDEA?

The big ideas, or themes, represented in our narrative — Bearkats are empowered to set their own high standards, the work they do impacts the world, they have grit and determination, etc. — position and define our institution and community. They are connected to our brand platform, so by consistently communicating these themes throughout our marketing, we reinforce them and help shape peoples' perception of our university.

### → IMPACT WORDS AND PHRASES

These are words and phrases that pack a verbal punch to further distinguish our brand. Words like achiever, doer and advocate are bold nouns that define traits of Bearkats. Phrases like **“you are who you choose to be”**, **“your drive to excel is a force for good”** and **“Rise to Greater”** are rallying cries for all Bearkats. While you can use these verbatim, think about how they can be further expressed in different ways.

### → BEARKATS RISE TO GREATER.

Rise to greater is not a tagline, but a brand line and call to action for our audiences. By rising to greater, our audiences strive to be service-minded, people of strong character and ethics, hard workers, creative thinkers, and more. At SHSU, we will help them reach further and achieve more than they think is possible.

SECTION 02

# VERBAL LANGUAGE

Brand Narrative

★ **Writing Style Tips**

Headline Bank

**NOTE:**

These tips are for our marketing brand writing only. For editorial writing, please follow our style guide linked below. In general, our brand guidelines should govern our voice, tone, and word choice, while our style guidelines ensure consistency.

[shsu.edu/dept/marketing/editorial-style-guide](https://shsu.edu/dept/marketing/editorial-style-guide)

## WRITING STYLE TIPS

**Good reminders for good brand writing.**

Use these tips to keep your writing efforts concentrated on the task at hand: effectively communicating the SHSU brand in a way that is inspirational, accurate and easy to follow. Your audiences are constantly receiving communications from competing brands and other industries—make it your goal to cut through the noise.

→ **REMEMBER WHO YOU'RE TALKING TO**

Speak directly to the reader. Use “you” language to inspire and empower; help them picture themselves at SHSU, or how SHSU’s opportunities can help them reach their personal goals. Engage with intriguing and detailed stories.

→ **WHAT IS THE IMPACT?**

What are student outcomes? How are they relevant? How does a SHSU education position students for success? How do the hands-on opportunities and service-minded culture impact students and the world? Communicate the impact of a SHSU education.

→ **MAKE IT ACTIONABLE**

Use an active, strong voice to empower and inspire your audience to take the desired action. Be clear in direction and what the next step is (learn more, apply now, contact admissions, etc.).

→ **KEEP IT HUMAN**

Our students, faculty, staff and alumni are the best examples of the work we do and what it means to be part of the SHSU community. Highlight their stories as part of the SHSU story. Utilize personal quotes when possible.

→ **REMEMBER THE BIG PICTURE**

Everything we write should connect to our brand strategy and reinforce our brand to help SHSU’s positioning. This consistency solidifies our place in audience’s minds and reminds them why they should care.

SECTION 02

**VERBAL  
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Writing Style Tips

★ **Headline Bank**

**HEADLINE BANK**

These headlines can be used as written, serve as a launching pad for new lines, or inspire you to write new variations. They are flexible and can be tailored to fit your brand writing needs.

**BECOME  
A BEARKAT.**

**RISE TO  
GREATER.**

**BUILD TO  
SOMETHING  
GREATER.**

**YOU ARE WHO  
YOU CHOOSE TO BE.**

**PURSUE YOUR  
EXCELLENCE.**

**BEARKATS PUT  
IN THE WORK.**

**LET'S SEE  
YOU SUCCEED.**

**LEAD IN SERVICE  
TO OTHERS.**

**HONE YOUR  
TALENTS.**



# LOGO AND IDENTITY

SECTION 03

**LOGO AND  
IDENTITY**

★ Logo Overview

Anatomy of the Logo

Logo Variations

Color Variations

Safe Area

Incorrect Usage

Architecture

**LOGO OVERVIEW**

Our new logo aligns with SHSU's future vision while also nodding to the equity of the athletics branding.



SECTION 03

**LOGO AND  
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Logo Overview

★ Anatomy of the Logo

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**EMBLEM**

Our emblem is a unique graphic element by which the public can identify SHSU.

**WORDMARK**

Our wordmark is crafted using a variation of the Grenette font.





**LOGO**

The SHSU logo represents us at the very highest level. It acts as our signature and stamp of quality. It is, and should always be, the most consistent element in our communications.

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**LOGO AND  
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- Logo Overview
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- ★ Logo Variations
- Color Variations
- Safe Area
- Incorrect Usage
- Architecture

PRIMARY	STACKED	SHORTHAND
		
		

NOTE:  
Contact IMC partner for official logos.

SECTION 03

# LOGO AND IDENTITY

Logo Overview

Anatomy of the Logo

Logo Variations

★ **Color Variations**

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Architecture

## COLOR VARIATIONS

Approved color usage for the University logo allows for several options.

The logo should always appear in one of the color configurations shown here, using the approved colors. When the background color is white, the orange version of the logo should be used. When the background is any other color, the white version of the logo should be used. The black version of the logo should only be used in print cases where it is more cost-effective to use a one-color print. ***Whenever possible, the orange version of the mark should be considered primary use.***

If you need to place the logo over a photo, it must be in white—and should be placed on a simple background or overlay that does not distract from the logo.

For embroidery, orange and white color variations are acceptable. Orange embroidery must be used only on white, black, dark gray, or sand. White embroidery must be used on all other textile colors.

The box shown represents a background and is not part of the official logo.

ONE-COLOR, 021C



ONE-COLOR, WHITE



ONE-COLOR, BLACK



SECTION 03  
**LOGO AND  
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Color Variations

★ **Safe Area**

Incorrect Usage

Architecture

## SAFE AREA

Safe area refers to the clear space required surrounding the logo. The safe area for our logo is measured using the width of the following components. Using this system, the safe area distance will always scale with the logo.

### PRIMARY



### STACKED



### SHORTHAND



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INCORRECT USAGE

**Do not** recreate or modify the logo in any way. **Do not** incorporate the SH mark into other designs.

Please avoid these common violations to ensure the logo is used consistently across all platforms.

Use the approved versions of the logo outlined on the next page (22).



**DO NOT** add elements or recreate a different graphic using a component of the logo



**DO NOT** add effects



**DO NOT** change the proportion or size of graphic components



**DO NOT** distort the logo



**DO NOT** use a pixelated or low-resolution logo



**DO NOT** change the orientation of the logo



**DO NOT** add any text or shapes to or around the emblem.



**DO NOT** alter the color of the logo or fill in with a design



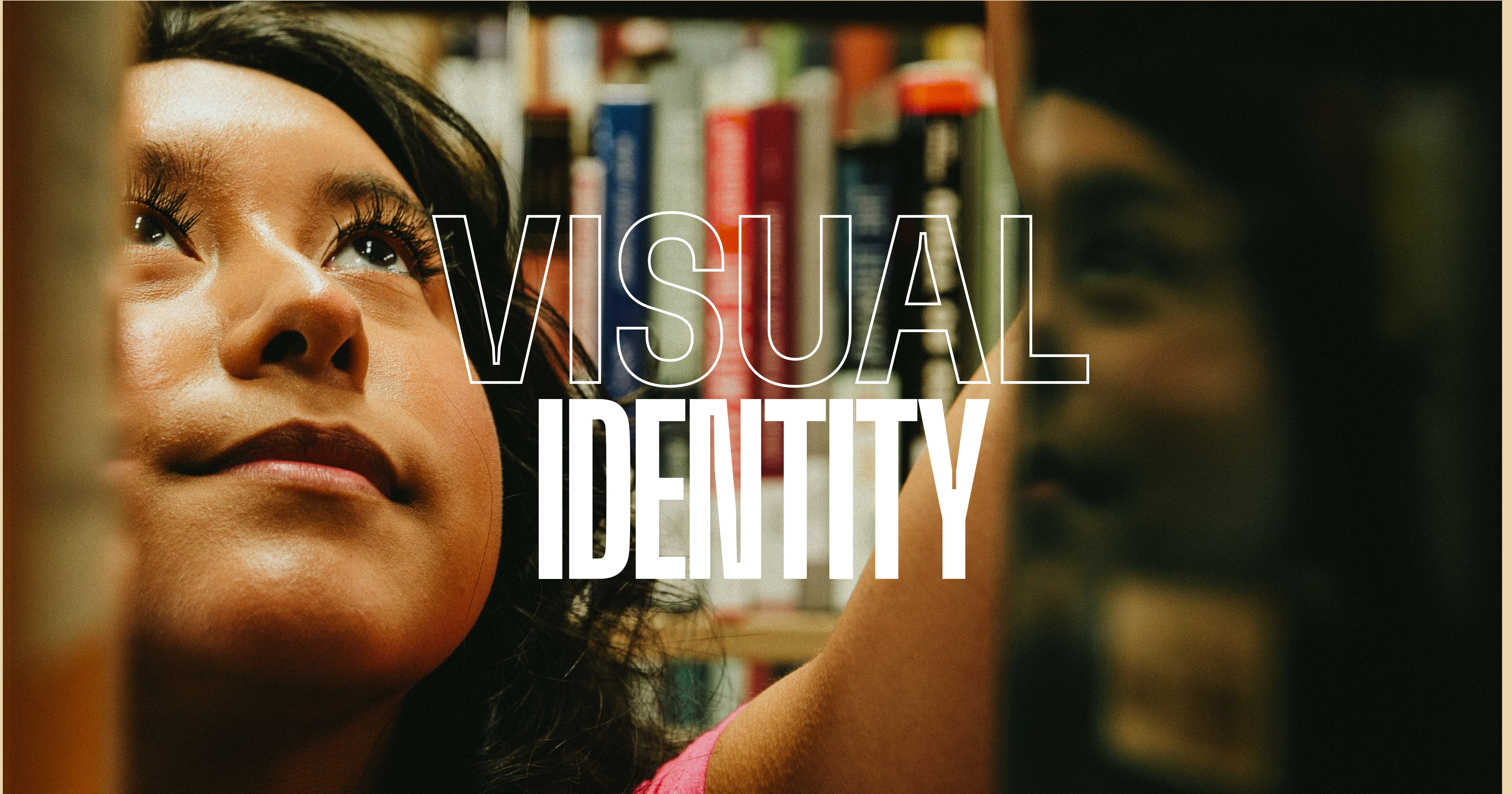
SECTION 03  
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- Safe Area
- Incorrect Usage

★ **Architecture**

PRIMARY CONFIGURATIONS	TIER ONE COLLEGES/ALUMNI	TIER TWO DIVISIONS	TIER THREE DEPARTMENTS
<p>Following suit of the primary mark, tier one marks (colleges) retain the design and equity of the original. As divisions and departments are incorporated into the architecture, the introduction of a secondary typeface (GT America) is used to set them apart while still maintaining inherent design intent.</p> <p>Institutes that operate independently from Sam Houston State University are permitted to use their own logos.</p> <p>Programs are permitted to use their own design for the title of their program. However, the design must be approved by IMC. Programs should use their department marks in cases where official university identification is required.</p>		<p><b>EMBROIDERY MARKS</b></p> <p>Embroidery marks are simplified versions of the marks use solely for embroidery. “Sam Houston State University” is removed from these marks since it’s too small to read when stitched. All three tiers have accompanying embroidery marks.</p>	

NOTE:  
 Contact IMC partner for official logos.



SECTION 04

# VISUAL IDENTITY

★ Color Palette

Overview and Ratio Breakdown  
Accessibility Overview

Typography

Photography

Graphic Elements

## PRIMARY COLORS

SHSU ORANGE  
PMS 021C  
#F56423  
R: 245 G: 100 B: 35  
C: 0 M: 72 Y: 90 K: 0

SHSU WHITE  
#FFFFFF  
R: 255 G: 255 B: 255  
C: 0 M: 0 Y: 0 K: 0

## ACCENT COLORS

SHSU JADE  
PMS 316  
#004853  
R: 0 G: 72 B: 83  
C: 100 M: 10 Y: 29 K: 68

SHSU STONE  
PMS 4253  
#BAA596  
R: 186 G: 165 B: 150  
C: 20 M: 28 Y: 37 K: 5

SHSU DENIM  
PMS 4137  
#465D7B  
R: 70 G: 93 B: 123  
C: 74 M: 49 Y: 22 K: 27

SHSU LIME  
PMS 2299  
#A3D237  
R: 163 G: 210 B: 55  
C: 38 M: 0 Y: 94 K: 0

SHSU SAND  
PMS 468 50%  
#DDCDAE  
R: 221 G: 205 B: 174  
C: 8 M: 14 Y: 33 K: 0

SHSU SKY  
PMS 7457  
#BBDDF6  
R: 187 G: 221 B: 246  
C: 25 M: 0 Y: 0 K: 0

SECTION 04

**VISUAL IDENTITY**

★ Color Palette

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**WEB ACCESSIBILITY OVERVIEW**

This is an overview of our color palette and how combinations score on the WCAG (Web Content Accessibility Guidelines) that determines color contrast ratio.

This equation outputs a number between 0 and 21, with 21 having the highest amount of contrast and 0 having no contrast.

The output of contrast between any two of our colors will fall somewhere on this spectrum. This is where the scores—DNP, AA18, AA, AAA—are derived from.

- AAA **Pass, AAA (7+)**
- AA **Pass, AA (4.5+)**
- AA18 **Pass, Large Text Only (3+)**
- DNP **Does Not Pass**

	Text	#FFFFFF	#F56423	#004853	#465D7B	#DDCDAE	#BAA596	#A3D237	#BBDDF6
<b>Background</b>									
<b>White</b> #FFFFFF			Text AA18 3.1	Text AAA 10	Text AA 6.7	Text DNP 1.5	Text DNP 2.3	Text DNP 1.7	Text DNP 1.4
<b>SHSU Orange</b> #F56423	Text AA18 3.1			Text AA18 3.2	Text DNP 2.1	Text DNP 1.9	Text DNP 1.3	Text DNP 1.7	Text DNP 2.2
<b>SHSU Jade</b> #004853	Text AAA 10	Text AA18 3.2			Text DNP 1.5	Text AA 6.5	Text AA18 4.3	Text AA 5.7	Text AAA 7.2
<b>Denim</b> #465D7B	Text AA 6.7	Text DNP 2.1	Text DNP 1.5			Text AA18 4.3	Text DNP 2.8	Text AA18 3.8	Text AA 4.7
<b>SHSU Sand</b> #DDCDAE	Text DNP 1.5	Text DNP 1.9	Text AA 6.5	Text AA18 4.3			Text DNP 1.5	Text DNP 1.1	Text DNP 1.1
<b>SHSU Stone</b> #BAA596	Text DNP 2.3	Text DNP 1.3	Text AA18 4.3	Text DNP 2.8	Text DNP 1.5		Text DNP 1.3	Text DNP 1.6	
<b>SHSU Lime</b> #A3D237	Text DNP 1.7	Text DNP 1.7	Text AA 5.7	Text AA18 3.8	Text DNP 1.1	Text DNP 1.3			Text DNP 1.2
<b>SHSU Sky</b> #BBDDF6	Text DNP 1.4	Text DNP 2.2	Text AAA 7.2	Text AA 4.7	Text DNP 1.1	Text DNP 1.6	Text DNP 1.2		

SECTION 04

**VISUAL  
IDENTITY**

Color Palette

★ **Typography**

Typefaces  
Hierarchy

Photography

Graphic Elements

HEADLINE

**GT FLEXA  
X COMPRESSED MEDIUM**

AABBCCDDEEFFGG HHIIJJKKLLMMNN  
OOPPQQRRSSTTUU VVWWXXYYZZ  
0123456789

ALT HEADLINE

**GT FLEXA  
CONDENSED MEDIUM**

AABBCCDDEEFFGG HHIIJJKKLLMMNN  
OOPPQQRRSSTTUU VVWWXXYYZZ  
0123456789

SUBHEADLINE

**GT FLEXA  
EXPANDED REGULAR**

AABBCCDDEEFFGG  
HHIIJJKKLLMMNN  
OOPPQQRRSSTTUU  
VVWWXXYYZZ  
0123456789

INTRO TO BODY COPY

**GT America Medium**

AaBbCcDdEeFfGg  
HhIiJjKkLlMmNn  
OoPpQqRrSsTtUu  
VvWwXxYyZz  
0123456789

BODY COPY

**GT America Light**

AaBbCcDdEeFfGg  
HhIiJjKkLlMmNn  
OoPpQqRrSsTtUu  
VvWwXxYyZz  
0123456789

SECTION 04

**VISUAL  
IDENTITY**

Color Palette

★ **Typography**

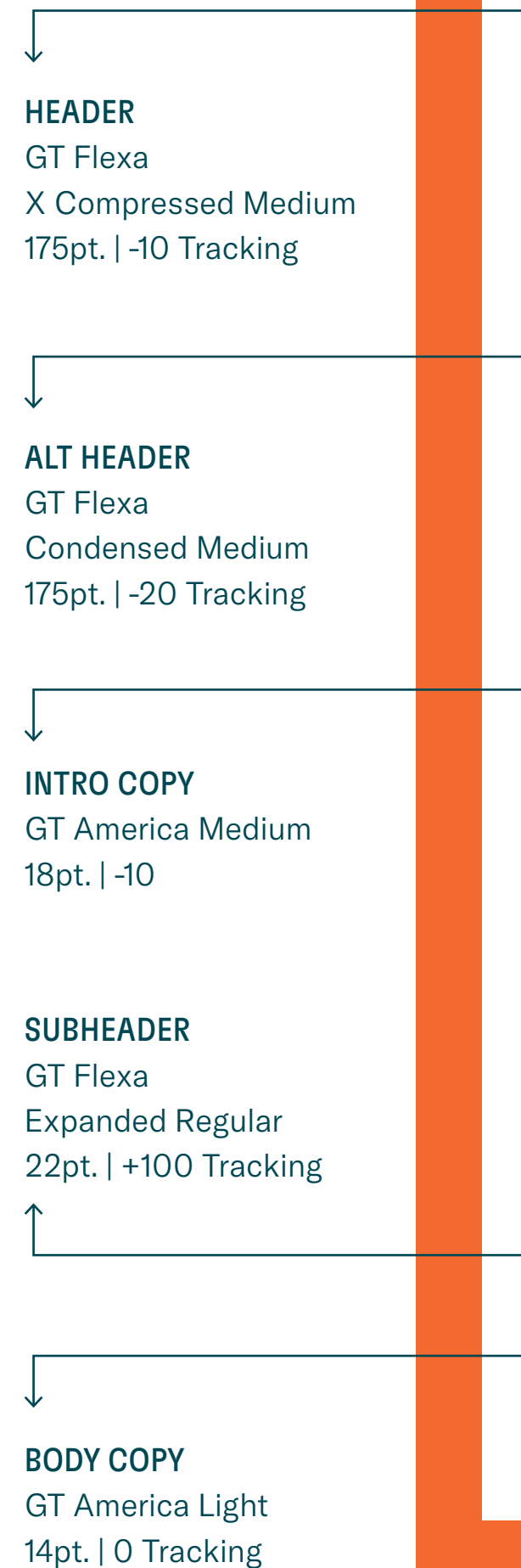
Typefaces  
Hierarchy

Photography

Graphic Elements

**HIERARCHY**

These sizes and weights provide a general guideline to follow when preparing marketing and internal collateral.



# LET'S SEE YOU SUCCEED

**Employers know they can count on Bearkats to excel in the workforce; you can count on SHSU to get you career-ready.**



**CAREER SUCCESS CENTER**

The Career Success Center offers services like resume reviews, mock interviews, job searches and more to help you meet your full career potential — during your time here and after you graduate.



**BEARKATS GET HIRED**

Our Career Success Center-led initiative, Bearkats Get Hired, connects employers with SHSU students and alumni to foster your career success, from internships to full-time opportunities.

SECTION 04

**VISUAL  
IDENTITY**

Color Palette

★ **Typography**

Typefaces  
Hierarchy

Photography

Graphic Elements

**HIERARCHY**

These sizes and weights provide a general guideline to follow when preparing marketing and internal collateral.

**SUBHEADER**  
GT Flexa  
Expanded Regular  
22pt. | +100 Tracking

**LIST**  
GT America Light  
13pt. | +10 Tracking

**INTRO COPY**  
GT America Medium  
14pt. | -10

**STAT**  
GT Flexa  
X Compressed Medium  
56pt. | 0 Tracking

**STAT BODY COPY**  
GT Flexa  
Expanded Regular  
10pt. | 0 Tracking

**FAFSA  
CHECKLIST**

- Request an FSA ID
- Have your parent request their FSA ID
- Complete and submit your FAFSA using SHSU school code 003606
- Watch for your award notification from SHSU
- Review and understand your aid options
- Attend your classes
- Maintain your grades
- Reapply each year

**SHSU  
SCHOLARSHIPS**

While FAFSA helps determine need-based financial aid, scholarships can be both need and merit-based. To maximize the amount of free money you receive, make sure you apply for both!

**Scholarship4Kats**

→ [shsu.edu/scholarships](https://shsu.edu/scholarships) | 936.294.1774

You must be accepted to SHSU to apply for SHSU scholarships. To qualify for institutional awards, you must complete the general application in the Scholarships4Kats portal to review your eligibility. You are automatically considered for all relevant scholarships after you complete your profile.

**Smith-Hutson Scholarship**

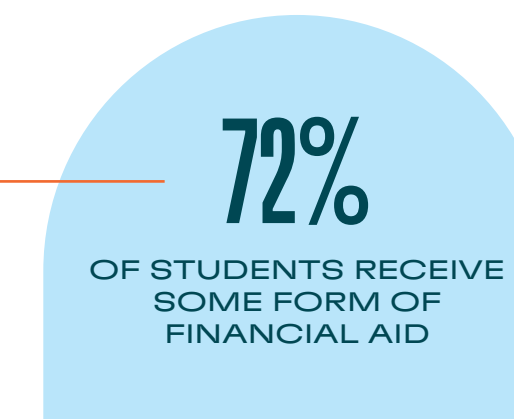
→ [shsu.edu/smith-hutson](https://shsu.edu/smith-hutson) | 936.294.3116

Students awarded Smith-Hutson Scholarships may receive financial support up to a maximum of \$19,500 per academic year for up to four years for incoming freshmen and two years for transfer students. Smith-Hutson Scholars also benefit from tutorial support, academic advising, mentoring and professional development advising. Texas residents only.

**Honors College Scholarship**

→ [shsu.edu/honors](https://shsu.edu/honors) | 936.294.1477

Students awarded Sam Houston Honors Scholarships may receive financial support up to a maximum of \$10,000 per academic year for up to four years for incoming freshmen.



SECTION 04

# VISUAL IDENTITY

Color Palette

Typography

★ **Photography**

Overview

Portraits

Captured Moments

Textured Overlay

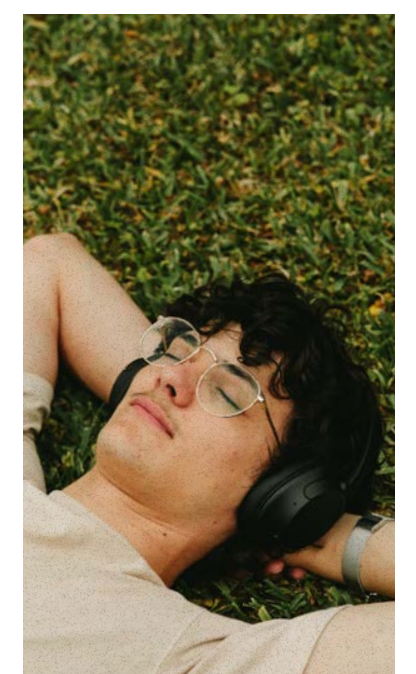
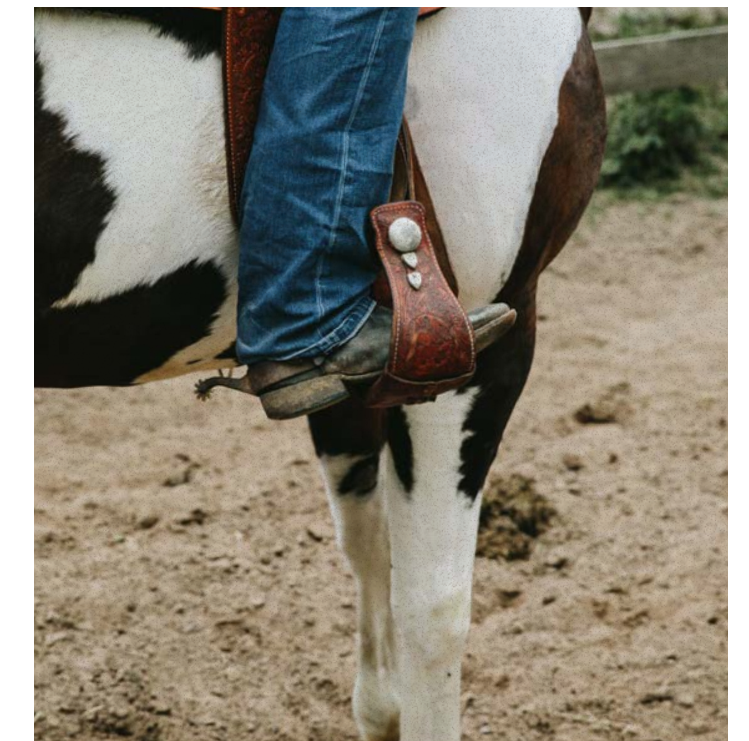
Unacceptable Photography

Graphic Elements

## PHOTOGRAPHY STYLE

Photography is a primary visual tool for our storytelling. It helps us show the past and future of SHSU, our Texas grit and a look and style that's distinctly ours.

In organizing our photo library we group images into several categories:  
**Portraits and Captured moments.**



SECTION 04

# VISUAL IDENTITY

Color Palette

Typography

★ Photography

Overview

Portraits

Captured Moments

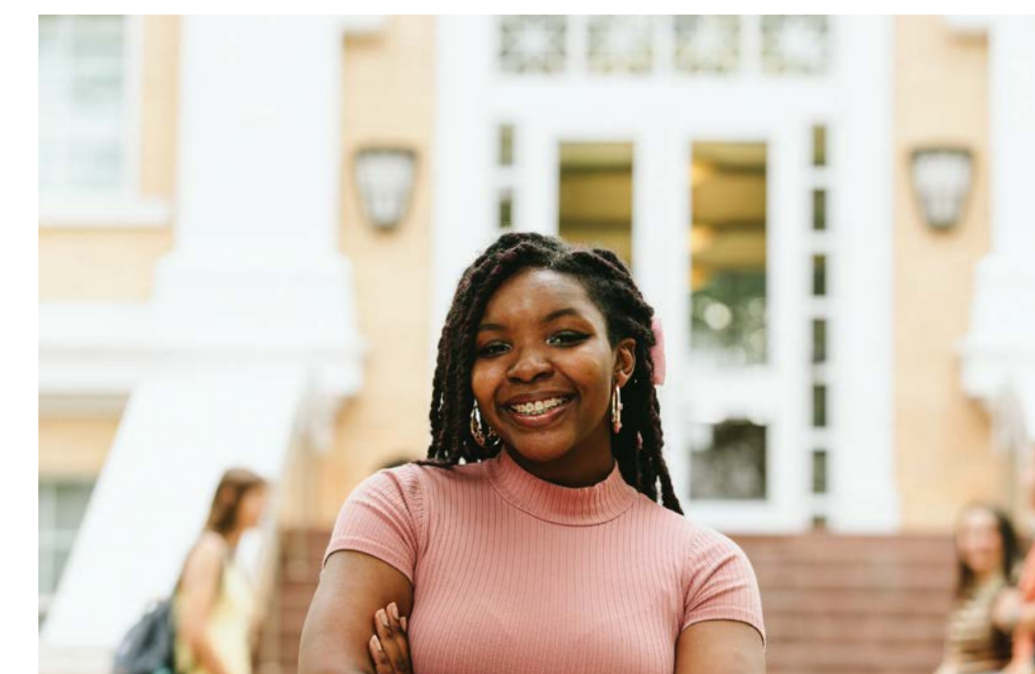
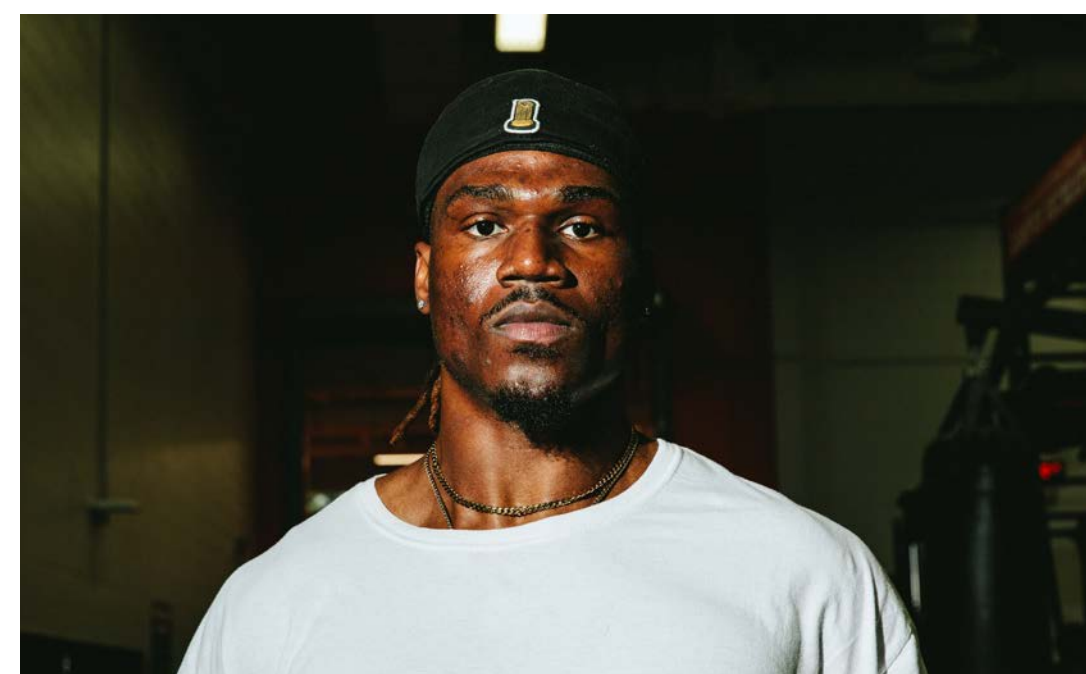
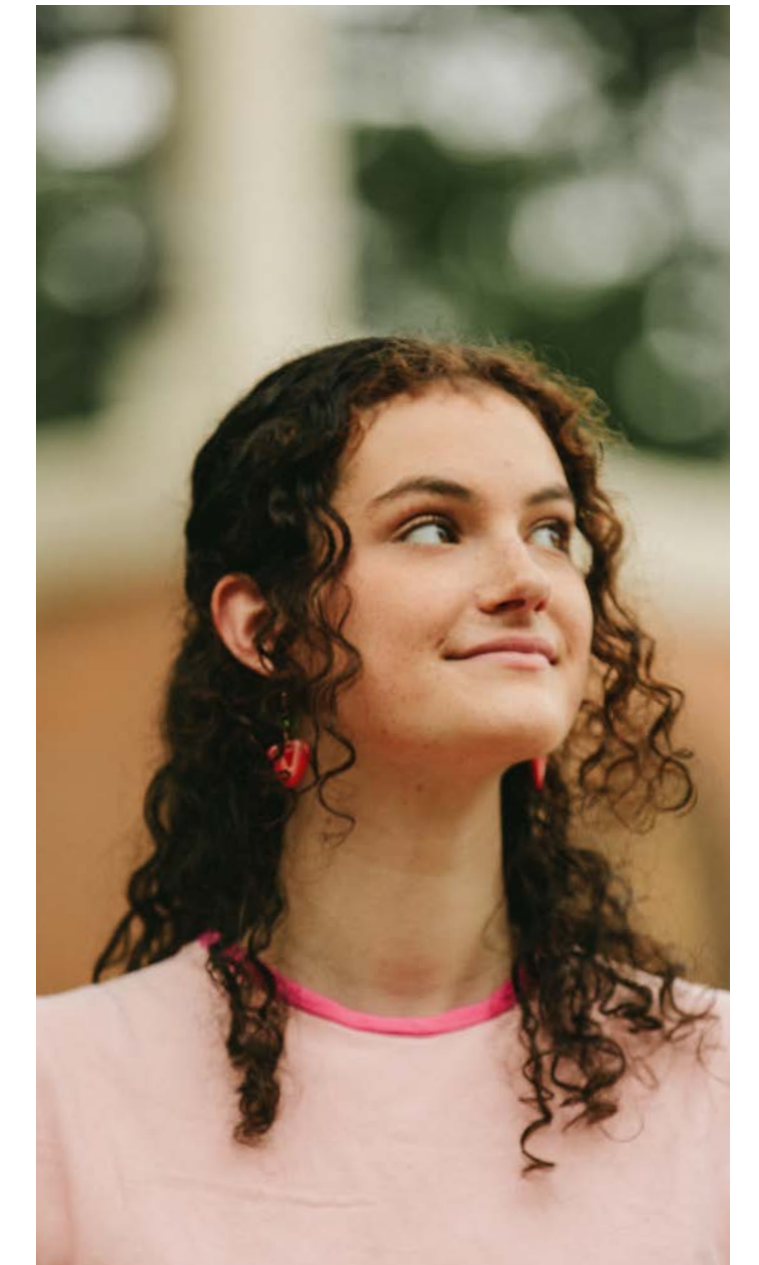
Textured Overlay

Unacceptable Photography

Graphic Elements

## PORTRAITS

Heroing a single subject in portraiture photography offers us the chance to highlight students, faculty and alumni, capturing their personality and their SHSU story. Subjects should feel natural and be forward-looking. Utilizing a shallow depth of field highlights the individual.



SECTION 04

**VISUAL  
IDENTITY**

Color Palette

Typography

★ **Photography**

Overview

Portraits

Captured Moments

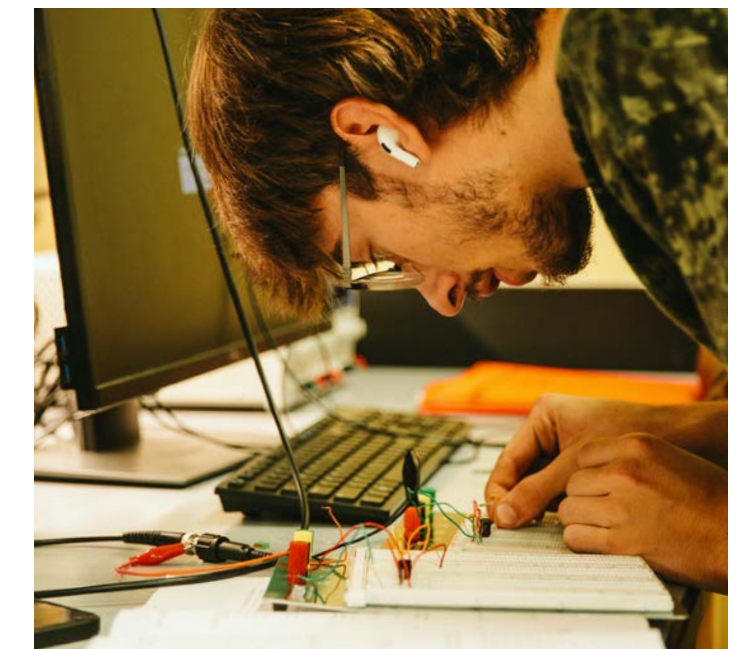
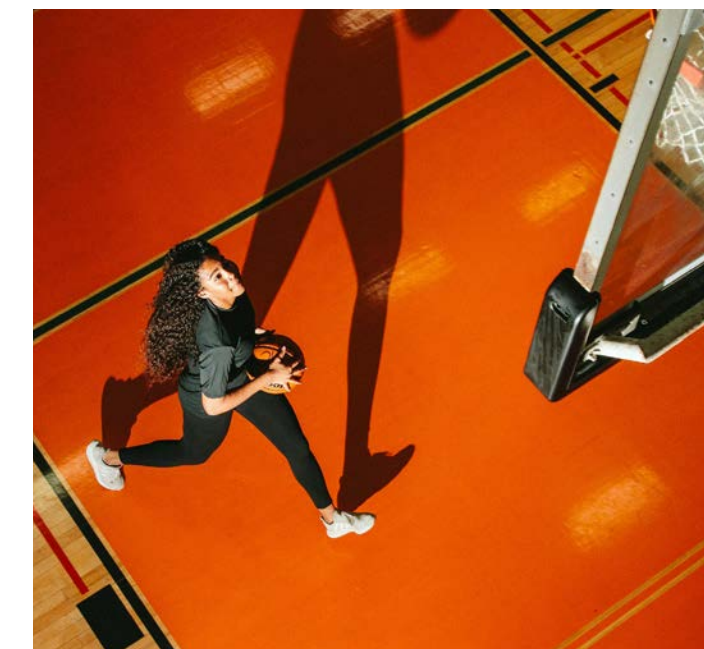
Textured Overlay

Unacceptable Photography

Graphic Elements

**CAPTURED  
MOMENTS**

Captured moments are candid and set in natural environments. They capture hidden moments in the real lives of the SHSU community and give our audience a sense of place. Aim to incorporate students collaborating together to keep our photography rooted in a human element.



SECTION 04

# VISUAL IDENTITY

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## TEXTURED OVERLAY

SHSU Photography should always use our textured overlay, when possible, to reinforce the 'Texas grit' of SHSU.

**Note:** when used the textured overlay will slightly darken images and/or colored backgrounds.

TEXTURE



+ IMAGE



= GRIT



SECTION 04

# VISUAL IDENTITY

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★ **Photography**

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## UNACCEPTABLE PHOTOGRAPHY

SHSU Photography should not be dark, low contrast, or desaturated. In addition, photography for SHSU should not be overexposed, oversaturated, artificially colored, or appear overly blurry.



Overly staged, low contrast



Blurry, overexposed



Artificial lighting



Black & white photography



SECTION 04

**VISUAL  
IDENTITY**

Color Palette

Typography

Photography

★ **Graphic Elements**

Shapes

Arrows

Icons

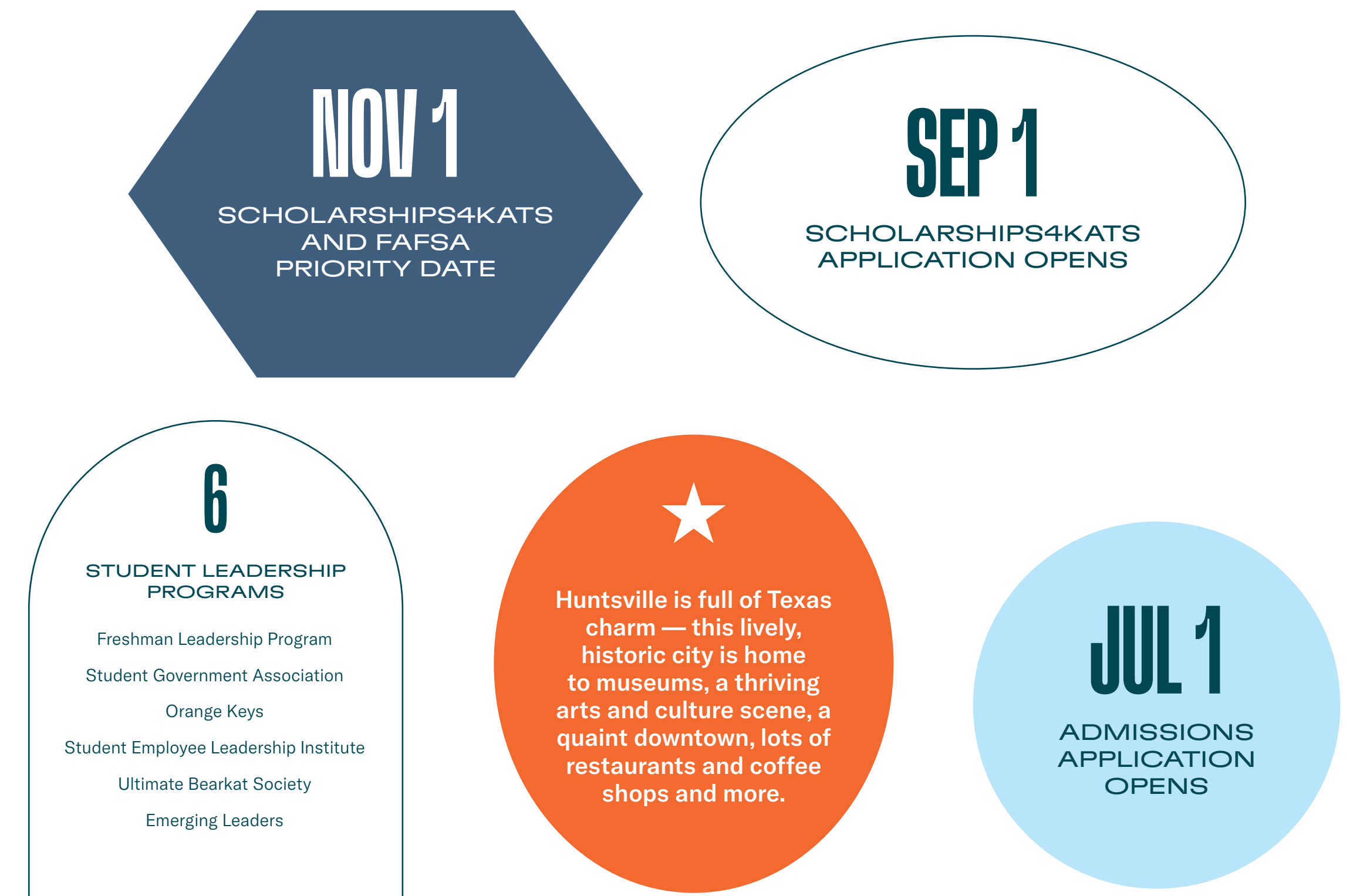
Email Signature

**GRAPHIC  
ELEMENTS**

The SHSU identity includes a variety of graphic elements that make us immediately and distinctively recognizable. These elements can be dialed up or down individually to add visual interest and enhance our storytelling. When used consistently, these elements create continuity among families of materials.

**SHAPES**

These are derived from items on campus — including plaques, structures, clock tower and other surroundings around campus. Their main purpose is to be used as a holding shape for key information including headers, subheaders, lists and body copy.



SECTION 04

**VISUAL  
IDENTITY**

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Photography

★ **Graphic Elements**

- Shapes
- Arrows
- Icons
- Email Signature

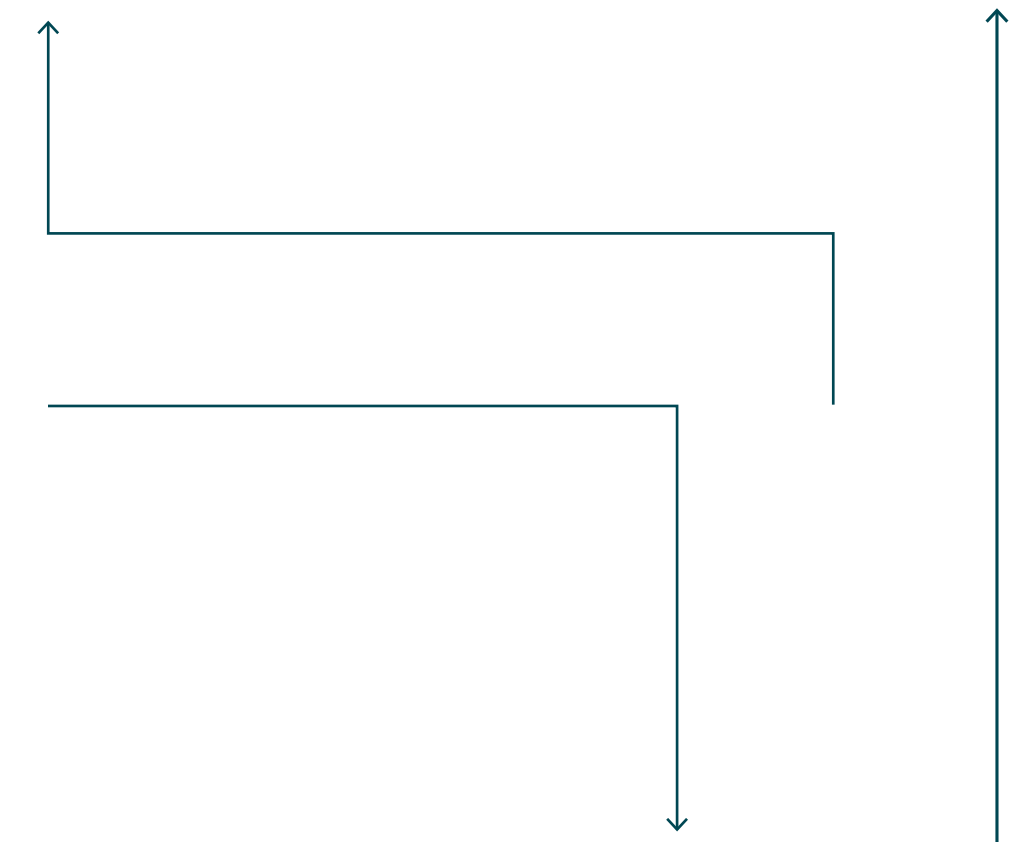
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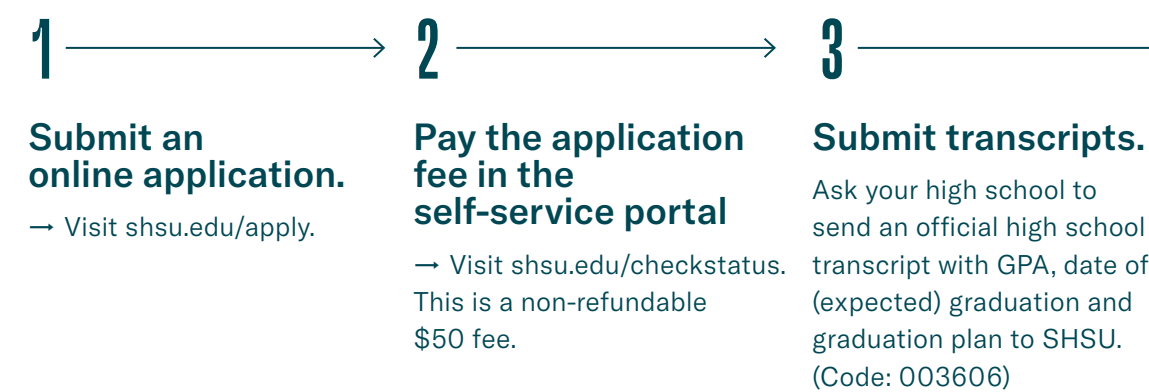
**ARROWS**

This element is meant to serve a purpose and help guide the eye, **not** just as a visual accent.

**Instructions:** Using the pen tool, create a 1pt line with no more than three corners. Using the stroke panel, change the 'end arrowhead' to 'SimpleWide'.



**EXAMPLE 01**



**EXAMPLE 03**

- Private Honors facilities
- Research opportunities
- Honors distinction upon graduation

**EXAMPLE 02**



SECTION 04  
**VISUAL  
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Shapes

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Email Signature

## GRAPHIC ELEMENTS

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## ICONS

The SHSU identity includes a variety of icons that represent key parts of the university. These icons are meant to take up less than 5% of a composition to evoke visual interest and enhance our storytelling.

When used consistently, this element creates continuity among materials.

**These are non-logo marks and aren't meant to replace the logo. Similarly to the logo, these marks shouldn't be placed inside other design elements.**



WHEN WE  
WERE FOUNDED



"RAVEN"  
SYMBOLIC OF SAM HOUSTON



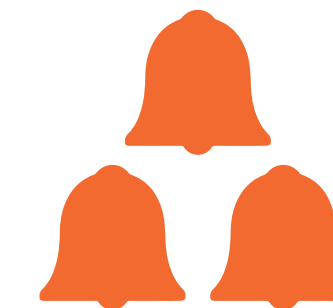
OUR HOME STATE



SYMBOLIC OF OUR MASCOT,  
THE "BEARKAT"



OUR INITIALS



OUR BELL TOWER REPRESENTS  
OUR 3 LOCATIONS



REMINISCENT OF TEXAS

SECTION 04

**VISUAL  
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★ **Graphic Elements**

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**GRAPHIC  
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**EMAIL SIGNATURE**

Our email signature is a vital element of our brand identity. It should reflect professionalism, consistency and alignment with our university's identity. Please use the university's approved fonts, colors, and logos as provided in these guidelines. The signature should remain concise and avoid unnecessary images or excessive text to maintain clarity and accessibility.

**Email signature templates can be requested from the IMC website.**

- Arial Bold, 22pt, #f36c31
- Arial Bold, 16pt, #004853
- Arial Regular, 14pt, #004853
- Arial Bold, 14pt, #f36c31
- 25px tall

○ ○ ○

Hello Name,

Enis dis susdae volent ame voluptas ate occus, omnihilique quamendus aligent eniam, as aut qui sume exceaquis sunt quundit, conse iur? in nemolest hitaestiaest deligenes eume voluptius, net aceped ullorionsed et que parum eos solecus mo volore voluptat que apienimaxima quoditiures.

Autatiam, ipsam, officae vollici pidendesendi ut aspellitas eum ipiciis incil is sinverum nus earum voluptur. Nis velenet et facculparum aperro corestio debis dolestiam fuga. Ciliciis aut debitiorent harum estio bearit, quam atecus, enduscitis nis estis re doluptur, que litiumquis.

**EMPLOYEE NAME**

**PLACEHOLDER TITLE**

Department Name

Office Location

Campus Name

Campus Address

Email@shsu.edu

Phone Number

**shsu.edu**

**SH** Sam Houston  
State University

# BRINGING IT ALL TOGETHER

SECTION 5

SECTION 5

SECTION 05

# BRINGING IT ALL TOGETHER

★ Viewbook

- Cover
- Intro
- Stats
- Academics

Instagram Stories

Billboard

Brag Book



SECTION 05

# BRINGING IT ALL TOGETHER

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Instagram Stories

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Brag Book

SECTION 05

# BRINGING IT ALL TOGETHER

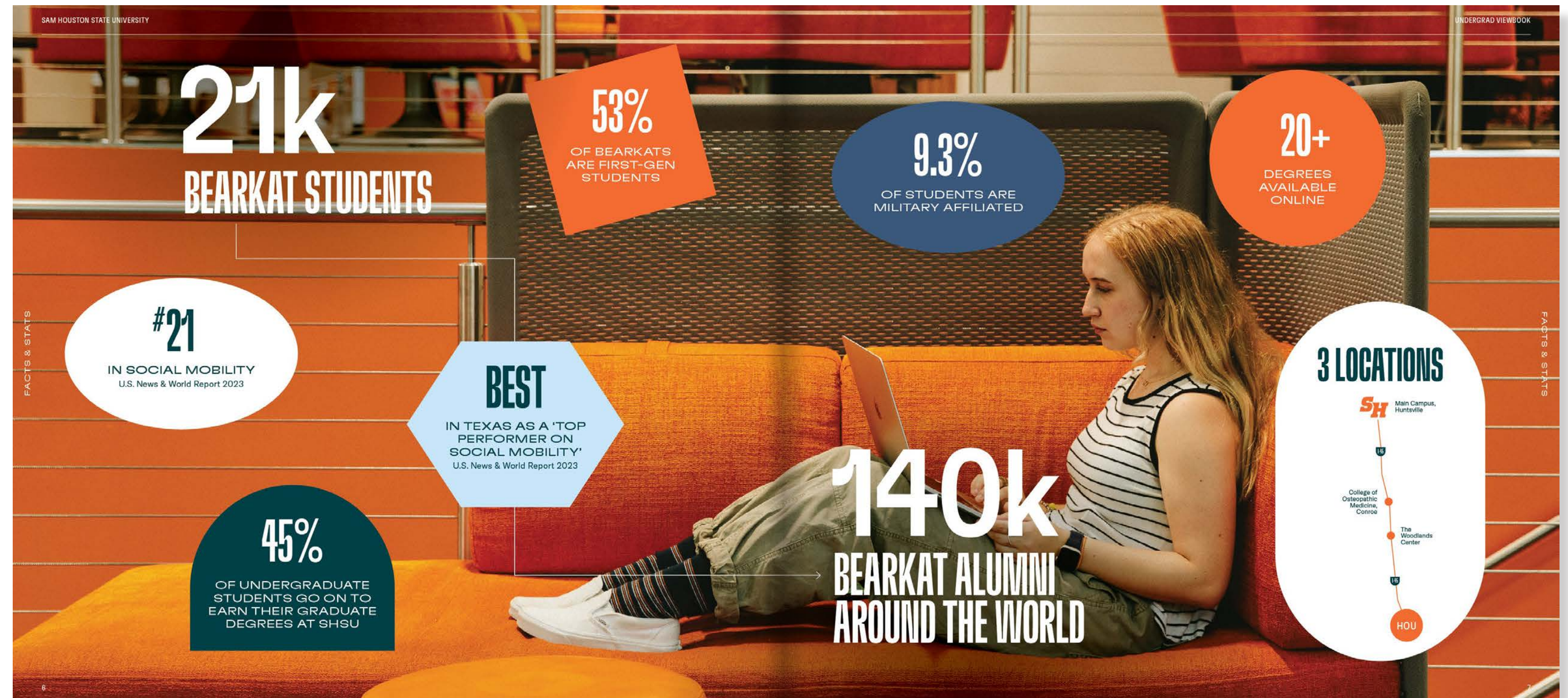
★ Viewbook

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SECTION 05

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SAM HOUSTON STATE UNIVERSITY

UNDERGRAD VIEWBOOK

# PURSUE

# YOUR EXCELLENCE.

You deserve a college education that matches your drive. Whichever degree path you choose, SHSU will give you hands-on experience in your field of study and equip you for your future.

90+  
UNDERGRAD DEGREES

20+  
ONLINE DEGREES

8  
COLLEGES

**Accounting, BBA**  
**Agricultural Business, BS**  
**Agricultural Communications, BS**  
**Agricultural Engineering Technology, BS**  
**Animal Science, BS**  
**Animal Science, Pre-Veterinary Medicine, BS**  
**Animation, BFA**  
**Applied Arts and Sciences, BAAS**  
**Art, BA**  
**Banking and Financial Institutions, BBA**  
**Bilingual Health Care Studies, BA**  
**Biology, BA, BS**  
**Biomedical Science, BS**  
**Chemistry for Other Technical Careers, BS**  
**Chemistry for Professional Chemists, BS**  
**Communication Studies, BA, BS**  
**Computing Science (Computer Science), BS**  
**Computing Science (Information Assurance), BS**  
**Computing Science (Information Systems), BS**  
**Construction Management, BS**  
**Criminal Justice, BA, BS**  
**Cybersecurity, BS**  
**Dance, BFA**  
**Data Science, BS**  
**Economics, BBA**  
**Education, BS**  
**Educational Studies, BA**

**Electronics and Computer Engineering Technology, BS**  
**Engineering Design Technology, BS**  
**Engineering Technology, BS**  
**English, BA**  
**Entrepreneurship, BBA**  
**Environmental Science (Pollution Abatement), BS**  
**Environmental Science (Sustainability), BS**  
**Environmental Science (Water Resources), BS**  
**Fashion Merchandising, BS**  
**Film & TV Production, BFA**  
**Finance, BBA**  
**Food Science and Nutrition, BS**  
**Food Service Management, BA, BS**  
**Forensic Chemistry, BS**  
**French, BA**  
**General Business Administration, BBA**  
**Geography (Environmental, Culture, and Development), BA, BS**  
**Geography, Geospatial Information Sciences, BS**  
**Geology (Geoscience), BS**  
**Geology, BS**  
**Graphic Design, BFA**  
**Health Care Administration, BS**  
**Health Sciences, BS**  
**History, BA, BS**  
**Homeland Security Studies, BA, BS**  
**Human Performance and Wellness Management, BS**  
**Human Resource Management, BBA**  
**Integrated Studies, BS**  
**Interdisciplinary Agriculture, BS**  
**Interdisciplinary Agriculture: Agricultural Industries, BS**  
**Interior Design, BA, BS**  
**International Business, BBA**  
**Kinesiology (Clinical Exercise Science), BS**

**Learning Technologies, BA**  
**Management Information Systems, BBA**  
**Management, BBA**  
**Marketing, BBA**  
**Mass Communication: Broadcast Production, BA**  
**Mass Communication: Multiplatform Journalism, BA**  
**Mass Communication: Public Relation & Advertising, BA**  
**Mass Communication: Film, BA**  
**Mathematics, BA, BS**  
**Mechanical Engineering Technology, BS**  
**Music Therapy, BM**  
**Music, BA, BM**  
**Musical Theatre with Theatre Emphasis, BFA**  
**Musical Theatre with Dance Emphasis, BFA**  
**Nursing, BSN**  
**Philosophy, BA**  
**Photography, BFA**  
**Physics, BS**  
**Physics/Engineering Dual Degree, BS**  
**Plant and Soil Sciences, BS**  
**Political Science, BA, BS**  
**Psychology, BS**  
**Public Health, BS**  
**Sociology, BA, BS**  
**Software Engineering, BS**  
**Spanish, BA**  
**Studio Art 2D, BFA**  
**Studio Art 3D, BFA**  
**Supply Chain Management, BBA**  
**Theatre-Acting and Direction Emphasis, BFA**  
**Theatre-Design and Technology Emphasis, BFA**  
**Theatre-Theatre Studies Emphasis, BFA**  
**Victim Studies, BA, BS**

**Arts & Media (CAM)**

**Business Administration (COBA)**

**Criminal Justice (CJ)**

**Education (COE)**

**Health Sciences (COHS)**

**Humanities & Social Sciences (CHSS)**

**Osteopathic Medicine (COM)**

**Science & Engineering Technology (COSET)**

Scan to view program details, minors and more.

SECTION 05

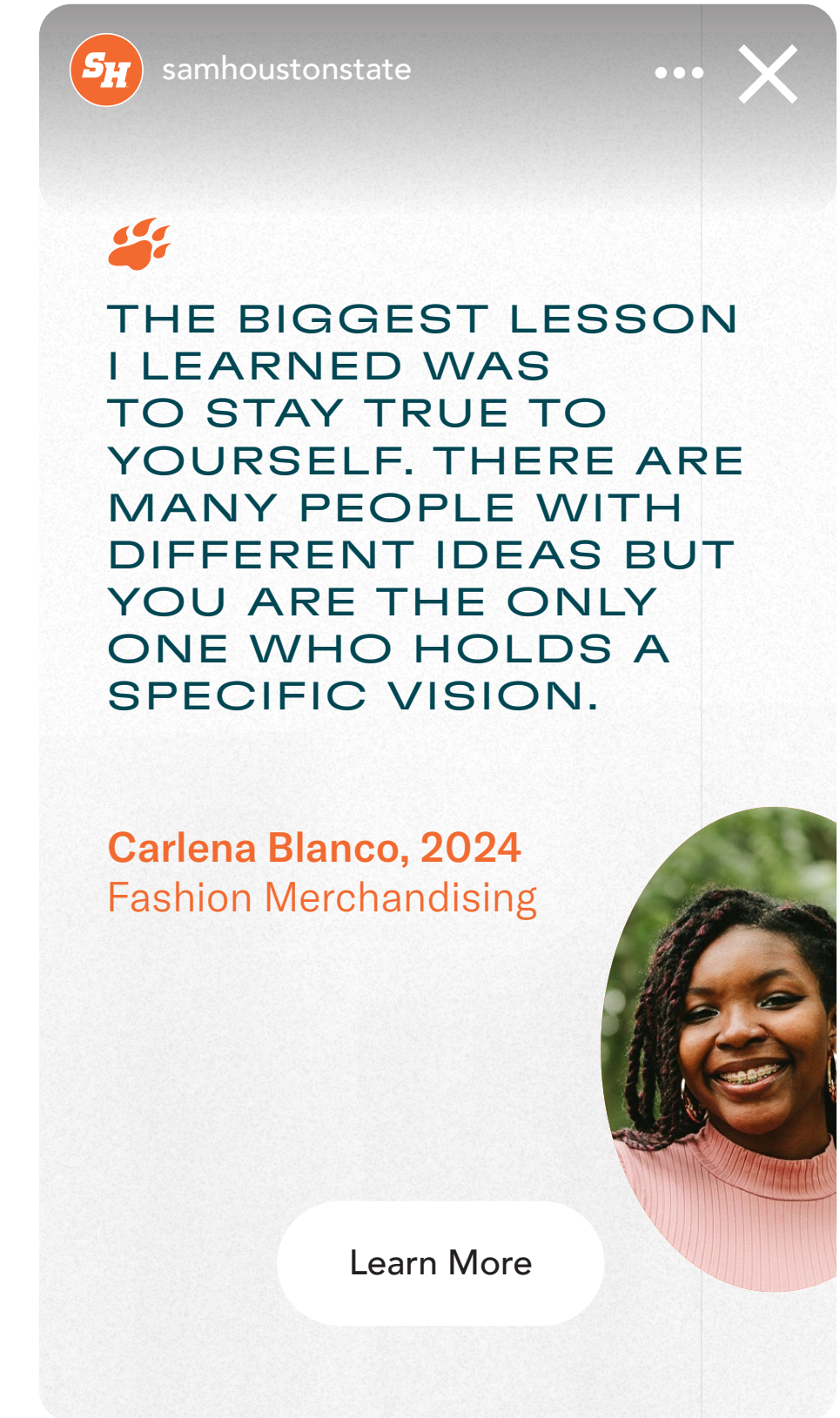
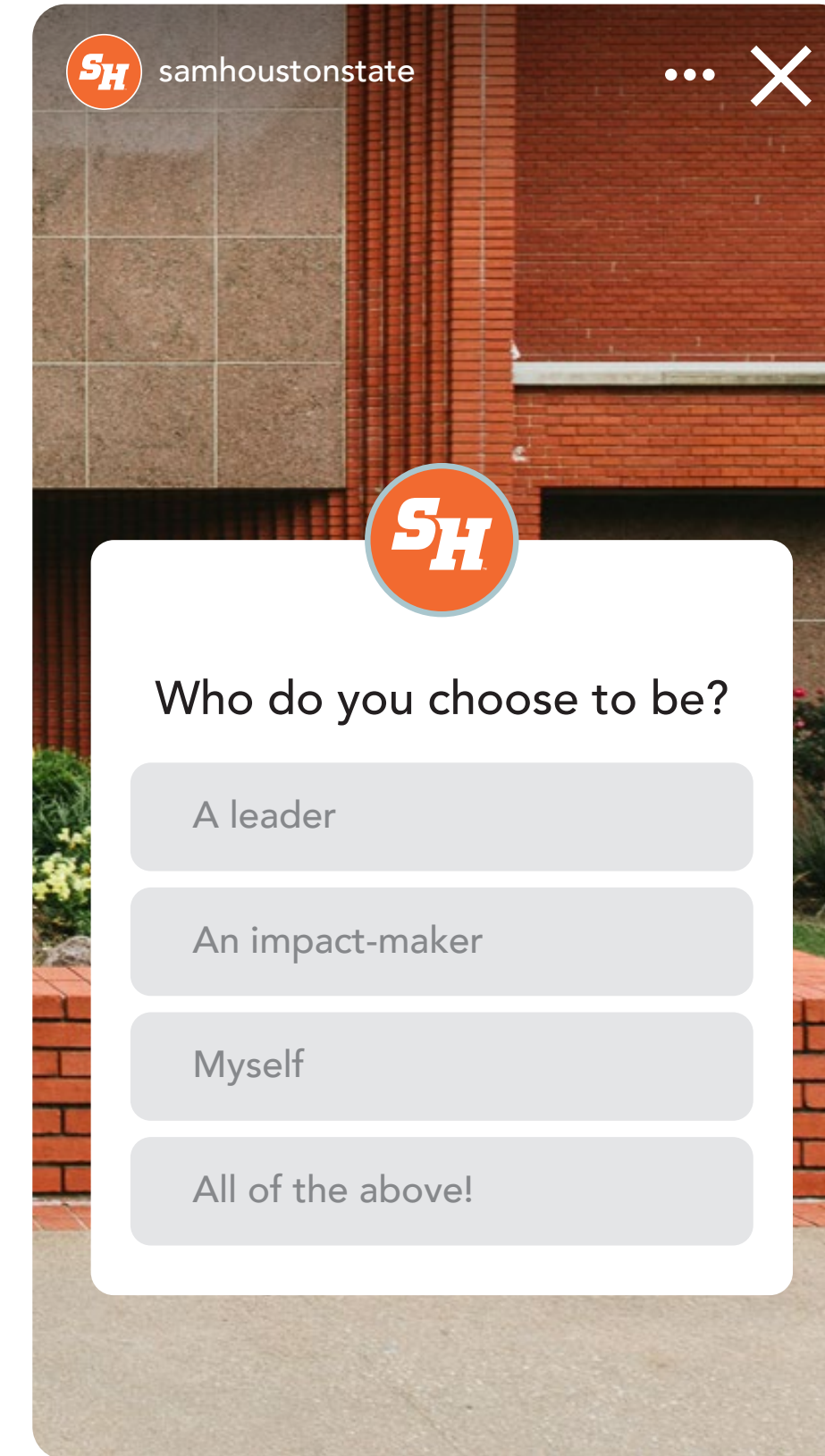
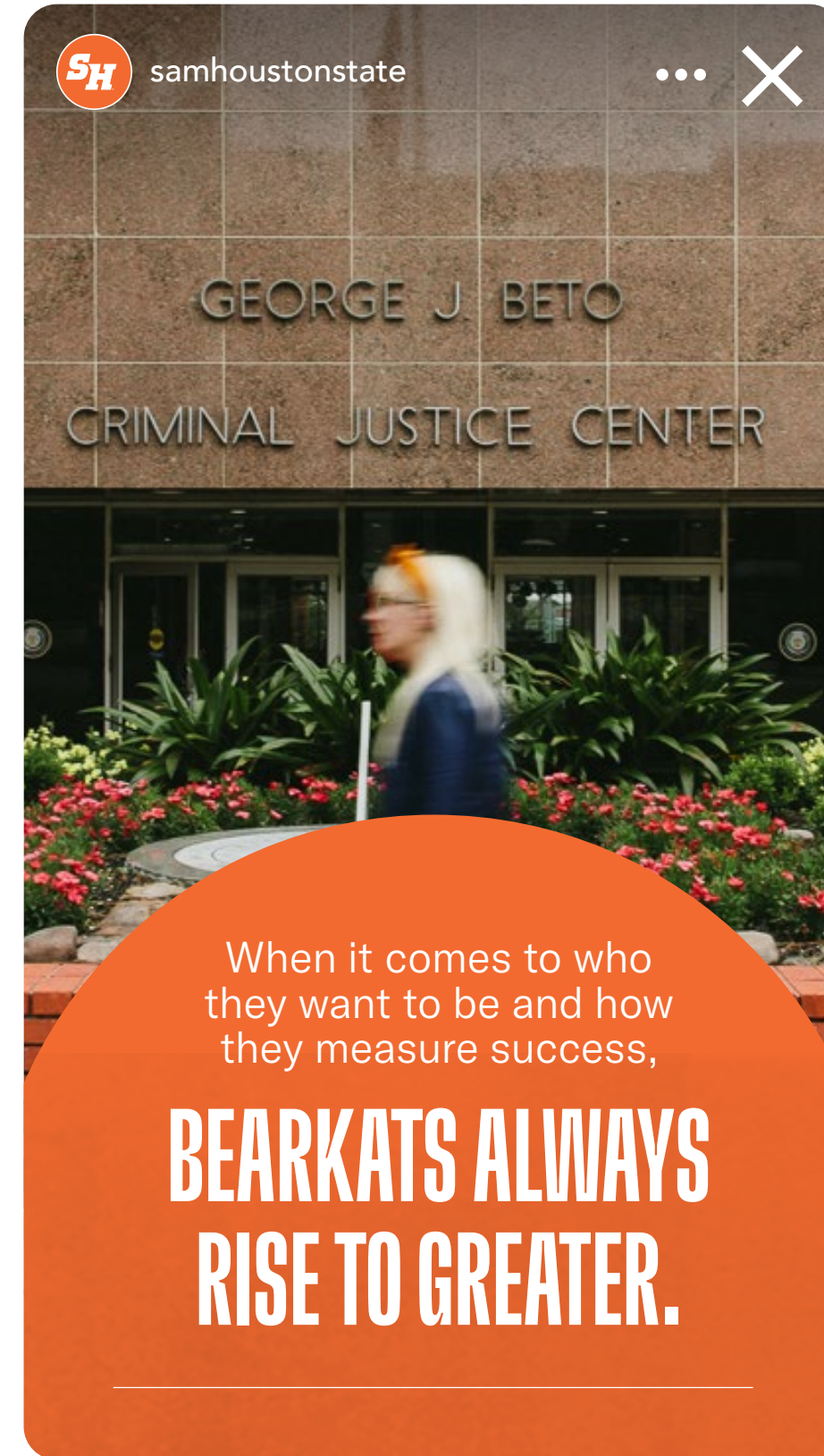
# BRINGING IT ALL TOGETHER

Viewbook

★ Instagram Stories

Billboard

Brag Book



SECTION 05

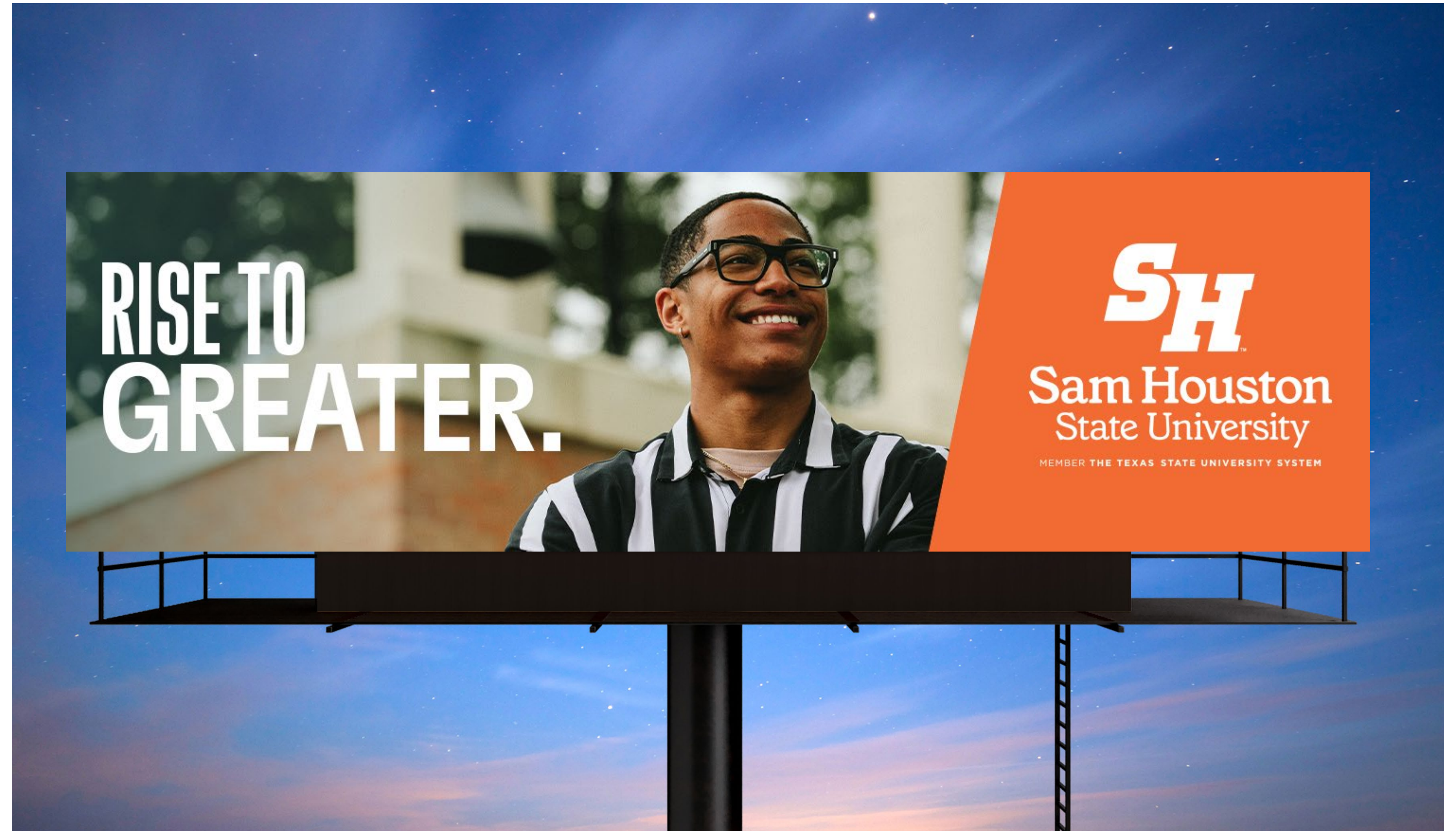
# BRINGING IT ALL TOGETHER

Viewbook

Instagram Stories

★ **Billboard**

Brag Book



SECTION 05

# BRINGING IT ALL TOGETHER

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SAM HOUSTON STATE UNIVERSITY

# UP & AWAY

PLANETARIUM & DOMINEY OBSERVATORY

Community members can experience **planetarium** shows on the main campus, and just a short drive from Huntsville is the area's only ADA compliant, wheelchair accessible public observatory, our **Dominey Observatory**, featuring a new, state-of-the-art domed retractable roof.

16

HUNTSVILLE, TX

# HUNDRED ACRE WOODS

UNIVERSITY CAMP

Fifteen miles outside of Huntsville on the banks of the Trinity River, Sam Houston's 300-acre **University Camp** invites Bearkats and community members into nature. Team building and leadership development is centered around the facility's lodge, outdoor ropes course, pavilion and pool.

17



Sam Houston  
State University

MEMBER THE TEXAS STATE UNIVERSITY SYSTEM