

# SUL ROSS STATE UNIVERSITY

*A Member of the Texas State University System*

## **SRSU Policy: University Symbols**

**SRSU Policy ID: APM 2.19**

**Policy Reviewed by: Director of University Communications**

**Approval Authority: Executive Cabinet**

**Approval Date: January 13, 2025**

**Next Review Date: January 13, 2030**

The University has adopted several symbols, which are widely used in both official and unofficial capacities.

- A. The University's colors of scarlet and grey are worn by members of athletic teams, cheerleaders, and supporters. The University also uses these colors in brochures, decor, and other appropriate contexts.
- B. The mascot of the University athletic teams is the Lobo, an animal native to the western United States. Graphics featuring the Lobo are widely used for athletic events, items sold in the University Bookstore, etc.
- C. The University's cattle brand, the Bar SR Bar was registered in 1922. It is most visible in the white rock formation on the east side of the campus. It is used in any situation where a simple graphic image is needed to identify the University or its interests.
- D. The primary logo for the University is the Bar SR Bar in scarlet with a grey vertical line to its right, followed by the words "SUL ROSS" in all caps. The tagline "THE FRONTIER UNIVERSITY OF TEXAS" sits below "SUL ROSS" and "THE FRONTIER UNIVERSITY" is in bold type while "OF TEXAS" is in regular type.
- E. The official symbol of the University is the Sul Ross seal, a circular graphic containing the words "Sul Ross State University" and "Alpine, Texas" around the outer edges of the circle. In the center of the seal is the Bar-SR-Bar brand graphic overlaid in front of a torch. The symbol of the torch is typically used to signify the light of wisdom, awakening and enlightenment. At the base of the torch is a five-pointed star representing Texas. Branches to either side of the torch and Bar- SR-Bar brand are suggestive of those from the State Seal of Texas, which are a live oak branch (representing strength) and an olive branch (representing peace).

## **BRANDING STYLE GUIDE**

Official Tagline: The Frontier University of Texas

The Sul Ross State University Graphic Standards Program encompasses the University's official symbols:

- The Frontier University of Texas primary logo
- The University Seal
- The Bar-SR-Bar

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- Athletic “Spirit” Marks, including the Lobo and the Bar SR Bar within the shape of the State of Texas

These elements may not be altered or changed in any way. These elements may not be incorporated into or combined with any other element, symbol or graphic to create a new mark. Each element must stand-alone with sufficient space around the graphic to clearly show that it is an individual element.

These elements may only be used according to the guidelines contained within this guide or by expressed permission of Sul Ross State University's Office of University Communications. Specific descriptions of each element and its approved usage follow.

A strong visual image serves to position Sul Ross State University as a leader in higher education. Consistent use of the identity enhances the world's recognition of our brand, and visually reinforces our reputation for quality and leadership.

Use of the identity is managed by the Office of University Communications

The key to success for any graphic standard program is consistency. The Office of University Communications will be involved at all times with the addition of any new visual element to the university's identity and should be contacted before any department begins the development of marketing, modifying, or restoring its image. The implementation of the graphic standard program is yet another example of the University's commitment to excellence.

All new visual elements will need to meet the approval of the President's Office.

## **MEMBER STATEMENT AND COMPONENTS**

*\*Refer to the Texas State University System Branding Guidelines*

### **THE UNIVERSITY SEAL**

The University Seal is reserved for the highest official communication of the university.

Documents displaying the University seal convey that the Office of the President officially sanctions them. As the official indicia of the University, the University seal may not be altered in any way. It is available for approved usage through the Office of the President or its designee.

The use of the seal is restricted to official documents such as transcripts, diplomas, certificates, plaques and presidential awards, financial documents such as the official university or system budgets, checks, university- or system-issued securities and other financial papers..

Questions about the use of the university seal should be directed to the Office of the President or its designee. Final authority for decisions about the use of the seal rests with the President's Office.

Office of University Communications.

### **THE BAR-SR-BAR**

The Bar-SR-Bar has a strong association with Sul Ross State University. It is our most beloved and visible symbol. It plays a vital role in promoting Sul Ross State University by providing a

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strong and recognizable graphic image, which creates a great sense of pride and connection among all generations of the Sul Ross community. It can be seen around campus in a variety of architectural and design elements.

## **Basic guidelines when using the BAR-SR-BAR:**

1. Use **ONLY reproduction-quality images of the official Bar-SR-Bar provided by the Office of University Communications**. It should never appear partially or used as an element of a larger design. Use its normal orientation; it should never be altered..
2. The Bar-SR-Bar can be used alone or in combination with the university **letter mark/affiliation statement** or **official tag line**. Do not combine with another emblem or symbol. Type should not touch or be superimposed on it.
3. Use the Bar-SR-Bar only in the original configuration, in full color or in a single color of SRSU red, black, white or grey..

To provide consistency and a strong university identity only the official Bar-SR-Bar will be allowed. Modification or alteration of the Bar-SR-Bar is not permitted. The official Bar-SR-Bar is pictured below.



## **PLACEMENT:**

The Bar-SR-Bar must be visibly placed on all university print collateral. It will be placed on the front of all university publications.

## **ATHLETIC “SPIRIT” MARKS**

The Lobo and Texas Bar SR Bar are a modern graphic approach to Sul Ross State University athletics. Neither should not be altered or modified in any way. .

All official athletic materials of any kind must have at least one of the preferred marks.

While the spirit marks may be sized appropriately for the specific use, the proportions of their individual elements must not be altered. They must be displayed in designated official colors..

## **NEW VISUAL ELEMENTS FOR DEPARTMENT ENHANCEMENT**

The Office of University Communications will be involved at all times with the addition of any new visual element to the university’s identity.

All new visual elements will need to meet the approval of the Office of the President or its designee.