

BRANDING & STYLE GUIDE



Table of Contents:

How TMD Saved the Texas State Seal:	Page 3
Design Elements:	Page 4
Proper Use:	Page 6
Slide Shows:	Page 10
Letterheads:	Page 12
Business Cards:	Page 14

How the Texas Military Department Saved the Symbols of Texas

The Texas Military Department Seal is derived from the Texas Coat of Arms. This Coat of Arms and the State Seal have a long and storied history in their development, adaptation, misinterpretation, and eventual correction thanks to the efforts of the Texas Military Department's predecessor, the Adjutant Generals Department.



The Texas Coat of Arms predates Texas' entry to the United States. In 1839 the official description of the coat of arms was registered as a white star of five points, on an azure back ground, encircled by an olive and live oak branches encircled by Republic of Texas. No significant changes were proposed to these designs after 1839. Even admission to the union only resulted in a change from "Republic of Texas" to "The State of Texas" in 1845.

As the state grew new departments, agencies, local governments and private citizens would customize versions of the seal, some including significant design interpretations not found within the accepted description of the seal. This often included the use of Post Oak leaves in place of Live Oak leaves, the addition of stars and diamonds as design flourishes and inclusion of T,E,X,A,S alternating between the point of the star.



In 1946, the National Guard Bureau directed state Air Guards to develop a unique symbol to affix to aircraft fuselages, identifying which state owned the aircraft. After some discussion the Texas National Guard decided to use the state seal, however it faced a problem in that over multiple seals existed, with none viewed as the official version. The Adjutant Generals Department turned to the department's chief engineer, Colonel Maybin H. Wilson, to research and design a seal that matched the official description. With the assistance of Werner W. Dornberger, an architectural engineering professor at The University of Texas; Bertha Brandt, assistant archivist of the state library; and Dorman Winfrey, archivist of The University of Texas a design was agreed upon and in 1956, Octavio A. Martinez rendered this design into an eighteen and three-fourth inch watercolor.



In 1960, The Adjutant General, Major General K.L. Berry, and the executive director of the Texas Heritage Foundation, A. Garland Adair, commissioned Henry W. Schlattner to paint six watercolors of the Wilson - Martinez state seal. These paintings were distributed to the Governor, both chambers of the legislature and the Texas Memorial Museum.

By 1991 the non-uniform handling of the seal caught the attention of the secretary of state John Hannah Jr. The Texas State Constitution had charged the Secretary with control of the seal however over 20 versions were circulating through state agencies with no standardization. To combat the growing problem, The Texas State Seal Committee would review dozens of seals in circulation to decide which most closely represented the constitutional description. The committee recommended that the Henry W. Schlattner watercolors of the Wilson-Martinez seal be used as a model to design a new colored version of the seal. Additionally it was determined that the Texas Coat of Arms would be based upon the same design, omitting the Azure background.



TMD SEAL: DESIGN ELEMENTS

Design of the Texas Military Department Seal:

The Texas Military Department Seal is composed of the elements of the Texas Coat of Arms, the Seal of the Republic of Texas and additional symbolic elements. These elements honor the unique narrative of the Texas Military Department's history. Each element is shown in black to enhance visibility excepting colored elements

Texas Coat of Arms Elements:



Texas Coat of Arms

The Texas Coat of Arms is the symbolic representation of Texas. It differs from the state seal which bears "The State Of Texas" and is backed by a field of azure.



Texas Live Oak Branch Bearing Acorns

The Texas Live Oak (*Quercus Fusiformis*) has symbolized the strength of Texas since 1839 when the Third Congress of the Republic included a branch to the left side of the Great Seal and Coat of Arms. The acorns symbolize the seeds of future growth and potential of Texas.



Olive Branch Bearing Olives

An Olive branch has symbolized Texas' desire for peace since 1839 when the Third Congress of the Republic included a branch to the right side of the Great Seal and Coat of Arms. The Olives represent the abundance of Texas and the many ways that that abundance can be used.



Yellow Ribbon:

The Ribbon of the Texas Coat of Arms binds together the symbols of strength and peace, reminding us that each relies upon the other. The Ribbons golden color shows the Texas Military Department's support for Guardsmen serving away from home.



The Lone Star:

Symbolizing Texas' former status as an independent republic, a five pointed star is centered among the coat of arms of the lone star state. The variations in color symbolize light reflecting from the bevels of a three dimensional star.

Republic of Texas Great Seal Elements:



Bullets:

The Bullets separating Texas Military Department from "Texans Serving Texas" appeared on the first seal of the Republic of Texas. They represent the two previous militaries of Texas, The Texian Army and the Army of the Republic of Texas.

Texas Military Design Elements:



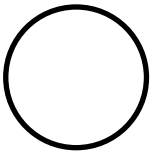
Texas Military Department:

Under authority of the governor as commander in chief of all Texas Military Forces, The Adjutant General serves as the senior military officer for all Texas Troops. The department is the state command structure administering that authority to the Texas Air, Army and State Guards. *Font Calibri Bold.*



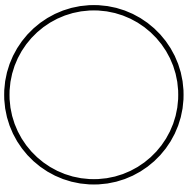
Texans Serving Texas:

The Motto of the Texas Military Department represents the Citizen-Soldier, Citizen-Airman philosophy that guardsmen not only serve in Texas but are part of the fabric of the communities that call on the guard when needed. *Font: Gill Sans Condensed.*



Internal Ring:

A ring encircles the State Coat of Arms, symbolizing the Texas Military Department's state role in disaster recovery, security operations, and support of civil authorities.



External Ring:

A second ring encircles the seal, symbolizing the Texas Military Department's support and training of the Soldiers and Airmen who deploy for federal missions.



Component Rocker (Component Level Only)

The four components of the Texas Military Department are provided with a rocker bearing their respective name. Rockers hang below the seal showing they are subordinate commands to The Adjutant General.



Fields of Blue

The three fields of blue represent the three branches supported by the Texas Military Department, The Texas State Guard, Air National Guard and the Army National Guard. No Guard branch is assigned to a specific section. The Gradient in the blue serves to show the adaptability of the organization.



Gold

The Seal's lone star is composed of gold. This gold star represents the soldiers and airmen of the Texas Military Family who paid the ultimate sacrifice and serves to remind us all of those who will never return. The remainder of the seal's golden elements reflects the light shining on the golden star.

TMD SEAL: PROPER USAGE STANDARDS

Texas Military Department Seal:

The Texas Military Department Seal is the single unique branding element used to authenticate communications issued under authority of the Texas Military Department.



Texas Military Department Component Seal:

The Texas Military Department Component Seal is used to authenticate communications issued under authority of that component. The component seal appearance is that of the Texas Military Department Seal with a rocker bearing the component name.



Air National Guard



Army National Guard



Texas State Guard

Seal Use:

The Texas Military Department Seal or a Texas Military Department Component Seal must appear on all communications.

Except as authorized in this guide, alterations to these seals are prohibited.

If an organization chooses to use a separate logo to identify itself, the Texas Military Department Seal must appear upon the product in similar ratio to the logo.

If no additional logo is used, the appropriate component seal must be selected to identify the product's creator.

Seal Distribution:

The Texas Military Department controls the use of this seal, including all elements, outlines, text, and wording. Use of the seal is limited to components of the Texas Military Department and approved groups.

Organizations that wish to use of the seal must request a copy from the Public Affairs Office. Groups not affiliated with The Texas Military Department will require additional approval by the Chief of Staff.

Approved Alterations to the Seal:

In designing there will be times where alterations or placement decisions change the format or appearance of the seal. These are the approved changes to the design.



Transparency:

Any approved version of the seal may be reduced in opacity to allow for use as a watermark or design element.

Bleed:

As a design element, the seal may run into the bleed of a page so long as no more than half of the design is no longer visible.



Over Text:

Text may appear over the seal when it serves as a water mark or design element. Use contrasting colors to make text legible.

Seal Sizing & Placement:

When sizing the seal, take care not to distort the image. The seal may be resized as long as its proportions remain intact. Do not stretch, rotate, skew, shear or warp the seal in any way. Users must maintain the integrity of the design—including the outline of the seal—at all times.

The minimum size of the seal for all file types is:

Texas Military Department Seal:

.75" wide X .75" high or 225 px wide X 225 px high @ 300 DPI

Texas Military Department Component Seal:

.75" wide X .86" high or 225 px wide X 258 px high @ 300 DPI

The maximum size of all .jpeg or .png file types is:

Texas Military Department Seal:

8.5" wide X 8.5" high or 2550px Wide X 2550 px high @ 300 DPI

Texas Military Department Component Seal:

8.5" wide X 9.75" high or 2550px Wide X 2925 px high @ 300 DPI

There is no maximum size limitation for a vector file.

TMD SEAL: PROPER USAGE STANDARDS CONTINUED

Coloration:

The preferred coloring of the logo contains all elements in gold with full highlight and shadow, backed by the gradient field of blue. This is designated the full color logo however There are three more acceptable colorations of the seal: full color, two color, black, and white. These colorations are provided for use in a variety of circumstances that may occur while developing material. Use these guidelines to determine the proper coloration.



FULL COLOR:

The full color logo is the preferred version. Full color should be used whenever possible unless limits occur due to price or medium.

MUST USE:

For all web based graphics, all printing using CMYK process



TWO COLOR:

This provides a version of the seal in color when technology or budget does not allow use of the full color seal. colors must be the appropriate Pantones.

Blue Pantone: 294 C & U **Yellow Pantone:** 7406 C & U



BLACK:

This coloration is for placement on items where black contrasts best with a light colored background.

MUST USE:

Letterhead's



WHITE:

This coloration is for placement on items where white contrasts best with a dark colored background.

Pantones:

TMD BLUE:

Pantone: 294 C & U

HEX : #003F87

RGB: 0, 47, 108

CMYK: 100, 69, 7, 30

TMD YELLOW:

Pantone: 7406 C & U

HEX : #ff1c400

RGB: 241, 196, 0

CMYK: 0, 19, 100, 5

Variations: All approved variations of the logo are shown below.



TMD



TMD two color



TMD black



TMD white



TMD ANG



TMD ANG two color



TMD ANG black



TMD ANG white



TMD ARNG



TMD ARNG two color



TMD ARNG black



TMD ARNG white



TMD TXSG



TMD TXSG two color



TMD TXSG Black



TMD TXSG white

PRESENTATIONS:

Slides:

Presentation programs, including PowerPoint, are built in two standard formats, 16:9 and 4:3. Formatted design slides are available in both ratios. Select the presentation format that best matches your display platform to build a consistently branded presentation.

4:3

- Primary format for projector based display boards.
- Previous monitor display size.
- Prints as full page on 8.5" x 11" paper



OFFICE OF THE ADJUTANT GENERAL

1

16:9

- Primary format for most flat screen televisions
- Current monitor display size
- Prints as letterbox on 8.5 x 11 paper




OFFICE OF THE ADJUTANT GENERAL

1

TMD Seal and Component Seal Slides:

Your component slide is created in Microsoft PowerPoint. Select the slide that contains the seal that represents your unit, section or department.

	OFFICE OF THE ADJUTANT GENERAL	1
	TEXAS MILITARY DEPARTMENT	1
	TEXAS ARMY NATIONAL GUARD	1
	TEXAS AIR NATIONAL GUARD	1
	TEXAS STATE GUARD	1

Labeling your slides:

Click the yellow text and type the name of your unit, section or department. This will identify the slides author.

	STATE PUBLIC AFFAIRS OFFICE	1
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- Use Calibri font bolded
- Type Unit or Section Name in ALL CAPS

After customizing your slide, duplicate the item to ensure consistency throughout document.

LETTERHEAD:

Letterhead Use:

This document is used as a template for distribution of letters, memorandum, or other communications. Only the Texas Military Department Seal or one of the four authorized component seals may appear on the document header, no unit, branch, rank, or additional insignia are authorized within the header.



TEXAS MILITARY DEPARTMENT
OFFICE OF THE ADJUTANT GENERAL
POST OFFICE BOX 5218
AUSTIN, TX 78763-5218
512-782-5001



TEXAS MILITARY DEPARTMENT
TEXAS AIR NATIONAL GUARD
POST OFFICE BOX 5218
AUSTIN, TX 78763-5218
512-782-5001



TEXAS MILITARY DEPARTMENT
TEXAS ARMY NATIONAL GUARD
POST OFFICE BOX 5218
AUSTIN, TX 78763-5218
512-782-5001



TEXAS MILITARY DEPARTMENT
TEXAS STATE GUARD
POST OFFICE BOX 5218
AUSTIN, TX 78763-5218
512-782-5001

Letterhead Size & Margins:

Texas Military Department Letterheads are formatted for 8.5" x 11" letter paper. Black version of the department or component seal is placed 1/2" from the top edge and 1/2" from the left edge. Content Margins begin at 1.75" from the top edge and 1" from the additional edges.

Letterhead Format:

- Texas Military Department appears centered in Calibri Font, Bolded in 12 pt.
- Office, component, unit, or title appears centered in Calibri Font, Bolded in 11 pt.
- Post Office box or street address appears centered in Calibri Font, Bolded in 11 pt.
- City, State, Zip Code appears centered in Calibri Font, Bolded in 11 pt.
- Phone number appears centered in Calibri Font, Bolded in 11 pt.
- 1.0 spacing between lines.



TEXAS MILITARY DEPARTMENT
OFFICE OF THE ADJUTANT GENERAL
POST OFFICE BOX 5218
AUSTIN, TX 78763-5218
512-782-5001

BUSINESS CARDS:

Business Card Use:

All business cards utilizing the Texas Military Department Seal, any component seal, or the organizational name "Texas Military Department" must conform to the approved business card format. Adhering to this format is a condition of utilizing these identifiers regardless of funding source, including privately purchased cards.

Business Card Size, Margins, and Color:

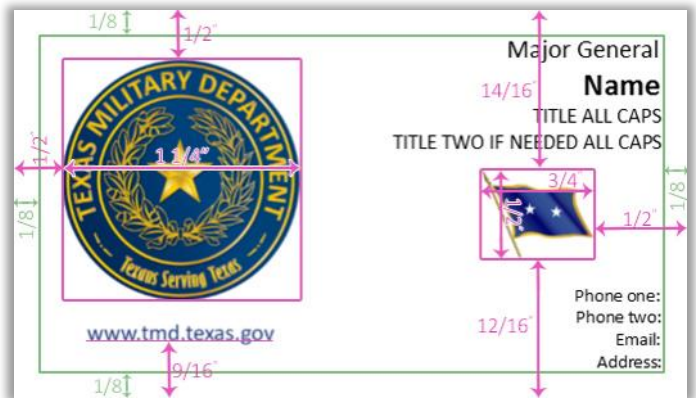
Business cards measure 3.5" x 2" with a 3/16th margin extending to all four outside edges. All card corners will come to a point, radial or rounded edge cards are not approved.

There is no print or marking for the back or rear of the card, leave it blank.

Cards are to be printed on white smooth paper of no less than 80 lbs and no more than 120 lbs, glossy finish is the preferred finish on the card, recycled paper is preferred if available.

Flag Officer Business Card Format:

- Web address centered below seal in Calibri 8pt.
- All information aligns right
- Rank, Calibri font @ 10pt
- Rank insignia replaced by general officers flag
- Name - Calibri font @ 12pt, bold
- Title - Calibri font @ 8pt, all caps
- Title two (if needed) - Calibri font @ 8pt, all caps
- Contact info - Calibri @ 7pt



Business Card Format:

- Web address centered below seal in Calibri 8pt.
- All information aligns right
- Rank, Calibri font @ 10pt
- Rank insignia directly to left of written rank
- Civilians & Retired leave rank blank
- Name - Calibri font @ 12pt, bold
- Title - Calibri font @ 8pt, all caps
- Title two (if needed) - Calibri font @ 8pt, all caps
- Contact info - Calibri @ 7pt



Approved Business Card Images:

The design of the business card is established to create a uniform brand across the Texas Military Department. To maintain the integrity of the brand and the card only the following image categories have been approved.

- Full Color Seal or Full Color Component Seals
- General Officers Flags
- Rank Insignia

Proper usage of these graphics are outlined in the following pages. Use of all other service seals, marketing logo's, branch insignias, unit crests/patches/insignias, rank insignias or other mark is prohibited. Do not add a background or water mark of any kind. Inclusion of additional mottos or other text elements are not authorized.

These rules extend to business cards. Rules concerning promotional cards of a similar size are covered in the Additional Print Items category.

Full Color Seals:

Only the full color seal or full color component seals are authorized for placement on business cards. Your vendor or print method must allow for the creation of a four color print process. When using the Texas Military Department Seal, it will be $1\frac{1}{4}$ inch in height. When using any component seal the total image including component rocker will be $1\frac{1}{4}$ inch in height.



General Officers Cards:

All general officer business cards must bear the flag equivalent to their current rank and branch of service. Currently supported flags include O-7 and O-8 for both the Air Force and Army. All flags are $\frac{1}{2}$ inch tall and $\frac{3}{4}$ inch wide. Flags must be printed in full color.



Major General - Air



Major General - Army



Brigadier General - Air



Brigadier General - Army

BUSINESS CARDS: CONTINUED

Officers Cards:

All officers business cards O-1 through O-6 must include their rank insignia, positioned directly to the left of the written rank. Insignia will move depending on length of written rank. Rank insignias are no taller than 1/8th inch. Ranks must be placed and printed in full color



1st Lieutenant



2nd Lieutenant



Captain



Major



Lieutenant Colonel



Colonel

Warrant Officers Cards:

All warrant officers business cards WO-1 through WO-5 must include their rank insignia, positioned directly to the left of the written rank. Insignia will move depending on length of written rank. Rank insignias are no taller than 1/8th inch.



Warrant Officer 1



Chief Warrant Officer 2



Chief Warrant Officer 3



Chief Warrant Officer 4



Chief Warrant Officer 5

Enlisted & NCO Cards (Air):

Non-Commissioned Officers business cards must include their rank insignia, positioned directly to the left of the written rank. Insignia will move depending on length of written rank. Rank insignias are no taller than 1/8th inch.



Staff Sergeant



Technical Sergeant



Master Sergeant



Master Sergeant
(1st SGT)



Senior
Master Sergeant



Senior Master
Sergeant (1st SGT)



Chief
Master Sergeant



Chief Master
Sergeant (1st SGT)



Command Chief
Master Sergeant

Enlisted & NCO Cards (Army):

Non-Commissioned Officers business cards must include their rank insignia, positioned directly to the left of the written rank. Insignia will move depending on length of written rank. Rank insignias are no taller than 1/8th inch.



Corporal



Sergeant



Staff Sergeant



Sergeant
First Class



Master Sergeant



First Sergeant



Sergeant Major



Command
Sergeant Major

Print and Production:

To maintain consistency the Texas Military Department Public Affairs Office has provided templates for your use. These templates allow you to enter your information and deliver the PDF file to your sections procurement network.

If you are self funding the production of your own business card you are encouraged to contact a professional print service provider either locally or online. Self funding does not allow for redesign of the business card.



TEXAS MILITARY DEPARTMENT
- PUBLIC AFFAIRS OFFICE -