

# Texas Military Department Seal Style Guide

## 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.

## Seal Use:

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

Except as authorized below, 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.

## Seal Placement:

No alteration of the seal or the component name tab is allowed.

The following alterations are permitted to the seal.

- *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 watermark or design element.



# Texas Military Department Seal Style Guide

## Sizing:

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.**

## Coloration

There are four acceptable colorations of the seal: full color, black, white and two color (*examples provided to right*).

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: This is the preferred format. Use unless constrained by technology or budget.
- Black: This coloration is for placement on items where black contrasts best with a light colored background.
- White: This coloration is for placement on items where white contrasts best with a dark colored background.
- Two Color: This provides a version of the seal in color when technology or budget does not allow use of the full color seal. When using this seal, the colors must be:

Blue Color:



Pantone – 294 C & U

HEX - #003F87

RGB - 0, 47, 108

CMYK - 100, 69, 7, 30

Yellow Color:



Pantone – 7406 C & U

HEX - # f1c400

RGB - 241, 196, 0

CMYK - 0, 19, 100, 5



Full Color



Black



White



Two Color

# Texas Military Department Seal Style Guide

## Texas Military Department Seal Anatomy:

