



Sul Ross State University | University Marketing

Updated Jan 25, 2023

OUR VOICE

Our story began in 1917, in a small West Texas town called Alpine, Texas. In 1925, we developed our trademark logo and it remains our most iconic image today: the Bar-SR-Bar. Both a logo and cattle brand, this image continues to inspire the Sul Ross family to share our passion for our university.

Who we are shapes every experience our students, alumni, faculty, staff, and friends have with Sul Ross.

We are an institution spanning areas in far West Texas and the Middle Rio Grande Region. We are filled with opportunities to experience research, culture, and academics. We are living in a natural environment that inspires creativity and community connections. We thrive on breaking new ground and exploring new frontiers.

WE ARE SUL ROSS.

WHY IS OUR VOICE IMPORTANT?

We define who we are and our voice defines us.

A strong, meaningful voice tells one story consistently.

Our voice identifies Sul Ross through a cohesive message and sets us apart from other universities in Texas.

WE ARE SUL ROSS MEANS:

An emphasis on the commitment to Sul Ross through touch points like:

Campus visits and guided tours

College Days

Athletic events, uniforms, and broadcasts

Speaking engagements

Formal and informal discussions

University affiliated events, lectures, community involvement

Research initiatives and developments

Our Sul Ross website

Recruiting activities

Social media networks

External advertising

And on and on...

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Section 1.

Logos and Graphics

PRIMARY LOGO

As the foundation of our mission, this primary logo tells the Sul Ross story in one tag line so that constituents get a lasting impression of our goals: to lead higher education and emphasize our commitment to rural Texas and breaking into new frontiers.

The logo has three elements: the Bar-SR-Bar, the gray rule, and the word mark. The tagline appears justified below the logo with a special emphasis on the words THE FRONTIER UNIVERSITY.

The primary logo incorporates the official Sul Ross colors: Red and Gray. May be presented in scarlet and black or white.

This primary variation of the logo and tagline should be downloaded as one piece, not typeset.



Red and Gray - Full Color



One Color - Red



One Color - Gray



One Color - Black



One Color - White

SECONDARY LOGO

A variation of the primary logo that does not require the tagline to allow for identification of colleges, schools, centers, institutes, divisions, departments, and units.

This logo may be presented in full color, red, black or white.

For use on merchandise or promotional items.

Please see the images on this page for examples of logo variations.

To request a logo for your department, please submit the request through the following link:

<https://srinfo.sulross.edu/creative-services/standard-department-logo-request/>



CREATING A SUL ROSS LOGO OR GRAPHIC FOR YOUR DEPARTMENT/ DIVISION

To create a new logo (other than the one described on the previous page) for your department, please submit your logo to this website:

<https://srinfo.sulross.edu/creative-services/logo-approval/>

Logos must fall within the Sul Ross State University Style Guidelines, incorporating the approved logos of the university.

Submission does not ensure approval, and we ask that you do not use your submitted logo until Creative Services has given approval/feedback.

THE BAR-SR-BAR

Bar-SR-Bar Graphic: The most iconic image related to Sul Ross State University remains the Bar-SR-Bar. Developed in 1925 as a logo for the education department, the university later adapted it to brand the first cattle donation. Since then, it has been used as both an emblem for Sul Ross and cattle brand.

This image should be used for informal markings such as posters, merchandise, wearables, and printed materials.

This logo is permitted for general university use and merchandising purposes.

The Bar-SR-Bar may not be altered or re-colored except with the official SR red, gray, black, or white. See color specifications for approved color formulas of the Bar-SR-Bar.

The campus logo must remain as originally drawn and cannot be modified or altered in any way.



One Color - Red



One Color - Gray



One Color - Black



One Color – White

THE CONTEMPORARY BAR SR BAR

Taking the iconic Bar-SR-Bar to another level, this logo appears more graphic. The contemporary Bar SR Bar must remain as originally drawn and cannot be modified or altered in any way.

1. Secondary approved variation includes the logo with white as the primary color (see image).

Approved colors include:
PMS 185 C, PMS 187 C. The gray in the approved variation is 46% Black C,
CMYK 0,0,0,46 RGB 151-153-155
HEX 97999B.



SPIRIT MARKS

SR Texas Spirit Mark

This logo exemplifies the spirit of Sul Ross. We proudly showcase our identity as a Texas university and our Bar-SR-Bar.

This logo is permitted for general university use and merchandising purposes.

The spirit mark must always include the contemporary version of the Bar-SR-Bar.



SPIRIT MARKS

BRAND 'EM Spirit Mark

Capturing the essence of the Bar-SR-Bar brand, this logo illustrates the spirit of Sul Ross.

BRAND'EM must always appear in capital letters. The logo includes the Bar-SR-Bar at a slant on the right bottom side.

Use of the wordmark BRAND 'EM as a stand alone is permitted with the approved typeface – Impact.

The BRAND 'EM logo may not be altered or re-colored except with the official SR red, gray, black, or white.

See color specifications for approved color formulas of the Bar-SR-Bar.

The spirit mark must remain as originally drawn and cannot be modified or altered in any way.

The logo may be used for general university use and merchandising purposes.



One Color - Red



One Color - Gray



One Color - Black



One Color – White

SPIRIT MARKS

Sully the Mascot

Sully illustrates the mentality by all Lobos to face challenges head on with the support from the Lobo Pack.

This logo should be used for items, graphics, or events that focus on Lobos/spirit/sports/students.

This logo is permitted for general university use and merchandising purposes.



One Color - Red



One Color - Gray



One Color - Black



One Color - White

UNIVERSITY SEAL

The official Sul Ross State University seal in full color is used to authenticate the highest official university documents and is reserved for formal printed material, diplomas, certificates, award and recognition plaques, banners and flags at formal occasions, and appropriate display within offices.

The seal is designated for official university use only. The one-color seals may only be used when printing the full color is not an option.

The official Sul Ross seal should not be used on wearables, merchandise, vehicles, newsletters, flyers, or post cards.

Use of the seal must be authorized by the creative services committee. Use this link to request use of the seal. <https://srinfo.sulross.edu/branding/official-seal-request/>. The seal will not be distributed to the requestor; it will be placed in the submitted document for you.



Full Color



One Color- Red



One Color - Black



One Color – Gray

TO ACCESS AND DOWNLOAD LOGOS:

The official Sul Ross logos can be downloaded from this site.

<https://sinfo.sulross.edu/branding/>

EXPIRED LOGOS

Note that these logos have expired.

Do not use these logos.

How are they different?

The new primary logo replaces all previous versions of university logos.

Both the Sul Ross box and the tagline “The University of the Big Bend” are expired.

The Howling Lobo copyright expired and has been replaced with the Sully the Mascot logo developed in-house. This howling lobo logo must not be used in any form.

The Brand ‘Em Lobos star was replaced with the Bar-SR-Bar.

The Texas Spirit mark includes an expired Bar-SR-Bar and should be replaced with the new Texas Spirit Mark.

The SRSU Bar-SR-Bar is not the official version and should no longer be used.

These are examples of expired logos. If in doubt of the appropriate use, contact the brand manager at 432-837-8140; joesper@sulross.edu.



TEXAS STATE UNIVERSITY SYSTEM STATEMENT

Sul Ross State University is a member of the Texas State University System and we declare our affiliation with TSUS by including the system statement as required by rule.

The member institution logo has a primary configuration (without the T-star) and a secondary configuration (with the T-star).

Must use the actual artwork.

Must use on all publications including signage, advertisements, or other required documents.

Must use on the first page and cover of documents with more than six pages.

Download from:
<https://srinfo.sulross.edu/branding/>

MEMBER THE TEXAS STATE UNIVERSITY SYSTEM

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Section 2.

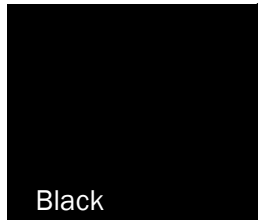

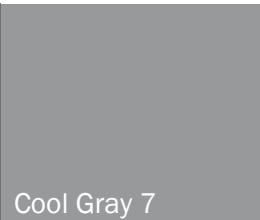
University Colors and Fonts



Sul Ross State University Color Palette

Primary Colors


	
PMS 186C	Cool Gray 9
RGB: 200/16/46 CMYK: 2/100/85/6 Hex: C8102E	RGB: 117/120/123 CMYK: 30/22/17/57 Hex: 75787B

Primary Support Colors

			This gray is to be used when contrast is needed against the Red PMS 186C.
Black	White	Cool Gray 7	
RGB: 0/0/0 CMYK: 0/0/0/0 Hex: 000000	RGB: 255/255/255 CMYK: 0/0/0/0 Hex: FFFFFFFF	RGB: 151/153/155 CMYK: 20/14/12/40 Hex: 97999B	

		These 2 reds are used only in the Contemporary Bar SR Bar and the Spirit Mark.
PMS 185C	PMS 187C	
RGB: 228/0/43 CMYK: 0/93/79/0 Hex: E4002B	RGB: 166/25/46 CMYK: 7/100/82/26 Hex: A6192E	

Accent Colors

	
PMS 3519C	PMS P1-2 U
RGB: 224/164/161 CMYK: 0/38/23/0 Hex: E0A4A1	RGB: 253/248/225 CMYK: 0/0/9/0 Hex: FDF8E1
	
PMS 125-8C	PMS 143-2C
RGB: 0/128/127 CMYK: 100/0/41/24 Hex: 00807F	RGB: 143/183/133 CMYK: 22/0/27/28 Hex: A6A699
	
PMS 534C	(No PMS equivalent)
RGB: 27/54/93 CMYK: 95/74/7/44 Hex: 1B365D	RGB: 51/102/0 CMYK: 50/1/100/60 Hex: 336600
	
(No PMS equivalent)	PMS 117C
RGB: 128/0/0 CMYK: 0/100/100/50 Hex: 800000	RGB: 201/151/0 CMYK: 0/25/100/20 Hex: C99700

FONTS

For University-wide print communications, we recommend Garamond and Franklin Gothic for use in program, department, and college-level communications.

Garamond denotes a formal feeling of academia and should be used for official documents or publications representing the university.

Franklin Gothic has a modern feeling, and is a good companion to our University logo.

For questions related to university fonts, contact the Brand Manager at 432-837-8140, joesper@sulross.edu.

Consistent use by the campus community will strengthen the continuity of appearance necessary to create a strong University presence and visual identity program.

The font used to create our Frontier University logo is Gotham. Though it is not available on most university computers, if you have this font you may use it for headings and titles. It does not work well for the text body of a document, however.

Web alternatives to our primary fonts are Times New Roman and Arial.

Serif Fonts

Garamond

Garamond Italic

Garamond Bold

Sans Serif Fonts

Franklin Gothic Book

Franklin Gothic Demi

Franklin Gothic Demi Condensed

Franklin Gothic Heavy

Franklin Gothic Medium

Franklin Gothic Medium Condensed

Web alternatives

Times New Roman

Arial

Logo Font

Gotham Book

Gotham Medium

Gotham Light

Gotham Bold

Section 4.

University Statements

TEXAS STATE UNIVERSITY SYSTEM BOARD OF REGENTS

Find the current Board of Regents list at:
www.tsus.edu/regents

Use on publications of more than six pages.

Include the names and homes cities of current members; the chancellor's name is listed at the end without a home city.

Please review the webpage listed above each semester to ensure accurate information.

Use in the following order:

1. Chairman
2. Vice Chairman
3. Remaining members in alphabetical order by last name.
4. Student Regent
5. The Chancellor

An example of the 2019 Board of Regents:

THE TEXAS STATE UNIVERSITY SYSTEM BOARD OF REGENTS

William F. Scott, Chairman, Nederland

David Montagne, Vice Chairman, Beaumont

Charlie Amato, San Antonio

Duke Austin, Houston

Garry Crain, The Hills

Dr. Veronica Muzquiz Edwards, San Antonio

Don Flores, El Paso

Nicki Harle, Baird

Alan L. Tinsley, Madisonville

Leanna Mouton, Student Regent, San Marcos

Dr. Brian McCall, Chancellor

EQUAL OPPORTUNITY STATEMENT

Must be used on the Sul Ross home page and all printed materials used for recruitment purposes – for students, faculty, and staff.

It should be placed in the publication in a location that is easily seen.

No person shall be excluded from participation in, denied the benefits of, or be subject to discrimination under any program or activity sponsored by Sul Ross State University on any basis prohibited by applicable law, including but not limited to race, color, national origin, religion, sex, age, disability, sexual orientation, or gender identity.

TOBACCO-FREE STATEMENT

Use on publications that involve being present on campus; may include posters, invitations, and programs where applicable.

Do not use on pull-up banners or backdrops.

Sul Ross State University is a tobacco-free campus.