



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

NGTX-PA

28 October 2015

MEMORANDUM FOR SEE DISTRIBUTION

SUBJECT: (JFTX I15-23) Texas Military Department (TMD) Rebranding Implementation

1. Reference. Texas Government Code, Section 437.052
2. Applicability. This guidance applies to members of the Texas Military regardless of duty or employment status.
3. Purpose. This memorandum establishes the implementation of the TXM Re-Branding/Agency Name Change concept.
4. Background. The Adjutant General (TAG), in conjunction with the Deputies Adjutant General (DAGs) and the executive director, authorized an overarching component and directorate name change from Texas Military to Texas Military Department (TMD). The TMD is the executive part of the Texas Military and consists of all staff directorates and component headquarters exercising control of military forces, facilities, installations, activities, and functions under supervision of the Adjutant General. This change also standardizes the use of organizational seals and provides for one organizational motto, "Texans Serving Texas."
5. Initiatives.
 - a. NLT 1 November 2015, all component headquarters and directorates under the command and guidance of TAG will implement rebranding changes to all letterheads and PowerPoint slides. See ENCL 1, Texas Military Department Seal Style Guide; ENCL 2, Texas Military Department Power Point Template; and ENCL 3, Texas Military Department Sample Letterhead.
 - b. The State Public Affairs Office (PAO) will develop the standard operating procedure (SOP) regarding the implementation of the new agency seal and terminology for both internal and external audiences.
 - c. NLT 1 February 2016, rebranding/agency name change SOP is implemented agency-wide.
6. All updated logos, letterheads and templates related to this rebranding/agency name change implementation can be found in an electronic repository, for downloading

NGTX-PA
SUBJECT: (JFTX I15-23) Texas Military Department (TMD) Rebranding
Implementation

purposes. This repository on the Lone Star Portal can be found on the Public Affairs
Office page. A direct link to the folder is as follows, <http://bit.ly/1OmtSBF>.

7. The point of contact for this memorandum is the State Public Affairs Office at 512-
782-5620 or ng.tx.txarng.mbx.pao@mail.mil.

3 Encls
as



GREGORY P. CHANEY
Colonel, GS, TXARNG
Chief of Staff, Ofc of the
Adj Gen

DISTRIBUTION:

A

KATHERINE M. BROWN
CW3, ACTXARNG
SIG - Policy



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

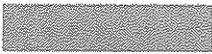
There is no maximum size limitation for a vector file.

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:







OFFICE OF THE ADJUTANT GENERAL



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



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

TEXAS MILITARY DEPARTMENT
DOMESTIC OPERATIONS TASK FORCE
POST OFFICE BOX 5218
AUSTIN, TX 78763-5218
512-782-5001