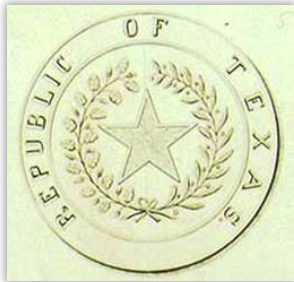


BRANDING & STYLE GUIDE



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 closely related design of the State Seal have a long and storied history in their development, adaptation, misinterpretation of design, and eventual correction thanks to the efforts of the Texas Military Department successor the Adjutant Generals Department.



The Texas Coat of Arms design 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 ground, encircled by an olive and live oak branches." the seal would expand on this description to include the words Republic of Texas encircling the entirety of the design. The design would be proposed and passed alongside the proposal of the iconic Lone star flag. 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:



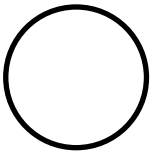
Texas Military Department:

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.*



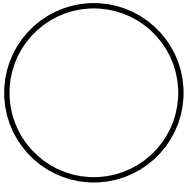
Texans Serving Texas:

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.



Domestic Operation



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 : #f1c400

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 DOM OPS



TMD DOM OPS two color



TMD DOM OPS black



TMD DOM OPS 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
	DOMESTIC OPERATION TASKFORCE	1

Labeling your slides:

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

	COUNTER-DRUG TASKFORCE	1
---	-------------------------------	---

- **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
DOMESTIC OPERATIONS TASKFORCE
POST OFFICE BOX 5218
AUSTIN, TX 78763-5218
512-782-5001**



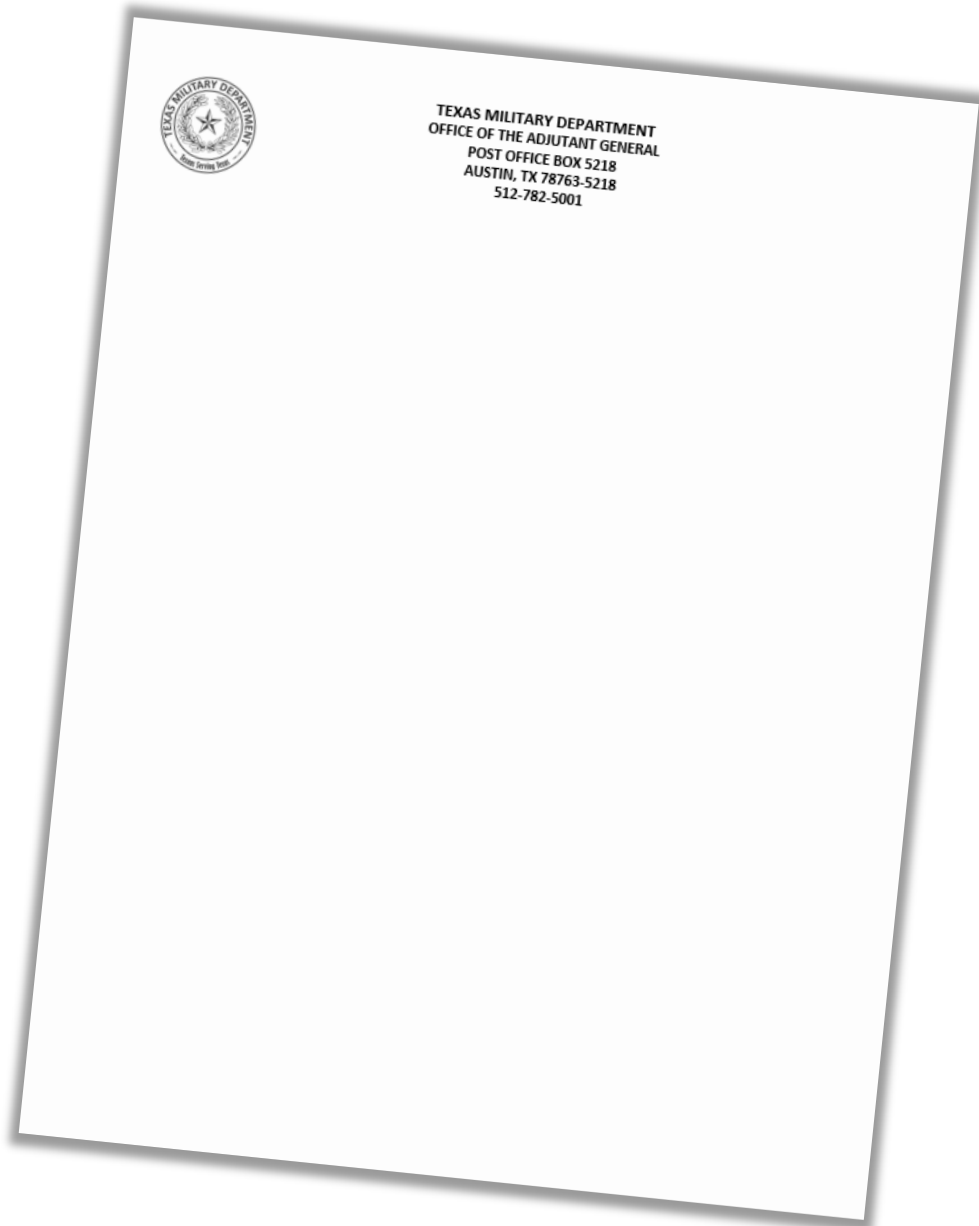
**TEXAS MILITARY DEPARTMENT
TEXAS STATE GUARD
POST OFFICE BOX 5218
AUSTIN, TX 78763-5218
512-782-5001**

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.**



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:

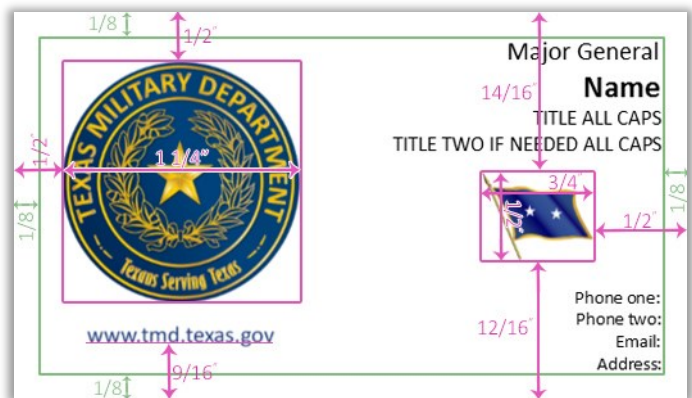
Business cards measure 3.5" x 2" with a 3/16th margin extending to all four outside edges. All card corners will come to a point, radial or rounded edge cards are not approved.

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.

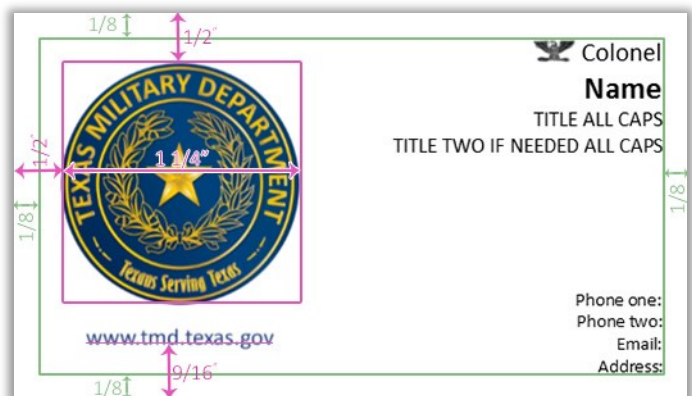
Flag Officer Business Card Format:

- 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

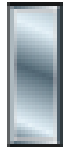
BUSINESS CARDS: CONTINUED

Officers Cards:

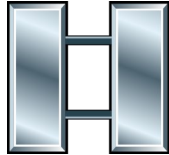
All officers business cards O-1 through O-6 must include their rank insignia, positioned directly to the left of the written rank. Insignia will move depending on length of written rank. Rank insignias are no taller than 1/8th inch. Ranks must be placed and printed in full color



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.

SOCIAL MEDIA:

Account Naming:

No person group or entity is authorized to develop any social media account identifying itself as the Texas Military Department, Texas Military Forces or Texas Military. These unique site designators are to be managed exclusively through the Public Affairs Office. To show affiliation with the Texas Military Department reference the organization in profile descriptions.

Profile Photos:

The Texas Military Department Seal, in all colorations or variations, is reserved for the exclusive use of the Public Affairs Office as a profile photo. Commanders may authorize their components official social media sites to use their components seal as a profile photo however no other group may use these seals. Use of the seal will be considered misrepresentation of the organization and your site will be reported.

The full color seal is the preferred version for use as a profile photo or component profile photo.

Cover Photos:

You are encouraged to utilize the seal in the development of cover photos or visual posts about the organization. Use of the seal must present the department in a positive fashion and be constructed professionally from quality photographs. The seal must conform to the proper usage standards outlined in pages 4 - 7.



Example of the seal placed on a Facebook cover photo

Feed Photos and Images:

Photos are an excellent way to communicate your story. Marking them with the organization's name allows your audience to locate your social media site from your content.

To increase readability utilize the department name as a watermark in lieu of the seal. Using both the department name and your organizational or unit name will increase awareness of your social media presence direct traffic to your sites.

Texas Military Department Photo Watermark

**TEXAS MILITARY
DEPARTMENT**
#Camp Mabry

**TEXAS MILITARY
DEPARTMENT**
Texas Army National Guard

Photo watermarks are composed of TEXAS MILITARY written above DEPARTMENT, Font type is Calibri Bold. The Font size for DEPARTMENT will be larger to allow top and bottom text to align. Organization names or hashtags are half the font size of the TEXAS MILITARY line with each first letter being capitalized. Apply a 120 degree shadow for visibility.

Example of inline or in feed photos from social media sites.



Instagram Photo



Twitter in-line photo



Facebook Feed Photo

VEHICLES

The Texas Military Department Seal is used to designate a vehicle operating under the authority of The Adjutant General of Texas. Vehicles bearing the seal must be the property of the Texas Military Department or leased / rented via Department controlled funding. Personal vehicles – Even those conducting state business – are not authorized to bear the seal.

Sizing:

Seals placed on state vehicles are not to exceed 11 inches in diameter and be no less than 6 inches in diameter. Component seals are no more than 11 inches tall. Seals are to be no less than 6 inches tall.

Coloring:

For printed vinyl decals or printed magnetic signs the full color version is preferred. The two color seal may be exchanged if there is a savings to the department.

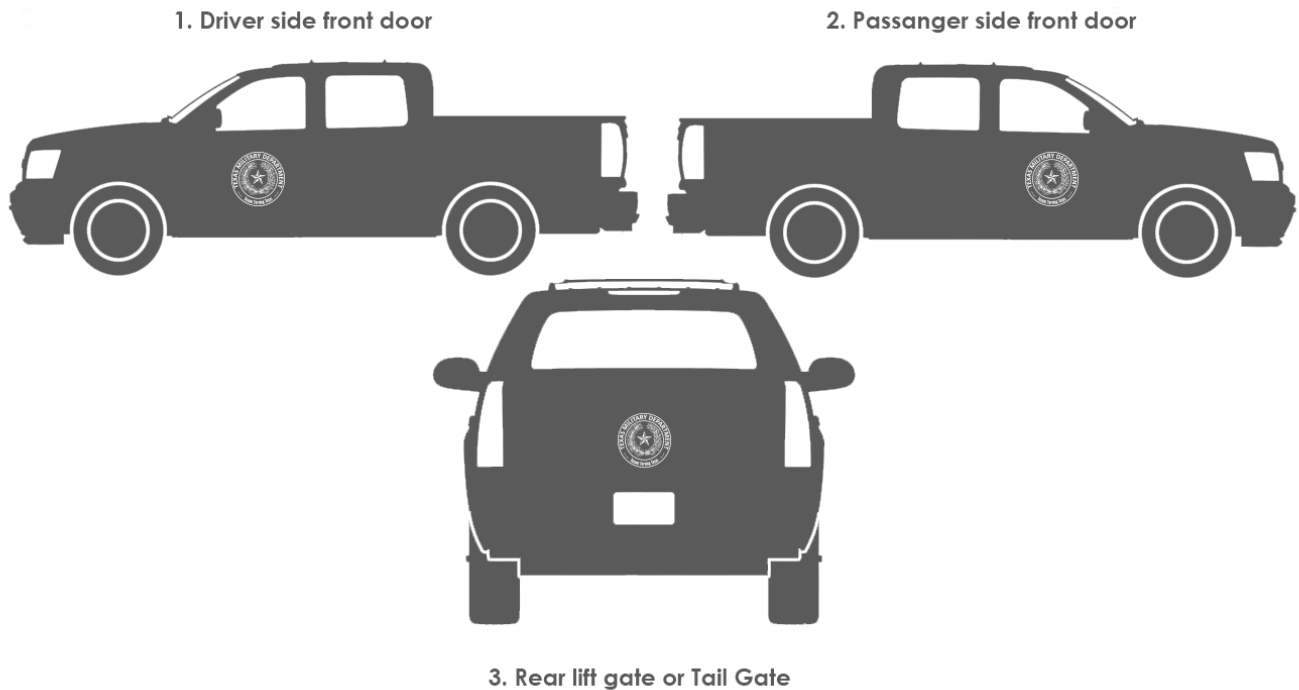
For cut vinyl decals the black or white version of the seal must be used. Color selection is based on which color will contrast most with the vehicles paint color.



Placement:

Seals should be placed in locations based on the following order, however you are not required to place a seal in every location.

1. Driver's side door
2. Passenger side door
3. Rear Gate



Seals are centered on the section of vehicle where it is placed. The position may be adjusted if placement will be hindered by an obstruction such as door handles or trim packages.

Never place a decal on any window, mirror, light or other safety device.

Do not place the seal over the top of pre-existing decals unless the decal is fully covered.

Personal Vehicles:

Morale stickers may be placed on the vehicle in coordination with the Chief of Staff. These stickers must be in full color, may be no larger than 3" diameter or 3" in height for component seals. Each morale sticker must come with instructions explaining they are only to be placed only on vehicle bumpers.

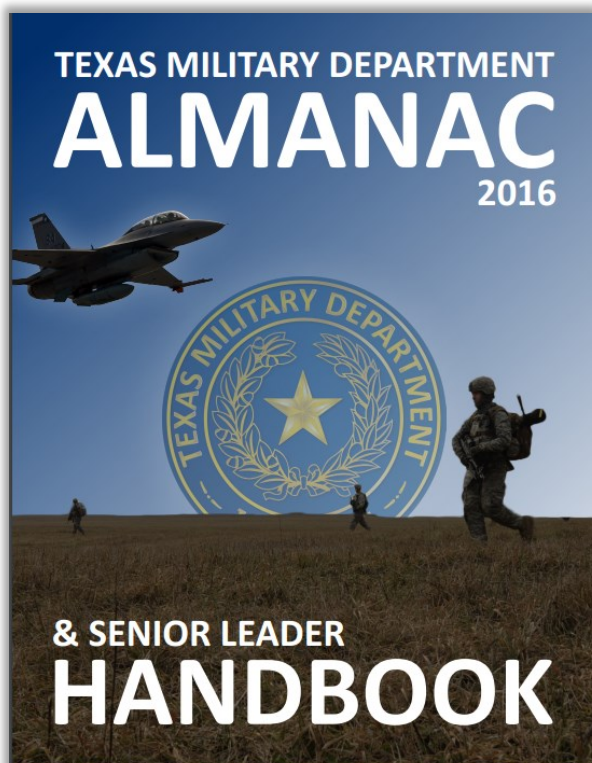
ADDITIONAL COLLATERAL:

Collateral:

Collateral items are any additional outreach tools not specifically covered by a separate section of this guide. The term covers a wide spectrum of digital, print, promotional and audio-visual products. Use this guide as a baseline for best practices.

Print Collateral:

If the seal is incorporated into the product as a design element you may use any variation of the image as allowed in the proper usage standards. If the seal is placed over an existing design to show affiliation with the department utilize the full color version.



Seal as Design Element



Using seal to show affiliation with TMD

Website Collateral:

Use of the seal in the creation of a web presence is left to the website creator, so long as the proper usage standards are applied to the Texas Military Department Seal or the Texas Military Department Component Seals.

Any links attached to the Texas Military Department seal must direct to the Texas Military Department homepage located at <https://tmd.texas.gov/> component shields must link to their respective site housed under the TMD domain

Audio-Visual Collateral:

When developing audio visual content be certain that all water marks and superimposed text or images fall within the NTSC safe area. This will allow even older televisions to utilize your content without distortion. Super imposed text images should be accompanied by the full color version of the seal. Watermarks should appear in white or black.



Promotional Items:

Components and sections affiliated with the Texas Military Department are allowed to develop promotional items bearing the Texas Military Department Seal if their section is currently approved to purchase these items.

Vendors using the seal to develop a product must use the vector files provided through the Public Affairs Office. Artwork must not be recreated or redesigned for production however files may be transitioned into working formats (line drawings) to complete production.

If vendors materials are not available in the approved Pantones they may substitute a closely matching color provided they supply a proof or allow review of the material prior to production. If no close match can be found the black or white seal must be substituted for the full color version.

TMD BLUE:

Pantone: 294 C & U

HEX : #003F87

RGB: 0, 47, 108

CMYK: 100, 69, 7, 30

TMD YELLOW:

Pantone: 7406 C & U

HEX : #f1c400

RGB: 241, 196, 0

CMYK: 0, 19, 100, 5



TEXAS MILITARY DEPARTMENT
- PUBLIC AFFAIRS OFFICE -